



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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Season Greetings! I wish you a Merry Christmas and a Happy New Year! Since your Association runs on a calendar year basis, this note wraps up my privilege of serving as chair of the Kansas Association of Broadcasters.

As daylight grows shorter, the temperatures colder, and the calendar runs out of pages, I think it is natural to become a bit more reflective looking back on this year. Two things stand out to me--- change and continuity.

Change is our constant. I'm amazed at how much change all of us in this industry must adapt and be enthusiastic toward. Government regulations are more intrusive to our work in this industry. Market forces mean we have new challenges to meet our revenue goals. Yet, as I look at broadcasters across this state, we aren't just "coping" with change, we are mastering it! The diversity of stations outreach and on so many different platforms leads me to believe in a bright future for our industry in Kansas.

Continuity is our foundation. The one thing that amazes me about broadcasters in our state is that despite the challenges of change they face, they remain committed to continuing one ideal--- service to our audience, service to our advertisers, and service to our communities.

I'm proud to be a broadcaster. But, more importantly, I'm especially proud of being a Kansas broadcaster! Thank you for the privilege of serving as your Chair! You are in excellent hands as Bruce Dierking takes the reins as your President in 2015.

Next Radio – Tag Station

We have written several times in the past year about Next Radio (FM Chips in phones) and how you can take advantage of this technology through "Tag Station." As of November, nearly 10 million phones have been sold that are capable of carrying the FM signal. By the end of 2015, it is estimated that number will double. So far the app has been downloaded on 1.33 million of those phones in 17 months. And these are not just Sprint phones. While those are pre-loaded, many other devices simply need the app downloaded and they are ready to go. These include Motorola's Moto G and E smartphones available across a wide array of carriers and even places like Wal-Mart

Here are some comments from one radio station in Kansas that has fully embraced the concept of providing a good customer experience listening to FM on a cell phone: “We signed on for the full TagStation enhanced data service early in the process and the NextRadio team provided incredible support and assistance in the setup process.”

It’s true you can have your branded logo uploaded by Tag Station for free, but for \$35 per month you can enhance the customer’s experience with this cloud-based service that connects to your automation system. It receives information about the songs, spots and promos you play and enables you to enhance these "audio events" with images, text and points-of-interaction.

For more information <https://tagstation.zendesk.com/hc/en-us/articles/200849975-What-is-TagStation->

Quarterly Reports Due

The next Quarterly Issues/Programs List (“Quarterly List”) must be placed in stations’ public inspection files by January 10, 2015, reflecting information for the months of October, November, and December 2014. For TV stations, the next Children’s Television Programming Report must be filed with the FCC and placed in stations’ public inspection files by January 10, 2015, reflecting programming aired during the months of October, November, and December 2014

P1 Learning – Another Free Service for Members

One of the many services we offer is training from P1 Learning. These short videos pertain to sales, HR and management. It costs nothing for you and your employees to use. Here is one testimonial from a GSM:

“We have all of the sales staff working through the modules at their own pace. They have a year to complete. It is a goal metric for sales managers, traffic manager and the sales staff to complete P1 as assigned. It’s a good system and very comprehensive. It’s been particularly helpful with the new staff.”

To learn more go to <http://p1learning.com/> or contact Katey Woolam at katey@p1learning.com

Church Services May Need Close Captioning

(Courtesy of David Oxenford’s Blog – broadcastlawblog.com)

We are often asked by television broadcasters if specialty programming – particularly local programming, like a local church’s broadcast of its Sunday morning church service – is covered by the FCC’s closed captioning obligations. In a decision released earlier this month, the FCC staff denied the request of a church for an exemption from the rules requiring the closed captioning of most television programming, and may have helped to make clear an answer to those questions.

In 2011, the Commission stated that its staff had to consider the overall circumstances of each petitioner in evaluating economic waivers of the captioning rules, and could not simply rely on the fact that the petitioner was a nonprofit organization. The church provided evidence that the captioning would cost approximately \$500 per week, or approximately \$26,000 per year. In making the decision as to whether this would impose a burden on the church, the FCC looked not at the income produced by the program, but instead at the overall income and expenses of the entire church. Finding that the church had almost two million dollars in income, and that its income exceeded its expenses by over \$300,000 in each of the last two years, the Commission concluded that the \$26,000 yearly captioning obligation was not unduly burdensome.

So, it looks like, at least for now, we have an answer to the question of whether a regular local church service needs to be captioned under the FCC rules – and that answer is yes.

\$46K Fine for EAS Violation and \$14K in EEO Fines

The FCC once again proved that it's serious about erroneous EAS tones. In a decision released earlier this month, the licensee of a Michigan radio station admitted to having broadcast ads for a storm-chasing tour which contained the EAS warning tones. The National Weather Service received complaints, and in turn filed a complaint with the FCC. The Consent Decree does not provide much more information, but to indicate that the commercial containing the EAS tones was broadcast on only a single day. A \$46,000 fine for a one-day violation demonstrates the gravity with which the FCC views these violations.

In the EEO cases, the stations had limited their outreach efforts for a number of their openings to what the Commission considers to be internal station sources – internal referrals from station employees, word-of-mouth referrals from clients or consultants or others who already have connections to the station, and the station's own on-air announcements or announcements on their own websites. To avoid Commission scrutiny, the station must also use outside sources to help in recruiting – sources like other media in the community, employment agencies, and direct outreach to community groups. In one of these cases, the station had six job openings in the two-year period under review in the license renewal, and had reached out to non-station employment sources in only three cases, bringing a \$5000 fine. In the second case, the station group had not engaged in this wide dissemination for 4 out of 13 openings, bringing a \$9000 fine.

Moran Appointed to Senate Commerce

Kansas Senator Jerry Moran will become a member of the Senate Commerce, Science and Technology Committee in the 113th Congress starting next month. This is the committee that oversees much of the broadcasting industry, including the FCC. Now Kansas has a member in each house on this important committee, as Rep. Mike Pompeo already serves on the House Energy and Commerce Committee.

Do Jingles Work?



A couple of years ago I was touring the beautiful zoo in Sydney, Australia. I was walking along with a local couple. We struck up a conversation and they asked me what I did for a living. When I told them I worked in radio and television, the woman said, “Oh, we just hate Australian media. It’s those damned jingles! Our children sing them all the time!” Hmmmm.....I’m asked frequently whether or not I believe in jingles in radio and television advertising. The answer is, yes, but only if you follow the rules.

Local direct client jingles are often a good idea. They’re relatively inexpensive and it’s a great way to stuff a brand into the heads of unsuspecting viewers and listeners. Some jingles just never go away. They’re stuck in my head forever, even though they’re not broadcast any more, and regardless of whether or not the product still exists. Some good national jingle examples might include...

“Dirt can’t hide...from intensified Tide.”

“When it says Libby’s Libby’s Libby’s on the label, label, label...”

“Oh, I wish I were an Oscar Mayer wiener...”

“Winston tastes good...like a cigarette should.”

“You’ll look better in a sweater washed in Woolite.”

“McDonalds, McDonalds, the drive-in with the arches.”

“Coca-Cola...Coca-Cola...for extra fun get more than one, buy an extra carton of Coke.”

It’s odd, but despite the fact that jingles work so well and for so long, we’re hearing fewer national jingles. Instead, we hear more licensed music in commercials. That’s a shame, because good jingles really work and we remember some of them forever. Yes, good jingles stick, and they work locally as well. That is, a few of them do. There are many jingles I just don’t hear or remember at all. Why? Here are the reasons that so many jingles don’t work.

- 1. The average person can’t sing it.**
 - **Jingles don’t work when they have too many notes. Logically, it’s hard to learn a song that’s hard to learn. Good jingles only cover a few notes. Keep it simple, stupid.**
 - **Jingles don’t work as well if I can’t reach certain notes in that jingle. Good jingles keep the notes in a short range that most anybody could sing.**
 - **The jingle lyrics are hard to learn. Again, keep it simple, stupid.**
- 2. You can’t learn it if you don’t hear it.**
 - **Jingles only work with frequency. I can’t learn a song unless I hear it a lot. Jingles need frequency.**
 - **Jingles need time to work. The most successful jingles run month after month, year after year.**

“Call Roto-Rooter...that’s the name...and away go troubles down the drain.” That’s good branding, and when my drain or toilet is clogged, the name Roto-Rooter definitely comes to mind. It’s an easy jingle to remember AND I can sing it.

One of the best things about a good jingle is the fact that once it’s well established, it immediately imbeds the client’s brand...even if the listener switches stations right after the song begins playing.

And as an account executive, I love a good jingle because it’s easy to convince a client to run a heavy, long-term schedule in order to get the song established.

In a word, YES. I do like jingles, and I think they can be extremely effective in branding a client into your listeners and viewer’s heads. But make sure that you’re using a jingle company that understands and uses the rules we discussed.

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