

KAB TRANSMITTER

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Happy Holidays from Judy and Kent

If you don't serve your industry well, it won't serve you well.



Chairman's Message:

Gordon Johnson – KLEY AM/KKLE AM/KWME FM

Happy Holidays to one and all. The year is about to draw to a close and looking at the calendar brings to mind all the things I didn't get done this year. Each year, there's always a long list of things we'd like to accomplish...and it seems at the end of each year, and equally long list of things we just could not get to. My hope for you is that your list is shorter than mine.

As we look ahead, we should consider what it is we'd like to see happen in our business in 2013. Every day, I go to work with the hope that I'll do things just a bit better today than I did yesterday. And I think we can use that same mindset with our broadcast industry. What new, innovative ideas can we put into practice that will make us better broadcasters each day? There are always new challenges ahead...some we can see, and some we can't...but there are also ways to meet those challenges, if we just have the creativity, the energy, and the determination to meet them. We are very fortunate that we have an organization like the KAB where we can share new ideas...bounce them off one another, if you will, then take them home and just see how they work.

My thanks to everyone in KAB for your support of my chairmanship this year. It has indeed been a rewarding year. Monte Miller of Rocking M Radio becomes your Chairman on January 1. He will be a great leader for our association, so give him the same support you gave me this past year.

I would like to take this opportunity to wish each and every one of you a very Merry and Blessed Christmas.

2013 Kansas Legislature

The session begins Monday, January 14 with 50 new House members and 12 new Senate members convening in Topeka. There is new leadership in both houses and Republicans gained more seats as well. It also means there are new committee chairs along with new committee members who will all need to quickly get up to speed.

Revenue and expenses will be priority number one as the Governor continues his promise to reduce spending and taxes. As they look for additional revenue it is possible that sales tax exemptions will be on the table. For broadcasters those include the exemptions on advertising, advertising services, and machinery & equipment. There is also talk again about prohibiting elected officials or appointees from appearing in PSA's during an election year. This would go beyond any lowest unit rate windows of 45/60 days.

As I meet these new lawmakers, I can use your help if you have any sort of relationship with them. Please let me know so I can drop your name. If you don't then get to know them by inviting them out to the station and perhaps interviews on your programs. They will need educating.

2013 Congress

Even though the current 112th Congress is still meeting, the 113th Congress will convene Thursday, January 3rd. Even though there were new members elected, the balance of power remains about the same – Republicans control the House and Democrats control the Senate. There were no changes in the Kansas delegation who each have supported our issues in the past. Here is a very brief rundown of priorities this session for us:

Performance Tax

Although this issue could be worked out in the market place (IE Clear Channel) there will be a bill that could reduce streaming rates in return for terrestrial payments.

FM Chips

This is going to be worked out in the market place and NAB will back off leading an effort. Certain radio groups are already in negotiation with a cell carrier on some sort of payment for enabling the chip in their phones.

Retransmission Consent

Bills would remove Retransmission Consent and Must Carry for TV stations and allow for distant signals to be imported. (The House version was authored by Jim DeMint who is leaving Congress for a private sector job)

Spectrum Auction

By the time the Exec Committee heads to DC in March we should have pretty good feel for the process and perhaps the estimated auction ceilings/basements. No action here except to make sure FCC is following through on what Congress legislated.

Advertising Deductibility

Companies are allowed to deduct 100% of their ad costs. There is discussion of reducing that to 80% as both sides look for revenue. In any other time this would not even get a hearing. But it could gain some traction.

2012 FCC Proceedings

It has been another extremely busy year at the FCC in regards to proceedings and filings on behalf of broadcasters. Here is a quick synopsis of issues the KAB joined with other state associations to comment on:

- Urged the Commission to retain the QPI Lists requirement, which has long been accepted as the best evidence of whether a station has been responsive to local community needs, issues and problems, and to reject the notion that the number of minutes a particular type of program

may have aired on a station is a more appropriate measure of a broadcast station's service in the public interest. (Still Pending)

- Filed comments in strong support of the retention and three-year extension of the Viewability Rule which requires the carriage of all local TV signals – even those small independent stations that had not converted to digital. (FCC did not extend and Federal Court upheld that decision)
- Opposed requiring television stations to post on the FCC's website those contents of their public inspection files that are not already available on the FCC's website, and requiring the affiliates of the top four television broadcast networks in the top 50 markets, within two years, to post, going forward, their political files on the FCC's website. (FCC adopted and implemented the order)
- Filed comments in support of a change to allow broadcast stations to publish the rules of their contests on the station's website in lieu of broadcasting such rules over-the-air (FCC will take up this matter in 2013)

Pompeo to Serve on Key Committee



Fourth District Congressman Mike Pompeo has been appointed to the House Energy and Commerce Subcommittee on Communications and Technology. This is the committee that not only has jurisdiction over many broadcast issues but the FCC as well. It is chaired by Rep. Greg Walden, a former broadcaster.

Congressman Pompeo has been very supportive of our issues in Kansas and will be front and center on future telecommunication issues impacting our industry. It's great having "one of our own" on the committee.

Two new GM's Named in KC

Both KCTV TV and KSHB TV have filled their vacant general manager positions.



Brian Bracco was named VP/GM at KSHB replacing Mike Vrabac who retired earlier this year. Bracco has been Vice President of News for Hearst since 2000 and prior to that served as news director at KMBC TV (Hearst) for 13 years. He worked as a news reporter and anchor in several markets including Wichita. In his position as VP News for Hearst, Bracco has been able to live in KC so he has a great knowledge of the market.



Darrin McDonald becomes VP/GM at KCTV TV returning to Kansas City. McDonald succeeds Bobby Totsch, who left the station in October. McDonald is currently VP/GM of KVVU TV in Las Vegas. He has more than 20 years of broadcasting experience and has worked in a variety of roles including VP-station manager, general sales manager and director of sales at various locations around the country. He previously worked as general sales manager at KSMO for two years before his move to KVVU in 2008.

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Quarterly Reports Due

The next Quarterly Issues/Programs List ("Quarterly List") must be placed in stations' public inspection files by January 10, 2013, reflecting information for the months of October, November, and December 2012. For TV stations, the next Children's Television Programming Report must be filed with the FCC and placed in stations' public inspection files by January 10, 2013, reflecting programming aired during the months of October, November, and December 2012.

Dealing With Doctors Who Don't Like Advertising



Many doctors and dentists feel that radio or television advertising "cheapens" their professions and that it is beneath them to promote their skills. Yet at the same time, these same medical professionals have no problem advertising in the Yellow Pages or in those little magazines you only see in doctors' offices. You know, the ones where the entire staff dressed in white coats is lined up in front of the MRI machine, smiling maniacally?

I remind physicians that they did take the 'Hypocritical' Oath, and that they promised to "do no harm", so why not do the right thing and teach consumers how to avoid some of the diseases and injuries that come their way? In other words, use their depth of knowledge and skills to teach people to be healthier? That's not advertising, it's a public service. Teach the people to recognize the symptoms of say, high blood pressure or diabetes. Discuss the proper ways to brush teeth so people can avoid root canals. Talk about the dangers of Human papillomavirus and other dangerous ailments.

A skeptical endodontist (root canal specialist) recently listened to me (with his arms crossed) as I emphasized the incredible lack of basic consumer knowledge about proper dental care. "People are pretty ignorant when it comes to basic oral care, are they not?" I asked. He started opening up and said that it was indeed horrible, that he's seeing so many cases of children with baby teeth needing root canals and fillings. I asked him why, and he went off on a rant about kids drinking out of sippy cups. "I don't have a problem with children drinking juice or milk, but I have a huge problem with juice or milk in sippy cups," he said. "Juice or milk in a regular cup is fine, because the child drinks it up fast. But in a sippy cup it takes much longer and the teeth are exposed to the acids that attract the bacteria that attack the tooth enamel."

The more we talked, the more information he gave me. “Cup your hand and breathe into it,” he said. “If you smell something bad, that’s infection. And, you don’t want infection in your head,” he continued. “And, if you’re smelling that, that’s what other people are smelling when they are close to you. Maybe that’s why people back up when you’re talking to them.” “Wow,” I thought. “He’s making commercials without scripts. On a radio or television station, he’d look like the leading authority with these tips on better oral care.”

The more he talked, the more convinced he became that I was correct, somebody in his field should take the lead and talk about these things in a public way. He brought up issues that would make good water cooler conversation. “What do you think is better for your children’s teeth, chocolate or raisins?” or, “Did you know that if you’re right-handed, the left side of your teeth are always cleaner?” or, “People think that the best time to bring a child in for braces is when they reach middle school, but we’d really prefer to see them when they are nine or ten.” All of these subjects would be great ways to lead into commercials, wouldn’t you say? He talked about people who think using those new plastic toothpicks with the tiny brushes on the ends absolves them from flossing. “No, that’s a cop-out because you’re not getting in between the tops of the teeth, where they touch and bacteria thrive.”

He also ranted about parents allowing children to brush their teeth unsupervised, the pros and cons of electric brushes and the dangers of grinding your teeth. We hear his views on teeth whitening. I ask him about the latest dental scourge, and he says, “It used to be ‘meth mouth’, but now we’re seeing people with horrific problems because they are addicted to energy drinks. There is so much acid in that stuff that their teeth are just crumbling out.”

By the time we finished our conversation he was just about ready to become the public dentistry advocate on a TV station. Here’s what closed him.

I suggested that he make these commercials, without scripts, explaining that he does root canals, but he wanted to help people avoid having to have one. Then he tackles a specific afore-mentioned subject, and then...tag each commercial by publicly thanking a couple of the general practice dentists that regularly refer business to him. Yes, like other medical specialists most of his business sent to him by other doctors. They might appreciate him saying, “I’d like to personally thank Drs. Green and Schaeffer for providing excellent general dentistry to the people here in the Dallas area. Thank you, doctors.” He rotates tags to include all of the general practitioners he works with.

Who else is publicly thanking the people that send him business? This way, he advertises without sounding like he’s advertising, he gives people the information they need to take better care of themselves, he’s promoting dentistry in general and he’s publicly thanking the people he needs the most.

This creative technique works with any health care professional, but especially with specialists. Try framing your conversations with doctors this way and catch a long-term fish or two. Oh, and remember, you only have to floss the teeth you want to keep.

Originally printed in *Radio and TV Business Report*. (Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at paul@paulweyland.com or at www.paulweyland.com or by phone at (512) 236 1222. Read Paul’s book *Successful Local Broadcast Sales*, available on line or at bookstores)

If you have anything you would like to place in the newsletter send it to kent@kab.net