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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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As I write this column, the Kansas legislature is in its' final week of the session before heading home for a month prior the veto session. The KAB has been involved with a number of bills but 3 stand out that every broadcaster should know about. So far, we're batting .333, which in baseball would be an MVP year!

But we need to bat 1000.

Awaiting the Governor's signature is a constitutional amendment that would allow non profits to hold charity raffles. All of us have been contacted by community groups seeking on air promotional help and sometimes it has included the prospect of a raffle. Since they are currently illegal, we turn those groups down. Should Kansas voters agree in November that this change to the constitution is needed, stations will be able to promote the charity raffles.

As we continue to beat the drum of an open and transparent government, there are bills in each house that would require committee rooms have audio and video streaming available. The hearings that take place are important to Kansas citizens and it will also help stations, as conduits to their communities, do a better job of covering the legislature. I testified along with Kent in support of the Senate Bill (413) and House Bill (2749). While there appears to be strong support, there are some leaders in both houses who don't like the idea of having cameras in the rooms.

And speaking of leaders who think open records are only for someone else, House Bill 2555, which would open affidavits for arrest warrants and search warrants to the public, is being stopped. As near as anyone can tell, we are the only state that does not presume these to be open. An affidavit explains what led to the arrest or search warrant. For journalists, it's required information to tell the complete story and keep the public informed, but the Kansas County and District Attorney's Association thinks they need to be closed and that the information is not important to the public to see.

They argue that sensitive information is contained in the documents. That's why the bill lists a number of exceptions allowing them to redact that sensitive information. The bill's author is Rep. John Rubin of Kansas City and a champion of open government. It passed the house with only 10 "No" votes but is being held up in the Senate. Nothing is definite until the final gavel and Kent will work closely with others to try and get the votes necessary to approve the bill.

NAB Calls on FCC to Review Collusive Ad Practices by Cable

The National Association of Broadcasters today highlighted collusive advertising practices of the pay television industry and urged the Federal Communications Commission to examine whether consumers and advertisers are harmed by the joint advertising sales of pay TV providers.

NAB's comments were included in a filing submitted to the FCC, in which the trade association cited documents demonstrating collusive television advertising selling arrangements by the largest players in the pay television business. The collusive "interconnect" advertising activities by cable, satellite and telephone companies allow companies like Time Warner Cable, DirecTV, DISH, Verizon and AT&T to jointly commission one person to sell TV advertising across multiple pay-TV platforms in cities across America.

NAB's request for an FCC review of pay-TV advertising collusion comes as the Commission is reviewing "joint sales agreements" of free and local TV stations.

"We believe that collusion in the pay-TV advertising business deserves better oversight from the FCC," said NAB President Gordon Smith. "This deeply troubling practice would appear to allow the largest pay-TV companies in the country to game the advertising sales market and set above-market ad rates for local and national businesses. Heavily regulated local broadcasters in smaller markets are being scrutinized by the FCC for a practice that involves one local TV station selling ads for another local TV station. Yet the heavily consolidated pay-TV industry, unshackled by any ownership rules, is free to engage in this most collusive of advertising sales practice."

Mike Kennedy to Receive the Hod Humiston Award



The 34 year "Voice of the Shockers," Mike Kennedy, has been selected as the 2014 recipient of the Hod Humiston Award for Sports Broadcasting. He will be honored at the KAB Sports Seminar May 1st at Royals Stadium.

Mike, who is also a member of the KAB Hall of Fame, has called over 1100 consecutive Men's basketball games for Wichita State. Before that he spent several years at KKOY in Chanute broadcasting area high school sports along with games for Neosho County Community College. He was also the voice of the minor league Wichita Aero's in the late 70's and a sports anchor at KAKE TV in Wichita.

Mike is also a member of the Shocker Hall of Fame, the Kansas Sports Hall of Fame, and the Kansas Baseball Hall of Fame. In his spare time he has done volunteer work in the community with the Race Against Hunger, Aids Walk, Wichita Children's Home and the Sedgwick County Historical Society.

Next Radio App (FM Chip) Use Is On Rise

More growth has been reported by the folks at NEXTRADIO and TAGSTATION. The app reports:

- Over 240,000 app downloads
- Over 7,700 FM radio stations tuned to from the app
- Over 190,000 hours of listening through NEXTRADIO
- A 4.1/5.0 GOOGLE PLAY STORE user rating

On their blog, NEXTRADIO writes, "Trends are fun. They also tell us an important story. We've tracked three metrics since NOVEMBER and parsed out the growth by percentage each month since. Ending with FEBRUARY, we get three measurements of growth for each. Now, these are not unfamiliar numbers if you've been following along ... we report on total stations tuned every two

weeks. But what gets lost sometimes with seeing a flat new number in a list, even though it's higher, is HOW MUCH higher it is since last time."

Average Stations Listened to Per Day

- NOV-DEC: +8%
- DEC-JAN: +30%
- JAN-FEB: +43%

"Considering there are a finite number of FM radio stations in the U.S.," the blog notes, "we can say this definitively by looking at this growth pattern: We are reaching your listeners. The carrier network drives our current ability to stretch our presence into the far corners of our U.S, and for that, SPRINT has been invaluable."

FCC Application Fees Increase

If you're planning on filing any applications with the FCC in the near future, you can save yourself a few bucks by getting them on file sooner rather than later. That's because the FCC's schedule of application fees has just been given its semi-regular overhaul, resulting in an *across-the-board uptick of about 8%*. (That reflects the net change in the Consumer Price Index for all Urban Consumers since the last increase, a formula specified by Congress in Section 158 of the Communications Act.)

The good news is that, while the 2014 fee hikes have been announced, they won't become effective for at least a few months. According to this year's announcement, the effective date of the new rates will be 30 days after the order is published in the Federal Register. Perhaps so, but Section 158(b) of the Communications Act requires that the Commission notify Congress of application fee adjustments "not later than 90 days before the effective date". So the FCC's going to have to let Congress know about the new fees, and then wait 90 days. It will also have to publish a notice in the Federal Register 30 days before they can take effect.

Quarterly Reports Due April 10

The next Quarterly Issues/Programs List ("Quarterly List") must be placed in stations' public inspection files by April 10, 2014, reflecting information for the months of January, February, and March 2014. The next Children's Television Programming Report must be filed with the FCC and placed in stations' public inspection files by April 10, 2014, reflecting programming aired during the months of January, February, and March 2014.

KAB Sports Seminar May 1

Mark your calendars to attend this annual seminar at Royals Stadium and the cost includes a ticket to the game that evening against Toronto. Click here for information and to register.

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

Health News

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Brannigan Named Journal-Wichita GM



Beverlee Brannigan has been named Vice President and General Manager of Journal Broadcast Group's Wichita Operations. In her new role, Brannigan will be responsible for the overall operations of Journal's six radio stations in Wichita, KFDI-FM, KICT-FM, KFXJ-FM, KYQQ-FM, KFTI-FM and KLIO-AM. She will also continue to support Journal's programming efforts across the company as Vice President of Programming.

Brannigan joined Journal in 2001, first as program director in Omaha, then as Operations Manager of the Wichita stations, where she also served as Program Director at KFDI-FM. She has served as VP/Programming of Journal since 2012. Brannigan was inducted into the Country Radio Hall of Fame in 2012 and was named one of the "Most Influential Women in Radio" by Radio Ink magazine in 2013.

The King Revenue Killer – Caller Reluctance



One Tuesday afternoon I was leaving a lunch meeting with a client. As we walked toward the parking lot I saw, among a crowd of people exiting a movie theater, one of my salespeople. Surprised, I said, "What are you doing at the movies?" And, equally surprised, he answered, "Hiding from you." I took the client back to his office and drove back to the station. The entire drive time back to the station I just couldn't shake the image of that employee spending a couple of hours at a movie. I had never done that before. Why would he, especially now as he had failed to meet his numbers for the third month in a row? And this guy was usually a real go-getter. It made me angry. I depended on him and he was "hiding from me."

When I returned, I called him in and we sat down in my office and shut the door. "Your billing is down. Why were you at the movies instead of calling on clients?" I asked. He sighed and said he just felt worn out and unmotivated. "Nobody wants to buy in a recession. Our numbers are weak and it's hard to justify buying us so I just needed a break," he said. I sensed the diagnosis as what we call reluctance. It happens to virtually everyone at some point. As a seller I never went to the movies, but I know that sometimes I did other things to avoid making calls and I could always find a way to rationalize my behavior, just like this seller was trying to do.

In my book *Successful Local Broadcast Sales* I outlined a call-reluctance scenario.

"I get to the office at 8 or 8:30...okay 9, in the morning. It's not my fault I'm late. The traffic is terrible. First I go to the coffee machine. I can't work without my coffee. I run into a coworker. We

discuss the game or something else we saw on TV last night. After coffee I go to the restroom and then go back to the break room for another cup. I told you I can't work without my coffee. A couple of more conversations with coworkers. Hey, it's time for a cigarette break. I need to smoke when I'm working. And Bill and Susan are out there. Okay, time to check my Facebook page. I make a few obligatory client phone calls. Have to. The boss wants us to make a couple of calls. Then, it's lunchtime! I might as well go home for lunch. Oh, yeah. Better stop at the cleaners and...is that new store finally open? Shopping here is fun. Oh, no! What time is it? What happened to the time? I have the attention span of a ferret on crack. I'd better hurry back to the station. Darn...I forgot to ask anybody at that store if they do any advertising. Oh, well. I'll do it later. Man, it's already two in the afternoon. I'd better get back to the computer to crank out some computer-generated proposals for clients. The clients won't understand them, heck, I don't even understand them. They'll probably reject them anyway. Everybody does. But these are really for the boss. The boss has been on me lately because my billing is down and suddenly she needs to see proof that I'm really working. Of course I'm really working. It's not my fault the economy is down. Besides, our station sucks in the ratings. Ooh, a message from that furniture client. Says it's important. Better call him back. No, that would be a bad idea. He's mad at me because I didn't call him yesterday. If I call him now he'll probably cancel. I'll call him tomorrow. Well, it's almost five o'clock anyway. Better start shutting it down for the day. Don't want to miss Happy Hour. Man, this media business sure is hard lately. I think I'll leave now and try to beat the traffic."

Lesson: Don't confuse effort with production. Of course call-reluctance is not a disease limited exclusively to the broadcast industry, it is a scourge in any business that involves selling. But the naked truth is that call-reluctance is perhaps the single-biggest issue confronting sales managers because we know that, like herpes, it's always there. Our job is first to acknowledge that reluctance is real. It is the elephant in the room. Once we admit its existence within our ranks, we take immediate action to limit its damage.

Reasons that salespeople avoid making calls vary. Some people have a personality issue and just don't like meeting new people. Many salespeople fear rejection. Some sellers are intimidated by their clients because secretly they are afraid that they don't know what they're doing. Some people are easily distracted or have poor work habits. And sometimes salespeople just get burned out.

What can we do to battle call reluctance? Confront the problem openly. Admit that it is there and call it out. Bring up the issue in your sales meetings. Teach your team to avoid negative self-talk. Warn new sellers to avoid gossipers and whiners. Work with your sellers one-on-one and help them customize a more structured day. Challenge every objection or excuse for not making calls. Teach your team new headlines they can use to get appointments with decision-makers. Advise salespeople who are burned out to take a few days of vacation. Openly confront and correct attitudinal problems that result in not making calls.

Do the math to show your team why it's in their best interest to make more calls. What is the seller's average order amount when he/she does make a sale? What is the commission on that sale? What is that seller's true closing ratio? Divide the closing ratio into the commission from an average sale and show the salesperson that every time he makes a call it is like putting "X" amount of dollars into her pocket. "How much money do you want to make today? Get out there and make the calls."

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