



TRANSMITTER

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



Chairman's Message:

Jim Ogle – WIBW TV
jim.ogle@wibw.com

Forgive me for writing this column now, instead of last month when I had intended. But it's still quite relevant. As happens every spring, Kansas broadcasters have already displayed the important role they play in connecting with listeners/viewers during severe storms. Our friends in southeast Kansas are experiencing it right now, and our thoughts and support go out to them.

Storms last for an hour, but the recovery lasts for days and weeks. Your stations are always planning for coverage of the storms as they roll into your market. But are you prepared for your own recovery so that you can help your neighbors recover? Do you have procedures in place should you lose power or equipment to get it replaced quickly and get back on the air? It can and does happen.

While cell towers are down, the only means of communication between emergency personnel, law enforcement, and the community, is your station. That's why Kent Cornish is working with state emergency management and law enforcement to assure essential station personnel have access to facilities in case they are in the disaster area. This would include engineers, technicians and on air employees necessary to relay the safety information to the community. If you have had any sort of negative experiences when trying to get to your station/transmitter, let Kent know.

In the meantime, stay safe and keep doing what you do best – serving YOUR community!

FCC Says No to TV JSA's

As anticipated, the FCC ruled by a 3-2 vote that TV broadcasters generally may not form new joint sales agreements in which one station sells 15% or more of the advertising time of another separately owned station in the same market. Some broadcasters have been using JSAs exceeding 15%, usually in concert with shared services agreements, to operate second TV stations in markets where outright ownership is prohibited by agency rules.

Also under the new regulation, existing JSAs would generally be required to unwind within two years, unless the broadcasters involved can persuade the FCC that a particular arrangement genuinely serves the public interest. The commission said the Media Bureau will consider waiver requests within 90 days of the closing of the record on the requests.

In another ruling against television stations, the FCC voted to generally bar broadcasters from negotiating retransmission consent deals for multiple TV stations in the same market. Under the new regulation adopted, two or more separately owned Top-4 broadcasters in the same market would be prohibited from negotiating retrans deals altogether.

NAB EVP of Communications Dennis Wharton issued this statement: "It's important to note that broadcasters have engaged in thousands of successful retransmission consent negotiations with pay TV providers over the years. Never has a local TV station been found by the FCC to have negotiated in bad faith. We would also note that broadcasters are not responsible for higher pay TV bills. Pay TV companies have been raising rates more than twice the rate of inflation for the last 20 years, according to *Consumer Reports*. The notion that a punitive crackdown on local TV stations will lead to lower cable rates is simply not credible."

NAB President on JSA's Decision

As President and CEO Gordon Smith recently noted, "On one hand, government treats us as if we are dinosaurs and does what it can to encourage TV stations to go out of business. On the other hand, the FCC says we are so important and powerful that two stations can't share advertising in the same market, while it's okay for cable, satellite and telecommunications operators to do so. Are we too powerful or irrelevant? It can't be both.

Without a strong broadcasting industry, who will carry out the public interest mandates of diversity and localism, to say nothing of children's programming, political events and observing decency standards of local communities. We cannot afford to risk disenfranchising those in society who rely most on broadcast TV and radio as their primary source of local news, emergency updates, sports and entertainment."

KAB/MAB Engineering Seminar



Thirty five radio station engineers from Kansas and Missouri traveled to Kansas City for our first engineering workshop hosted by the KAB and MAB. The three day sessions were led by Larry Wilkins, who runs a quarterly class for engineers in Alabama. Larry brings a wealth of experience and provided many solutions to everyday problems station engineers tackle. Our plan is to hold another one of these later in the year.

The class work, which received high marks from attendees, covered basic audio, use of IP, AM and FM transmission, FCC rules and overall station operations. With lots of experience in the room, there was plenty of time for exchange of ideas – and of course some stories!

KAB Student Seminar Attracts Passionate Young People



In less than six hours, broadcast students had the chance to hear about the job market, deliver resumes and talk one on one with station management, collect awards, and then listen to a variety of professionals about their work in the business.

Just over 100 college and high school students took advantage of that opportunity at the annual KAB Student Seminar in Salina. My thanks to all the station professionals who participated as panelists, round table hosts, and at the career fair. This

was the first time we held the seminar in Salina in over 10 years. And although the turnout was slightly under last year, the students were quite engaged. I also want to thank Gayla Randel of the Kansas State Department of Education, and Mike Gross of Junction City High School who held a separate session for high school journalism/AV instructors.

Most See Radio As Local

(Reprinted from All Access)

New research from MARK KASSOF & CO. reveals that a solid majority of 18-64s see radio as a local medium, and most of those who do say they would listen less to a station that shifted to more national programming. Overall, 65% see radio as a “mainly local,” while half as many (32%) see it as “mainly national.” The survey found essentially no variation among demographic groups in this perception.

And among those who see radio as mainly local, 51% say they would “listen less” to a local station if it switched to focusing more on national programming, versus 31% who would “listen more.”

Demographically, 18-24 year olds are the sole exception. 43% would listen more to a station that focused more on national programming versus 36% who would listen less.

These research findings are based on 718 telephone interviews conducted from APRIL 2nd-6th.

Exline Elected to NAB Radio Board



Gary Exline, General Manager of Eagle Radio St. Joseph, MO, has been elected to a 2 year term on the NAB Radio Board and will represent Kansas and Missouri. He replaces John Beck in our region, who was on the board the maximum three terms. With St. Joe sitting on the border of the two states, Gary has been active in both state associations and is past president of the MAB.

After graduation from Kansas State, Gary embarked on a broadcast career that took him to several spots in Kansas, Missouri and Kentucky as he worked his way up from DJ to account executive to sales manager and eventually general manager. His first official board meeting is in June.



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FROM REPORTER Stephen Koranda @kprkoranda

Contact J. Schafer at (785) 864-2246 or jschafer@ku.edu

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Wichita Listeners Lose Longtime Air Personality



Longtime Wichita radio host Tim Peters passed away earlier this month at the age of 59. Peters had just switched from afternoon drive to Mornings on 99.7 LITE FM one week earlier after returning to Wichita last July to help sign on KHLT.

He started his radio career at KNEB-AM in Scottsbluff, Nebraska. He then worked for its competitor, KOLT-AM, for 3 years before going to KOIL-AM in Omaha. In 1981 he moved to KEYN starting a long on air career in Wichita. Peters later took his show to rival KKRD-FM and later KYQQ (known as Q106.5). In 1991, he moved back to Nebraska and radio station KLDZ-FM in Lincoln. He later joined KFKF FM in Kansas City until 2006. Peters made a brief return to Wichita doing mornings at Journal's KFTI-AM before his work at KHLT FM.

Tim is survived by his wife Stacy, and three children. Remembrances of Tim can still be e-mailed to the radio station at Local@LiteWichita.com, and a tribute show is available as a PodCast on the site as well.

Optical Delusions



My wife Nancy meant to say the words, "optical illusion" but instead what came out of her mouth was "obstacle delusion." Pretty funny. I guess that would be one of those things you trip over that aren't really there. Here are some of the "obstacle delusions" that trip us up in broadcast sales.

OBSTACLE DELUSION: Broadcast salespeople just assume that a local direct client can't afford to pay more than say, \$2,000 a month for a schedule on your station

REALITY: Many business owners could afford to pay at least that much per week. Consider a remodeler for example. His average sale is at least 30 thousand dollars on a gross margin of profit of at least 30 percent. Come on, how many new customers would we have to bring the remodeler in a week to justify our measly little 10 thousand dollar weekly budget on our station?

OBSTACLE DELUSION: Because of the recession nobody is buying.

REALITY: People are still buying plenty in every market every day. People are buying groceries, fast food, cars, vacations, insurance, clothing, computers, boats and even houses every day in every single market. With clever advertising that identifies and solves problems that keep consumers awake at night your client has a good chance of converting some of your listeners and viewers into customers for life. Never forget that commercials that solve problems in the consumer's language (no clichés) aren't pesky annoyances, they're public service announcements.

OBSTACLE DELUSION: We can't ask for a rate increase in a recession. So instead we have to cut our rates to get new business.

REALITY: Other industries get rate increases despite the economy. Insurance premiums continue to go up regardless of the economy but people are still buying insurance. Health care and pharmaceutical prices are going up. Nordstrom's still has plenty of buyers for \$300 shoes. Movie tickets get more expensive every time I go but theaters are still packed for blockbuster movies. New tires are more expensive than ever but people are still buying them. People are still buying gasoline regardless of the fact that the cost is going back up. People are still eating at expensive restaurants. I've been in a different city every week and there are still waiting lines for dinner at popular restaurants. My auto repair facility isn't giving out discounts. They don't have to. I just talked to someone that paid six thousand OVER STICKER for a new Corvette Stingray. Bottom line- Give a client an idea that's

worth a million dollars to him over a five-year period (ask me how). Then calculate ROI by determining how many new customers he would need each week per (X-thousand) dollars a week spent on advertising. All you need for that calculation are his average sale and gross margin of profit. When the client understands that your idea is better than his and that advertising with you is not gambling but instead a good calculated risk he won't care whether the cost per spot is 59 dollars or 89 dollars.

OBSTACLE DELUSION: Advertising in a recession is just a waste of time and money. I mean, if our national advertisers are cutting back, why shouldn't local businesses follow their lead?

REALITY: But that's insane. I mean, that's crazy talk. Imagine that you are the CEO of a large corporation. Would it make sense to tell your stock holders and employees, "Well, times are tougher so our plan is to STOP teaching people who we are, what we do and how to get in touch with us." Local direct clients should take this opportunity to take back market share that is rightfully theirs. If national box stores are cutting back a little, that's great for your local direct decision maker. There is less clutter and finally your local client has a better opportunity than he's had in years to teach your audience why it's in their best interest to buy from him.

OBSTACLE DELUSION: Nobody watches TV or listens to the radio anymore.

REALITY: That's not factual. 90 percent of all Americans still watch television and listen to the radio 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 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