

# KAB TRANSMITTER

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



## Chairman's Message:

*Monte Miller – Rocking M Radio*

**This morning the server crashed at the FCC while I was filing station renewals for the Rocking M Radio stations. Therefore, I have no excuse not to get my copy to Kent Cornish on time. First of all, I sincerely appreciate the privilege and opportunity to serve our Kansas Association of Broadcasters as chairman for 2013. As always my heart and mind are devoted to promoting this wonderful industry and public service that we send out over the air waves every day.**

**In my sunset years, it has been rewarding and challenging to finally get to work on the radio side of the business. My beginnings date back to sweeping the floor of my father's weekly newspaper, The Belleville Telescope, during the dark years of WWII. It has always seemed better to me that if you can, learn a media from the ground up. I poured lead ingots for the linotypes used to set copy for the newspaper and even learned to read upside down and backwards as the relief type pages were prepared for printing.**

**Later, along with my ever faithful wife and lifelong partner Doris and with the support of our sons Christopher and Quinn we made the transition to broadcast. We petitioned the FCC to add full power UHF Channel 38 to the table of allocations, for KMCI-TV, licensed to Lawrence, KS. After several years of construction and planning five megawatt KMCI-TV when on the air in 1988. We operated the station for twelve years sold to Scripps-Howard owner of KSHB-TV 41, NBC, in Kansas City in 2000. At that point we had survived the cable wars and must carry, and it was time for a new owner to chart the digital future of KMCI. We moved back to Manhattan where Doris and I met at K-State to get more involved with university and the A. Q. Miller School of Journalism and Mass Communications, named after my grandfather.**

**Six years later our son Christopher came to us with the opportunity to buy fourteen western Kansas radio stations. That brings us to where we are now, having added three Goodland stations and built three construction permits in Salina, Hays and Cimarron.**

**Rocking M Radio keeps us plenty busy however; I must say that if I volunteered time for an extra challenge I can think of no better organization to work for than the Kansas Assn. of Broadcasters. Given the superb leadership of Kent and the past boards of directors, KAB has established an outstanding record of service to our industry and the listeners and viewers of Kansas radio and television stations.**

**Yes, there are challenges ahead and there always will be. But KAB is up to the task and with your continued strong support Kansas broadcasting has a bright future. Thank you for this opportunity to serve as your Chairman.**

## **2013 Kansas Legislature**

There are many bills either introduced or being written by the Revisor's office that keep me busy each day trying to keep up. The good news is that most of these have little or no impact on broadcasters in Kansas. Along with these numerous bills are the many new faces at the Statehouse – although our own Rep. John Ewy isn't one for me. Getting to know these folks and issues that are of interest to them makes for interesting days.

There are a few bills I am watching and will probably provide testimony.

- **Elections** – several bills in both houses are proposing a change of dates in the spring city elections. Proponents say it will save money and provide a better turnout for those elections. One proposal is to move them to August and November in even years – thus being on the ballot the same time as state and federal races. The others keep the city elections in the odd numbered years, but also move them to the fall.
- **Open Records** – If you have ever requested open records you have found there is no consistency with how much an entity charges for copies. Some not only charge per copy but also charge for staff time. There is a bill that sets the copy fee at .25 per copy and no staff time charges.
- **E-Fairness** – This would require collecting sales tax on internet purchases from out of state vendors. It would put them on a more equal playing field with many of your retail customers.
- **Miscellaneous** – We're watching a bill that would clarify real property and personal property. Again there is no consistency from county to county. This might have an impact on your transmission towers. And of course we always keep an eye on tax bills that might seek to eliminate the deduction on advertising – nothing yet.

As always, if you ever want to come up to the Statehouse and meet your legislator, or simply watch the legislature in action, just let me know.

## **FM Chips in Sprint Phones**

Sprint has made an agreement that will enable Sprint customers to listen to local FM radio stations from a broad spectrum of radio companies and aggregators on select Android and Windows smart phones during the next three years. FM radio will be delivered via an FM chip and through the NextRadio tuner app or "other radio apps or services." The NextRadio tuner is expected to be ready later this year.

Gordon Smith, president of the National Association of Broadcasters, said, "This opportunity combines the strengths of the Sprint network with the impact of America's radio stations. It is the type of business-to-business partnership that recognizes the unique strengths of the wireless networks and the radio industry and provides services that are so important to the American people."

Clear Channel CEO Bob Pittman said, "This is a great development for the radio industry, one which will help us bring the content and services that only radio can provide to the wireless system. It's an important benefit for consumers across America, and we are pleased to participate in this effort."

Emmis CEO Jeff Smulyan, a longtime advocate of FM in smart phones, added, "Today is a remarkable day for our industry. I am gratified by the unity I have seen in our industry. It seems every broadcaster I know has supported this effort, and I am grateful to the tireless efforts of industry leaders, from the largest companies to the owners of the smallest stations, all of whom have helped us reach this agreement. While there is much work to be done, today is a critical first step."

## George Logan 1936 - 2013



George Logan, a member of the KAB Hall of Fame, passed away earlier this month following a 4 ½ year battle with cancer. He was a longtime farm broadcaster and Radio and TV general manager.

From 1960 to 1965, George was Farm Service Director for WLW Radio and Television in Cincinnati, Ohio. His activities there included daily broadcasts from the station's 600 acre working dairy operation, "Everybody's Farm", as well a daily morning TV program and appearances on "Midwestern Hayride", a weekly country music show carried on a network of four Ohio and Indiana TV stations.

He then became Farm Director for the WIBW stations and retired from Stauffer Communications at the end of 1993 after serving as General Manager of WIBW-TV (Topeka) for fifteen years. During his tenure of nearly thirty years with SCI, Logan also held posts of General Manager at KGNC AM/FM in Amarillo, Texas, and the National Sales Manager for WIBW AM/FM in Topeka.

George was KAB President in 1983, served the National Association of Farm Broadcasters in several offices, including President in 1972. In 1973, he became the Executive Secretary of the Association, a position he held for 16 years. George was elected to membership on the CBS Television Network Affiliates Board as well as the Arbitron TV Advisory Council. He was a co-founder and President of Crime Stoppers of Topeka, Inc. in addition to serving on numerous other boards and committees.

Memorial contributions have been designated to The Life Raft Group for Cancer Research, 155 Route 46 West, Suite 202, Wayne, NJ 07470.

## Auto Sales Picture Rosy for 2013

Probably good news for broadcasters. The National Automobile Dealers Association predicts U.S. auto sales will grow by 1 million vehicles in 2013. U.S. auto sales climbed by 13 percent to 14.4 million in 2012. NADA thinks more than 15.4 million vehicles will be sold this year.

Many automakers are forecasting around 15 million vehicle sales for 2013. Toyota Motor Corp. is predicting 14.7 million, but the automaker said this week it may revise its estimate upwards next month depending on sales trends.

## Dillon to Leave Radio News



After 34 years at KFDI Radio in Wichita, News Director and KAB Hall of Famer Dan Dillon is leaving the station February 8. He has been named the Media Coordinator for new Sedgwick County District Attorney Marc Bennett.

Dillon began his career in Omaha, but was lured to Wichita by then owners Mike Lynch and Mike Oatman. He has received numerous KAB Awards and was inducted into the Hall of Fame in 2005.

## New Elliot School Director



Dr. Matthew Cecil has been named the new director of the Elliot School of Journalism at Wichita State University effective June 30. He replaces interim director Lou Heldman who has served in that position the past two years. Cecil is currently an associate professor in Journalism and Mass Communications at South Dakota State University.

Cecil is the author of a forthcoming book, “J. Edgar Hoover and the American Press: Journalism, Public Relations and the Legitimation of the FBI.” He has presented or published over 20 articles on the subject.



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## USO Fund Raiser

Nearly 50 radio and TV stations are participating in a one day effort to raise money for the USO in Kansas coordinated by the KAB. On February 4, which also happens to be the 72<sup>nd</sup> birthday of the USO, stations will be asking viewers and listeners to make a contribution to the USO.

The USO (United Services Organization) provides wonderful support to our members of the military and their families – including Active/Reserve/Guard troops. Services include things like a private phone network for troops to stay in contact with families, providing hot meals and a place of comfort for troops and their families who are in transition and activities for children whose parent is deployed. While they are headquartered in Kansas at Fort Riley, the USO helps at other bases like McConnell and Fort Leavenworth.

## Catering to the Bottom Feeders



Look at all of the small businesses out there that only advertise when they have sales. “20 Percent Off! 30 Percent Off!” Many of them will spend 97 percent of their advertising budgets going after the worst, most disloyal three percent that would only buy if your client’s prices were the absolute lowest available. What a miserable life, only dealing with the disloyal and parasitic bottom-feeders.

Value almost always trumps price. That’s why some people buy Rolexes rather than Timex watches. That’s why some people purchase premium brand automobiles instead of standard economy models. Educated consumers buy more than uneducated consumers. Companies that invest in showing consumers why their plan is better for the consumer than the consumer’s own plan will waste less time and effort having to haggle over price. There is plenty of proof that price is not the only factor in determining where consumers spend money.

Look at the professional “circle of trust” that most people develop. I’ve had the same insurance agent for 35 years. I’ve had the same doctor for the same number of years. I’ve had the same dentist, AC/HD company, septic company, veterinarian, jeweler, bank, grocery store, cleaners, same gym, favorite

restaurants, nightclubs, air carrier, car dealer, furniture store and automotive service garage for YEARS. All of these professionals have had huge price increases throughout the years, but I haven't fired them.

Why? Because I think they've got my back. And, that's worth more to me than the extra treasure. Imagine how valuable you would become if you could help your client bring in more business without having to give up his gross margin of profit. In fact, what if you could help your advertiser cut back on the sales and bring 20 or 30 percent back his bottom line? What if you could convince the client that his price is not the only determining factor? Maybe it's the quality of the product or service that needs to be sold. Perhaps it's what happens after the sale, in the way of how he treats customers when they have service issues. Your job is to ferret out those little jewels, and start focusing on them in your client's commercials.

Back in the day, Dell's service department was so good that customers who called for service were TWICE as likely to buy another Dell computer than if they never had a problem to begin with. Just what is it that keeps customers coming back to your client's business when there is no sale in progress? Hard to say? Sit down with the client and figure it out. Ask lots of questions. What's in it for the consumer to come to your client, rather than his discount competitor?

When a customer's car breaks down, will your mechanic client solve the customer's interim transportation problem by loaning her a car until her car is fixed? Why not advertise that? Women make the majority of home repair calls. Her personal safety is her number one concern when calling a plumber, for example. What does your client do to alleviate that concern? Some plumbers I've dealt with actually email a photo of the plumber they're sending out to the customer. If they're doing something that cool, why not make that a talking point in the commercial?

Will your independent insurance agent help customers fill out claim forms and be present when the customer meets with the claims adjuster? Where is that commercial? Does your local nurseryman specialize in plants that actually grow in your area, and avoid selling plants that don't grow there? Unlike the big box stores, will your local store actually help customers load their purchases into their vehicles? Does your local grocer try to buy as much locally as he can, so that jobs stay in your state, instead of going out of state? I'm always a sucker for that, as I believe in keeping jobs here in my state in this economy.

Does your local boutique specialize in something that customers can't get at the mall, like a large selection of plus sizes that have a slimming effect? Keeping consumers away from the mall is the boutique's number one job. When your client says, "Good Service" or "Family owned and operated", does he really mean that if your septic alarm goes off in the middle of the night, one of them will get up, get dressed and drive to your house to fix the problem immediately? Why not talk about that in the spot?

Could your florist help customers that have a hard time expressing their feelings come up with a more sentimental note? There is a real need for that kind of service. Can your local hardware store help you find precisely the right part or tool and then give you valuable, time saving information to help you finish the job with minimum hassle? I get that kind of service at my local hardware shop and I shop there deliberately, never going to the national competitor. Could your restaurant owner guarantee that he could get you in and out at lunch in 30-40 minutes? People with a drive time and a tight schedule really appreciate that.

Interview the client, find the real value and help them make money without sacrificing price and you will be a real hero. Oh, and tired of dealing with media clients that will only buy YOU if you have the lowest price? Try using the same technique. Move the conversation away from price and back to your

value as a dutiful rep with great ideas that happens to work at a station with an adoring audience of consumers ready to spend money right now.

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](mailto:paul@paulweyland.com) or at [www.paulweyland.com](http://www.paulweyland.com) or by phone at (512) 236 1222. Read Paul's book *Successful Local Broadcast Sales*, available on line or at bookstores)

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