



TRANSMITTER

Vol. 54 No. 1

January 31, 2015

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

Chairman's Message:



Bruce Dierking
Dierking Communications, Inc
kndy@bluevalley.net

Welcome 2015! As we begin another year, we're assured of one thing. Change will continue to affect our industry, our communities, and our families. As the pace of change is ever increasing, we're challenged to adapt, and adopt new practices. Looking back myself at a broadcasting career that has spanned five decades, I realize that we're never quite done learning, never quite done teaching, never quite done innovating the way that we perform our jobs.

That said, we're all about the same mission. Serving our listeners and viewers, serving our advertisers, and serving our communities. The tools and practices that we use may be different, but the essential mission that our industry serves remains constant. Good luck and prosperity to each and every one of you in the new year ahead!

Welcome to our new board members, and thank you as well to those who have, and those who continue to serve the Kansas Association of Broadcasters. It has been such a pleasure to have met so many fellow broadcasters, and is an honor to serve as Chairman after having seen the leadership of our immediate past chair Jim Ogle, and others who very well served this industry. It will be my effort to continue representing Kansas broadcasters in that tradition of excellence.

Kansas Legislature – What's In Store?

The 2015 Kansas Legislature opened January 12 with a reelected Governor, an even bigger majority of republicans in the House, and the same republican majority in the Senate. With the state facing a projected budget deficit for the balance of FY '15 and another in FY '16, the lawmakers have their hands full addressing the shortfall and rebuilding the State's ending balances. In his State of the State, Gov. Brownback proposed sticking with his 4% cuts to selected agencies announced back in December for FY '15. In FY '16, he wants to continue with the 4% cuts, freeze K-12 spending at '15 levels, and modify the next statutory tax cut to reduce the bottom rate from 2.7% to 2.66% instead of the scheduled reduction to 2.4%. He would also delay the additional scheduled cuts in 2018.

For broadcasters, we want you to know that we will watch closely for any discussion of eliminating tax exemptions as well as any other measures that might impact you as small businesses. There are a couple of bills that we will be supporting in the session so far:

Scrap Metal Theft Reduction Act. This proposal would set up an enforcement division within the AG's office (paid for with fees from scrap dealers) to more strongly regulate and criminalize the purchases of stolen scrap metal such as the copper in your transmission lines by dealers. They will have to register every purchase they make – thus creating a disincentive to buy from thieves. It's a very detailed bill (SB 11) but the loss from a theft will include all damage to property done in the course of getting to the copper. That increases the penalties as well as the restitution a victim can demand.

Creation of Open Government Unit in AG's Office. Although it didn't get anywhere last year, the AG has promised a renewed effort to set up a stronger unit to investigate violations of open meetings/open records. As you know, sometimes these happen and local county attorney are reluctant to prosecute and very little is done to the violators. Think of this as adding more teeth to our KOMA/KORA laws.

Codifying the New Charity Raffles Law. Kansas passed a constitutional amendment in November making charity raffles legal in certain circumstances. Many of you have been approached over the years to help promote these – even with best intentions – were illegal. This year the legislature will write the rules and exceptions to what will be legal in a charity raffle.

2015 Broadcast Regulatory Calendar

A new year, and a new set of regulatory obligations and deadlines for broadcasters is upon you. To help track many of the important deadlines for broadcasters, David Oxenford has put together a Broadcaster's Calendar of important regulatory dates for 2015, which highlights many of the dates for the regulatory obligations of broadcasters in 2015. While not exhaustive, and subject to change, the calendar sets out the regular regulatory dates for broadcasters (e.g. Quarterly Issues Programs lists, Children's Television Reports, EEO public inspection file reports, reg fee obligations, etc.).

Some of the important January regulatory dates include the obligation of all broadcasters, by the 10th of the month, to have their Quarterly Issues Programs lists in their public file. TV stations should also place their certifications as to compliance with children's television commercial limits in their files by that date. By the 12th (as the 10th is a weekend day), television stations must also submit to the FCC their Form 398 Children's Television Programming Reports that report on educational and informational programming directed to children.

For radio stations streaming their signals on the Internet, January also brings dates for elections of "small broadcaster" status, declaring that a broadcaster has a very small audience (in essence less than approximately 3 average listeners). Such status allows the broadcaster to pay only \$500 for the year, and lessens paperwork obligations in submitting reports of use of sound recordings to SoundExchange.

This 2015 calendar is available on our website at <http://kab.net/LegalandRegulatory/>

Streaming Hasn't Killed the Radio Star

(Courtesy of RAB's "Multi Briefs")

We've said it before, we'll say it again. Old-fashioned broadcast radio is a remarkably resilient medium. Radio reigns supreme. The old-fashioned wireless remains the audio service used by the most Americans. Consumers still overwhelmingly prefer free music services (internet radio provider Pandora and even TV music channels are quite a bit more popular than other services). And when they want to hear a particular song on demand they find it on YouTube.

The enduring strength of radio is probably best explained by the automobile (which Americans also still love). About half of all radio listening takes place in the car, where radio remains dominant relative to satellite and internet services. Almost everyone has “heard of” AM/FM radio, which is a relief, since the medium has been around for almost a century. (Though we wonder if the 2% who haven’t are very young or very old.) Most people have heard of YouTube, Pandora, and satellite radio company Sirius. Spotify also seems to have decent recognition, befitting its status as the biggest on-demand streaming service out there. But its direct rivals, including Beats, Rdio and Deezer (the last of which, to be fair, has only just arrived in the US) remain pretty unknown.

The good news for streaming music services like these is that there is plenty of room to grow. Their challenge is convincing people to pay for music again. That’s an entirely different proposition.

Get National Recognition for Your Community Service

NAB and the NAB Education Foundation (NABEF) offer two opportunities for local radio and television broadcasters to receive national recognition for their local public service commitment.

The NAB Crystal Radio Awards are open to NAB members and are presented annually at the NAB Show in Las Vegas. Ten exceptional radio broadcasters are honored for their year-round efforts to serve the needs of their local communities. The 2015 awards will be presented at the Radio Luncheon on Tuesday, April 14.

NABEF honors five outstanding radio and television broadcasters at the annual Celebration of Service to America Awards dinner in Washington, D.C. The 2015 gala event will be held Tuesday, June 16. All radio and television stations and broadcast ownership groups are eligible to apply for Service to America Awards.

All honorees receive airfare, hotel and two complimentary tickets to the Celebration of Service to America Awards dinner in Washington, D.C. Winners are recognized before an audience including members of Congress, leadership from the Federal Communications Commission, as well as broadcast industry leadership.

Honorees for both programs are selected through competitive Calls for Entries. Details, including deadlines, entry rules and award criteria for both programs are available at the link below.

<http://www.nab.org/documents/landingpages/crystalsta2014.asp>

Will Journalists Get to Use Drones in 2015?

This month the FAA signed an agreement to work with CNN in a test project to come up with ways that journalists can safely use drones. 2015 will almost certainly be the year that American journalists will get some Federal Aviation Administration guidance on how they can use drones to capture video and still photos. The FAA received more than 18,000 public comments on its website about how to regulate drones.

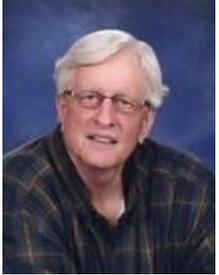
But if Congress gets involved, it could be years before journalists will have clear guidelines on how to use remote controlled aerial cameras called unmanned aircraft systems (UAS). While the federal government moves slowly, 20 states have enacted their own laws regulating unmanned aircraft. Most of the UAS state laws enacted in 2014 speak to law enforcement’s use of drones.

New GM Named at KCTV TV



Mike Cukyne was named VP/GM at KCTV TV replacing Darrin McDonald. Cukyne has more than 20 years of broadcasting experience. He currently is SVP of digital media for Meredith's Local Media Group. He will keep those responsibilities in addition to running the Kansas City stations. Cukyne is familiar with the Kansas City market, having previously led KCTV-KSMO Sales and digital efforts. Prior to that, Cukyne spent 15 years at KMOV St. Louis, working in progressively senior sales positions including regional sales manager, local sales manager and digital sales manager.

Chuck Hamilton Obituary



Wichita radio personality Chuck Hamilton passed away December 29. He had retired from KSGI AM where he could be heard in the afternoons. During his many years on air, he also worked at KLEO and KFH in Wichita as well at stations in Tulsa and Houston.

Chuck was a Coast Guard veteran as well as an airplane, car, and pipe organ enthusiast.

Do Jingles Work?



Here's a New Year's resolution for broadcast salespeople: immediately stop selling spots and ratings and instead focus on formulating and selling ideas that identify and solve consumer issues. Local direct clients don't want "spots." They don't want to wade through computer-generated ratings reports. What they need are ideas that will generate new customers without having to sacrifice the client's gross margin of profit. Since you, the salesperson, are closest to the client, you must become proactively involved in conveying your client's creative message.

Think about your client's ideal customer. Think about the issues that this consumer might have that your client's expertise could easily resolve. Like a good reporter, ask the client good questions. What does he or she do every single day that makes life for others safer, more luxurious, less tedious, and more joyful? The client's specific answers and examples become the substance of your commercials.

But don't screw it up. We need to use the same language, same words, that the client already uses successfully in the store, on the lot, over the phone, or on site every single day. That makes people say, "Oh, I get that. That makes sense to me. Yes, I need you and here's my money."

Ask the questions. If the client says, "We have the best service in town," find out precisely what that broad statement really means. If the client says, "We're family owned and operated," dig deeper. What does that statement actually mean to the consumer who needs your client the most?

Get the real meat. But avoid processing it into bland pink slime. That is, don't try to reinterpret the words that already work for the client when he talks to customers. Because if you do, you will wind up with another cliché commercial filled with what I call "adspeak." Clichés are the herpes of the broadcast business. Here is my list of the most worthless phrases and expressions in broadcast today. Keeping every single one of these maggots of adspeak out of your client's commercials is your job.

- Talk to our knowledgeable, trained staff
- Come see our friendly staff of professionals

- **You'll love our loyal, dedicated employees**
- **Talk to our top-notch sales staff**
- **(Eight) convenient locations to better serve you**
- **Best service in town**
- **Serving (your town) since 1995**
- **Dedicated to serving you**
- **Service second to none**
- **Our motto is to serve you**
- **Working hard to serve you better**
- **The best kept secret in town**
- **For all of your _____ needs**
- **Hurry in today**
- **But hurry...with prices like these, selection won't last long**
- **Your premier (product or service) headquarters**
- **Your low-price headquarters**
- **Choose from a wide variety of...**
- **It's a Holiday tradition...**
- **Save on a wide selection of...**
- **Our loss is your gain**
- **We're slashing prices to the bone**
- **You've got to see it to believe it**
- **Where the customer is king**
- **We're saving the best for you**
- **Your low-cost leader**
- **Come visit our beautiful, spacious showroom**
- **We've got the wheels and the deals**
- **You can count on us for the friendliest deal in town**
- BUT WAIT...THERE'S MORE...**
- **Shop the best and leave the rest to us.**
- **This is it!**
- **It's our red-tag event!**
- **Just in time for the Holidays...**
- **We just can't be beat**
- **We guarantee the lowest prices**
- **We've withstood the test of time**
- **We're tried and true**
- **Everything drastically reduced just in time for this sale**
- **It's our biggest sales event of the year**
- **We'll shoot straight with you**
- **We're number one**
- **You'll save like never before**
- **Check out the deals we have in store for you**
- **We guarantee the lowest price or else!**
- **Prices have never been lower**
- **Unheard of**
- **Unbelievable**
- **The sales event of the decade**

Post this list in your office. When you hear new ones, add them to the list.

If you must write copy, read it out loud before you submit it. Use the "Best Friend Test." If you wouldn't say those exact same words to your best friend then take it out and re-write. Or better, interview and record the client or the client's best customers.

This New Year, cut some fat. Start with cliché-free commercials and a genuine desire to help the client win new customers.

Explain clichés to your client and how your idea for commercials with no clichés is a much better idea. Focus on identifying and solving consumer issues. Like I often say, once the client is convinced beyond a shadow of a doubt that your plan for his success is better than his, he'll hand you the keys and say, "You drive."

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