



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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There is nothing like the change of seasons, is there? We are making one of those changes right now. With schools in session across the state, even though it remains summer hot, fall and football are here.

What's that got to do with broadcasting?

Fall football across Kansas is one of the great unifying forces in communities. Many define themselves by their support of their local high school. Community pride and enthusiasm comes to play at each game. One entity brings that all together: our local broadcasters. It is those local stations that tell their communities about the preparations for this week's game. It is those local stations that bring the experience of the game to those who cannot attend with live play-by-play. And it is those broadcasters who give their communities a place to either celebrate the victory or pledge to win next time after the game.

Local broadcasters rally their communities together.

The same holds during this fall election cycle. Yes, there are many political ads. But the real service to voters are the efforts by local broadcasters to serve as surrogates for their viewers and listeners in discussions with candidates for state and local office. If all politics is local, then the most important role in that political process is played by the local broadcaster who devotes hours of time to insure each candidate has their say. Thank you for all you do for your local communities!

KAB Annual Convention October 19-21 in Wichita



You do have this on your calendar? It's less than two months away and the "Early Bird" savings deadline is October 1. Need some reasons to attend besides networking, collecting awards, watching the induction into the hall of fame of terrific broadcasters?

On Monday morning, managers have the opportunity to learn lessons how NOT to put round pegs in square holes – in other words getting the right people in positions to drive your stations to excellence. Katy McGuckin-Woolam of P1 Learning will kick off the day long sales sessions talking about keeping your focus on the customer. She will be followed by Mark Levy of Revenue Development Resources with topics ranging from better prospecting, to writing killer ad copy to negotiating tools that don't drop rates.

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 advertising which will be only 2 weeks away and campaign ad problems will be in high gear!

And I'm very pleased to announce that NAB's John David, who heads up the radio division, will be our Monday luncheon speaker.

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

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
Wink Audio Visual	Kansas Radio Networks	OSEE Americas
Market Interactive	Ag View Radio	Sourcerer
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Tektronix	JDSU	EWD Solutions

Congratulations to Stations of the Year

The Stations of the Year as well as all of the first place recipients in the "Awards for Excellence" competition will be recognized during the convention dinner on Monday, October 20. A complete list of winners is available at <http://kab.net/KABAwards/BroadcastAwards/>

The 2014 Stations of the Year are:

Small Market Radio – KRSL FM, Russell; Medium Market Radio – KMAN AM, Manhattan; Large Market Radio – KMUW FM, Wichita; Non Metro TV – KBSH TV, Hays; Medium Market TV – WIBW TV, Topeka; Large Market TV – KWCH TV, Wichita; Major Market TV – KSHB TV, Kansas City.

Victory for Open Records in Court

On August 13, a Labette County district judge unsealed documents in a Parsons quadruple murder case, and revealed for the first time that 26 search warrants had been issued in its investigation. District Judge Robert Fleming ordered the disclosure of most of the pleadings in a capital murder case

from the November 2013 murders of a Parsons woman and her three children. The cause of their deaths, however, has never been released.

Fleming's order unsealing the records followed a hearing on the news media motion that was conducted in Parsons July 25th. Lawrence attorney Maxwell Kautsch represented the plaintiffs in the case — KOAM TV of Pittsburg, the Parsons Sun, and Montgomery County Chronicle. Kautsch successfully argued that the 1981 Supreme Court decision in *Kansas City Star v. Fossey* created a procedure that would seal records only on the basis of "clear and convincing evidence" that their confidentiality were necessary to ensure a fair trial and that alternatives to sealing the records were unavailable. Under that standard, a trial court may close a preliminary hearing, bail hearing or any other pretrial hearing, including a motion to suppress, and may seal a record only if:

- The dissemination of information would create a clear and present danger to the fairness of the trial;
- The prejudicial effect cannot be avoided by reasonable alternative means, which include continuance, severance, change of venue, change of venire (using a different geographical area for jury pool), intensive voir dire, additional preemptory challenges, sequestration of the jury and admonitory instructions to the jury.

During the hearing, Fleming denied the plaintiffs' request to also open the probable cause affidavits in support of search and arrest warrants in the same case, agreeing with attorneys for the state and the defense that release of that information now — with the preliminary hearing just three months away — might cause harm to both. Fleming said while he understood the public's right to know, he believed he also had an obligation to balance that against the defendant's right to a fair trial. Kautsch argued that releasing the affidavit now actually would be fairer to the defendant because it would allow more time for its contents to fade from the public's memory than if the information came out in October at the preliminary hearing.

The KAB helped pass a law which took effect July 1, which now opens those affidavits to the public — subject to redaction of sensitive material.

FM Translators/AM Stations.

(From David Oxenford, KAB Hotline Attorney) It's come to our attention that the FCC's Media Bureau has recently been granting applications for changes in the transmitter sites of FM translators to be used for AM stations with conditions on the subsequent use of that translator. The conditions seem to be added to the construction permits granted to applicants who filed an application for a site change and relied on the Mattoon waiver (see our discussion of that waiver [here](#)) to expedite the relocation to the new transmitter site. The condition requires that the translator be used only with the AM station for a period of 4 years.

Janet Campbell Retires



Kansas Public Radio (KANU FM) general manager Janet Campbell has retired after having served at the University of Kansas radio station for 16 years. Prior to her work at the station, Janet worked at Audio-Reader, a radio reading service for the blind and print-disabled that is associated with KPR for nearly 20 years, including as director for 10 years. KANU was renamed Kansas Public Radio in 2002 to better represent its broadcast area, which now includes northeast and north-central Kansas, the Kansas City metro, east-central and southeast Kansas.

In addition to expanding its broadcast area, Campbell led KPR into a \$2 million, state-of-the-art broadcasting facility. Programming became available over the Internet in 1999, and a second channel of HD Radio launched in 2006. Live broadcasts of performances and events, including the inaugural

Robert J. Dole Lecture at Allen Fieldhouse by former President Bill Clinton, became more frequent during her tenure. Janet has also served as a member of the KAB board since 2009.

To Sell the Truth



This article is about teaching clients a much better way to reach out and turn consumers into their loyal customers. It's about how clients can attract new customers without ever having to put their product or service on sale.

Have you ever had a revelation so powerful that you just clasped your hand to your forehead and went, "WOW!!!! And it's SO SIMPLE AND EASY!" Well, that happened to me a couple of years ago, when I discovered something about my local direct clients that I had failed to recognize for nearly 40 years. But it wasn't just me that failed to recognize this "something." Virtually all of the broadcast community, the advertising agencies, the print medium, everybody in the business of advertising missed it as well.

The successful client already has the perfect sales pitch that they deliver every single day, on the show room floor, on the lot, in their offices, over the phone. They say things that make consumers say, "All right, that makes sense to me. You've convinced me. I want that. Here's my money." We're talking about sales pitches that have even been passed down through generations of business owners. From grandparents to parents to their children who wind up in the business...talking points that convince consumers to become loyal customers, in every single town, village and city in the world. We're talking about perfect sales pitches that work for these businesses on a daily and weekly basis.

Until we get ahold of it. And re-interpret it. And screw it up.

Our clients...and we in media have the same lifetime of experience watching television, seeing and hearing advertising in all of its forms. So when it comes time to talk advertising, our eyes roll up in our heads and out comes the "Ad-Speak."

Instead of conveying the client's already perfect message directly to the consumer, we re-write it into a bizarre script thing. Then we take the client completely out of the picture by having someone with an announcery voice attempt to tell the client's story. To further remove the reality of the client's actual world, we add sound effects and big graphics and disclaimers. And if the client is actually doing his own ads, we make him or her read a surreal reinterpretation of what the client would actually say to a real customer. In most cases the client winds up looking and sounding like a prisoner of war reading a forced confession.

We've worked so hard to get our on-air talent sounding normal and conversational. Then comes the crazy commercial/promo break. We go from normal conversation to a completely surreal language experience. It's like somebody suddenly slipped LSD into our coffee. The client's perfect sales pitch is churned and washed out until there is nothing left but a limp rag, encumbered by clichés, too much information, meaningless details and crazy talk. The resulting commercial in no way resembles the way the client actually speaks to customers. Instead we air freakish cartoon hallucinogenic versions of what the client is desperately trying to convey.

The creative solution? Get rid of the script. The client doesn't read scripts to customers on the showroom floor. Why would he do it in commercials? Learn better ways to interview the client so that his/her perfect message and talking point comes across loud and clear. Collect 20 minutes of raw audio or video. Go through it and edit five :30s. One subject per commercial. Leave in the "uhs and errs." If the client is enthusiastic about the product or service this will come across to the audience. We all have the same lifetime of experience knowing whether somebody is lying to us or not...based on

how they talk to us. The client's (or his testimonial evangelist's) enthusiasm comes across. We put a human face on the client's business.

People don't like being "sold", but they don't mind being informed. With my "to sell the truth" style of commercial, the client has the opportunity to share information in a natural way, the same way he communicates every single day. Over time, our listeners get used to the sound of his/her voice and get some insight into the moral values the company embraces. Over time, our audiences begin to trust the client. The client has the opportunity to teach value to listeners and viewers. Value almost always trumps price.

These commercials work better than anything else I've ever tried. Why? Because they're real. Try it yourself. This provides a way for account executives to get directly involved in the production of their client's commercials. AEs may not be good at writing fake scripts, but they can ask good questions and get good answers.

On-air promos? Get rid of the tired scripted promos. Get people excited about attending station events. Use real people whenever you can. I recently visited a radio station who had the most effervescent promotions director I'd ever met. She was involved personally in every station event. When I asked her what was coming up in the next couple of weeks, she exploded with enthusiasm, giving me great reasons that it would be in my best interest to attend. I thought, "Wow! SHE should be doing the station's promos. She's their best cheerleader. And look at how great she sounds telling me about her events, before we weaken them by putting them into script form.

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