

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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The FCC is at it again. Instead of providing one set of proposed regulatory fees for 2013, the Commission has given us a Notice of Proposed Rulemaking (*NPRM*) laying out two sets of possible fees . . . because it's in the process of a much-needed update of its calculation methodology. Depending on which method it ultimately adopts, the fees for some broadcasters could swing by a couple of thousand dollars for TV stations or as small as \$25 for radio stations. You can click on this link to see the proposed fees courtesy of the Fletcher Heald and Hindreth Law Firm

<http://www.fhhlaw.com/2013%20Reg%20Fees.Table%20of%20Proposed%20Fees.pdf>

The FCC is required by Congress to collect enough reg fees to, in effect, cover the FCC's costs of operation. Those are determined by Congress through the annual appropriations process. This year the FCC's budget is \$339,844,000. Starting with the total amount it must collect, the Commission then allocates that amount based on the number of full-time FCC employees (FTEs) devoted to the various fee categories carried out by its various bureaus. We can all agree (as the Commission itself concedes) that things in the regulatory world have changed a bunch in the last 15 years. As a result, maybe reliance on 15-year-old FTE data isn't the best, or at least the most accurate, way to determine reg fees.

So the Commission has revised its FTE numbers (using September, 2012 figures). In its *NPRM* the Commission specifically seeks comment on its revised approach to cost allocation. The Commission recognizes that its re-jiggered allocation method would lead to significantly higher fees for some of its regulatees. Because of that, it is proposing to cap rate increases at 7.5% for this year. But presumably recognizing that any change – and particularly substantial change – can cause discomfort, the FCC is also suggesting that it might instead maintain its historical allocations at least for purposes of calculating the 2013 fees. The end result: two different sets of proposed fees to consider and comment on.

We will be watching closely as NAB presents their comments before the June 19 deadline. We will also continue reminding our members of Congress that an annual inflation based fee increase for the FCC is not the way most businesses get to run!

KAB Awards of Excellence Entry Deadline

You have until 11:59pm on July 1 to get your entries in for this year's competition. Like last year, we have made the process much easier by having everything on line. There are numerous categories for broadcasters to enter. So see how you match up with your peers. It's not just news and sports. Enter your commercials, PSA's, air shifts or special programs.

Start now by getting acquainted with the site. All of the guidelines and information on downloading entries can be found on our website at <http://www.kab.net/kabawards/broadcastawards/default.aspx>

2013 KAB Convention



The new Hilton Garden Inn and Convention Center will be the site of this year's event October 20-22. It's our first meeting back in Manhattan since 1999 and with the new Center we are truly excited!

While some presenters are still being confirmed, we can tell you that Stephen Warley has a brand new sales presentation titled "Sales Prospecting With In Bound Marketing" that your marketing consultants won't want to miss.

And News folks take note. Not only is Al Tompkins of the Poynter Institute returning but he bringing CBS News photographer Les Rose to talk about storytelling – for both TV and radio. The website will be up and ready in a month or so, but we just want you to get the dates marked down now.

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Large Turnout for Sports Seminar



A near record 123 sportscasters and students attended this year's Sports Seminar at Royals Stadium. As usual, Fred White and his staff did a terrific job of hosting the KAB. Aside from hearing about the team from general manager Dayton Moore and manager Ned Yost, participants received an engaging education about the history of black baseball players from Bob Kendrick, President of the Negro Leagues Baseball Museum.

We were also very pleased to have 9 organizations represented in the morning round tables. At lunch, the Hod Humiston Award for Sports Broadcasting was presented to Eddie Lomshek of KKOW Radio in Pittsburg.

Fred White



KAB Hall of Fame member and longtime sports announcer Fred White passed away this month following a short illness. He was most recently Director of Broadcast Services for the Kansas City Royals after leaving the radio booth where he broadcast Royals games for over 25 years.

Fred began his career in Hastings, Nebraska and came to Kansas to work for WIBW TV and Radio in the late 60's. In addition to his work with the Royals, he was the voice of the Kansas State Wildcats, the lead Big 8/12 television announcer for basketball as well as for ESPN. Through the years, Fred has mentored many broadcasters in sportscasting as well as management.

Fred and his wife Barbara purchased KRSL AM – FM in Russell and own it along with stations in West Plains, Missouri. In his role with the Royals the past decade, he has served as the Royals affiliations director and has probably met every GM and sports director in Kansas. He has been instrumental in hosting the annual KAB Sports Seminar at Kauffman Stadium, making sure each and every attendee had the opportunity to hear from Royals managers and general managers through the years.

In lieu of flowers memorials are suggested to any of the following: Kansas Wildscape Foundation (The Fred White Memorial Project), Rainbows United, Footprints-Royals' Charities, the Kansas City Hospice House, or a children's charity of choice and may be sent in care of the Warren-McElwain Mortuary, 120 W. 13th St., Lawrence, KS 66044.

Elmer Gunderson



We also lost another KAB Hall of Famer this month – Elmer Gunderson. He worked as a Broadcast Engineer at WIBW-TV for almost 58 years until his health declined in April. In fact, Elmer started just two years after the station signed on in 1953 after he returned from his service in the Navy.

His career spanned tubes to digital, film to video tape, black and white to color, and cables to fiber lines. The mid 1980s brought remote satellite technology to Topeka with Elmer at the wheel. He logged more than 200,000 miles in the station's satellite truck. From the Miss America Pageant in New Jersey, to San Diego and New Orleans for Super Bowls. He traveled to Wyoming, Georgia, Iowa, Colorado, and Arizona -- even 2008's National Championship Game in San Antonio.

Elmer was a member of the Congregational Christian Church and the Society of Broadcast Engineers. He never married, but he is survived by the many members of his WIBW-TV and broadcast family, who he taught to enjoy each and every moment.

Memorial contributions may be directed to Kansas City Hospice & Palliative Care, 9221 Ward Parkway, Suite #100, Kansas City, MO 64114.



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Who Wants More Money? Come and Get It!



A friend and client recently told me that he sees two kinds of people in the world—those obsessed by money and those who are guided by other concerns or principles. I like to think of myself as a compassionate person, driven by love of family, literature, art, music, science and leaving the world a better place than I found it. But when it came to broadcast sales, it really was about doing my best to bring more money to my clients—who would then in return, richly reward me for my effort. Yes, it came down to the money.

When my broadcast sales career began, we were paid 15 percent commission on both agency and local direct business. Then after a few years, Management reduced the commission on agency business to 10 percent (I negotiated 11 percent). Local direct stayed at the full 15 percent. After the meeting regarding the change in agency commission, an older seller commented, “Well, it’s only a five percent cut.” I said, “Yes, but it’s a 30 percent cut in WHAT WE WERE MAKING.” When he realized what the change actually meant, he too was horrified.

So, guess what kind of business instantly became more appealing to me? Of course, local direct. I handled agency business as well, but my primary focus was on the local direct decision maker. I felt I had more control over local direct accounts, I made more money developing them, and I was more or less immune from drops in ratings. But most of all, it was about the money.

Over the past several years, I have seen a new kind of seller come into the business, a person who is less concerned about money and more motivated by trip incentives or extra days off in exchange for reaching budget. You’re kidding. Extra time off? Why would I want to have extra days off? Extra days that could be used for making more money? And as my friends in Austin, Texas would tell you, I was a money machine. I took days off of course, and I used them to go to fantastic places that I could now afford to visit, because I made more money from generous local direct commissions. But it was always great to get back to the station and generate more revenues and commissions.

As I work with radio and television companies around the country (and in other countries) I am amazed (as are managers) at the number of salespeople who are not taking advantage of tantalizing commissions as high in some cases as 20-30 percent for new local direct business. With percentages like that, what’s to stop a rep, even in a small market, from living like a good doctor or lawyer? The

answer—the rep him/herself. You reach a certain plateau of comfort and then you stop working for it. Why? Does making more money disturb your comfort zone? Then, expand your comfort zone.

I always thought about it this way. The station was offering me a “free franchise”. They supplied the product, they provided offices, computers and assistants. All I had to do was sell it and share in the profit. I took full advantage. You can too. With more money than you can spend, you never have to worry about money. And, when you don’t have to worry about money, you can live where you want, wear what you want, drive what you want, vacation where you want, finance educations for your children and fund your own retirement. Who wouldn’t want that kind of freedom?

The money is there. On the tree, just over the hill. All you have to do is improve your hill-climbing skills and go pick the money off the tree. At first it seems formidable. Then, it becomes possible, within your reach. Then, you get there for the first time. Then it becomes routine for you. You get up, go to work, climb the hill as quickly as possible and collect your reward, the higher local direct commission. One of my clients sold his business to a bigger firm and wrote me a letter, thanking me for helping him become a millionaire. I shook the envelope looking for a check written to me. There was no check. Then I realized that he had been happily paying me 15 percent of what he had been spending, month after month, for over a decade. He was just one of many clients, paying me a minimum of \$600 per month. That’s \$7200 per year, at least \$72,000 over the life of the account. And that my friends, is better than a slap across the belly with a wet squirrel. Isn’t it?

They say that money is the root of all evil. I say that lack of money is the root of all evil. If the company is offering a higher percentage on local direct business, why aren’t you taking full advantage of the opportunity? If you need help developing long-term local direct, I can help you. But first you must have the desire to go out and earn the higher commission.

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