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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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It's July in Kansas. It's hot! Time to celebrate another three-day holiday. Independence Day gives us a chance to celebrate our love of country. It gives us a chance to remember those freedoms we hold dear. But, too often, other than listening to a reading of the Declaration of Independence or a child repeating the Pledge of Allegiance, we spend more time enjoying an extra day off than

reflecting on our blessings.

This Independence Day is different for me in that regard. It is all because of one man who spent three weeks with us at WIBW learning about how an American television station works. His name is Ahmed Ali. He is a broadcaster for the Awaz television network in Karachi, Pakistan. He came to WIBW as part of the International Center for Journalists in Washington, DC. Among its many programs is the US-Pakistan Professional Partnership in Journalism. It is a multi-year program that brings Pakistani journalists to the United States and journalists from the United States to Pakistan.

Ahmed produces and hosts a daily program that serves a possible viewing population of 46 million. In comparison, WIBW serves a viewing area of about 430,000 people. But those numbers don't tell the story that is most meaningful for me as we approach Independence Day. Ahmed was amazed at how free our interactions were with government authorities. His first day at WIBW, an officer of the Kansas State Police came to WIBW to talk about a story. Ahmed was astounded that we actually talk to, interview on camera, and even identify law enforcement officials.

In his first week of covering stories with one of our photographers, he met Governor Sam Brownback. He told me later he could not imagine the openness American office holders have with their constituents. One thing particularly caught my attention. We regularly discussed how often his work lead to efforts to physically intimidate his fellow staff members at Awaz and even death threats from the Taliban and other Pakistani entities. Still, he pushed forward in his coverage of local and national issues in Karachi.

Hearing his stories certainly made me realize how much we take for granted here in the United States. Our parties may be at "war" with each other, but they rarely actually shoot. Our journalists may complain about being "attacked for doing their jobs," but they rarely are truly attacked here in America.

Thank you, Ahmed, for helping me remember that we benefit from great gifts handed down to us over two centuries. That our apparent dis-functions now too easily hide how lucky we are to be broadcasters in the United States of America.

KAB Annual Convention October 19-21 in Wichita

We are working on plans for this year's convention at the DoubleTree by Hilton Airport Hotel, and should be able to announce more sessions and speakers soon.

What I can tell you now is that we have Mark Levy presenting on the full sales day (Tuesday, October 21). He spent a number of years with the Radio Advertising Bureau as well as managing station sales staffs. Mark delivers a "been there, done that, survived it, learned from it and made the most of it" approach that leaves his audiences better trained and wanting more.

Based on the unbelievable evaluations of newsroom employees, Al Tompkins will return again this year. Half of his presentation will deal with the use of social media in news coverage and reporting. The other half on how to make tough ethical calls at deadline.

Registration will open in mid-July with the "early Bird" cutoff October 1.

Thank You to These Convention Sponsors

Kansas Electric Cooperatives	Jayhawk IMG Sports Marketing	Kansas Army National Guard
Kansas City Royals	Koch Industries	BMI
Kansas Farm Bureau	Heartland Video Systems	Broadcast Electronics
AAA Allied Group	RCS	Rentrak
Kansas Army National Guard	P1 Learning	

KAB Scholarships Awarded

This year, the scholarship committee awarded \$16,000 to 12 broadcast students attending Kansas colleges or universities this fall. That brings the total scholarships awarded to since 1988 to \$296,000. Some of that funding comes from the KAB Foundation.

Not only does the committee spend time reviewing each and every application, but they also spend a day in Topeka interviewing these students individually. I'd like to thank the committee for their work: Chairperson Olivia Dorsey of KMBC TV, Cliff Shank of Ad Astra Per Aspera Broadcasting, Jim Allan of KTPK FM and Justin Fluke of KNZA AM/FM.

The students awarded scholarships were Stephanie Bickel, University of Kansas; Shelby Brunk, Kansas State University; Tyler Darrah, Butler County Community College; Austin Ditzes, Wichita State University; Allison Hammond, University of Kansas; Thomas Hays, Wichita State University; Lindsay McNary, Kansas State University; Avery Osen, Cowley County Community College; Kayla Schartz, University of Kansas; Jean Cantero Segura, Johnson County Community College; Dylan Sherwood, University of Kansas; Gannon Veh, Pittsburg State University; Bernie Verhaeghe University of Kansas.

U.S. Supreme Court Sides With TV Stations

The Supreme Court has ruled that a startup Internet company has to pay broadcasters when it takes television programs from the airwaves and allows subscribers to watch them on smartphones and other portable devices. The justices, by a 6-3 vote, said that Aereo Inc. is violating the broadcasters'

copyrights by taking the signals for free. The ruling preserves the ability of the television networks to collect huge fees from cable and satellite systems that transmit their programming.

Aereo is available in New York, Boston and Atlanta among 11 metropolitan areas and uses thousands of dime-size antennas to capture television signals and transmit them to subscribers who pay as little as \$8 a month for the service. Some justices worried during arguments in April that a ruling for the broadcasters could also harm the burgeoning world of cloud computing, which gives users access to a vast online computer network that stores and processes information. But Justice Stephen Breyer in his majority opinion said that the court did not intend to call cloud computing into question. Justices Scalia, Alito and Thomas dissented.

Sprint Praises Radio-Enabled Cellphones During Disasters

Here's part of a press release from Sprint regarding preparations it is making in order to respond to an emergency weather event. In its announcement, Sprint highlights the public service benefits of broadcast radio during times of emergency and directs customers to download the NextRadio app that allows users to listen to their local radio stations without needing to rely on a wireless network:

“For customers looking for additional communications resources during an emergency, Sprint exclusively offers the NextRadio(R) interactive FM radio application, which receives FM radio broadcasts in a user's local area through a built-in FM tuner inside the smartphone. Available on select Sprint, Boost Mobile and Virgin Mobile USA Android-powered smartphones, the free Google Play app allows consumers to listen to FM radio stations on the go.

By downloading NextRadio, Sprint, Boost Mobile and Virgin Mobile USA customers can use their Android smartphone to receive news and information from local broadcast affiliates during times of emergency. FM radio can be a lifeline to citizens when other communication networks suffer disaster-related outages.

P-1 Listeners Want FM Enabled Phones

EDISON RESEARCH has found that having an FM tuner in their cell phone would lead nearly one in four AC radio P1 listeners (23%) to significantly increase their radio listening, as compared to 17% of all radio listeners with a cell phone. That is one key finding from “The Infinite Dial 2014: A Look at Adult Contemporary P1s.”

The new report is the latest in the continuing series of format breakouts from EDISON RESEARCH's “Infinite Dial” study, released in MARCH of this year. Respondents to “The Infinite Dial” were asked to name the radio station they listen to most, each of which was individually coded by format. The AC breakouts are based on 106 listeners age 12 and older who named an AC or Hot AC outlet as their P1 station.

AC P1s are more likely than the average for P1s to all formats to have a profile on social media (72% to 67% overall). One key finding of The Infinite Dial is that 80% of listeners to AM/FM radio feel listening to commercials is a fair trade for free radio, with even more AC P1s agreeing with that statement (87%). Keeping up-to-date with music is important to 55% of AC P1s, compared to 47% of the total sample age 12 and older. And among this group who says it is important to keep current with music, a larger number than average say they use AM/FM radio to find out about music (89% of AC P1s versus 75% among the total).

The AC P1s sampled by “The Infinite Dial” have an average age of 44; 33% are 12-to-34-years-old, 32% are 35-54, and 35% are age 55-plus.

Individual Award Nominations Due August 1

We are taking nominations until AUGUST 1 for the individual awards KAB presents each year. There is a link below that will take you to these. Each one has its own criteria and instructions for nominating an individual. Each one also has list of previous recipients for the respective honor. Please note nominations must be sent by email – no hard copies please. In the case of letters which might accompany a nomination, they should be scanned and sent as attachments with the nomination. The awards are:

Distinguished Service Award
Hall of Fame
Mike Oatman Sales Award
Sonny Slater Award for Service to Station and Community

The link is <http://kab.net/KABAwards/KABIndividualAwards/>

Sunshine Coalition Recognizes Four

The Kansas Sunshine Coalition for Open Government has selected four Johnson County area recipients to receive its 2014 Friend of Open Government Award. This year's recipients include Rep. John Rubin, Shawnee; Robert and Adlynn Harte, Leawood, and Karen Dillon, a producer with KSHB TV in Kansas City. This year's awards are based on the four designees' untiring efforts to open court records for probable cause affidavits supporting arrest and search warrants that a Kansas statute has sealed for 35 years. Thanks in large part to their work, the Legislature enacted a bill unsealing these court records beginning July 1.

Rep. Rubin was instrumental in authoring and then tirelessly guiding the bill the open records bill through the House and Senate and eventual signing by the governor. The legislation was prompted by a raid at the Hartes' Leawood residence that had been based on an affidavit that erroneously concluded there was probable cause to conduct the early morning search of their home. The Hartes spent \$25,000 in legal fees and a year of their time trying to learn why they were singled out for the full battle dress drug raid.

Dillon researched and reported the story for the *Star* and later for KSHB's Channel 41, where she now works. Dillon produced an expose on closed records in Kansas that was entitled "Dark State," for the television station. The awards will be presented later in July.

The Client You Can Never Close



So, you had a great meeting with a local direct client. The last words you heard from her were, "That sounds great. I think we can do this. Just let me take care of a couple of things first and I'll get back to you within the week." The week comes and goes...still no call back. You write an email. No reply. You call back and get the answering machine. You leave a message. You begin panicking. No call back. You call again and leave another message. Again, no reply. What happened?

Elusive and disappearing clients are so frustrating to deal with. Just when you think you've got him, he magically slips away from you. In this article, we'll address the best ways to pin down local direct decision-makers and stop much of this time-wasting, cat-and-mouse game.

First, never "assume" anything (unless you're using the assumptive close). A great broadcast seller that I have known for decades was fond of saying, "It's not a sale until it's collected." He's right.

I've asked sellers, "So, how did that appointment go with _____?" and they respond, "Oh, we had a great conversation. She's really enthusiastic and she likes our station." And I say, "Did you get the order?" "No. But she says she'll get back with me next week." That is not a close. "I'll get back to you" is usually just a nice way of saying no.

Some people just don't feel comfortable saying no. So, they just don't ever say it. Some entire cultures dislike telling someone no. This is particularly true in some Asian countries, where telling someone "no" is considered a sign of rudeness. In fact, in Japan you're better off asking questions where you will get a yes answer. For example, "Is there anything you *dislike* about this proposal?" and the client may answer, "Yes, there is something." Your objective is to discover the truth, whether it hurts you or not. In other words, the objective is the objection. Once you discover the problem, you can work to correct it. Maybe then you'll be able to close the client. Maybe you won't. But at least you're not spinning your wheels chasing a fairytale fantasy.

I prefer using several different closes to get the information that I need. The direct close, "Great. Let's do it," is a good way to start. If the client balks, you know there is a hidden objection. Find out what it is by asking directly, "What is it about the proposal that makes you hesitate?" Sometimes, I begin with the assumptive close. As I begin, I simply say, "Okay, here's what we're going to do," pretending to assume that the client is already in. At that point, you might hear, "Wait, I'm not ready yet." Then you dig in deeper and find out why the client is not ready to commit.

The summary close is a great way to pick out objections. First, go over the proposal in its entirety. If afterward the client stays silent, then you go over each bit of your proposal saying, "Well then, we agree that we'll..." and if there is no objection, go on to the next point, etc. until you fish out an objection. If there are no objections, go back to the direct close, "Great. Let's do it," and see if they'll sign the order. If they don't, they still have a secret objection.

Once the client signs, ask for payment. See if you can get a check or a credit card number. If the client hesitates, there's still an objection. Or, try to set up a production time with your client. Again, if the client wavers on an exact day and time, you still have a problem. Only when the client is absolutely convinced beyond a shadow of a doubt that your plan for his success is better than his, will he turn over the keys and let you drive. Up until that point, you've got to uncover objections, dispel misinformation, and patiently answer questions to the client's satisfaction.

Remember that scene from the movie *Boiler Room* with Ben Affleck? Somebody is always closing. Either you're closing them or they're closing you. And by remaining elusive, they're closing you. The elusive client's motive may or may not be about you or the benefits your station could bring him. Perhaps he doesn't have the money and he's embarrassed to tell you. Perhaps she's not really the decision-maker after all. Perhaps he just doesn't know you well enough to trust you. Maybe they had a previous bad experience with advertising. Maybe he just doesn't like the way you pierce your lips. Whatever it is, your job is to ferret out the truth. If you don't, you'll keep playing the game of "chase," falsely believing that you have a client in the bag, when in reality, you are the one in the bag.

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