

KAB TRANSMITTER

Vol. 52 No. 3

March 31, 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

Reflecting back upon another successful trip to Washington, DC, we felt blessed and thankful to be returning to Kansas where most Kansans work hard every day, doing our jobs and the quality of life is hard to beat. The beautiful tulips, crocus and flora on the front page of the NAB brochure were nowhere to be found this year given the snow storm which closed down the Federal Government one day while we were there. Washington bureaucrats have a very different view of a “snow day” compared to what we experience throughout the winter in Kansas. We were supposed to meet with FCC Commissioner Pai Wednesday morning at the FCC but that meeting was cancelled when the snow storm that never developed, closed the FCC.

The KAB's legislative delegation was there for a purpose and to that end I think our mission was accomplished. Of course it made a huge difference that Kansas Senators and Representatives are attuned to Kansas broadcasting needs and concerns. Give most of the credit to the tireless efforts of KAB President Kent Cornish who continues to do a great job of communicating with Kansas representation in DC prior to our arrival. We appreciate the support of our Kansas legislators who are all among the 109 House members opposing the performance tax which would be another unneeded expense. And thanks to facts supplied by our group, they are keeping a close eye on the spectrum auction to make sure no TV stations are harmed in the repackaging of signals in Kansas.

Finally, our March 27 quarterly board meeting was held in the remodeled Capitol building in Topeka. What a great venue to hold the meeting in one of the remodeled conference rooms and to hear a presentation on the history of the remodel. All Kansans if they haven't already should make a point to see the \$350 million plus remodeling which has spanned over ten years. Kent also arranged for a half hour “off the record” visit with Kansas Governor Sam Brownback.

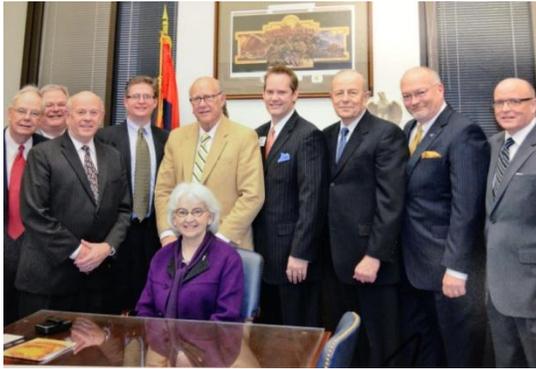
It has been a productive and great first quarter for the KAB and given some continued improvement in the economy, 2013 should be a great year.

KS Broadcasters Converge on Capitol Hill



Earlier in March, seven Kansas broadcasters and President Kent Cornish traveled to Washington to call on our Kansas Congressional delegation. The group was able to spend time with all members and their staffs. This kind of contact, along with Kent's ongoing conversations with their staff, is one reason why we receive great support.

They each continue to oppose a performance tax year after year, and support television stations rights to negotiate retransmission agreements with cable and satellite. They



also heard firsthand how stations support their communities providing life saving storm information and engage with their listeners and viewers in issues specific to their markets.

In the picture above, taken with Congressman Tim Huelskamp, are left to right Rep. Huleskamp, Gordon Johnson - Wellington, Monte Miller - Manhattan, Darrin McDonald – Kansas City, Rich Wartell - Manhattan, Jim Ogle - Topeka, Jeff McCausland - Wichita, and legislative assistant Richard Henkle. In the picture to the left with are Johnson, Ogle, Miller, McCausland, Doris Miller, Sen.

Roberts, Darrin McDonald – Kansas City, Wartell, Danny Thomas – Pittsburg and Cornish.

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

Ask about KPR's Statehouse news coverage!



Bryan Thompson



kpr.ku.edu

1Q Reports Dues April 10

To demonstrate a station's compliance with this public interest obligation, the FCC requires the station to maintain and place in the public inspection file a Quarterly List reflecting the "station's most significant programming treatment of community issues during the preceding three month period." By its use of the term "most significant," the FCC has noted that stations are not required to list all responsive programming, but only that programming which provided the most significant treatment of the issues identified.

TV STATIONS TAKE NOTE Full power and Class A television stations are required, among other things, to: (1) limit the amount of commercial matter aired during programs originally produced and broadcast for an audience of children 12 years of age and under (this does not include educational non commercial television stations), and (2) air programming responsive to the educational and informational needs of children 16 years of age and under. That Form 398 report is also due by April 10. But, there is an "alternate" link, and must be used to file all post-2012 kidvid reports. So, from here on out, use this link for filing your kidvid reports:

http://licensing.fcc.gov/KidVidNew/public/filing/submit_login.faces

Note also that, at the new link, you will have to provide your call sign, Facility ID, FCC Registration Number and Password to even be able to log into the system. This is all information you previously needed to file a Form 398, but you supplied it at the end of the filing process. Now, you can't even get started without it.

Detroit's Big 3 Committed to FM/AM Radio

The digital dashboard is bringing all sorts of things to drivers, but it won't push FM/AM radio out of the front seat. That's according to the big three automakers. General Motors, Ford and Chrysler each tell Inside Radio they're committed to keeping broadcast radio inside their dashboards — and some are even doubling down on their commitment to it.

“We have no plans to get rid of them because of their value for our customers,” Chrysler spokesman Eric Mayne says. He points out they've just announced plans to begin installing HD Radio as standard on some Dodge Ram pickups. It's a similar message from General Motors where executive say they have “no near term plans” to stop installing broadcast radio in cars. “While we are excited about the possibilities of internet radio services and other emerging services, we understand that AM/FM radio is still a significant source of news and entertainment,” chief infotainment officer Phil Abram says. “In fact, it is an expected feature.”

At Ford, the story is similar. Is AM more at risk? “There are no plans to ‘disband’ the AM frequency,” spokesman Alan Hall says. There are other reasons to keep broadcast radio in the car too. Chrysler uses that same antenna to get traffic reports via FM RDBS to the dashboard systems. Automakers have spent hundreds of millions of dollars to develop and roll out digital dashboard systems, which may make radio look like it has lost its luster. But in reality, the big automakers say their research shows drivers still expect FM/AM radio. They also like the free content it brings.

At America's No. 4 automaker Toyota, AM/FM radio remains in the dashboard and will do so for the foreseeable future. But VP of advanced technology John Bucci told Inside Radio last year he can imagine a day in his lifetime when cellular networks are reliable enough to put no-radio into the realm of possibilities. “But cellular-delivered content has in and of itself the challenges of drop outs, signal strength, and other connectivity issues,” he said. As things stand today, Bucci says those connectivity issues make it a sure bet FM/AM radio will remain in the dashboard for the foreseeable future.

(Printed from “Inside Radio”)

Fearnow To Be Honored In Nebraska



Former Kansas broadcaster Ken Fearnow will be inducted into the Nebraska Broadcasters Hall of Fame at their annual convention in August. Fearnow was Vice-President/General manager of WOW AM/FM in Omaha from 1983-1999.

After Great Empire sold WOW AM/FM to Journal Broadcasting in 1999, Fearnow held a similar position at the Journal operations in Wichita, where KFDI FM was named Kansas “Station of the Year” in 1999 and 2000. He recently retired from the radio industry and is now President of BrightStar Care of Edmond/Oklahoma, which provides homecare, (including adult and elder care) childcare (including newborn care, babysitter and nanny services) in addition to medical staffing services for individuals, families and healthcare facilities.



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



The Elusive Client You Can Never Close



So, you had a great meeting with a local direct client. The last words you heard from her were, “That sounds great. I think we can do this. Just let me take care of a couple of things first and I’ll get back to you within the week.” The week comes and goes...still no call back. You write an email. No reply. You call back and get the answering machine. You leave a message. You begin panicking. No call back. You call again and leave another message. Again, no reply. What happened?

Elusive and disappearing clients are so frustrating to deal with. Just when you think you’ve got him, he magically slips away from you. In this article, we’ll address the best ways to pin down local direct decision makers and stop much of this time-wasting cat and mouse game.

First, never “assume” anything (unless you’re using the assumptive close). A great broadcast seller that I have known for decades was fond of saying, “It’s not a sale until it’s collected.” He’s right.

I’ve asked sellers, “So, how did that appointment go with _____?” and they respond, “Oh, we had a great conversation. She’s really enthusiastic and she likes our station.” And I say, “Did you get the order?” “No. But she says she’ll get back with me next week.” That is not a close. “I’ll get back to you” is usually just a nice way of saying NO.

Some people just don’t feel comfortable saying no. So, they just don’t ever say it. Some entire cultures dislike telling someone no. This is particularly true in some Asian countries, where telling someone “no” is considered a sign of rudeness. In fact, in Japan you’re better off asking questions where you will get a yes answer. For example, “Is there anything you dislike about this proposal?” and the client may answer, “Yes, there is something.”

Your objective is to discover the truth, whether it hurts you or not. In other words, the objective is the objection. Once you discover the problem, you can work to correct it. Maybe then you’ll be able to close the client. Maybe you won’t. But at least you’re not spinning your wheels chasing a fairy tale fantasy.

I prefer several using different closes to get the information that I need. The direct close, “Great. Let’s do it,” is a good way to start. If the client balks, you know there is a hidden objection. Find out what it is by asking directly, “What is it about the proposal that makes you hesitate?”

Sometimes, I begin with the assumptive close. As I begin, I simply say, “Okay, here’s what we’re going to do,” pretending to assume that the client is already in. At that point, you might hear, “Wait, I’m not ready yet.” Then, you dig in deeper and find out why the client is not ready to commit.

The summary close is a great way to pick out objections. First, go over the proposal in its entirety. If afterward the client stays silent, then you go over each bit of your proposal saying, “Well then, we agree that we’ll...” and if there is no objection, go on to the next point, etcetera until you fish out an objection. If there are no objections, go back to the direct close, “Great. Let’s do it, “and see if they’ll sign the order. If they don’t, they still have a secret objection.

Once the client signs, ask for payment. See if you can get a check or a credit card number. If the client hesitates, there’s still an objection. Or, try to set up a production time with your client. Again, if the client wavers on an exact day and time, you still have a problem.

Only when the client is absolutely convinced beyond a shadow of a doubt that your plan for his success is better than his, will he turn over the keys and let you drive. Up until that point, you’ve got to uncover objections, dispel misinformation and patiently answer questions to the client’s satisfaction.

Remember that scene from the movie “Boiler Room” with Ben Affleck? Somebody is always closing. Either you’re closing them or they’re closing you. And by remaining elusive, they’re closing you.

The elusive client’s motive may or may not be about you or the benefits your station could bring him. Perhaps he doesn’t have the money and he’s embarrassed to tell you. Perhaps she’s not really the decision maker after all. Perhaps he just doesn’t know you well enough to trust you. Maybe they had a previous bad experience with advertising. Maybe he just doesn’t like the way you pierce your lips. Whatever it is, your job is to ferret out the truth. If you don’t, you’ll keep playing the game of “chase”, falsely believing that you have a client in the bag, when in reality, you are the one in the bag.

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](#)