



# TRANSMITTER

Vol. 53 No. 9

September 30, 2014

*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](mailto:jim.ogle@wibw.com)

Our annual convention is coming up soon in Wichita. The dates are October 19-21 at the DoubleTree by Hilton Airport Hotel. If you haven't already registered, you have ample opportunity elsewhere in this newsletter and on the Kansas Association of Broadcasters website.

One of the highlights of the conference every year is hearing and seeing the folks who are taking home our various "BEST" awards on Monday night at the awards dinner. I want to thank Koch Industries and BMI for their sponsorship of the event. I've sat with broadcasters who question the concept of hosting award competitions. Not every association conducts its own awards process. But I'm glad that Kansas does. I believe award competitions spark two different benefits.

The first is that it showcases the best work done in the state at each of the different competitive levels. It reminds everyone how important it is to operate at a high level in service to our listeners and viewers. The second is that an award early in a career, or to a student, can serve as powerful motivation toward increased effort going forward.

Kansas has a long history of outstanding award winners. It is my privilege as Chair of the KAB to hand those first place awards to each of the winners. I look forward to seeing each of you who won and congratulating you in person.

## KAB Annual Convention October 19-21 in Wichita



Although the "Early Bird" deadline is tomorrow (October 1) you still can bring you and your staff to the convention sessions for a very reasonable cost. I'm really excited about the lineup of speakers, presenters, and even our gubernatorial debate! You won't find a better place to network and see some new technologies than our annual convention (see the vendors list below).

In the pictures above from left to right:

Katey McGuckin Woolam, P1 Learning – “Selling without shiny objects”

Mark Levy, Revenue Development Resources – “Prospecting, negotiating without rates, ad copy.”

Al Tompkins, Poynter Inst. – Writing tighter, finding the truth in reporting, knowing guns and ammo

Mike McVay – Cumulus Radio – “Programming – The total picture.”

John David, NAB Radio VP – Monday luncheon speaker

Sam Brownback and Paul Davis – Gubernatorial debate Tuesday lunch.

Not pictured is a panel who will discuss emergency preparedness and business continuity for the station. Also the first management session on Monday features two HR specialists to talk about hiring the right people – and placing them in the right job!

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

Kansas City Royals

Kansas Farm Bureau

AAA Allied Group

K-State Sports Properties

Wink Audio Visual

Market Interactive

Test Equity

Tektronix

Sony

Jayhawk IMG Sports Marketing

Koch Industries

Heartland Video Systems

RCS

P1 Learning

Kansas Radio Networks

Ag View Radio

Agilent/Keysight

JDSU

Grass Valley

Kansas Army National Guard

BMI

Broadcast Electronics/Commotion

Rentrak

Professional Video Supply

OSEE Americas

Sourcerer

EWD Solutions

Dialight

GatesAir

## Omnia Behavioral Assessments for Hiring Sales People

So many job candidates...so little time! This 15 minute online behavioral assessment can help you make more informed hiring decisions resulting in employee selection success! Through the KAB, any member station can utilize up to 10 assessments for free (while they last). They are great for using with your finalist for the sales position to make sure they are what you think they are.

To take advantage of these, go to this link and request to sign up. [www.OmniaGroup.net/broadcasters](http://www.OmniaGroup.net/broadcasters)

## TV Projections Down For 2015

(Courtesy TV NewsCheck)

Without heavy political ad spending next year, TV stations will experience a giant 6.3% drop in total revenue. But so-called core revenue that excludes the biennial political windfall will rise 2.4% in 2015. That's the consensus of top executives at nine TV station groups and six media research analysts who took part in *TVNewsCheck's* annual survey gauging the health of the spot television marketplace.

It comes at a time when the sources now realize that full-year 2014 is likely to fall short of their expectations due to factors that are sure to impact 2015 as well. Among those factors: a soft national spot marketplace, a weak network upfront as well as uncertainties about leading ad sectors like automotive, telecommunications, retail and fast food.

When they responded to a *TVNewsCheck* survey a year ago, respondents projected an increase in core 2014 of 2.6% over 2013 — double what is now anticipated, 1.3%. The respondents of the survey last

year expected an annual increase of 11% in total advertising (factoring in political), which is in sync with what is now projected, 11.1%.

## **A Call to Radio General Managers**

(This is an Op-Ed piece from Bud Walters, who is a small station owner/operator in several Midwest states)



**A portable radio in every pocket...Until now this has never before been possible. I believe that local “over the air” radio has a very bright future if broadcasters offer programming that is unique and if NextRadio is a part of smart devices and the dashboard. We are now at a tipping point for that to happen with NextRadio. If it doesn’t, our programming efforts as a local medium will be less and less successful.**

**All of us are using our smart devices as an essential part of our lives. If local radio is available on our smart device, “over the air” broadcasters will have an equal shot for the attention of consumers that internet programming providers now enjoy. NextRadio is the key to that access that radio has historically had, but is no longer assured.**

**What is NextRadio? It is a FREE downloadable APP that activates the FM receiver that is in practically every smart phone. Sprint offers the NextRadio in about 20 models of phones. AT&T, Verizon and T-Mobile offer it on the HTC ONE (M8) phone. We all have to work together to get consumers to demand that these carriers turn on the NextRadio app in the phones they sell. Not only does NextRadio offer the local stations “over the air”, it offers interactivity, album art, “buy music” options, and ways to communicate with favorite stations on a variety of topics.**

**If you are a station licensee or employee, your station(s) is already on the NextRadio APP. There is no investment. Your station is on the smart device of anyone who has a smart phone that can download the free APP. If you have sent in your logo to TagStation.COM, your logo appears next to your station on the station guides (lists stations by format and frequency). This is all FREE to you and the consumer. Then when your station is chosen, your logo takes over the screen of the smart device. It looks great. The logo comes to the phone via internet, but the audio is “over the air”. The listener has no data charges for audio, battery life is three times that of internet streaming, and there is no buffering. As you move from place to place, the phone geo-positions you about every six (6) miles and re-casts the stations that can be heard “over the air”. If you are in Chicago today and LA tomorrow, your phone will show you the local stations, logos, album art, what’s playing and artist(s), and the other interactivity features...with more to come.**

**If you want your station to have the album art and interactivity, there is a \$35 per month cost, which is mostly a copyright cost for the album art. The major companies in large markets, as well as NPR, are doing this. Smaller markets may want to for their most successful or youth oriented stations. The whole thing is really cool.**

**By year-end there will be 10 million phones with NextRadio. By year-end 2015 my guess is 30 million phones plus a place on the dashboard of new cars. Think how long it took Sirius/XM to reach 30 million. They have not yet. I think satellite is now just 26 million after more than 10 years. NextRadio is also outdistancing HD. It is “over the air” radio with all the digital interactivity we want through the internet. The system is “in place”. Research says that consumers love it. Young people have never known a port-able radio and they love that idea. Everyone seems to understand the value of having a radio for an “emergency”. By the way, the radio in the smart phone works even if the cell system does not. That’s the beauty of an “over the air” radio in your pocket at all times.**

The time is now. We need to help get more smart devices adopted by AT&T, Verizon, and T-Mobile. SPRINT is already “all in” and promoting. We need to help inform consumers so they’ll demand more phones from AT&T, Verizon, and T-Mobile. There is a web site “FreeRadioOnMyPhone.Org” that makes it easy. Take a look, please. NPR is promoting this site as are many of the major broadcast companies. Those of us in smaller markets should as well.

So...our future is staring us in the face. For those of us who are licensees or care about local, it is up to us to push things along. “Over the air” radio need not decline if consumers have an affordable, easy to use, NextRadio receiver in their pocket and on their dashboard. If our programming is creditable and locally important, consumers will continue to choose us and value what we do. If there are no radios, we don’t have a chance. Oh yes, consumer’s will also be able to get us and others on the stream, but it’ll cost them more on their data plan, the battery life will be shorter, and the stream won’t be there in an emergency. NextRadio is here. It is our opportunity for a brighter future. We just need to have more “over the air” radios in the pockets of consumers. That’s up to us.

## The One Page Proposal That Clients and Sales Managers Love



After you’ve thought about the way your client answered your seven-question client needs analysis regarding his advertising and marketing efforts, you’re ready to put your conclusions and recommendations into proposal form. My favorite proposal format is what I call S.O.S. (Situation, Objective, Strategy), a one to two-page, easy to read summary of what I’ve learned from the client, combined with my recommendations on a creative campaign and a weekly budget. The S.O.S. proposal looks similar to a business plan summary, the short synopsis of the 40 pages long business plan that you would put together when applying for a business loan. Here is an example of the S.O.S. proposal.

**Situation:** Locally owned Cutler’s Nursery is steadily losing business to national and regional box stores The Home Depot and Lowe’s. Cutler’s strategy up to this point has been newspaper and Yellow Pages price couponing but that is proving to become unsustainable. Cutler’s gross margin of profit is 60 percent after the cost of merchandise...plants, pots, fertilizers, soils, gardening supplies. Average sale is around \$60 but the average customer comes in two or three times per season. So the average customer is worth  $\$60 \times 2.5 = \$150$  per year.

**Objective:** Cutler’s goal is to gain a minimum of 17 new customers per \$1,000 per week spent in advertising ( $\$60$  average sale  $\times$  2.5 visits per new customer = \$150. 40 percent (client’s cost of merchandise) of \$150 = \$60.  $\$1,000$  divided by \$60 = about 17. Cutler’s would like to get out of the price war with the box stores and would like to begin selling value over price.

**Strategy:** We at WXYZ recommend implementing a long-term broadcast strategy we call “To Tell the Truth”. We will make unscripted commercials based on the things Mrs. Cutler and her loyal customers have to say on why it’s in the best interest of Kansas consumers to do business with her store instead of the box stores. These commercials will include the following talking points.

1. The soil in our area is highly acidic and many common plants don’t survive here. Cutler’s doesn’t sell plants that don’t grow well in our area. Store employees are all schooled in what grows here and what doesn’t.
2. Mrs. Cutler says whenever possible, she only buys from Kansas growers so that jobs stay here. The box stores are known for buying plants from out of state.
3. Cutler’s has plenty of parking at the doorstep and Cutler’s employees help you load your vehicle with your purchases. At the box stores, you usually have to park a block away and you load up your purchases yourself.
4. Cutler’s prices really aren’t that much different from those in the box stores.

**5. Cutler's contributes money to local charities like Safe House for abused women.**

Besides these talking points, Cutler's now has the bully pulpit to discuss virtually any topic in a natural, unscripted tone of voice, the same way they would talk to customers in the store.

This campaign is designed to do several things at one time.

- **Educate consumers.** Educated people buy more than uneducated people. When people are educated, they perceive greater value and are willing to pay more.
- **Catch fish now.** People will shop for gardening supplies this week. They may already have the box store in mind. We believe our creative strategy will persuade many them to come to Cutler's instead.
- **Branding -** There are those not ready to buy this week or this month. But when they are ready, they should already know to Cutler's instead of automatically going to the box store.
- **Controlling public dialog -** As far as our audience is concerned, Cutler's people are the experts. The campaign raises the bar on how a gardening store should operate.

Cutler's telephone number is currently 451 6509. But 37 PLANT (377-5268) is available as a redirect and 377plant.com is also available from godaddy.com for \$11.99 per year. It's easier to remember and easier to type than cutlerspotsandplants.com . "Call us at 37 plant or just go to 37plant.com."

**Schedule-**We recommend that Cutler's owns their category on the station, with 10 commercials per day W-Sun. as discussed. Cost per week-\$XXXXXXXXXX.

There you go. A nice proposal that shows that you've put original effort into a better plan for their success than the plan they were previously using. It will serve as your notes during your presentation, so you'll sound better organized. The S.O.S. keeps you on topic. "He with the agenda controls the meeting." Most importantly, the proposal is designed to help you draw out any objections the client may have.

Many of my friends in sales management love this approach to proposal writing because the S.O.S. provides a window into precisely what their salespeople are actually pitching, or not pitching to local direct decision makers.

Management can also use S.O.S. to turn chronic whiners into creative problem solvers. Instead of solving every problem for every employee who walks into your office, you could say, "Hmmm...Do me a favor and write me up an S.O.S. on that and then we'll talk about it." Hahaha! Now you've got them solving their own problems. If that's not better than a slap across the belly with a wet fish, I don't know what is.

Originally printed in *Radio Ink*. (Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at [paul@paulweyland.com](mailto:paul@paulweyland.com) or at [www.paulweyland.com](http://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](mailto:kent@kab.net)**