



# 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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Hello again! I feel like that is how I should greet you since so many of you were able to attend our annual convention in Wichita this past month. I think our President, Kent Cornish, really outdid himself in the diversity of the programs and their real-world application to the challenges we face in broadcasting today. From engineering, to news, to sales, there was a program stream for everyone with good ideas to apply as soon as you got back home.

One of the things I most enjoy about the conference is sharing intelligence on the health of broadcasting in the Sunflower State. In my many conversations, I heard again and again how station operators felt that their economies were coming back stronger and stronger. That's good news for 2015 as we prepare our budgets.

One thing I would urge all of you that didn't make it to the conference to do right now is put the 2015 KAB meeting in Lawrence in your budget. We set a record for attendance in our last trip to Lawrence to celebrate our 60<sup>th</sup> anniversary! I'm certain we will have every chance to beat that record going into 2015.

One reason to make sure you attend is to engage with the talented award-winners from throughout our state. One of the greatest privileges I had as your Chairman was the honor of giving each first place award winner in each category their KAB plaque after we sampled a bit of their work. It was inspiring for me to see the diversity of good work done throughout our state. The awards banquet is worth the price of registration alone to give you good ideas on ways to improve your service to your customers.

But the value of the conference does not stop there. That's why I hope all of you, whether you made it to Wichita or not, can budget for and join us in Lawrence in 2015.

## KAB Annual Convention in Wichita



The 2014 convention was the second highest attended in recent history with 408 total attendees. The record is 460 set in Lawrence in 2011. We did, however, have the largest crowds for both the Hall of Fame inductions and the Tuesday luncheon debate in at least 15 years. In reviewing the evaluations this convention should be considered extremely successful from many points of view! Much was learned by broadcasters at all sessions, we heard the latest from Washington, the prestigious gubernatorial debate went off without a glitch, and a number of people received awards for their hard work.

We also were able to add \$2800 to the KAB Foundation through our Silent Auction. The highest item went for \$600 – an autographed Alex Gordon jersey. And congratulations to Susan Trafton of Salina Media Group who won \$100 in the drawing from attendees who completed convention evaluations!

You can download photos from the convention as well as power points from the presenters by going to <http://kab.net/Events/ConventionInformation/>

**NEXT YEAR WE RETURN TO LAWRENCE AND THE OREAD HOTEL OCTOBER 18-20**

## Thank You to These 2014 Convention Sponsors

- |                              |                              |                                 |
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| Kansas Electric Cooperatives | Jayhawk IMG Sports Marketing | Kansas Army National Guard      |
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## New KAB Board Members Elected

At the annual meeting during the convention, five members were elected to serve on the KAB Board beginning January 1. They are Bill Wachter, My Town Media - Pittsburg (3-year); Erik Schrader, KSNW TV - Wichita (3-year); Michael Quade, KOOD TV – Bunker Hill (2-year); Sacha Sanguinetti,

Rocking M Radio Colby (2-year); Stephanie Callihan, iHeartRadio – Wichita (1-year). Also elected was Chair-Elect Mark Trotman, Eagle Radio Hutchinson. Bruce Dierking, Dierking Communications – Marysville is the new chairman for 2015. During the board meeting that followed, Ron Thomas, KVOE AM FM / KFXX - Emporia was elected Secretary-Treasurer.

## **FCC Postpones Spectrum Auction**

The FCC delayed to early 2016 an auction of U.S. airwaves surrendered by television stations that's intended to help feed the growing number of smartphones and tablets. A lawsuit by broadcasters over auction procedure has "introduced uncertainty," Gary Epstein, who leads the agency's incentive auction team, said in a blog post today.

Broadcasters have told a court that TV stations that don't volunteer airwaves for the auction may lose audience because the FCC will unfairly reduce their coverage area. "We reject suggestions that our narrowly focused lawsuit is cause for delay," said Dennis Wharton, spokesman for the National Association of Broadcasters. "We look forward to a speedy resolution of our legal challenge and a successful auction that preserves access to free and local TV."

The administration has made freeing more airwaves for mobile devices and networks a priority, and the auction is the largest single chance to fulfill that mandate. FCC Chairman Tom Wheeler had previously said the agency aimed to conduct the auction in the middle of 2015.

## **ABIP Program**

Don't forget to check the expiration of your certificate through the Alternative Broadcast Inspection Program which after a successful inspection gives you a 3 year exemption from surprise FCC inspections (unless a complaint is filed). We send letters at least 3 months before expiration reminding GM's. But if you haven't participated or it's been over 3 years, you won't see that letter.

You can download all of the information, including an application, a self-inspection checklist and the fees by going to our website at

<http://kab.net/KABAdditionalInformation/KABFCCAlternativeInspectionProgram/default.aspx>

## **EEO Reporting**

The FCC this month announced another of its regular EEO audits, though this time it's just for cable and satellite television systems, which also have EEO obligations. The FCC will audit 5% of all broadcasters and cable companies each year to assess their EEO compliance, so be prepared in case you are next. Broadcasters were last audited in June (radio stations only), so don't be surprised to see another group of broadcasters required to submit their information for FCC scrutiny before the end of the year.

This audit also serves to remind broadcasters of their obligation to annually prepare and file an EEO Public File Report, detailing information about hires made and employment recruiting sources used in the prior year, as well as on the "supplemental efforts" that they have engaged in to educate their communities about opportunities in broadcast employment. Kansas files February 1 each year.

## **Journal to Sell KFTI FM in Wichita**

Journal Broadcast Group Inc. has announced an agreement to sell radio station KFTI-FM (92.3) in Wichita to Envision Broadcast Network, LLC, which is affiliated with Envision, Inc. Envision is a not-for-profit organization that promotes nationwide advocacy and independence for those who are blind or visually impaired. Envision plans to use the station to broadcast blind and visually impaired (BVI)

messaging while sharing its initiatives in a traditional radio station format including a morning show and other mainstream segments.

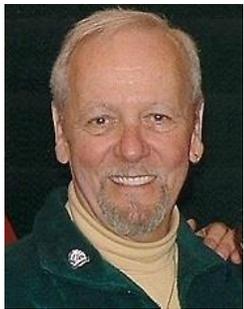
Journal Broadcast Group is required to divest one FM station in its Wichita cluster as a result of the announced transaction between Journal Communications and The E.W. Scripps Company, in order to comply with the FCC's ownership limits. As part of that transaction, Journal Broadcast Group's TV and radio stations will become part of Scripps in 2015.

## **PSU Student Claims National Award**

Adrian Herrera, a Pittsburg State University graduate student from Topeka, has won a national award for a video public service announcement he created to promote the university's switch to GusNet, a secure campus wireless system. Herrera received a first-place award at the National Student Electronic Media Convention sponsored by College Broadcasters Inc. in Seattle, Wash.

Herrera said he was happy to be honored as one of the top national finalists and winning the top award was a complete surprise. "I was very excited to find out that I won." Herrera said. "It's great that our department can be recognized for its achievements and it's nice that my work can be validated not only locally but on a national level."

## **Gary Houser Obituary**



Longtime KABI announcer Gary Houser died in a traffic accident October 1 in Abilene. He was 79. Houser, a long-time morning announcer, was the first voice heard on KABI when the radio station signed on in 1963. Though his tenure was mainly on the air at KABI in Abilene, Houser also was heard during his career on KINA radio in Salina.

Houser was passionate about Abilene, and very active in the community. He was a volunteer at many community events, and spent countless hours dedicating his time to helping others in Abilene. Salina Media Group General Manager Bob Protzman says "Gary's name is synonymous with KABI and Abilene. He was such a wonderful person. He woke up Abilene for years. It will be very difficult to fill that void".

Gary is survived by his wife Peggy and three sons – Bill, Chip and Jamie.

## **More Big Thinking From Small Markets**



There is no question now that broadcast radio and television stations are losing revenue share to search engines like Google. Local direct decision-makers are taking dollars previously spent in broadcast and plowing them into search-engine marketing companies.

Leave it to a smart small-market manager like Bud Kitchens with East Texas Broadcasting, Inc. to come up with talking points we can all use to dissuade our clients from spending their budgets on search engines. Bud ran across an article about a local direct client, a locksmith, who is suing Google and other search engines for allegedly violating the Racketeer Influenced and Corrupt Organizations Act or RICO. The suit alleges that the search sites purposefully load false listings, making legitimate businesses pay more to be at the top of the search listings.

The lawsuit claims that Google, Yellowbook, Ziplocal, and others are including fraudulent locksmith companies in their search results, deliberately deceiving consumers and causing the locksmith service direct monetary harm.

**Bud is telling his clients that it is better to be *sought after* than *searched for*. A good broadcast campaign shows consumers why it's in their best interest to seek after our client's business. He says that using a search engine is kind of like playing Russian Roulette. You don't know who will be chosen and called. Bud says that a good spot with a catchy phone number works better than any search engine or Yellow Pages. Being sought after is definitely better than having to be searched for. Spread the word, because Bud Kitchens is right.**

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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)**