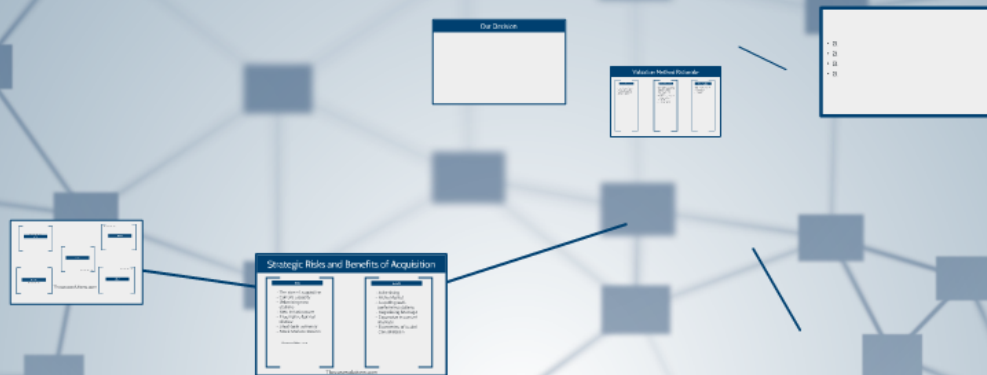


Radio Station WEAA: Leading in A Challenging Situation

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Radio Station WEAA: Leading in A Challenging Situation

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Who?

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What?

When?

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Where?

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Why?

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Who?



Where?

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When?

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What?

Why?

Strategic Risks and Benefits of Acquisition

Risks

- The size of acquisition
- Current capacity
- Urbanizing new stations
- New Infrastructure
- Preemptive but not dilutive
- Short-term solvency
- Stock Market reaction

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Benefits

- Advertising
- Niche Market
- Acquiring well-performing stations
- Negotiating leverage
- Expansion in current markets
- Economies of Scale/ Consolidation

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Risks

- The size of acquisition
- Current capacity
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