

Email Exchange 5-22 & 23-2017

Janca Fails to Get Financing and 1st Sale Offer Dead

"One-Oh-Two". The mayor's name is pronounced "Bass-Ker" not "Ba-Shear". In the report you talk about Mr. Romero, but don't say who Mr. Romero is. On the youth employment you don't identify that it is the City's Youth employment program. If this is going to be your only news update for the day you don't want to say good morning. Even if you plan to do a second update to run from 1p-7p this one will run at noon, so it will no longer be morning. When you closed you said that it was a Mine Country Update rather than a Mine Country One-Oh-Two-One update and you said "I Reese Janca on One-Oh-Two-Point-One" rather than One-Oh-Two-One. Again, it is about staying consistent with your branding. My suggestion is to open with something like "I'm Reese Janca with your Mine Country One-Oh-Two-One news update" and close with something like "I'm Reese Janca and this has been a news update on Mine Country One-Oh-Two-One, Socorro's Hometown Station!" The story selection is good, but I would suggest just trying to do 2 stories per update and slowing down a bit and making sure to give details like saying Councilman Peter Romero and identifying that you are talking about the City's Summer Youth Employment Program.

Second, don't worry about Sonic I have taken care of that issue.

Third, very disappointing news on purchasing the station. I do not want you to change the license over to you under these conditions. Without control of the FCC license the station is worthless to me. I will consider your new offer, but it will now have to be considered along with other offers that may be made by others that have expressed interest in purchasing the station. We had an agreement on terms that I was committed to keeping and I did not consider any other offers as I promised. With that agreement being broken I believe I am ethically cleared to consider other offers that might be available. As stated earlier I will still consider your new offer, but if there is a better one available I will take it. At \$500 a month it would take nearly 7 years for you to pay \$41,000 and I would prefer not to drag things out that long. I would also have to raise the price some to make up for the risk of inflation. Maybe you can find someone in town to partner with you on this endeavor so that we can maintain the original agreement that was made. I will still honor that agreement if you get back to me before I make an agreement to sell to someone else. Otherwise, you will be competing in an open market with the best offer winning. No hard feelings, I just have to try to make the best deal I can at this point. If anything changes let me know. Please finish out the week on Sunrise Socorro and if nothing works out I will just suspend the program for the time being. Also, please return anything that was removed from the studio.