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**Tom Langmyer’s next project – buying small-market stations via “Great Lakes Media Corp.”**

The former leader of big-market boomers like Milwaukee’s WTMJ/WKTI, Chicago’s WGN and St. Louis-market KMOX is reversing the lens. He says small markets are “making a big comeback…people are in search of real community and the greater connection that comes with being part of a ‘place.’” Tom’s a native of western New York, thus the “Great Lakes Media” name. His new target area is “New York, Pennsylvania, Ohio, Michigan, Indiana, Illinois, Minnesota and Wisconsin.” Langmyer’s “meeting with investors and brokers, and others who are interested in specific markets.” He’ll be announcing “appointments of officers and partners in the weeks ahead.” More about the opportunity he spies – “Many of the broadcast media platforms have been providing white-labelled, generic, unremarkable content. And while it’s growing, the digital space is in dire need of compelling content to make it a more robust advertising and revenue platform.” Echoing the investment thesis of Townsquare a little, Langmyer says “Radio and digital complement each other…there’s great open space in creating more personal local experiences, by leveraging these platforms, and expanding the emotional connection between consumers and local brands.” He’s looking to buy stations but also “other local media platforms.” Reach Langmyer at 312-320-4700. His new outfit’s website is [here](https://tomtaylornow.us6.list-manage.com/track/click?u=78b390ff9f5b002e3f050238c&id=ddf1875133&e=eaed97becd).