

KAB TRANSMITTER

Vol. 52 No. 9

September 30, 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

Less than three weeks remain until the KAB Convention convenes in Manhattan, October 20-22. The 2013 version should be a great meeting when considering all the opportunities to meet and network with other Kansas broadcasters as well as to gain information from great sessions planned by KAB President Kent Cornish. If you haven't already, get your reservations in now as the cost will be more

expensive after Oct. 1.

Kicking off the convention will be the Hall of Fame Reception on Sunday night, at Manhattan's new Hilton Garden Inn and Conference Center. The Hall of Fame is always an enjoyable evening and considering it is held in Manhattan's new Hilton, this one should be special. Doris and I have attended several events in the new Hilton and it is hard to believe how nice it is. We are most fortunate to have a facility like this in Manhattan and the State of Kansas. The food and service is extraordinary and we are sure you will have an enjoyable evening.

Sessions begin in earnest Monday morning with a round table on "Future Proofing Your Station". Following a session on FCC inspections, Congressman Mike Pompeo will speak at the noon luncheon. Certainly the recent disclosure by the FCC for AM stations to obtain a translator will be discussed. For a complete rundown of the convention schedule check <http://kab.net/ConventionInformation/>

After paying FCC regulatory fees this past week all broadcasters, radio and television alike, need a break so come to Manhattan for the KAB Convention and enjoy yourself! If you haven't please make plans now to attend!

2013 KAB Convention



Let me add a few things to Monte's column regarding the convention. In our survey this summer, you all indicated the top 2 reasons you attend the convention is for the sessions and the networking. I don't know how often you get to talk to broadcasters outside of your market to see what they are doing that's new and innovative. But here's the perfect opportunity.

We have a number of equipment and software vendors sponsoring this convention (see below) and it's another chance for you to see their latest products. You may not be in the market right now, but getting to know what's out there and who is selling it will be beneficial to you down the road. Monte mentioned Congressman Pompeo as our Monday luncheon speaker. Please note he serves on the House Commerce Committee which oversees the FCC and various other subcommittees related to broadcasting. His appearance will be very timely!

Here is a quick rundown of the sessions:

- General Managers – “Future Proofing Your Station” – a panel looking at the kind of people you will need to hire and the skills needed in the next 5-10 years.
- Program Directors - John Lund presenting “Be A Monster PD.”
- Sales – Stephen Warley with “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 “Down and Dirty and Deadline.”
- 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

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

Jayhawk IMG Sports Marketing
BMI
Broadcast Electronics
SESAC
P1 Learning
K-State Sports Properties

Kansas Radio Networks
Kansas Farm Bureau
AAA Allied Group
RCS
Professional Video Supply
ENCO

Health News



FROM REPORTER
Bryan Thompson
@kprthompson

Subscribe to Kansas Public Radio's FREE, award-winning health coverage 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!



KANSAS
KPR
PUBLIC RADIO
THE UNIVERSITY OF KANSAS

kpr.ku.edu

Full Kansas House Support of Local Radio Freedom Act

All four of our Kansas Congressional House members have signed on as co sponsors of H. Con. Res 16 – the “Local Radio Freedom Act.” This is the legislation that OPPOSES any tax (referred to as the Performance Tax) on radio stations for the playing of music. As they did in 2011-12, Mike Pompeo, Kevin Yoder, Lynn Jenkins, and Tim Huelskamp are strongly in support of our stations.

As of this writing, there are 170 House co sponsors – 218 make a majority. Because other pressing issues have been front and center in Congress, the push for signatures has not been as aggressive yet. But there is no question a bill will be formally introduced, as North Carolina Congressman Mel Watt has already announced plans to do so.

FCC Moves AM Revitalization Forward

AM broadcasters would be eligible to apply for an FM translator and have an easier time making antenna changes under a new Notice of Proposed Rulemaking circulated September 18 by FCC acting chairwoman Mignon Clyburn. Clyburn unveiled those and other proposed changes intended to help revitalize the struggling AM band during the Radio Show in Orlando.

Positioning the notice as “the next major step” in the commission’s ongoing AM review, Clyburn said “it won’t be easy” and called on the industry to work together to “make sure that AM radio is a vibrant part of the broadcasting landscape.” Under the rulemaking, current AM stations could apply for one new FM translator apiece to fill its service area during a one-time special filing window. Clyburn said the FCC’s audio division has been expanding the inventory of translator stations and that by years end it will have increased the number of authorized FM translators by 28% to about 7,300.

To give AM broadcasters more flexibility to make antenna site changes, the Commission would also relax its AM daytime and nighttime community coverage rules, which Clyburn said would help broadcasters find suitable sites and provide relief for towers and directional arrays. The FCC would completely eliminate the AM “ratchet rule,” which requires AM stations to throttle back their nighttime signal to reduce interference to other AMs. It has instead discouraged operators from upgrading their signals. Broadcasters would no longer need authorization or a waiver to reduce power consumption through “MDCL” control technologies; they’d just have to notify the agency. Finally the FCC would significantly adjust its AM antenna efficiency standards so that AMs could use shorter antennas.

Quarterly Reports Due October 10

By Oct. 10, all radio and television broadcast stations, both commercial and noncommercial, must prepare a list of important issues facing their communities of license, and the programs aired during July, August and September dealing with those issues. Radio stations must place this documentation in their public inspection files, while TV stations must post these documents to the FCC’s online public file database.

By this same date, all commercial full power and Class A TV stations must prepare and file the Children's Programming Report on FCC Form 398 for the third quarter of 2013, and post online documentation demonstrating compliance with the limits on commercial matter aired during children's programming

Great Plains Radio History Symposium

The focus of the eighth annual Great Plains Radio History Symposium on Thursday, Oct. 24, will be Kansas State University’s contributions to radio, both through KSAC/KKSU and student radio station KSDB. The symposium runs from 1-4pm.

A luncheon at 11:30 in K-State’s Alumni Center Ballroom will honor Richard Ward Fatherley, the late program director of WHB Radio in Kansas City in the “Top 40” radio era. David MacFarland and other fellow historians recently completed a book that Fatherley had begun before his death. The book, “The Birth of Top 40 Radio,” will be released by McFarland Publishing this fall.

Dolph Simons, Jr., chairman of the World Company in Lawrence, Gary Shorman, president and CEO of Eagle Communications, and Bob Schmidt, chairman and retired president and CEO of Eagle Communications will also be honored at the luncheon. For more information and to register, email gfreela@k-state.edu

A Simple CNA Clients Love



Local direct decision-makers often find broadcast seller's Customer Needs Analysis forms awkward, especially if you're the third media rep this week that's asked them to help fill one out. Many business owners would rather snack on wasps than help you fill out a lengthy form. The best way to get the information you need from local direct clients is by asking good questions and then listening very carefully to responses during the course of normal conversation.

Here are seven questions you can ask to get the information you need for a great custom proposal. Even though I may already know the answers to many of these questions, I like to hear the answers from the client's lips. By listening carefully to their responses, I learn a lot about what they know (but maybe aren't advertising) about their business...as well as what they know and don't know about *our* business.

1. Regarding advertising and marketing, what are you doing or what have you done in the past?
2. Why are you doing it?
3. Who are you trying to reach?
4. What do those people you're trying to reach know now about your business?
5. What do you want those people to know?
6. What is your average sale?
7. What is your gross margin of profit?

Again, even if I believe I already know the answer to any of these questions, I ask it anyway. I ask so I can listen carefully to their responses and determine their level of ignorance or sophistication about marketing, advertising, and my station in particular. I am looking for holes in their perceptions. I'm looking for correctable untruths that they may have about advertising, or about my station. I'm also digging for the client's true strengths and weaknesses, as well as her perceived notions of the strengths and weaknesses of her competitors. I will use this information to create commercials that will really get consumer's attention.

When I ask about her average sale and her gross margin of profit, I'm getting information I can use to calculate return on advertising investment and show her that advertising on my station is a good calculated risk, not gambling. I'll also use that same information to manage her expectations about results on my station.

Later, I'll put what I've learned into a concise one- to two-page proposal that the client will understand and appreciate. Here is an example of a conversation with a business owner. She owns a gardening center.

Salesperson: Regarding marketing and advertising, what are you doing?

Client: We use the newspaper and the Yellow Pages.

Salesperson: Why are you using those mediums?

Client: Because they work. We're doing couponing and the people come in with the coupons.

OBSERVATION: All media work. We'll deal with that later. And, I wonder how much of her advertising is dedicated to price only? She can't win long-term against her price-slashing national discount competitors. Maybe in the future we can focus her advertising on creating value for her products and services and less on cutting her prices.

Salesperson: Who are you trying to reach when you advertise?

Client: We're trying to reach everybody we can.

OBSERVATION: No medium can reach everybody and we don't have to. Just a percentage of those people who will buy plants and garden supplies this week.

Salesperson: Helen, those people you're trying to reach...what do they know about your business now? [At this point the client usually begins to open up. I start to observe some of her frustrations.]

Client: We have a good reputation and we sell good stuff but we're steadily losing business to Lowe's, Home Depot, and Menard's. And it's hard to compete with all of their advertised low prices.

Salesperson: Helen, what do you want people to know about your business?

Client: Well, our soil in Southwestern Michigan is different. And, we don't sell things that don't grow in Southwestern Michigan. They sell a lot of stuff that just won't do well here with our weather and our soil.

OBSERVATION: Here come some golden nuggets I can use later in commercials.

Client: And we have a horrible unemployment problem in Michigan. Whenever possible, I only buy from Michigan growers and Michigan vendors, so we can keep jobs here in Michigan.

OBSERVATION: What great commercials these statements are going to make. And, we can focus value propositions like these, instead of trolling for bottom-feeders that would only buy her because of price.

Client: And, we don't have one of those great big parking lots. There's plenty of free parking at the door and we even help load up your car for you.

Salesperson: What's your average sale?

Client: Considering everything, about sixty dollars per customer.

Salesperson: What's your gross margin of profit? Is it keystone (50 percent)?

Client: Actually, it's a little higher than keystone, about 60 percent.

Great. Now I have the information I need to come up with a custom proposal. It will include a long-term creative strategy as well as a long-term schedule. My budget will be created from real numbers, which include her average sale figure and her gross margin of profit. We'll deal with how to write these proposals next time.

Originally printed in *Radio Ink*. (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