

# KAB TRANSMITTER

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



## Chairman's Message:

Monte Miller – Rocking M Radio  
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As I hope you know by now, the KAB is here to help YOU and YOUR stations with regulatory and legal issues and keeping you abreast of rapid changes with FCC rulemaking. But we also provide tools to make you money! If you are not taking advantage of these, here are some valuable websites that GM's and Sales Managers can use every day. And through your membership, these are FREE.

P1 Learning has a library of sales training videos customized to radio and television. These are short (8-12 minutes) courses for beginning sellers as well as the veterans. The videos can be viewed from laptops or iPads and are followed by a brief test, with results given to managers so they can sit down with the individual and discuss their strengths and weaknesses. If you already use this training, then good for you. If you haven't, it's simple to get started. Go to <http://p1learning.com/> Simply tell P1 that you are a KAB member and you can get going.

If your creative reserve is running empty, then I suggest you try our other sales tool – Local Broadcast Sales. Every week, LBS delivers updated, practical, and timely ideas for you and your reps to pursue RIGHT NOW to generate one more sale today! These sales ideas are created and delivered by seasoned broadcast sales professionals, like Stephen Warley, who will be at the convention. For a short 60-second overview video on the LBS Sales Idea service, please click here <http://localbroadcastsales.com/sales-ideas/>.

If you already have an LBS account through the KAB, go directly to the all-new sales support video and information site at <http://localbroadcastsales.com/> If you don't have an LBS account, please Go to <http://localbroadcastsales.com/create>.

## 2013 KAB Convention



You have one month left (October 1) to receive the “Early Bird” discount for convention registration. That's a savings of 25%! As in the past, the KAB offers a one station rate allowing you to bring as many people as you want – meals are extra. You also want to get your hotel room booked at the new Hilton Garden Inn and Convention Center in Manhattan. The \$109 rate goes up after October 7.

The lineup for this year is packed with innovation and current information you and your staff can use – RIGHT NOW.



Pompeo



Claudy



Tompkins



Mayfield



Lund



Warley



Oxenford

*Future Proofing Your Station* – Who will be running it in 5-10 years and what skills will they need?  
*Next Generation Technologies* – NAB’s Lynn Claudy knows more about what’s ahead than most.  
*Sales Prospecting With Inbound Marketing*” – Marketing consultants will generate more leads.  
*How To Be A Story Machine* – There is no newsperson who will want to miss this!  
*Become A Monster PD and Win the Battle of the Dashboard* – These are “takeaway” ideas.  
*Congressman Mike Pompeo for Monday lunch* – He serves on the committee that oversees the FCC  
*The Glass Isn’t Half Empty – It’s Too Big!* – A humorous look at dealing with change in the workplace

The schedule and registration information is at <http://www.kab.net/ConventionInformation/>

## Thank You to These Convention Sponsors

Kansas Electric Cooperatives  
 Koch Industries  
 Heartland Video Systems  
 Arbitron  
 Kansas Army National Guard  
 Kansas Action for Children

Jayhawk IMG Sports Marketing  
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## Inductees Announced

We're very pleased to announce the following excellent broadcasters will be inducted/receive honors at the convention this fall:

### DISTINGUISHED SERVICE AWARD (Also to be inducted into the Hall of Fame)

**Bob Newton** – He has been in Kansas broadcasting for over 40 years spending 32 of those years with KLWN in Lawrence as Station Manager, Operations Manager and Program Director. Since 1984, Bob has been Producer/Engineer for the Jayhawk Radio Network and also currently serves as

engineer for the student radio stations at the University of Kansas and Baker University. He is a former KAB Board member and Chairman.

#### **HALL OF FAME**

**Mark Vail** – He has held a variety of radio positions in his nearly 40 year career, including farm broadcaster at the Kansas Agriculture Network, general manager with WIBW Radio/Kansas Radio Networks and Vice president with Eagle Communications. He also served as President of the National Association of Farm Broadcasters, and as KAB Board Chairman. Mark recently sold his interest in a Missouri radio station and is currently consulting radio stations.

#### **MIKE OATMAN AWARD FOR BROADCAST SALES EXCELLENCE**

**Ken Greenwood (Posthumously)** – After starting his career at WHB in Kansas City, in 1959 he purchased a small radio station in Wichita and turned it into KLEO – a powerhouse in the 60’s. But his passion was sales training which he turned into a very successful business – Greenwood Performance Systems mentoring a number of Kansas broadcasters. He wrote three books that have widely been used by broadcasters. Ken passed away earlier this summer.

#### **SONNY SLATER AWARD FOR SERVICE TO THE STATION AND COMMUNITY**

**Carol McCaffrey (Posthumously)** – She spent 30 years behind the scenes at KLWN in Lawrence serving as show producer, community relations at events, and as Director of First Impressions. She worked extensively with the Lawrence Humane Shelter, served as a leader for Lawrence’s Livestrong Cancer Society and provided her own artwork at auctions to raise money for numerous other charities. Carol passed away in 2012 following a battle with cancer.

## **Station of the Year Recipients**

Monday, October 21 will be the evening to celebrate the excellent work by stations and its employees as we honor the recipients of our annual awards. A complete list of the 2013 station awards is available on our web site at <http://www.kab.net/KABAwards/BroadcastAwards/>

The Stations of the Year honors go to:

- Small Market Radio – KHYM FM, Meade
- Medium Market Radio – KANU FM, Lawrence
- Large Market Radio – WIBW AM, Topeka
- Non Metro TV – KCNC TV, Great Bend
- Medium Market TV – WIBW TV, Topeka
- Large Market TV – KWCH TV, Wichita
- Major Market TV – KCTV, Kansas City

## **Schrader new GM at KSNW TV**



Erik Schrader has been appointed President and General Manager of KSNW-TV, in Wichita. He was promoted to this position within Lin, after serving as News Director since 2011 for WTNH-TV, the local ABC affiliate, and WCTX-TV, the local MyNetwork TV affiliate, in Hartford-New Haven, CT.

Schrader served as News Director at several stations, including KODE-TV in Joplin, KSPR-TV in Springfield, WJCL-TV/WTGS-TV in Savannah, GA, and WNEP-TV in Scranton/Wilkes-Barre, PA. He received his Bachelor of Arts in Communication from Missouri Southern State University.

## John Mahaffey Obituary

John Mahaffey, 86, the chairman of Mahaffey Enterprises, Inc., passed away on August 2<sup>nd</sup>. The family company owns 13 radio stations in Missouri, Kansas (Coffeyville) and Oklahoma and is run by his son, Robert.

“My dad was a humble person in spite of his success,” said Robert. “I knew him better because I worked with him. Mahaffey, who was born in St. Joseph, moved to Springfield in 1949 to work at KWTO, founded by his uncle, Ralph Foster. He was one of four men who founded “Ozark Jubilee,” a country music television show broadcast from Springfield.

## How To Raise the Bar On Local Clients Budgets



These next few months are critical for broadcast reps trying to lock in 2014 local direct ad budgets. The question is, even in a recession, are you asking for enough, or are you leaving money on the table?

Almost every week I sit with local direct clients and help them come up with long-term marketing and advertising strategies. It’s interesting to observe how these business owners behave when you ask them for real money. They usually squirm in their chairs and then lean forward, as you now have their full, undivided attention. Why? Because like many of the client’s other vendors, you’re asking for real money, not chicken feed. Real money proposals get decision maker’s attention.

We should be prescribing advertising budgets to clients, not the other way around. I just got off the phone with a television sales rep who called me looking for a creative angle for a local client. We came up with a great idea and the rep was excited about presenting it. Then he said, “I’m calling the client right now to find out what his budget is.”

**NOOOOOOO!** When you have a client interested in a great new way to sell his product or service to your consumers it’s YOUR job to recommend the budget. Aim high, not low. Base your recommendation on what it would take for your client to own his category on your station. Kick-butt creative, combined with great frequency equals results. Perhaps due to budget constraints you might have to agree to a smaller amount, but at least the client now has a good understanding of what it would eventually take to own his/her product/service category on your station.

We gave the owner of a local home improvement store (45 percent gross margin of profit, average sale \$300) a better way to advertise. Without scripts, he explains how easy and inexpensive it is to install your own hardwood floor. His new tagline is, “See? It’s easy! You can do this!” Other commercials discuss how to install a dog door, how to add your own ceiling trim, etc.

He supports his commercials online with step-by-step instructions. And, he tells the people that if they don’t feel like doing the project themselves, he has a list of qualified and honest contractors that will do the job for them. The client loved the idea. Then he asks how much it would cost. We suggested that he should spend in a week what he normally spent in a month. He squirmed a little in the chair, leaned forward and we came to an agreement that far exceeded what he’d ever spent in the past.

We came up with an idea that a local homebuilder (gross margin of profit 20 percent on an average sale of over \$250,000) just loved. He would talk to empty nesters and explain to them the logic of downsizing into a smaller, one-story new home. He would explain on air that smaller homes loaded with amenities is the new “cool.” No more stairs to climb, no more maintenance issues. He would talk about the unnecessary cost of heating and cooling their current empty rooms and high-ceiling entryways. He would also tell consumers that he would help them sell their existing homes. When he

asked how much the campaign would cost, we gave him a high number, higher than this station had ever asked a builder to spend before. He leaned forward, thoroughly engaged, tapped his pen on his desk, and took the schedule as presented. He bought it because he saw value in the strength of the idea and, based on his average sale and his gross margin of profit, because his calculated risk looked low. Don't forget that gross margins and average sales stay consistent regardless of market size. So smaller market stations have the right to ask for more as well. The important thing is that if you don't get into the habit of asking for more you'll never get more. So, ask, ask, ask.

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)**