

KAB TRANSMITTER

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



Chairman's Message:

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Plans for the 2013 KAB annual convention in Manhattan, October 20-22 at the new Hilton Garden Inn and Convention Center are taking shape and this year's event promises to be a good one full of sessions designed to help stations in all areas of broadcasting. Make sure it is on your calendar.

2013 is proving to be a challenging year for broadcasters, with all Kansas radio license renewals in process and the constant battle of increased overhead due to major changes in health care insurance premiums, increased operation costs due to higher electrical power bills and gasoline prices. Broadcasting remains a good business but it won't continue that way unless we as broadcasters persist in maintaining and making adjustments in the broadcast business model.

FCC Commissioner Ajit Pai, is making his personal mission to save AM radio, a project which he began at the NAB Radio Show in Dallas last September. The AM issue was again the subject of a panel at NAB in Las Vegas. Some of the possible solutions were listed as:

1. More FM Translators for AM stations.
2. Blanket power increases for all AM stations.
3. Reduction in skywave protection.
4. Cellular architecture for AM station.
5. All-digital operations for AM stations.

All the above suggestions have potential downsides or problems not least of which is cost. As Kansas broadcasters it seems that we need to concentrate on what will work in Kansas and the same time benefit Kansas listeners and our industry as a whole. The biggest challenge the FCC faces is making changes and adjustments that will work not only for Kansas but in the other 49 states. As we found with the conversion to digital television, one size does not fit all!

Perhaps it is time to involve more input of our Kansas broadcast engineers in the process. These guys work day and night attempting to squeeze out every ounce of signal to improve how our stations sound to the millions of listeners we serve. Lest we forget the FCC jumped off on television's HD digital standard based upon a lot politics and studies which after implementation didn't quite work out the way it was promised.

Hope this column brings on spring weather and "stay tuned."

FCC Releases Results of Nationwide EAS Test

The FCC released a report on the results of the first-ever nationwide test of the Emergency Alert System (EAS), conducted in 2011. One and a half years after this test was conducted, the

Commission's Public Safety and Homeland Security Bureau has deemed it in large part a success, with EAS generally performing as designed were it to be activated for an actual emergency.

It is reported that FEMA successfully transmitted an Emergency Action Notification (EAN), a live EAS code, to 63 Primary Entry Point (PEP) stations. The results of the nationwide test were largely positive, with only 5% of National Primary Stations failing to receive the alert. However, the test was not without issues and the Bureau, in its report, points to seven main problems:

- Widespread poor audio quality nationwide;
- Lack of PEP station (particularly in the Portland, Oregon area);
- Problems with the use of alternatives to PEP-based EAN distribution;
- Inability to receive the EAN;
- Inability to retransmit the EAN and/or deliver the alert to the public;
- Short test length (changed just prior to the test, from 2 minutes and 30 seconds to only 30 seconds);
- Anomalies in EAS equipment programming and operation;

The Bureau recommends another nationwide test after the Commission takes the necessary steps to improve EAS functioning. The Bureau makes a number of recommendations in the report for improvement of EAS and identifies some steps to take for the next nationwide EAS test, including:

- Examine equipment performance and seek comment on proposed changes to EAS equipment rules to ensure consistency;
- Update State EAS plans and re-examine FCC State EAS plan rules;
- Develop and publicize EAS participant best practices for EAS operation;
- Additional FCC rulemaking to address issues left open in previous EAS orders;
- Develop a new EAS test database for participants to report to;

Aspiring Broadcasters Meet in Topeka



With KAB members providing insightful information on the industry, nearly 125 students and educators from across Kansas attended the annual Student Seminar in Topeka on April 2nd. In the morning they heard from a panel of general managers and a news director regarding future employment – and there are jobs! The student awards were

handed out at lunchtime.

The students received more information about news, sales, production and anchoring during the round tables in the afternoon. In addition 65 stations were represented at the Career Fair for the graduating and near graduating students to drop off resumes and discuss openings. These stations were in both radio and TV across much geography in Kansas. And high school teachers spent a good part of the day discussing the curriculums schools provide to aspiring journalists and broadcasters. Our thanks to all the stations and their employees for participating in this year's very successful seminar.



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Stephen Koranda

Bob Schmidt Honored by BFA



Bob Schmidt, long time President and CEO of Eagle Communications was recognized with the *Pioneer Award* by the Broadcasters Foundation of America. It is given annually in recognition of career contributions to the broadcast industry and the community at large and named in honor of iconic broadcaster Ward L. Quaal. Bob received the honor at the Foundation's annual breakfast during the National Association of Broadcaster's Show in Las Vegas.

He joined four other individuals with highly distinguished careers who were also honored for their contributions to the broadcast industry. They included Charles Osgood, CBS News; Skip Finley, Former executive with Inner City Broadcasting; David Kennedy, former President and CEO of Susquehanna Broadcasting; and Mike McKinnon of McKinnon Broadcasting.

During his distinguished career, Bob has served as Chair of numerous organizations including the CBS Television Network Affiliates Association, the National Associated Press Broadcasters Association, the KAB, and Kansas State Chamber of Commerce among others.

Campbell Honored by KU



KAB Board member Janet Campbell, general manager of Kansas Public Radio and director of the Audio-Reader Network of Kansas, was one of six inductees into the *KU Women's Hall of Fame* by KU's Emily Taylor Center for Women & Gender Equity.

Janet graduated from KU in 1979 with a bachelor's degree in education with an emphasis on special education. That same year, she began her career at Kansas Audio-Reader as a secretary and nine years later, she became director. Under her guidance, Audio-Reader grew to be the second-largest service of its kind in the country and was one of the first to pioneer the use of cable television and the internet for program distribution.

She became the interim director of KPR in 1997 and two years later was named general manager. She has been a member of the Kansas Association of Broadcasters Board of Directors since 2009.

Lomshek Receives Hod Humiston Award



Eddie Lomshek of KKOW Radio in Pittsburg has been selected as the *Hod Humiston Award for Sports Broadcasting* recipient of 2013. The award is given annually to a Kansas broadcaster who has made significant contributions to the field of sports broadcasting, and is named for Hod Humiston who was the first television sportscaster in Kansas when he did play-by-play coverage of college games for KTVH (now KWCH TV), channel 12, Wichita.

Lomshek began working part time at KKOW just before the 1996 football season. His duties included studio production on plays of the game for Pittsburg State and Pittsburg High School broadcasts in addition to color analysis of Colgan High School football and play by play for Colgan basketball.

In 1998 Lomshek began working on air with Pitt State basketball, and graduated from Pitt State in 1999. He was hired full time by KKOW as the assistant sports director and became a permanent part of all of KKOW's sports coverage. In December of 2004 he was named sports director and has held that title since. Lomshek will receive his honor at the annual KAB Sports Seminar in Kansas City May 1.

Former Emporia Broadcaster Passes Away

Longtime KVOE broadcaster Lyle Brown died April 6 in Emporia. He was 72. Lyle started his 23 year career at KVOE in 1962 as an evening D.J. and eventually became Operations Manager. Along the way he provided play by play for many Emporia State University and Emporia High School games.

He remained attached to the broadcasting business after he left the stations by voicing numerous commercials and corporate presentations around the world. Well known around Emporia Lyle also was an umpire, genealogist and avid golfer.

Charles Ross Obituary



“Charlie” Ross passed away in Topeka April 9 following a short illness. In 1957, he became a Farm Broadcaster for WIBW-TV-AM-FM radio, which began his 12 -year broadcasting career. It included promotions to TV News Director and TV Information Manager and he became Station Manager on June 8, 1966, the day an F-5 tornado hit Topeka. As manager, Charlie broke protocol and ordered his newsman to broadcast a tornado warning to Topekans 9 minutes before the Weather Bureau had confirmed the tornado s existence. That decision saved countless lives.

In 1969, Charles left WIBW to begin a 20-year career in the rural electric field, first as Executive Vice President of Kansas Electric Cooperative, Inc., then as the first Executive Vice President, CEO from which he retired in 1988.



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What's In Your Pipeline?



All you need to become a top biller in your market are 32 active average accounts on the air each month. It's true. In every market, a couple of people are averaging 32 active accounts on the air in an average month and they're doing well financially. That number 32 can be a mix of agency business and local direct, or all local direct. But we're not including little squirrely one or two spot-per-week mom and pop accounts. These 32 only include strong average billing accounts.

Of course, the only way you'll ever achieve monthly average account numbers like this will be to ask for long-term business in every case. If 32 accounts per month is your goal, then what are you doing to get there? Is your prospecting list diverse, or are you only pursuing categories that typically only run on broadcast stations? Here are some local direct product/service categories that do not typically advertise on radio or television. Why aren't we targeting them?

CPA/Bookkeeping firms-And not just at tax time. They should use your station all year long to teach business owners about new changes in tax laws or how to avoid waving red flags for the I.R.S.
Electricians-Should be on the air constantly discussing how to avoid house fires by bringing up plugs that don't work anymore, light fixtures that blink on and off for no apparent reason, and the fact that electrical systems over 40 years old need to be replaced.

Garage Door companies-Simply record a horrible, squealing, screaming, choking, banging garage door. Tell the viewer/listener that if their garage door sounds like this...it's getting ready to fall on their car. Then record what a normal, "tuned" garage door sounds like, "HMMMMMMMMMMMMMMMMM..."

Plumbing contractor-Should be using your station to hammer home a phone number/URL. Even a stoner can remember 472-LEAK when he has a plumbing emergency (aren't they all?)...or just go to 472 LEAK.com. Help a plumber get a redirect vanity number. Once you've got that, go to godaddy.com and get the matching URL for ten dollars a year. That way, every time you mention the website you're automatically burning in the telephone number as well.

Real Estate agency-One real estate agency should literally "own" your station. They should address every single "elephant in the room," including the number one reason homes don't sell...lazy real estate agents. How many times have you seen unsold homes sit there with no activity whatsoever,

plastic info box empty for months? “At _____ Real Estate, we are actively involved in selling your home full-time, not part-time.” A company spokesperson should regularly report how many homes they sold last quarter or last year. “I don’t know why people are fussing about the real estate market here in _____. Heck, we sold 25 homes last quarter.”

Medical specialists-Orthopedic surgeons, endodontists, other specialists took the “Hypocritical Oath” promising to do no harm. Give them a reason to put their money where their mouth is. These specialists should be on your station every day teaching people how to avoid having to come to them to begin with by taking better care of themselves. That’s not advertising...it’s just doing the right thing. And then at the end of these “public service announcements”, they could publically thank some of the general practitioners that regularly send patients their way. Smart? Yes. Pitch the idea.

How about an independent financial advisor...avoiding disclaimer hell by simply feeling empathy for those who are still worried about their retirement accounts? By having the client share people’s stories (without a script) your audience will get used to the sound of your client’s real voice. Over time, listeners/viewers will associate that voice with financial expertise...and most importantly, with trust.

What’s in your pipeline to 32 active accounts on the air each month? Diversify your account list by going after accounts that used to spend a majority of their advertising dollars in the Yellow Pages. You’d be surprised at how many of those decision makers are now looking for more diverse advertising options.

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