

KAB TRANSMITTER

Vol. 52 No. 2

February 28, 2013

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



Chairman's Message:

Monte Miller – Rocking M Radio
mmmiller@rockingmradio.com

Please make sure your stations are airing the PEP spots and sending monthly statements to the KAB office. You probably hear that all the time from Kent and most of our members are doing just that. So this is for the stations that haven't or GM's that aren't sure.

The revenue received from these spots makes up nearly 75% of our budget and is similar in most of the 50 state broadcast associations. These dollars are what provide FREE sales training, FREE legal advice, FREE on line job bank, and the myriad of services offered to you, our members. The clients utilizing the PEP program are nontraditional advertisers with smaller budgets who need to get an educational message out statewide. Like any of your clients, its essential the spots air as promised and reported so they know the KAB has fulfilled their commitment.

This year several of the PEP clients wanted their messages out in the first few months of 2013. I know that put a strain on some of you – particularly TV stations. These are normally spread throughout the year and give you flexibility in airing these. Like any good salesperson, Kent is always making calls on potential PEP clients and can't always control the flight dates. So thank you for your help on this and continue to do your part in keeping the KAB strong.

2013 Kansas Legislature

The session has reached the halfway mark and much work is left to be done by legislators. Will the one-cent sales expire June 30? Will income tax rates go down? Will KU and KSU be forced to play WSU? Those issues and hundreds more need to be passed in one of the houses or die in committee over the next few weeks.

Specific to our industry, there are a couple of bills we are following and working. One is moving spring elections, now in odd numbered years, to the fall in even numbered years in hopes of attracting more voters. That means along with the usual statewide and legislative races, you would be adding mayoral, city commission and school board elections to the same ballot. I testified as a neutral organization that an unintended consequence could occur. Stations might run out of available time to air all candidate spots and news coverage could be limited to the larger races, leaving some without a good opportunity to deliver their message.

The second bill (SB 84), which passed the Senate last week and goes to the House, would strengthen the sales tax collection laws on out of state purchases over the internet. While it is a complicated process based on whether a business has a "nexus" – or link in the state, it would be a benefit to "main street" businesses that employ Kansans and buy good right here. It's something you can tell your clients is a good piece of legislation for them! As always, if you have questions or ever want to come to Topeka to watch the legislative process firsthand, just let me know.

“Zombie” EAS Alert

As you know by now, earlier this month there was a breach of the EAS in Montana and Michigan when a bogus alert was broadcast that “zombies were coming out of the graves.” It appears it was the result of someone outside the U.S. triggering the stations' EAS equipment via that equipment's internet connection. The shift to EAS and internet from the old Emergency Broadcast System was done largely to increase the automation, and therefore the reliability, of the system. That digital squeal tone you hear accompanying an EAS warning is a digital code instructing other equipment, including the public's radios (if properly equipped), to activate, lessening the chance that emergency alerts go unheard.

The highly automated nature of EAS was demonstrated even after the first “Zombie” warning, when the next day a Wisconsin radio station's morning show disc jockeys played a tape of the zombie EAS alert, including the digital tone. The result was--you guessed it--the alert being automatically rebroadcast over at least one local television station whose EAS equipment was activated by the digital EAS tone.

Lesson for creative on air folks? Because EAS equipment has a poor sense of humor and is no judge of context, any station airing the EAS tone would trigger EAS alerts on the stations "downstream" from it in the EAS daisy chain. For this reason, Section §11.45 of the FCC's Rules provides that "No person may transmit or cause to transmit the EAS codes or Attention Signal, or a recording or simulation thereof, in any circumstance other than in an actual National, State or Local Area emergency or authorized test of the EAS." And I can assure you the FCC fine would be a hefty one.



Kansas Health:
A Prescription for Change

FREE Weekly Health Features for Your Radio Station

Subscribe to Kansas Public Radio's FREE, award-winning weekly health series and get:
Reports about the health of Kansans.

- Easy Downloads
- No Commercials
- No Commitments

Contact J. Schafer at (785) 864-2246 or jschafer@ku.edu

Bryan Thompson

Ask about KPR's Statehouse news coverage!

KANSAS
KPR
PUBLIC RADIO
THE UNIVERSITY OF KANSAS
kpr.ku.edu

Operation USO Support Kansas

Using radio and TV stations from across the state on February 4, the KAB coordinated a fund raiser for the USO that netted \$1250. Participating stations used their airtime through live announcements, newscasts, and promos to talk about the great work the USO does for military families across Kansas. Although headquartered at Fort Riley, assistance goes wherever needed – including McConnell AFB in Wichita and Fort Leavenworth.

Kansans were able to make donations by phone or on the USO web site. The idea for this came from our Chairman Monte Miller. This is the first time we have tried something like this with our members and I want to thank everyone for their work in making this happen.

Armbruster Selected Stauffer Recipient



The 2013 Oscar Stauffer Sports Broadcasting award winner is Dustin Armbruster, program director and host for KJLS Radio in Hays. Presented annually by the Kansas State High School Activities Association, the Oscar Stauffer Award recognizes excellence in the fields of sports broadcasting in Kansas. Sportscaster award applicants submit play-by-play tapes that are judged by the KAB.

Armbruster graduated from WaKeeney-Trego Community High School in 2000 and obtained a degree in Information Networking and Telecommunications in 2004 from Fort Hays State University. While at FHSU, Armbruster provided play-by-play, color commentary and was a host of the Scoreboard Show for Eagle Radio. Following graduation, Armbruster worked for several radio stations in Nebraska as a play-by-play announcer before finding his way back to Eagle Radio in Hays. Dustin has previously been honored for his play-by-play work by the Kansas Association of Broadcasters in 2007 and 2009. Congratulations Dustin!



TOWER SPACE FOR LEASE

Topeka, Kansas / 937 feet tall
Broadcast / Cellular / Data

Onsite: 2 BUILDINGS
2 GENERATORS
39.8 ACRES
Gated, Fenced, Secure

800-866-KTWU



Obstacle Delusions



“Make sure your worst enemy doesn’t live between your own two ears.” That headline is a quote from surfer great Laird Hamilton and it reminded me of how we in broadcasting can be hobbled by our own false beliefs. The quote reminded me of an article I wrote for this publication some time back, when the economy began to tank. As we move into a new year, let’s revisit what I now refer to as Obstacle Delusions (as opposed to optical illusions), those things those things that trip you up but aren’t really there.

OBSTACLE DELUSION: Broadcast salespeople just assume that a local direct client can’t afford to pay more than say, \$2,000 a month for a schedule on your station.

REALITY: Many business owners could afford to pay at least that much per week. Consider a remodeler for example. His average sale is at least 30 thousand dollars on a gross margin of profit of at least 30 percent. Come on, how many new customers would we have to bring the remodeler in a week to justify our measly little 10 thousand dollar weekly budget on our station?

OBSTACLE DELUSION: None of my friends listen to/watch broadcast radio/television.

REALITY: 90 percent of the population of the United States still watch commercial television and listen to commercial radio every single week. Name another form of media that at this point has that kind of audience in all age groups, income levels and geographical areas.

OBSTACLE DELUSION: Because of the recession nobody is buying.

REALITY: People are still buying plenty in every market every day. People are buying groceries, fast food, cars, vacations, insurance, clothing, computers, boats and even houses every day in every single market. With clever advertising that identifies and solves problems that keep consumers awake at night your client has a good chance of converting some of your listeners and viewers into customers for life. Never forget that commercials that solve problems in the consumer's language (no clichés) aren't pesky annoyances, they're public service announcements.

OBSTACLE DELUSION: We can't ask for a rate increase in a recession. So instead we have to cut our rates to get new business.

REALITY: Other industries get rate increases despite the economy. Insurance premiums continue to go up regardless of the economy but people are still buying insurance. Health care and pharmaceutical prices are going up. Nordstrom's still has plenty of buyers for \$300 shoes. Movie tickets get more expensive every time I go but theaters are still packed for blockbuster movies. New tires are more expensive than ever but people are still buying them. People are still buying gasoline regardless of the fact that the cost is going back up. People are still eating at expensive restaurants. I've been in a different city every week and there are still waiting lines for dinner at popular restaurants. My auto repair facility isn't giving out discounts. They don't have to. I just talked to a neighbor that happily paid nearly \$120,000 for an Aston Martin Vantage. Bottom line- Give a client an idea that's worth a million dollars to him over a five-year period (ask me how). Then calculate ROI by determining how many new customers he would need each week per (X-thousand) dollars a week spent on advertising. All you need for that calculation are his average sale and gross margin of profit. When the client understands that your idea is better than his and that advertising with you is not gambling but instead a good calculated risk he won't care whether the cost per spot is 59 dollars or 89 dollars.

OBSTACLE DELUSION: Advertising in a recession is just a waste of time and money. I mean, if national advertisers are cutting back, why shouldn't local businesses follow their lead?

REALITY: But that's insane. I mean, that's crazy talk. Imagine that you are the CEO of a large corporation. Would it make sense to tell your stock holders and employees, "Well, times are tougher so our plan is to STOP teaching people who we are, what we do and how to get in touch with us." Local direct clients should take this opportunity to take back market share that is rightfully theirs. If national box stores are cutting back that's great. There is less clutter and finally your local client has a better opportunity than he's had in years to teach your audience why it's in their best interest to buy from him. And he has a leg up when times get better and his national competitors do come back on the air...that is, IF they're still in business.

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