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Wheeling and Dealing

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Sure enough – Wichita’s Radio Disney O&O KQAM (1480) is sold, as this T-R-I newsletter speculated back on October 19 (“One more Radio Disney market on Disney’s to-sell list”). The other markets I mentioned then were

Albuquerque, West Palm and Greensboro, by the way. In the case of Wichita, the buyer is the local Steckline Communications, and Greg Steckline tells the [Wichita Business Journal](#) he wasn’t particularly looking for a deal – “We just happened to be in the right place at the right time.” KQAM’s got 5-kw days and 1-kw nights and Disney/ABC Inc. paid Entercom a sizable \$2 million for it back in 2002. No word on the price for this latest sale, but it’s probably below \$2 mil. KQAM will flip from the kid-and-mom-friendly Radio Disney format to news/talk under Steckline, forming a new 1-2 combo with “Sports Radio 1410” KGSO. Todd Johnson will manage both AMs for Steckline. Broker on the sale – Mike Bergner.