



TRANSMITTER

Vol. 53 No. 5

May 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 know that many of you regularly reach out to our elected officials representing us here in Topeka and far away in Washington. Those politicians know that your station is so important in establishing a continuing link with constituents. It is an important role that each member station of the KAB plays. I often hear from those elected officials how important it is for them that you are available and they have the chance to talk. Thank you for your outreach.

One of Kent's primary responsibilities as the President of KAB is to serve as our lobbyist with both state and federal officials. I have seen his remarkable effectiveness here in Topeka in working on issues and in Washington as we travel there to talk to the Federal Communications Commission or our elected leaders. Kent understands the challenges our news departments often have because he grew up in news. He understands the business challenges you face because he's sat in your seat as a general manager of a station. Kent is a tireless advocate keeping track of the major issues facing broadcasters.

Occasionally, Kent is called on to be part of a coalition to make a change in rules to make it easier for all of us to serve our communities. That is what happened as representatives of the Sunshine Coalition For Open Government pulled together to keep Kansas from being the only state in the union that would not release the details of search warrants after they are served.

Kent worked hard with our partners at the Kansas Press Association to push changes in the law. By building a broad coalition, we were able to present compromise legislation that met the needs of law enforcement to protect certain investigatory details while eliminating the absolute exclusion of warrant information. With Governor Brownback's signature, this law removes Kansas as the only state to allow such an exclusion.

You have often told your leadership that lobbying is one of the main reasons you so value your membership in the KAB. It is a value that Kent adds through his work every day on our behalf.

KAB Awards of Excellence – Call For Entries

July 1 is the deadline for stations to submit their great work in this year's competition. Last year over 600 entries were received and judged in all categories, including news, on air performance,

commercials, promotions, PSA's, sports play by play, and editorials. One radio and one television station in each market size is also selected as Station of the Year.

All entries are done on line making for an easy process. This link will take you to the contest rules and submission guidelines. <http://kab.net/KABAwards/BroadcastAwards/>

Select a coordinator for the station and take the time to submit your excellent work from the past year. The first place recipients will be honored at the annual convention in Wichita, October 20.

Media Asks Judge to Open Hearings/Documents

On May 19, KOAM TV, the Parsons Sun, and the Montgomery County Chronicle filed a motion to unseal documents in State v. Bennett, in Labette County District Court, where the defendant has been charged with quadruple homicide. These companies were chosen by the KAB, KPA, and the Sunshine Coalition because they serve Labette County. The judge has set the hearing for July 25.

Media intervention occurs in cases such as this, where the judge has sealed records that would ordinarily be available to the public. The motion to unseal is based on Kansas Supreme Court decisions that allow the news media to intervene in criminal cases for the purpose of opening court proceedings and records to the public, and includes a request that the judge schedule a hearing on the matter as soon as possible. At that hearing, the local media outlets will ask the judge for open court records in the Bennett case based on state Supreme Court decisions such as Wichita Eagle Beacon v. Owens and Kansas City Star v. Fossey, where the Court strongly held in favor of openness.

Based on those decisions, the media will argue that the fillings and proceedings in the case should be accessible to the public in the ordinary way. In a case such as this, if a judge denies the news media's request for a hearing to oppose closure or, after a hearing, continues closing records and proceedings, the media have the option to appeal to the Kansas Supreme Court.

Record Crowd at KAB/MAB Sports Seminar



For the first time Missouri broadcasters joined the KAB for our annual Sports Seminar at Royals stadium, and we had nearly 170 attendees. They had the opportunity to visit with a number of round table hosts during the morning, and we thank them for taking the time to participate.

At lunch we were proud to honor Mike Kennedy, Voice of the Shockers, as this year's recipient of the Hod Humiston Sports Broadcaster award. Mike then joined Bob Davis, Voice of the Jayhawks, Wyatt Thompson, Voice of the Wildcats, and Stan Weber, color analyst on the Wildcat Network on a panel answering questions about their respective sports teams.



Royals general manager Dayton Moore and manager Ned Yost also spoke to the group. We want to also thank Keith Kowalski and Bre Edgley of the Royals for being such great sponsors of the day and allowing attendees to stay for the game that evening.

TV Station Political Files Go On Line July 1

We have reported this before, but another reminder from July 1, 2014 forward, all television stations, regardless of network affiliation or DMA, must begin keeping their political file in their online public inspection file. There is no need to keep a paper public file after the file goes online, but the FCC did say that stations should be able to provide access to the political information if the online file were to

go down. So you can keep the records on paper in internal files, or keep an electronic copy of everything that has been uploaded to the online public file. You just need to be able to produce it for candidate inspection were there to be a failure of the online public file.

While political advertising documents created on or after July 1, 2014 must be placed in the online public file, stations should continue to retain hard copies of pre-July 1, 2014 documents in their physical public file to comply with the two-year retention period for political file documents set forth in Section 73.3526(e)(6).

2014 Primary Candidates

Monday, June 2nd at Noon is the deadline for candidates to file for election in Kansas. You can click on the link below to see the complete list. Please note it won't be completely updated until after the deadline. One other reminder: Lowest Unit Charge window for candidates starts June 21st for the primary, which is on August 5th. For the general election that window starts September 5th.

http://www.sos.ks.gov/elections/elections_upcoming_candidate_display.asp



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Former KAB Chairman Hill Passes



Howard Hill, who spent 20 years as general manager of KANU (Kansas Public Radio) in Lawrence, passed away earlier this month. He was 80. Hill served on the KAB board from 1993-1999 and was chairman in 1998.

He was a graduate of Kansas State University and received a master's from Penn State, but spent most of his life in Lawrence. His career at KANU lasted until retirement in 1997. Hill's passion for radio and steady, booming voice made him a natural fit as the Public Address Announcer for KU basketball & football at Allen Field house and Memorial Stadium for 21 years. In his free time Howard loved to travel to the Flint Hills and photograph scenery. He enjoyed listening to jazz and classical music alike. His greatest loves were his children and grandchildren.

Survivors include two daughters, Melissa Dawn Wilson of Lawrence and Tiffiney Leigh Beffort of Shawnee.

BoB Templeton Obituary



BoB (yes 2 capital B's) Templeton passed away earlier this month at the age of 80. He served as KAB President in 1978-79 and was on the board for eight years. He also represented Kansas and Missouri on the NAB Board from 1988-89.

His career began in Nebraska but in 1963 joined KAYS in Hays as a morning announcer where listeners heard his familiar "Hello, world" greeting. Four years later he accepted a position as general manager with a new radio station in Oshkosh, Wisconsin. In 1973 BoB came back to Hays as general manager of KAYS where he stayed until 1988 before joining the Hays Area Chamber of Commerce as its director. He retired from the Chamber in 2000.

Bob is survived by two daughters, Laura Lechner and husband David of Wichita and Kari Beetch and husband Greg of Abilene.

Making It Look Like Magic



There is good account servicing...and then there is exemplary account servicing. With all of the media competition out there right now, the old "good" just isn't good enough. Taking the client's order and writing it up correctly, scheduling production, seeing to it that the client's order runs as it should, making certain that the client's invoice is sent in a timely manner, and promptly responding to client calls or complaints, are all examples of "good" customer service.

But exemplary client service is something else entirely. Exemplary service means you are doing the client's marketing and advertising thinking for him or her. It means that you are always thinking ahead, crafting short- and long-term communication strategies between your client and your listeners. To make better advertising campaigns means you must ask great questions and listen very carefully to how your client answers your questions. Your commercial strategies should always revolve around the client's core messages, the things he actually says to his customers that convince them to buy from him. In other words, focus only on what's in it for the consumer.

"Exemplary service" also means that you minimize misunderstandings and surprises by fully managing your client's expectations about results on your station. By knowing the client's average sale and gross margin of profit you can present realistic budget proposals based on the client's own numbers and show them that working with you is less of a gamble and more of a good, calculated risk.

But then there is even more that you can do to help your client connect with the people he needs to reach the most. For example, what if the client has a stale, static website? When I bring up websites and a business-owner hangs his head in shame, I know I can close him. "Well, my brother-in-law did that website 10 years ago, but now he's out of the family and we don't know how to get into it. He has all of the codes." That's when I say, "Oh, we can fix that immediately." And get your IT person or some other tech person from the outside, to fix the client's website. Charge for it. He'll love you for it.

If the client wants your audience to call him but his phone number is nondescript, go to whitepages.com for available telephone prefixes and look for easier to remember vanity numbers. A plumber for example, would really benefit from a number like 512 472 LEAK. It usually takes a little time, but eventually you'll hear the tone and the recording, "This number is no longer in service." You then instruct the client to call the phone company and get that number as a redirect, so his old

customers can continue to call his old number...and the new vanity number also redirects to that same old number.

Once he's got the new number, go to godaddy.com and look for 472leak.com. If you find it, turn that into a redirect also, so the client, if he must, can still keep and use his old, harder to remember URL. Then you can say in your commercials, "You can call us at 472 LEAK or just go to 472leak.com." So every time you mention the phone number, you're also teaching consumers the website...and vice-versa. This is great for the client because even a stoner can remember 472 LEAK.

Soon enough, the client recognizes that there are distinct differences between you and your competitors. Once the client recognizes for a fact that your plan for his success is better than his own, he'll hand you the keys and say, "You drive."

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