



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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I like sappy movies. You know the type. Like “Belles of St. Mary’s” or “Mr. Smith Goes to Washington.” Despite the cynicism of process you see in other efforts such as “House of Cards”, I still believe in the importance of our representative process. It makes such a huge difference when you let your voice be

heard!

That is why it is so important what happened last week in Washington, DC. Representatives of your Association, from its officers and members, representing radio and television, joined other state broadcasters from across the country in the National Association of Broadcasters State Leadership Conference. This is an important time for broadcasters to be heard at the capital!

Radio must face down those who would impose a performance tax to pay the record companies. Television must get the FCC to fairly implement the spectrum auction and get congress to pass the Satellite Television Extension and Localism Act (commonly known as Stela) without loading it down with many new provisions to benefit cable and satellite operators. All broadcasters must be vigilant to fight efforts to make advertising no longer a necessary business expense to delay its deductibility.

Thankfully our efforts have been led by KAB President Kent Cornish and long-time Government Relations Chair Rich Wartel of Manhattan Broadcasting. Rich has led our lobbying efforts for years. I cannot imagine a better reception by our congressional delegation thanks to both men's work.

And speaking of that delegation, we are blessed in Kansas to have representatives who understand local broadcasting and support the free market. As they stay true to their principles, they insure that we, as broadcasters, get fair treatment from the law. We are also blessed to have one of the five members of the Federal Communications Commission not only come from Kansas, but be a strong proponent of local broadcasting in general and AM broadcasting in particular. Ajit Pai is a friend for all broadcasters. It has to be those Kansas common sense roots that help!

I particularly appreciate all those members who made the trip. Thanks to Bruce Dierking, Darrin McDonald, Jean Turnbough, Joan Barrett, Mark Trotman, Monte and Doris Miller and Rich Wartel for creating “Jimmy Stewart” moments for me in Washington this past week!

Washington Hill Visits



As Jim mentioned above, a large contingent of Kansas broadcasters descended on Washington earlier this week for the annual NAB Leadership Conference and “Day on the Hill.” For the Kansas group it was meetings with each of our six members of Congress Monday through Wednesday, as well as a great meeting with FCC Commissioner Ajit Pai (see article below). It seems like every year I report that there are more issues facing broadcasters in Washington than ever before. And it still rings true!

Aside from the issues Jim mentioned, while we were there word came out from the FCC Chair that he wants to consider breaking up TV stations that have joint sales and shared service agreements. Many broadcast groups will file comments enlightening the commission on the likelihood of stations going dark should this regulation be put in place.

And for radio stations the performance rights tax still looms, and for everyone the possible reduction in advertising deductibility for businesses. I believe the Kansas delegation understands the potential loss of advertising is not just lost revenue to broadcasters, but the fewer customers coming in to car dealers, banker, electronics stores, etc. because they don’t hear/see the ads as much.

Commissioner Pai to the Rescue

The FCC has suspended plans for a survey of television and radio stations after concerns were raised by Commissioner Pai about questions in the survey regarding editorial practices in newsrooms. The Critical Information Needs study, which was to start this spring with a pilot test in Columbia, S.C, included questions about how stations determine what news stories to cover. It also sought insight into debates between journalists and management over news coverage.

It was an Op-Ed piece Pai wrote in the Wall Street Journal the previous week in which he called the study “a first step down a dangerous path.” That speread many in Congress to request the study be halted. And it was announced last Friday it was being “suspended.” Pai called it “an important victory for the first amendment.”

He is a strong ally to broadcasters as he works to reduce the regulations and speed up the time it takes to get decisions from the FCC.

New KAB Website



On February 19 we switched over to a new and updated website – but still at kab.net. It now fits all portable devices, has more easily to find information, and looks cooler. If you haven't gone to it, I encourage you to. And if you find any glitches, please let us know. We've tried to fix them but more sets of eyes are always helpful.

2014 Sports Seminar

I'm pleased to announce that our annual KAB Sports Seminar will be held on Thursday May 1 at Royals Stadium. The new affiliate relations director, Keith Kowalski is very excited to host us and has some things in the works to enhance the meeting. We are going to be joined by members of the Missouri Broadcasters Association this year which also means some extra round tables. We will have more on this later.

Kurtz Named Oscar Stauffer Recipient



The Kansas State High School Activities Association has named John Kurtz of KMAN Radio in Manhattan as this year's recipient of the Oscar Stauffer Sports Broadcasting Award. The honor will be presented to John during the state high school basketball tournament in March.

While attending Kansas State, Kurtz served as the sports director of the student radio station and began his career at KMAN as an intern doing play-by-play for K-State football, basketball and baseball games, as well as Junction City Generals baseball games in the summer. Kurtz graduated from K-State in 2011 with a degree in Electronic Journalism.

Immediately after graduation, Kurtz joined KMAN full-time and was eventually promoted to Sports Director in the summer of 2013. He co-hosts the afternoon drive show "The Game" Monday through Friday, in addition to the K-State pregame show "Powercat Gameday" before K-State football and basketball games. Kurtz is the play-by-play voice of Manhattan High School boys basketball and a high school football game of the week. He also fills in on K-State baseball broadcasts in the spring.

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Travis Turner Obituary



Vernon Napier, Jr. also known as "Travis Turner", of Clearwater, Kansas, passed away Sunday, February 9, 2014 in Wichita, Kansas at the age of 60. Vernon was born the son of Vernon Napier, Sr. and Barbara (Stout) Napier on Monday, September 7, 1953 in Pittsburg, Kansas. On June 15, 2001 Vernon and Sabra Elwood-Napier were united in marriage in Wichita, Kansas. Together they celebrated 12 years of marriage.

Travis Turner was a well known radio personality for 30 years. He was a singer and entertainer that performed in many places around the United States. He enjoyed riding his Harley Davidson. In his early years he was a band instructor for 10 years in different Kansas high schools. He and his wife organized many charity events during their years together. Vernon loved being with his children, grandchildren, family and friends. He was a very giving and loving man and will be deeply missed by all that knew him.

Survivors include his wife whom he loved greatly, Sabra Elwood-Napier of Clearwater, Kansas, loving children, Aaron Napier and his wife Rochelle of Hutchinson, Kansas, Amber Crabb and her husband Jimmy of Sentinel, Oklahoma, Serena Elwood and her husband Tyler of Wichita, Kansas, Ethen Elwood and his wife Marina of Newkirk, Oklahoma, Brandon Napier and his wife Danielle of Winfield, Kansas, father, Vernon Napier, Sr. of Mulberry, Kansas, mother-in-law Alice Long of Clearwater, Kansas, brothers, Terry Napier and his wife Jeanne of Girard, Kansas, Patrick Napier and his wife Teena of McCune, Kansas, sister, Delores Herman of Girard, Kansas, and grandchildren, Taylor, Jaden, Violet, Noah, Jonah, Kaleb and Danika and two more on the way.

Ideas for Clients Who Save You Time



Last month I met with the decision-maker for a chain of dry cleaning stores. She was wary of broadcast advertising and her account executive had trouble even getting her to commit to a meeting. When she arrived, she said she could only stay for 30 minutes. She wound up staying for an hour and a half, took pages of notes, and now plans on spending most of her 2014 advertising budget on my client's station. Here's why.

In the meeting, we asked good questions and she responded with great answers. We learned that her biggest goal was to increase her regular laundered-shirt business. She's seen that side of her business decline for two reasons. One reason is the economy. Many people, including several of her former customers, have decided to save money by washing and ironing their own clothes. The second reason is a more casual dress environment at the workplace. She charges \$2.50 to launder and press a shirt. Her average sale for that service is \$15.00. Her gross margin of profit, after the cost of labor, is nearly 40 percent.

We found that the best way to convert do-it-yourselfers back into regular laundry customers was to promote the convenience of having the client wash and iron your shirts, a process that takes up to an average of 15 minutes per shirt if you do it yourself. So here is the long-term campaign strategy. *What would you do with an extra 15 minutes every workday morning? Would getting ready for work and school be less frantic for you and your family? Would you enjoy the luxury of a few more minutes of sleep? Fifteen minutes is about the time it takes to iron a shirt. Spend that 15 minutes on something more important to you and let _____ Cleaners wash and press the shirt.*

The client loves the idea. We'll record several of her regular customers, without scripts, and let them talk about what an extra 15 minutes means to their daily routines.

The same angle works for a convenience store chain. Their best customers are cigarette smokers. Since most smokers think they might quit (or die?), instead of investing in cheaper cartons, they purchase a pack or so a day. Most smokers habitually frequent the same one or two convenience stores each day (one near work, one near home). Average daily sale after the cost of smokes, a soft drink, a paper, or a magazine? Ten dollars a day, times seven days, because smokers don't take weekends off. That's 70 bucks a week for 50 weeks per year (two weeks vacation out of town), for a total of \$3,500. Gross margin of profit, what's left over after the cost of merchandise that the store can invest back into the business, is 30 percent. That means that one new customer is worth over a thousand dollars a year to the convenience store.

So, how to lure a loyal customers away from his favorite place to a new convenience store? Provide him/her with a good reason for doing so. Bring up elephants in the room. "Smoking is legal, so we sell smoking materials. More brands than anybody else." Or, "Actually, we make very little money off gasoline. We sell it as a convenience to our customers." Or, "Ladies, you do not need to 'hover' in our restrooms. We constantly clean and disinfect them." But the bottom line people use convenience stores and pay a little bit more for the privilege is for...CONVENIENCE. You shouldn't have to wait in line as long as you would at a grocery store. So, here's the pitch. "When you visit us we know you don't want a long wait. So at XXXX Stores, we're working hard every day to diminish your time in line. In fact, at XXXX Stores, our research indicates that we save our best customers an extra 47 minutes a month by checking faster and having more clerks on duty. XXXX Stores, because we know you don't come to us to wait in long lines."

You can pitch the value of time to other kinds of businesses as well. Restaurants that serve lunch, PC repair, plumbing companies. Think of the possibilities!

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