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If you don't serve your industry well, it won't serve you well.



Chairman's Message:

Jim Ogle – WIBW TV
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With just one more month remaining in 2014, it seems like a good time to thank everyone for their support of KAB over the past year, and to encourage you continue to support the organization and its programs. Your 2015 dues will be coming up soon, so you'll want to be sure to budget for that.

Also, I'd like to urge you to continue support for our Public Education Partnership - PEP programs. Carrying through on your pledge to air those announcements insures that KAB will have the income to budget for all the great programs the association provides, including outstanding conventions, seminars, sales training, awards competition and the like. I can't overstate the importance of pledging time and carrying through on your pledge.

With dues making up about 8% of our budget, the PEP program is essential to the robustness of the KAB and the services mentioned above. We appreciate all the stations who participate in running the spots and sending in the monthly reports. The pledge form was emailed to GM's last week. Contact Kent or Judy if you didn't receive one.

Kent and the KAB Board are always looking for ways to improve the service we provide our members, so please don't hesitate to contact any of us with suggestions. Happy Thanksgiving to all!

2015 KAB Annual Dues

Following up on Jim's comments, if you have taken advantage of any number of the KAB member services, then you know the tremendous value you receive from your annual dues. Whether it's the lobbying at the state and federal level, the FREE legal hotlines or FREE sales training, the KAB works hard to assure your membership is money well spent!

Shortly you will be receiving your 2015 dues application which will list the fee schedule according to your revenue. These rates have not changed in several years – and won't again this year. Our request is that you complete the form as soon as possible and return it to the KAB office as soon as possible. You can send a check, call in a credit card number or ask for an invoice. Whichever is easiest for you.

In the meantime should you have any questions or concerns about your membership in the KAB, please contact Kent.

Raffles Are Still Illegal – For Now

The constitutional amendment allowing charity raffles passed overwhelmingly during the election this month. But now the legislature has to write the specific rules pertaining to this new amendment, so it will probably be July 1, 2015 before it is truly legal to conduct a raffle and air on a station. It won't have any problem passing, but the devil will be in the details. Stay tuned.

STELA Finally Passes

The reauthorization (every 5 years) of the Satellite Television Extension and Localism Act (STELA) passed both houses this month, and is on its way to the President for signature. Thanks to a great deal of hard work by NAB and State Broadcast Associations, this is a much improved bill over the one that was debated earlier this summer, in which language had been submitted that would allow consumers to make local TV stations “a la carte.” That was removed.

The provisions affecting broadcasters the most do the following:

Market Modification: Takes the FCC's market modification process that exists today for cable and extends it to satellite; Prohibits joint retransmission consent negotiations in the same local market; If a signal is deemed to be significantly viewed and authorized to be carried, a retrans agreement may not prevent it from being carried;

Requires the FCC to commence a rulemaking within nine months to review the “totality of the circumstances” test relating to good faith negotiations; Delays application of JSA Attribution rule with an automatic 6 month grace period from the FCC's deadline to unwind. This is slightly different than the language in the previous House bill that first required the filing of a waiver and then getting 18 months or until Dec. 31, 2016; Eliminates the sweeps rule; Requires an FCC study to examine DMAs and how to better provide local programming, which must consider the impact of the current DMA structure on local programming in rural areas; and Requires each satellite carrier to submit an annual report setting out each local market it serves with local into local service, including where it has initiated and terminated such service.

Hatteberg “Signing Off”



After a 51-year career at KAKE TV, Larry Hatteberg has stepped down from the anchor desk. A native of Kansas, Larry has brought a special kind of television to viewers across Kansas. He began his television career with KAKE TV on May 23, 1963 and immediately established an ability to communicate visually, letting his subjects tell their story.

Hatteberg has received more than 130 local, state and national awards for news photography and reporting and is Kansas' most honored journalist. Some of the honors include 2005 KAB Kansas Broadcasting Hall of Fame, a 2000 Silver Circle Inductee – National Academy of Television Arts & Sciences, and 1975 & 1978 National Press Photographers Association (NPPA) Television News Cameraman of the Year. His "Hatteberg's People" video series has profiled over a thousand Kansans since its inception in 1974.

NASBA Meeting



This past month, Kent and the other members of the NASBA (National Alliance of State Broadcast Associations) Executive Committee, met with NAB staff, including NAB President Gordon Smith. The Executive Committee (Kent is the incoming Chairman) meets twice a year in Washington, DC to discuss broadcasting issues.

In addition to Smith, they also spent time with government relations team going over the issues which will dominate the new Congress. These will once again include the fight against a Performance Tax on radio, the start of rewriting the Communications Act, and as Congress begins a tax overhaul, the fight to keep advertising deductibility for companies a necessary expense. Kent spent time with staff members of Sen. Moran and Rep. Pompeo on this trip.

Mike Merriam Honored



The Kansas Sunshine Coalition for Open Government honored Topeka media law attorney Michael L. Merriam as recipient of the Coalition's "Above and Beyond Award" for his career-long contributions to promoting and defending open government. He received the honor during a ceremony at the Statehouse. Mike has served four decades as the KAB Hotline attorney and has represented numerous stations and newspapers in their fight for openness in Kansas.

"Said simply, Mike Merriam has been one of the media's greatest and most consistent champions these past three decades, never accepting less than total compliance with the open records and open meetings laws of Kansas," said Ron Keefover, Sunshine Coalition President. He has authored many materials for publication on this subject, and has been an Adjunct Professor teaching Mass Media Law at Washburn University. For his work in media law he has been recognized as a Best Lawyer in America biannually since 1991.

Redefining Your Perception of Value to Local Decision Makers



This article is about why people pay more if they perceive value. And it's about how you could make much more money for you and your station if you can teach your clients that you are their most valuable asset when it comes to advertising and marketing.

A few years back I while I was visiting the U.K. I stepped inside London's Liberty department store. Liberty has a reputation for selling some of the finest scarves in the world. I was searching for a couple to give to my wife and my mother. Nearby was an American couple. She had tried on one of the fancier scarves and was admiring herself in the mirror. I told her it looked great on her. She said, "Yes, but it's EXPENSIVE." I gave her the quote my father-in-law always used, "If you like something enough, go ahead and buy it. You'll forget what you paid for it in three months." Then she said, "Yes, but this scarf is 1,200 POUNDS." Well, alrighty then. I'd probably never forget if I paid that much for a scarf. But the point is that SOMEBODY would pay. Maybe even the woman I was talking to.

My neighbor recently spent \$180,000 on an Aston Martin Vantage and he's thrilled with his purchase. Someone helped him become convinced that buying that car was in his best interest.

And a political action committee paid \$900.00 per spot before the election on a radio campaign in Sioux Falls, South Dakota. \$900.00 a spot for a radio station in market #113? Yes. Sold, logged, aired and collected.

Perception of value varies wildly. At a cocktail party a friend with no experience in media was surprised to learn that she could buy commercials from top-rated radio stations in Austin, Texas for \$100-\$200 per spot. She naively assumed that they would cost ten times that much.

During a talk about life insurance, my wife told me, “If I die you lose your chef, your yard person, your dog walker and your bookkeeper. If YOU die, I get paid.” Damn. Looks like I have some work to do in the spousal “perception of value” area. I also realize that I might want to invest in a food tester.

How are you perceived in the eyes of local direct decision makers? How do you increase sales regardless of ratings, geography, format or program? Teach your clients to place more value and trust in you personally. Earn your place in the client’s “circle of trust.” Reframe yourself as the exact opposite of how they perceive other media salespeople. You are not there to bore them with ratings, charts or confusing rate cards. You’re not there to brag about your program or format. You are there to guide them, to illuminate a marketing path that will help them sell much more product or service.

Reframing yourself might mean that you have to come up with a better story than the one you’re currently using. I use my concept, “To Sell the Truth.” I explain to the client that he or she already has the talking points they need to sell consumers. They are the same talking points the client and his employees use every day on the lot, in the store, over the phone or in their office. They successfully convey important information to consumers that helps them (consumers) make better-educated buying decisions.

Remove all the “fake stuff” from the commercial and allow the client to have regular 30-second vignettes of conversation with your audience. I find that this “To Sell the Truth” concept works very well for me. You may have a different creative concept that works for you. If you have no personal creative strategy, you’re probably in trouble as you try to close long-term local direct business. That means you have little to offer besides your numbers or the story of your format or program. Work out what your creative strategy is and how your client would directly benefit by using it. Tighten your story up and connect the dots so that it’s interesting and easy for your client to digest. Connect the dots.

Then I minimize client risk and anxiety about purchasing from me by telling stories of how I’ve helped other businesses with the same concept and then by doing a simple ROI analysis for them. If the client sells shoes and her average sale is \$120 with a gross margin of profit of 40 percent, how many new customers would she have to sell to break even per \$1,000 per week she spends with you?

Help your clients come to their own conclusions on buying you and your ideas based on your patient and expert guidance.

I have learned that decision makers take me more seriously when I ask them for real money. Many local direct clients are used to dealing with other vendors and often spending big bucks with them in the process. We in media usually come across as “cheap,” asking for very little budget. I have found little resistance when I propose what I used to ask for per month, and instead ask for at least that much per week. Keep in mind that it’s usually not the client that has the rate resistance problem, it’s us in media.

Once the client is convinced beyond a shadow of doubt that your plan for their success is better than theirs, they’ll hand you the keys and say, “You drive.” They’ll stay loyal because they perceive your

value to them differently than they do your more spam-like media competitors. You are a resource, not a pest. They see you as doing much more than just selling spots and dots. They put you into a completely different category of experts, like their lawyer, their doctor, their insurance person and their accountant. They feel like you have their back with advertising and marketing and they'll pay you very well for your expertise.

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If you have anything you would like to place in the newsletter send it to kent@kab.net