



# 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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As General Managers, we have the good fortune of getting to attend broadcast meetings and seminars that bring new information and innovative thoughts. But due to limited budgets or smaller staffs, our employees don't have the same opportunities. And that's where the KAB Annual Convention comes in.

Over 2 days, there will be sessions covering sales, news, engineering, FCC guidelines and radio programming. There will be excellent time for networking and exchanging ideas. There is also a chance to reward your station colleagues by letting them attend the wonderful dinner and awards presentation.

I'm asking all of you to mark October 19-21 on your calendars and to attend part or all of the convention, as well as to bring other station employees. Individually you can't get the quality of presenters under one roof that this year's convention offers. If you didn't budget to attend, I would request you look in other areas to find the dollars. With all that is expected of station personnel, the question is not whether you can afford to attend. But rather, can you afford NOT to attend?

## KAB Annual Convention October 19-21 in Wichita



As Jim mentioned in his column, we are still working on plans for this year's convention at the DoubleTree by Hilton Airport Hotel, but I can tell you of a few of our presenters.

Mark Levy will headline our day long sales session with topics ranging from better prospecting, to writing killer ad copy to negotiating tools that don't drop rates. Mark is a very sought after sales consultant across the country.

Al Tompkins of the Poynter Institute returns with new these new topics – writing tighter (more info in a shorter running time) and how to become a better critical thinker when researching stories.

Hotline Attorney David Oxenford will be on hand to talk about a number of issues, including the election which will be only 2 weeks away and campaign ad problems will be in high gear!

Of course two of the can't miss events are the individual honors on Sunday night and the Awards of Excellence presentations at Monday night's dinner. **REMEMBER THE "EARLY BIRD" DISCOUNT RUNS UNTIL OCTOBER 1**

You can view the schedule, download registration forms with hotel information at [www.kab.net/Events/ConventionInformation](http://www.kab.net/Events/ConventionInformation)

## **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/Commotion
AAA Allied Group	RCS	Rentrak
Kansas Army National Guard	P1 Learning	Professional Video Supply

## **New Link Between Record Sales and Airplay**

(Courtesy Inside Radio) If the radio industry is looking for fresh evidence that there's a correlation between airplay and music sales, the first half of 2014 delivers. Just-released Nielsen data shows six of the top 10 best-selling digital tracks in the first six months of the year were also among the most-played songs on FM/AM radio.

As far as what's been hot on radio, Pharrell William's chart-topper from the "Despicable Me 2" soundtrack reigns supreme. "Happy" had 571,000 spins on stations tracked by Nielsen BDS, racking up a total estimated reach of 3.4 billion (a figure that includes people who heard the song more than once). John Legend's "All of Me," in second place, narrowly edged out No. 3 "Dark Horse" by Katy Perry, which ended up with a bigger total reach number.

How does that stack up to sales? Nielsen says the top-selling digital song downloads during the first half were "Happy," "Dark Horse" and "All of Me." In other words, there's a strong correlation between the two charts. In fact, of the top 10 best-selling singles during the first half every one received radio airplay.

"This Nielsen data again confirms the undeniable reality that broadcast radio airplay generates record sales," NAB spokesman Dennis Wharton says. "Every aspiring recording artist knows the power of local radio, and so do the labels." He says the airplay-sales connection has helped make the U.S. the "most vibrant" country in the world for the creation of new music and for sustaining the careers of legacy artists.

## **FCC Says Close Captioning Needed for Internet**

The FCC voted to extend its rule about captioning TV video repurposed to the Internet so as to cover not only full television programs, but also clips of those programs. While the rules already require that TV programming that is captioned when broadcast to be captioned when retransmitted in full over the Internet, the new rules, to be phased in as described below, require that clips of TV programs that were broadcast with captions also be captioned when repurposed for online use.

The rules adopted for video clips, and the timeline for the implementation of these rules, are as follows:

- January 1, 2016 – captioning for "straight lift" clips, which are defined as a single excerpt of a program that had been captioned when first shown on TV, with the same video and audio as had been broadcast.

- **January 1, 2017** – captioning for video montages – which are collections of clips from different broadcasts, where all had been captioned when broadcast.
- **July 1, 2017** – captioning for clips of time-sensitive (*i.e.*, live or near-live) programming. There will be a “grace period” between TV airing and required online captioning of 12 hours for live programming and eight hours for near-live programming. (The staff confirmed during the post-meeting press conference that once the grace period expires, the posted clip must be captioned; if an earlier, non-captioned version was posted, it must be replaced.)

The rules also don’t reach back to video clips that are in a provider’s video library before the applicable compliance deadline. The rule looks forward only

## **Three Things Local Direct Clients Need From Media Reps**



### **1. A good reason to return your call**

Like you and everyone else these days, your client is bombarded with spam. But unlike you, your client is also bombarded on a daily basis by HUMAN SPAM. Every day he must deal with phone calls and personal visits by not only media salespeople, but other vendors and charities hoping to get some of his money. To get a client’s attention these days your call must somehow differentiate you from the sea of spam. Study your client’s business. Look for flaws in his advertising and marketing strategy.

For example, is he advertising exclusively with a medium that is overcrowded with his competitors? Does it appear that his advertising looks just like his competitor’s advertising? Is his advertising weakened by advertising cliches? Is the client’s advertising always price-oriented? If you could come up with a plan that identifies and solves one or more of these problems then you must formulate a headline that you would use to get that client’s immediate attention. For example, “I’ve come up with a way that you don’t have to discount your price any more in order to attract new customers. In other words, I think I could help bring 20 percent more to your bottom line.” Virtually any business owner would be interested in hearing about a plan like that. You will stand out from the rest of the media spam and will be much more likely to get an appointment.

### **2. A short, concise business plan**

Most local business owners hate the cliché ratings-oriented computer-generated proposals we bring to them. As soon as you leave they throw them away. What they do like and don’t throw away are short plans that quickly identify and then solve specific problems that they are having. I use a proposal I invented called SOS. That stands for Situation, Objective and Strategy. For Situation, I use a paragraph or two to sum up the specific problem I intend to help the advertiser solve.

Another paragraph, Objective, concisely explains the goals my plan hopes to achieve. Here I might briefly describe my overall branding idea as well as about how many new customers we hope to bring in, based on a return on investment calculation. The Strategy section goes into detail on how I plan to achieve my objectives. In this last paragraph I discuss short and long-term creative strategy and detail how I arrived at my ROI calculation (The Mediator™ ROI calculator including the SOS proposal writer available at [www.paulweyland.com](http://www.paulweyland.com)). This proposal would serve as my notes during my presentation, keeping me and the client focused on the business at hand.

### **3. An honest, hard-thinking advertising advisor**

**When your client fully understands that you are working in his best interest instead of just trying to sell him spot schedules and when he realizes that on a consistent basis your plan for his success is better than his, you will have finally earned his trust, respect and his business. He will buy you long-term regardless of whether you're number one or number 20 and provided you're on the same page demographically, regardless of your format or program. Your rates will become less important than your value as a trusted advertising and marketing expert.**

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**If you have anything you would like to place in the newsletter send it to [kent@kab.net](mailto:kent@kab.net)**