

# 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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When Congress returns from their August recess, one of the bills facing them will be the “Free Flow of Information Act” – or the Shield Law. This bipartisan legislation promotes a free and vibrant media by establishing a qualified privilege for reporters to keep their sources confidential. This legislation is essential for providing the American people with news and information on matters of national

importance.

Broadcast journalists take seriously their responsibility to provide the public with critical news and information. Their ability to do so has been put in jeopardy as numerous reporters have been questioned about their confidential sources or had their records subpoenaed in cases before federal courts. While a great deal of publicity has surrounded recent investigations involving phone records obtained from the Associated Press and Fox News, this is hardly a new issue.

Kansas broadcasters strongly support the bill, which ensures journalists' ability to inform the American public. The Kansas Press Association and KAB, helped get a Shield Law passed in Kansas 3 years ago. Specifically, this legislation establishes reasonable and well-balanced ground rules for determining when a reporter can be compelled to testify about confidential sources and when a reporter receives protection, while taking into account national security and law enforcement concerns.

Freedom of the press is a fundamental building block of our democracy. By providing a real-time check on government and the private sector and bringing instances of fraud and abuse into the open, a free press increases accountability and strengthens our country.

## 2013 KAB Convention



Regardless of your role at the station, this year's convention has a session for YOU! Over the course of two days, we have experts in selling, producing radio and TV news, programming your radio station, next generation technology, as well as a humorous look at dealing with change.

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! You can book your rooms on line receiving the KAB negotiated rate of \$109 per night. Our “Early Bird” registration rates are good until October 1 and provide a nearly 25% discount. As in the past, the KAB offers a one station rate allowing you to bring as many people as you want – meals are extra. All the information is at

<http://www.kab.net/ConventionInformation/>

Here is who we have booked so far:

- Program Directors - John Lund presenting “Be A Monster PD.”
- Sales – Stephen Warley on “Prospecting With In Bound Marketing” and “Digital Tools Exchange.”
- News – Al Tompkins with “How To Be A Story Idea Machine” and Les Rose (CBS News Photog) with “One Story 9 Ways.”
- Engineers – We have Lynn Claudy, Sr VP from the NAB Technology Division and FCC Regional Director Ron Ramage
- Everyone – NETWORKING and Station Awards, Hall of Fame inductions, and individual award presentations.

## Thank You to These Convention Sponsors

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## Member Survey Results

Earlier in July, we asked for some feedback on our annual convention as to what you liked, the format as well as your preferred city in which to hold it. The responses came from an excellent cross section of small medium and large broadcasters – 40% GM, 18% engineers/IT, and 16% each for news and on air personalities.

What we learned is that a majority of you have attended three or more conventions in the past 5 years and it's the presenters and networking that brings you back. An overwhelming majority (81%) agreed or strongly agreed with keeping the two day format, but 54% agreed or strongly agreed a preference to having shorter sessions that didn't run concurrently so people could attend any or all of them.

As for a location, 37% said Wichita, 20% Manhattan, 19% Kansas City, and 14% Topeka. We will certainly factor that in as we look at future sites. Thanks to everyone who participated. Your comments were very helpful.

## Thank You for the Entries

There were 593 entries in this year's KAB Awards for Excellence competition. It's very gratifying to see the pride stations take in showing off their hard work over the past year. They are currently in the judges' hands and we expect to announce results in late August. Of course the awards dinner will be held at the annual convention in Manhattan October 21.

## Newsroom Staffing Survey

The latest RTDNA/Hofstra University Annual Survey found lots of staff turnover, but when the dust settled, the total TV staffing was virtually unchanged from a year ago -- down just 48 to a total local TV news staff of 27,605. The average staff size per newsroom actually grew to break last year's record, but, once again, fewer newsrooms resulted in that slight overall shrinkage. It's still the third highest total staff ever (barely behind both 2000 and last year).

Overall, there are now 717 TV stations originating local news ... running that news on those stations and another 235 stations ... for a total of 952 stations airing local news. That's down eight stations originating news from last year's 725, and they're running news on seven fewer additional stations than last year. Most of the stations that stopped originating local news are involved in some form of consolidation (so they're still running news), but some other stations that got news from elsewhere dropped local news completely.

In contrast, the latest numbers from the American Society of News Editors (ASNE) found that newspaper newsroom staff fell 6.4% from a year ago. That's approaching three times the previous year's drop of 2.4%. That takes the total daily newspaper news staff down from last year's record low of 40,600 to a new record low of 38,000, spread among nearly 1,400 newspapers (twice the number of local TV newsrooms). The average U.S. daily newspaper now has 27.5 news staffers; the average local TV news staff is 38.5.



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## Working With Independent Insurance Agents



Here's a five-year marketing and advertising plan worth a million dollars for a local insurance agency. Family-owned independent insurance agencies make great local direct customers. Their money comes from commissions paid by the insurance companies. Gross margin of profit after the cost of labor is 30 percent. Average sale for auto insurance for a two-car family is just under \$1,000 per year. Most family-

owned local insurance agencies depend on sales of automobile coverage because auto premiums give the agency the chance up-sell and also get the customer's home, life, health, business and other policies.

The local independent agent's biggest problem is the plague of national discount companies competing for his auto insurance business. Consumers are concerned about escalating insurance premiums. But an even deeper concern is that the insurance company will fight the customer on claims. Most people are under-insured. It is in the client's best interest to educate the people on how best to use his services. But first the client must convince consumers that he is trustworthy and will assist the customer when it's time to pay claims.

Get the owner to come to the station and share his stories about what happens to people who are underinsured or have no insurance at all when a crisis hits. He probably has hundreds of good stories. Let him tell them without reading from a script. Record them and edit them, leading with the most provocative thing he says. Again, no scripts. Let him tell his stories in his own conversational way, the same way he'd speak to the people if they were sitting across the desk from him.

Agency owners usually become very animated when they're telling their stories. Here's what one independent agent told me. "When it's time to get the claim paid I'm right here to represent my people. The folks in this town know I'll help them when they have a claim. In fact, I love filling out claim forms. It's like a hobby. And, I'll stand by my customers when the claims adjuster comes to make sure my customers get exactly what they deserve. When you go with one of those national discount companies with a claim good luck. I mean, who are you going to talk to? A lizard?" Wow.

So, working with him is like having an insurance policy inside an insurance policy.

He also had this to offer. "Hey, I've got news for you. You're the bread-winner and you're going to die. That's a fact, my friend. You're going to die and what is going to happen to your dependents when that happens? Have you thought about that? Getting over your death is bad enough. Are you going to send them the poorhouse too? 90 percent of the people in this town are UNDER insured. Do the right thing and cover your assets." He put emphasis on the first syllable of assets.

And this. "If you're a renter I'm telling you, get renters insurance. Do it. I see people every week who come to me after they've already lost everything to a thief or a fire or a flood and it just breaks my heart."

Or this regarding disability insurance. "I call it 'paycheck insurance,' because that's exactly what it is. If you're disabled this policy pays you up to 75 percent of what you were making before you were disabled. I sold a policy to a man in his 40s. All he had to do was sign the form and write me a check. He kept putting me off. For his birthday he bought himself a motorcycle. He was hit by a truck within the first week and was paralyzed from the waist down. The first thing he told his wife was that he had never signed the disability insurance policy I left him."

He also mentioned that, "Whether you want to see me or not, I we make it a point to visit our customers at least once per year and photograph all of your valuable property. We put those photos on a thumb drive and keep them in a bank safe deposit box so that if you ever have a claim, we've got evidence for the insurance adjuster." That's another important service difference that deserves to be mentioned. These stories bring life into intangible products like insurance policies. And they deserve to be told and heard.

Originally printed in *Radio Ink*. (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)

**If you have anything you would like to place in the newsletter send it to [kent@kab.net](mailto:kent@kab.net)**