



# TRANSMITTER

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**HAPPY THANKSGIVING!!!**

*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](mailto:mmmiller@rockingmradio.com)

With just one more month remaining in 2013, it seems like a good time to thank everyone for their support of KAB over the past year, and to encourage you continue to support the organization and its programs. Your 2014 dues will be coming up soon, so you'll want to be sure to budget for that.

Also, I'd like to urge you to continue support for our NCSA/PEP programs. Carrying through on your pledge to air those announcements insures that KAB will have the income to budget for all the great programs the association provides, including outstanding conventions, seminars, and the like. I can't overstate the importance of pledging time and carrying through on your pledge.

With dues making up about 8% of our budget, the PEP program is essential to robustness of the KAB and the services mentioned above. We appreciate all the stations who participate in running the spots and sending in the monthly reports. The pledge form was emailed to GM's last week. Contact Kent if you didn't receive one.

Kent and the KAB Board are always looking for ways to improve the service we provide our members, so please don't hesitate to contact any of us with suggestions.

## 2014 KAB Annual Dues

Following up on Monte's comments, if you have taken advantage of any number of the KAB member services, then you know the tremendous value you receive from your annual dues. Whether it's the lobbying at the state and federal level, the FREE legal hotlines or FREE sales training, the KAB works hard to assure your membership is money well spent! Plus the board is approving some more benefits to you that will be announced shortly.

Shortly you will be receiving your 2014 dues application which will list the cost according to your revenue. These rates have not changed in several years – and won't again this year. Our request is that you complete the form as soon as possible and return it to the KAB office as soon as possible. You can send a check, call in a credit card number or ask for an invoice. Whichever is easiest for you.

In the meantime should you have any questions or concerns about your membership in the KAB, please contact Kent.

## **Is Your Station Prepared For A Surprise Inspection?**

We have a number of stations who utilize the KAB's Alternative Broadcast Inspection Program (ABIP) to make sure they are in compliance with the FCC. Upon a successful ABIP inspection, the station receives a certificate good for 3 years and keeps the FCC from making a surprise inspection. (Note, if they receive a complaint then the certificate does not keep them away).

If you don't have a valid certificate posted, you might want to consider a new inspection. All of the details including the application and a checklist are available on our website.

<http://kab.net/KABAdditionalInformation/KABFCCAlternativeInspectionProgram/default.aspx>

## **2013 KAB Convention Wrap Up**

I just wanted to let you know there are several things on our web site that may be of interest to you – whether you attended or not. On the convention page, you will find links to most of the presenters as well as a link to the convention photos taken at the awards dinner and other sessions.

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

In addition, we have a link for you to view/listen to all of the first place winning entries. We created our own KAB You Tube channel that you can migrate through to find the ones you are interested in. I hope you like it. <http://kab.net/KABAwards/BroadcastAwards/>

## **Q3 Radio's best for 2013**

According to RAB, radio's overall Q3 result was the best this year, up 1% compared to flat delivery in Q1 and Q2. Year to date performance remains on par with 2012. The 3rd Quarter uptick was based on a 1% gain in the Spot sector, which represents the largest portion of Radio's revenue base.

Digital continues to show robust gains - up nearly 1/5 - while Off-Air was up 3%. Network posted a decline of 11% against last year's sales. Year to date, Spot revenue is flat; Digital, Off-Air and Network are +15%, +3% and -7% respectively. Digital continues its reign as Radio's fastest growing sector. Off-Air activity also remains steadfast, increasing every quarter in 2013. Combined, Digital and Off-Air represent 13% of Radio's total revenue.

## **Political Spending in '14 Another Possible Record**

The latest report from Kantar Media's Campaign Media Analysis Group and Cook Political Report predicts that \$6 billion will be spent on next year's elections, a midterm record. That's up about \$100 million over 2010, the last congressional but non-presidential election year.

The spending will include \$3 billion on television, 80 percent of which will go to local broadcast. But while 2014 will be a record year for a non-presidential election, it won't surpass the just over \$6 billion spent in 2012, when President Barack Obama was voted to a second term. That's largely because 2014 will not have as many hot races at the federal and gubernatorial level.

In Kansas we have many statewide races this year including a US Senate race, all 4 House seats, Governor, Secretary of State, Insurance Commissioner, State Treasurer and Attorney General. There are only house seats up for election in the Kansas legislature. As a reminder the lowest unit rate for the August primary starts June 21, and for the general it starts September 5<sup>th</sup>.

## Health News



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*Bryan Thompson*  
@kprthompson

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## Bob Wells 1919 - 2013



Former FCC Commissioner and one of the original board members and past Chairman of the Kansas Association of Radio Broadcasters (later named the KAB) from 1955-57, Bob Wells passed away earlier this month in Lawrence. He was also the second recipient of the KAB Distinguished Service Award in 1970.

He was born on a farm in rural Finney County, Kansas on March 7, 1919, and educated at Garden City High School and Garden City Community College. He served in North Africa in World War II and retired from the U.S. Army Reserve with the rank of major.

Bob started his broadcasting career at KIUL in Garden City, Kansas, where he served as general manager beginning in 1948. Later, as general manager of the Harris Radio Group and as Vice President of Harris Enterprises of Hutchinson, Kansas, he oversaw nine radio stations throughout the Midwest. He was also the Publisher of the Garden City Telegram from 1957-1961.

In 1969, President Nixon appointed him to the Federal Communications Commission, the first broadcaster to serve on the FCC and the only Kansan until Ajit Pai of Parsons was named a Commissioner in 2012. Commissioner Pai issued the following statement:

I was saddened to learn of the recent passing of former FCC Commissioner Robert Wells. Commissioner Wells was the first Kansan to serve on the FCC and a distinguished son of the Sunflower State. I offer my condolences to his wife Kay and his entire family.

Along with his wife Kay, Bob is survived by his two sons, Kent and Kim, five grandchildren and one great grandchild.

## KJHK Earns National Honors

KJHK, the student-run radio station at the University of Kansas, has won two national awards from College Broadcasters, Inc. (CBI), a leading student media education organization. The station received the radio award for Best Regularly Scheduled Program for *Live @ KJHK*, a weekly hour-long special program that features in-studio performances and artist interviews. KU students recognized include Michael Engelken, Kaitlin Brennan, Taylor Umbrell, Jake Waters, and Mason Kilpatrick.

Also, the station's website [www.kjhk.org](http://www.kjhk.org), was named Best Student Media Website in a combined media category that included all entries across student radio, television, and online media enterprises. Students credited include Sarah Brennan, Marc Schroeder, and Claire McInerney.

## The Elephant Sized Local Clients in the Room



Let's talk about potential elephant-sized local direct budgets from elephant-sized potential clients that virtually none of us are calling on in any meaningful way. I'm talking about big industrial/mining/manufacturing clients, some of the biggest employers in your market. While these big businesses may not necessarily be consumer-oriented, there are still many reasons they should be advertising on radio and television stations all year long. We just need to teach them how to use us. Here are some of the talking points you'll need to turn some of these giant non-advertisers into regular clients on your stations.

1. **Recruitment-** Whether the company is currently hiring or not, they should always be searching for new resumes. It always looks good when big manufacturers recruit locally and of course, that's where you come in. The recruitment commercials you produce can be very specific, identifying people with particular skills, talents or credentials. People who are already employed seldom look at want ads. But gainfully employed people listen to radio and watch television every day. Reach out to them on their broadcast medium of choice on a daily basis.
2. **Publicly Recognize Exemplary Employees-** Just about any employee likes hearing about his or her company in a positive and public light. Your commercials do just that. Strengthen your client's employer/employee relations by using local broadcast to publically thank workers and/or teams that have done an outstanding job.
3. **Good Neighbors-** Good neighbors communicate on a regular basis. Here is this big corporation's opportunity to talk to the community directly and frequently about many issues, from neighborhood issues to safety to corporate expansion, to charitable endeavors. Giving back to the community is always better when people *know* that you're giving back to the community. Why keep your good deeds secret, Mr. Client? The client may also use your station to publically thank local politicians for passing legislation, ordinances or for funding projects that the client feels benefits the community (or his company).
4. **Publically Thank Public Officials-** Your client can use his/her bully pulpit to publically thank national, state and local politicians for voting for initiating and completing public projects like highway overpasses, exits, parks, downtown renovation, public spaces, new schools, etc.
5. **P.R./Control public dialog-** By tethering to your station's audience on a daily basis, your Big Client has a chance to constantly educate your audience and control public discourse on a wide range of subjects, including environmental topics to employment laws, taxation, zoning and other regulatory issues. The commercials give the listeners/viewers talking points that reflect the client's position.
6. **Insurance in the event of a local disaster-** Should any local catastrophe involving your client occur in your local area the client already has the mechanism in place to reach out to the community

with emergency telephone numbers or websites, along with any other information the client feels they must impart to listeners/viewers.

**Keep in mind that what you think is an enormous budget may just be chicken feed to these big companies. Think big! Then all you have to do is manufacture a good plan and reach The Decision-Maker to pitch it. Not the marketing director, but the director of the plant. In my experience marketing directors just get in the way.**

**This is not an agency-type buy. This is a purely local direct idea. Marketing directors may see this as a load of extra work for them, so your proposal should indicate that the station is willing to do all of the work. Use whatever clout you have to get an appointment with the Director of the operation. He or she will more likely “get it” and see the value in owning local mindshare. Getting in touch with the Big Kahuna at the plant is probably a job for general managers and/or station owners, as they are more likely to have access to the same country clubs, charitable boards or social environments as the prospect.**

**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)**