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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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As the crowd at a recent Bob Seger concert joined in the lyrics for nearly every song that spanned over five decades of favorites, I thought to myself, wondering where all these folks first became a fan. It wasn't online, it wasn't satellite, it wasn't Pandora, Spotify, you tube, or any of another host of new delivery means that we know today. It was likely in most every case, RADIO! And, that stodgy old medium of AM radio, no less. I recall my own days growing up with the likes of WOW, KCMO, WLS, KAAY, KOMA, and more that brought new worlds of music, and fostered lifetime fans for so many groups and artists.

Recent years find traditional broadcasters battling the ever present threat of a performance tax, even as our industry fights to maintain listenership among the multitude of choices available with technology today. I would hope that some of our friends who have benefitted from our relationship over the years would counsel a younger subset who seems to have lost touch in their ever increasing reach for more of our revenue, and overlook the value of what we provide. I remind every new local artist that asks us for airtime, and we graciously provide, to remember where they got a hand up. We love building those relationships, and furthering those careers and ambitions, but sting with the slap in the face when they make it big, and forget where they came from.

Fortunate for us that this is not the majority of artists, and we continue working together. I hope that another generation from now, another group of fans can still sing along with their favorite artist, and remember too where they first discovered that song, or that new singer. I smile as I think a good number of those will still look back and remember that RADIO was such an influential part of their life as well. "Here I go, playin' star again, there I go, turn the page ..."

Kansas Legislative Update

(Please note this information was written on 3/31 – it could change at any moment)

By Friday of this week, the legislature will have completed its business for the regular 2015 session. They will return for the Veto session on April 29 and adjourn – well that's anyone's guess. This week is being spent resolving differences between the two houses on bills that have been amended on the floor. You will then see a flurry of legislation passed and sent to the Governor. Here is a short list of the key bills we have been working on:

Substitute for SB 18 – This bill would exclude all body camera and dash camera video by law enforcement from the open records act. We believe that is an extreme measure and would like for more study on this as there is some compromise that can be worked out. It never had a hearing on the Senate side before an amendment with the language was passed. There has not been a hearing on the House side as the chairman believes the study is in order.

SB 86 – This would allow for audio streaming in committee rooms. It creates more transparency at the legislature and would make it easier for stations to get audio sound for news. The fiscal note is too high to get video as well. This passed the Senate and sits in a House committee.

SB 206 – We call this the Attorney General’s KOMA/KORA bill. It basically gives the AG more power in prosecuting violators of the laws at the local level. It is awaiting final approval from the House as it is already passed the Senate and brought out of the House Judiciary committee.

Substitute for HB 2155 – This is the bill that will finally make charity raffles legal in Kansas. There are some exceptions but for the most part, the ones you want to promote for nonprofits in your community will become legal – probably by July 1. I ended up passing both houses but was heavily amended in the senate, so it will go to a conference committee.

Local Radio Freedom Act

As I’m sure you are aware, for the past 5 years, the recording industry has tried unsuccessfully to pass legislation that would tax radio stations for airing music. We have referred to that as the Performance Tax bill. This year they are coming at it from a variety of angles and this will be their biggest lobbying effort yet. That’s why broadcasters have this concurrent resolution, the Local Radio Freedom Act, which opposes any sort of pay for play. Once there is a majority of members in at least one house signing on, it’s very difficult for any bill to get to the floor.

At this point, I am very pleased to report that all four of our Kansas members of the house and our two senators have signed on as cosponsors of the resolution. If you see any of them during their Easter recess, please thank them. They join 144 other house members and 9 additional senators so far.

FCC Proposes Office Closings

FCC Chairman Tom Wheeler announced in March a plan to close half of the field offices and reduce the field enforcement staff by almost two thirds. The closest office to Kansas would be either Dallas or Chicago. If there is a problem for broadcasters or emergency communication, it might be days before an agent could come out to resolve it. At first glance, you might favor the idea because it probably means a surprise inspection is unlikely.

However, the relationship between broadcasters and their local offices (at least in Kansas and many other states) has been a positive one. For years, Ron Ramage and his predecessor Robert McKinney have attended our annual convention and made themselves available to engineers to answer questions and concerns. There have been occasions when I would make a call to the FCC office on behalf of an anonymous station to get a clarification for them. I have always felt they are there to help us – not out to get us.

Just as importantly, they are there to keep the airwaves clear of interference and unlicensed operators who can wreak havoc on your signals. What do you think? The NAB has weighed in on this issue and is urging the FCC to reconsider their decision. Here is a link to an excellent article from Bob Weller of the NAB. <https://nabroadcasters.wordpress.com/2015/03/30/defanging-a-paper-tiger/>

Jenn Bates Selected Hod Humiston Recipient



For the first time in the 36 year history of the award, a female will be honored with the Hod Humiston Award for Sportscasting. Jenn Bates of KWCH TV will be presented the honor at the annual Sports Seminar May 6 at Royals Stadium. The award, as selected by the KAB Board, is given each year to a Kansas broadcaster who has made significant contributions to the field of sportscasting as well as their community.

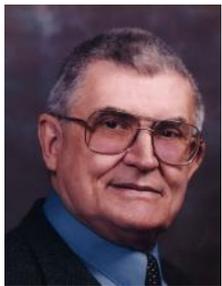
Jenn has been the sports anchor at KWCH for seven years, doing nightly sportscasts and reporting from major events around the state and country. She has received 4 KAB awards for her work in sports and was part of the team that won a Murrow award for a special on the Wichita State basketball team. In 2014 she was named one of the influential persons in Wichita sports by the Sports Hall of Fame. Jenn volunteers for the Victory in the Valley cancer program, the Caring Hands Humane Shelter, the Kansas Children's Service League and the Susan G Komen foundation.

KAB Sports Seminar May 6

The Kansas City Royals have once again agreed to host our annual sports seminar at Kauffman Stadium Wednesday, May 6. In addition to the excellent round tables and honoring this year's Hod Humiston recipient, we are pleased to announce there will also be a tour of Arrowhead Stadium across the parking lot. Thanks to Mark Sullivan, President of the Chiefs Radio Network and Keith Kowalski of the Royals, they were able to make this happen in the afternoon prior to batting practice back at the "K".

For details and to get registered, go to our website at <http://www.kab.net/events/>

Parsons Radio Legend Passes



The first voice heard on KLKC when the microphone opened on October 26, 1948 was that of Gene Joslin. The 90 year old radio veteran died March 18 at Labette Health in Parsons. The radio station was originally located in leased space in the former coffee shop at the Faye Hotel where the Labette county Judicial Center now stands. In 1957, Joslin and Richard Combs purchased a half interest in the station. The other half was owned by Combs mother who acquired KLKC in 1954 when she sold her interest in the Parsons Sun to Clyde Reed, Junior. The station, located in downtown Parsons is now owned by the SKIL Resource Center.

In 1982, Joslin began producing a quarterly publication called the Joslin Jazz Journal. In addition to auctions for record collectors, the magazine featured stories and pictures of performers of a by-gone era. The Parsons-based publication with world-wide readership ceased its operation in December of 2007 when Joslin was notified by Copco in Caney that the press used to print black & white tabloids had been sold. In an interview conducted with KLKC at that time, Joslin said in addition to witnessing changes in the recording industry, he also experienced changes in the printing industry. He was one of the first publishers in Parsons to utilize a computer to prepare copy that greatly reduced production costs.

Dan Henry Obituary



Anyone who grew up in the 60's in northeast Kansas watched Dan Henry doing the weather. There was no NBC affiliate in the Topeka market so using antennas, people watched WDAF TV in Kansas City. Dan died earlier this month after a long struggle with emphysema. He was 89.

Though he retired from the station in 1992, Henry is still recognized as someone who made weather fun and interesting. Although not a meteorologist, he did take study of weather seriously. He was born Dan Henry Bowser and raised in Coffeyville.

After graduating from Kansas State University, he taught junior high school science and worked at WIBW-TV in Topeka.

His Kansas City broadcast career began in 1959 as a morning disc jockey at WDAF-AM. In the mid-1960s, he started dividing his time with sister station Channel 4, first as "Tea Time" host, then as weekend weatherman. He moved up to weekday weather anchor in 1977 and quickly became a favorite.

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