



# TRANSMITTER

Vol. 53 No. 1

January 31, 2014

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



## Chairman's Message:

*Jim Ogle – WIBW TV*  
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I am so honored to have the chance to serve as the KAB Chair during 2014. Getting selected to do this job starts a couple of years in advance when KAB board leaders select you to serve as Treasurer and then Chair-Elect. That is why I owe a debt of gratitude to the last two Chairs of our Board—Monte Miller of Rocking M Radio and Gordon Johnson of KLEY/KWME/KKLE. Both have been valuable mentors to me as I prepared for 2014. Both are different from me in one important aspect of their time as broadcasters---they've got skin in the game.

Although I have worked all my life as a broadcaster (I even own stock in the companies I have worked for), I have never been in the position of owning and running my station the way both these men have done. They have given me powerful insights and advice going into this year about the challenges faced by owner/operators throughout Kansas.

I think broadcasting is so interesting in this regard. While major station groups in radio and television continue to consolidate, we still rely so much on the kind of owner/operators represented by both Monte and Gordon. It makes broadcasters unique when we talk to our elected officials. So many of you are running the businesses you own in the towns that are the heartbeat of Kansas. That is why I so appreciate what I have learned from Monte, Gordon and the other owner/operators that make up our board and make up our great organization. We are as grassroots as it comes!

I hope that during this important time of the year, with the legislature and Congress in session, that you can devote some amount of time to continuing your dialogue with state and federal elected officials. There are hundreds of associations across the country that work to gain access to these important elected officials. You have that access as part of your daily effort to serve your communities. Please use it! Engage our elected leaders in dialogue that recognizes the important role each local broadcaster plays in connecting them to their constituents.

As part of that effort, I have been collecting letters from our community partners. I've asked them to detail, in their own words, what my station's efforts have meant to the betterment of their community and their organizations. I am turning some of those letters over to our President, Kent Cornish, to share with elected leaders and the National Association of Broadcasters about the powerful role we play in making better communities.

I hope you will engage your community partners in documenting this important service you provide and share their responses with the KAB.

## **2014 KAB Annual Dues**

Just a friendly reminder that dues need to be paid for 2014 in order to take advantage of the many services your membership provides. These include the FREE legal hotlines, both LBS and P1 FREE sales training, FREE Omnia assessments, basketball tournament phone lines, FREE webinars (no charge starting this year), and more.

Since the dues are based on gross sales from the previous year, we don't send out invoices until you complete the form, which was resent to GM's a week ago. If you didn't receive one, please contact Judy or Kent.

## **2014 Political Windows**

It's an election year! Funny things happen with political buys and messages by candidates and organizations. Along with our legal counsel, I am at your service to try and answer any questions you have. Better to ask than to guess. We will hold a webinar February 13 at 3pm with David Oxenford. There is no charge but we ask that you register by calling the office by February 8.

For now, remember there are windows for lowest unit charge. They are 45 days out for a primary and 60 days for a general election – and that includes local city elections. For our statewide elections the windows are June 21 – August 5 and for the general election September 5 – November 4.

## **NextRadio App (FM Chip) Helps Sprint Sales**

Sprint is happy with the take-up rate of the NextRadio app, a spokeswoman told Radio World at the Consumer Electronics Show. While not detailing what marketing plans the carrier has for its phones that come preloaded with the FM smart device app, she said the carrier considers the NextRadio app a differentiator that helps Sprint distinguish its products from others in the fast-moving, crowded world of consumer electronics.

Hubbard Radio executive Bruce Reese echoed a similar thought. He tells RW here in Las Vegas that the NextRadio app “makes us look like the other digital” offerings. Hubbard has embraced the full interactive aspects of the NextRadio app, saying it “gives us a digital backchannel.”

As applied in smartphones, NextRadio uses a tuner chip embedded in the phone to let the consumer listen to local FM stations via traditional airwaves thus not impacting the cellular data plan. The headset or speaker wire serves as the receive antenna. Both automakers and Sprint are pressing for more stations to use the interactive features of the NextRadio app. Emmis is working on an app called “Slingshot” with the NAB Technology Committee. The software now in development makes TagStation, which drives data to the NextRadio app, easier for stations to use, according to TagStation President Paul Brenner. “We're trying to simplify what stations have to do.”

## **Call For Entries – Service to America Award**

Each year, NABEF honors five outstanding radio and television broadcasters at the annual Celebration of Service to America Awards dinner in Washington, DC. Station honorees are selected through a competitive Call for Entries which are being accepted from now through March 4, 2014.

Winners will be announced by the first week of April 2014 and will receive:

- National recognition for community service efforts before an audience including members of Congress, FCC commissioners and broadcast industry leaders.
- Roundtrip airfare and hotel in Washington, D.C. to attend the Celebration of Service to America Awards.
- Two complimentary tickets for the Celebration of Service to America event.

Complete details, including award categories and competition rules, are available at <http://www.nabef.org/events/servicetoamerica/2014/callForEntries.asp>

## Broadcaster's Foundation Is There to Help

Often a last refuge, the Broadcasters Foundation has helped broadcasters and their families remain in their homes and made it possible for retirees to afford life-sustaining medications. The Broadcasters Foundation also has provided one-time emergency grants, including in the aftermath of natural catastrophes such as Hurricane Sandy.

“The goal of the Foundation’s Board of Directors is that no broadcaster’s cry for help should ever go unanswered,” said Phil Lombardo, Chairman of the Broadcasters Foundation. “Requests for aid have more than doubled over the past few years and more come in every day. Next year, we will disburse over \$900,000 in financial assistance, a 100 percent increase from five years ago.”

The KAB makes an annual contribution to the Foundation. Should you or a broadcaster you know be in a life situation where they need assistance, contact the BFA at 212-373-8250 or visit their website at [www.broadcastersfoundation.org](http://www.broadcastersfoundation.org)

## 2014 Kansas Broadcast Calendar

This handy document lists out the dates for filings with the FCC as well as streaming reports to Sound Exchange stations might have to make. You can find it on our website halfway down the page <http://www.kab.net/LegalandRegulatory/>

### Health News



FROM REPORTER  
*Bryan Thompson*  
@kprthompson

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## Congratulations to Wyatt Thompson



For the second time in three years, Voice of the Wildcats Wyatt Thompson has been named the Kansas Sportscaster of the Year by the National Sportscasters and Sportswriters Association. Thompson, who is in his 12th year as the play-by-play voice of the Wildcats, takes home the award in 2013 following his first NSSA honor back in 2011.

He started his broadcasting career in 1976 as a sportscaster for various high schools, colleges and universities in Kansas, spending time at stations in Great Bend and Abilene. He worked for KAYS radio and television in Hays from 1985 until 1989 where he was the play-by-play voice at Fort Hays State. He was recognized with the KAB Play-by-Play Award in 1982, Hod Humiston Sportscaster Award in 2011 and the Oscar Stauffer Sportscaster of the Year Award from the KSHSAA in 1989.

## Ken Willard Obituary



Longtime broadcaster and station manager Ken Willard died earlier this month in Arizona. He was 72. Willard grew up in Hutchinson but worked at various stations around the state during his long career and retired in Scottsdale.

He was news director in Topeka in the early 70's at KTSB TV. Willard's first full-time radio job was with station KSAL in Salina. After working several years as a disc jockey, Willard became manager of KWHK radio in Hutchinson. After leaving the station, Willard worked as a correspondent covering the Kansas Legislature for a number of years, providing his stories to numerous stations around the state. Later he joined KWBW in Hutchinson doing sales and on air work for the station.

Willard served on the board of the KAB from 1978 - 1980. He was also a longtime Boy Scout leader in Hutchinson.

## Who Really Has the Rate Problem?



In the mid- '80s when I first started selling broadcast advertising, my average order for local direct hovered at somewhere between \$1,500 and \$2,500 per month. Why? Here was my evidence.

- Because that was the range that I had determined was acceptable to Austin, Texas business owners at that point in time.
- Because that was the average monthly order sold by senior sellers at our stations.
- Because that seemed like a lot of money to me at that time.

In other words, I had no evidence. I had nothing. I was pulling my budget numbers out of my rear-end. Then on one bizarre day, everything changed for me and my mind and my income were changed forever.

I had come up with what I thought was a brilliant strategy for an automotive dealership, who at that point was spending what I suggested he spend with me, about \$2,500 per month. I was so proud of the idea that I thought it was worth doubling my monthly budget...to (choke!!!) \$5,000 for the month.

I nervously pitched my idea to the dealership owner. Why nervous? Because back then, car dealers were INTIMIDATING. I'd heard rumors...some of them even seemed CRAZY to me. Anyway, I pitched my idea and the dealer stared back at me for what seemed like a week, then he squinted and said, "I love it. How much?"

"Five thousand," I responded.

"A week?" he asked.

I remember my knees weakening, my face draining of all color, and like a thirteen year old boy whose voice was changing, I finally croaked out, "Yessir."

And he said, "Oh, okay that's fine. Let's just do that from now on."

I couldn't believe it. A \$2,500 per month client was now spending \$25,000 in a five-week month, just like THAT. My little naïve mind was absolutely blown. I couldn't stop thinking about it. I kept going over the scenario in my mind. Like a hot kiss at the end of a wet fist (Firesign Theatre) I suddenly realized that I was the one with the rate issue, certainly not the rich fourth generation car dealer. He was used to making big purchases, in fact, every day he was writing checks to other vendors that made my \$5,000 per week look like chump change.

At that singular moment everything changed for me. From that point on I knew that when I had an idea, a plan for my client's success that was better than his plan, I could charge far more than \$2,500 a month...and I would usually get the buy.

Sometime later I had another epiphany. If I knew what the client's average sale was, and if I knew what his industry's gross margin of profit was, then I had irrefutable evidence that my budget suggestion was well within the client's ability to pay.

Drought and erosion have done significant damage to my back lawn so this week I'm having it re-sodded. The landscaping company's estimate for sodding my back yard is \$1,500. But his average sale is usually more for sodding an entire yard, not just a portion as in my case. He told me his normal average sale is about \$3500. His cost for materials (sod, fertilizer, soil) is 60%, more than his cost for labor which is 40% percent of his bill. So after the cost of materials, what's left over is \$1400, the cost of labor. That means his gross margin of profit, what's left over after either labor or materials but not both, 40 percent, or \$1,400.

So if I were to visit a landscaping company and ask for an advertising budget of \$2,500 per week (instead of a month), how many \$1,400s would I have to bring that client for him to break even on his campaign? The answer is one and some change. If I brought in two new customers in a week that would be a 12% return on his advertising investment. If I brought in three new customers that week, he would realize a 68 percent return on his advertising expenditure. That would be better than a slap across the belly with a wet squirrel.

My evidence for supporting my bigger weekly budget is the client's own average sale and his industry's own gross margin of profit. By using this method, I triple or quadruple what local direct decision makers think they should be spending on my station. By having this conversation I'm also managing the client's expectations about results on my station. But incredibly, despite this available evidence, very few local direct broadcast sellers ever use this method. Those few who use an ROI method do see bigger orders. I know because I hear some of your success stories every week.

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)**