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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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Having just completed our annual journey on behalf of Kansas Broadcasters to meet with our elected officials in Washington DC, rest assured that your state association is actively at work on your behalf. Kent Cornish continues to do an amazing job keeping a finger on the pulse of changes that may affect our industry, and ultimately your bottom line. Taking a proactive stance on issues such as performance tax, advertising tax deductibility, and the upcoming re-write of the Communications Act helps assure a voice when legislation is considered. It's honestly overwhelming at times, facing the multiple challenges accompanying any business these days.



Special thanks to our delegate members for their time in attending (Rich Wartell, Ron Thomas, Erik Schrader, Mark Trotman, Jean Turnbough, and Gary Exline), to the many staff who were so accommodating, and to our elected officials who dedicate their time to representing us, and hearing our concerns. It's often been said, that if we could incorporate our common sense Midwest mentality into our government functions, we would all benefit. To that end, let us be sure that our voices are heard all the way from the plains of Kansas to the halls of DC.

Kansas Legislative Update

The legislature has hit the magical part of the session where bills must be passed out of their house of origin. What that also means is there is about a month left before first adjournment. Here is a brief update on some of the bills I have been following, and/or testifying for:

SB 11 – Adds stronger penalties for scrap metal thefts and resale of stolen property. It also includes damage to property (in addition to loss) in determining the threshold for sentencing. It passed the Senate is on to the House judiciary committee.

SB 86 and HB 2148 – These are identical bills in each house that would add audio to certain committee rooms and streamed so the public (and newsrooms) can listen/record. I testified in both committees. It has passed the Senate Committee and on to the full Senate. The house version has been pulled from the calendar because, as I have been told, they would prefer debating the senate bill.

SB 206 – For over two years we have worked with the Attorney General to strengthen the prosecution and penalties for violations of the Kansas Open Meetings Act (KOMA) and Kansas Open Records Act (KORA). This bill would do just that and provide for any fines collected to be used by the A.G. to enhance KOMA and KORA training. I testified in committee where it passed and just yesterday was passed by the Senate. Now on to the House.

HB 2054 – The Anti SLAPP bill. SLAPP stands for Strategic Lawsuits Against Public Participation. This is designed to prevent corporations or governments from filing frivolous lawsuits with the intent of harassing and intimidating individuals who want to speak out on a subject of public interest. The law would require the organization filing suit to provide solid evidence at the time of filing, that they have been harmed by the person speaking up. The bill has been heard in committee and is being tweaked before being passed on to the House floor.

HB 2383 and SB 262 – Charity Raffles bill. Last year Kansas voters approved a change in the constitution to allow for charity raffles, which are currently illegal. A committee is now writing the rules for what constitutes a charity versus an organization who would need to get a license if they used a professional fundraising company and were going to raise money over a certain limit – that’s what’s being worked out. So it is still illegal for you to promote these until the law is officially in the books later this summer. It passed in committee and sent to the full House. Still waiting on a hearing in the Senate.

Will FCC Allow Stations to Post Contest Rules On Line?

Earlier this month, the KAB joined other state associations filing comments in support of the FCC’s proposal to allow radio and television stations to use the websites to disclose the rules of their contests in lieu of having to disclose them over the air. The FCC’s proposal is one of the very few, in recent years, that is truly potentially helpful to broadcasters. Some of the points made in the filing were:

- **The proposed amendment will enable broadcasters to make use of the virtually infinite space of the Internet to post contest terms and will enable listeners and viewers to access the contest terms at a pace and time most convenient to them.**
- **The rule should require only announcement of the homepage address (e.g., wxyz.com) not the complete URL where the contest terms may be located**
- **The FCC should not adopt requirements specifying the format or manner of station contest disclosures but rather adopt voluntary guidelines that broadcasters can choose to follow based on necessity and technical capabilities.**
- **No material differences exist between TV and radio to merit different treatment of either in the station contest rule**

State Basketball Tournament Phone Lines

The KAB will once again be offering discounted phone lines at all 8 tournament sites in Kansas March 11-14. Justin Fluke of KNZA is the coordinator of the program, and will need your list of teams by

Monday, March 9. The cost is \$10 per game and your 2015 dues must be paid up. Otherwise nonmembers pay \$35 per game. For more information go the following link and scroll down to Tournament Phone Lines <http://kab.net/Programs/MemberServices/>

Kurtz Repeats as Oscar Stauffer Recipient



For the second year in a row, John Kurtz of KMAN Radio in Manhattan was selected as the recipient of the Oscar Stauffer Sports Broadcasting Award from the KSHSAA. For a list of past recipients, you can go to the KSHSAA website <http://www.kshsaa.org/Public/PDF/OscarStaufferGovernors.pdf>

While attending Kansas State, Kurtz served as the sports director of the student radio station and began his career at KMAN as an intern doing play-by-play for K-State football, basketball and baseball games, as well as Junction City Generals baseball games in the summer. Kurtz graduated from K-State in 2011 with a degree in Electronic Journalism.

Immediately after graduation, Kurtz joined KMAN full-time and was eventually promoted to Sports Director in the summer of 2013. He co-hosts the afternoon drive show "The Game" Monday through Friday, in addition to the K-State pregame show "Powercat Gameday" before K-State football and basketball games. Kurtz is the play-by-play voice of Manhattan High School football and basketball.

KAB Kid's Scholarships

Each year the KAB distributes approximately \$7000 in scholarships to high school seniors who are children of full time employees at KAB member stations. Depending on the total applicants, these one-time scholarships are about \$400. The student must be a 2015 high school graduate who is attending a two or four year college or Vo-Tech.

The deadline for applications is April 15. You can go to the following link for more information on eligibility and to download an application. <http://kab.net/Programs/MemberServices/>

How to Handle Local Direct Broadcast Sales Objections



"I'm just not ready to do anything right now."

"Let me think about it" is not a concluded negotiation. This vague statement could mean several things. One thing it definitely means is that your client is harboring hidden objections about your proposal. It could mean that they are just trying to blow you off and they don't know what else to say. Instead of just taking the statement at face value and saying, "Okay, but be sure and call me when you're ready," (the client will never call you), try to find out what the real objection really is.

One thing I've discovered many, many times is that when the client says he's not ready to do anything right now, he means, "RIGHT NOW." That is to say, it's not logical to assume that just because you popped in for a visit in the middle of a month that the client has the budget to advertise with you right now. I've gotten buys by simply asking when the client would be ready. Hey, maybe they mean they'll have the budget two months from now. That's fine. Take the advance order now.

Or to bring out the client's real objection quickly, just say, "Mr. Client, we have thousands of potential customers out there who will buy what you're selling from somebody this week. Is there another reason why you wouldn't want to start educating them about who you are, what you do and how to get in touch with you immediately, so that they would have the option to do business with you, instead of with your competitors?"

“I don’t like your format/programming/music.”

This objection can be easily handled using this logic. “I’m glad you brought that up and I appreciate how you feel. But have you ever been fishing? Well, if you wanted to catch fish would you bait your hook with food you like to eat, or food that the fish like? I might not like everything on our station either, but thousands and thousands of other consumers obviously do. How difficult *are* you making it for them to buy from you when they don’t know who you are, what you do or how to get in touch with you? Let’s go fishing!

“Your rates are too high.”

This is a classic objection in any line of sales work. Find out exactly what the client means by “too high” in order to put things into perspective. Obviously, he doesn’t fully comprehend the value of your expertise in bringing customers to his business. The price is always the first objection when the client doesn’t understand the value you bring to his business. Did you show the client how to calculate return on investment? Based on his average sale and his gross profit margin, how many new customers must your campaign bring in, in order for the client to break even on what he’s spending with you? And, what is the value of one new customer to our client? A grocery store for example, operates on a twenty percent gross profit margin. Say their average sale is close to one hundred dollars. How long have you been going to the same grocer? One year? Two years? Longer? How often do you visit your grocer? Twice, or three times per week? If someone moved into your neighborhood and asked you to recommend a grocery store, would you recommend yours? The value of one new customer to your grocer could be thousands of dollars over a few short years. How big is your total weekly audience? Doesn’t it seem logical that with a good spot and a logical schedule, that a percentage of your audience might be looking for a new grocer this week? The value of one new customer to your client could be very significant. Your rate, in comparison, might look very insignificant based on what your station could ultimately do for that client.

“The budget is already allocated.”

You know, sometimes you just show up at the wrong time of the year. It might be possible to convince your client to “steal” some budget for you from another area, like sales or P.R. Or, you might be able to scare up some “free money” in the way of co-op money. Or, you might be able to steal some of the client’s other media budget. However, it is likely that you might have a problem getting this client on the air this time. Many clients plan their advertising budgets in October or November for the following year. If you missed this year’s opportunity to pitch for their business, make sure you get an appointment early, in time to work for next year’s budget.

Don’t waste too much time with contentious clients

Remember what we said earlier? “The best thing about beating your head against the wall is that it feels so good when you stop.” That means don’t spend too much time with argumentative or rate-spoiled clients. There are too many other local direct clients in your signal coverage area, hundreds or thousands of them, who need to be educated about the value of advertising with your station. Rate-spoiled clients may never buy from you, even though you’ve answered their objections clearly.

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