



# 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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“The National Weather Service has issued a tornado warning for ...” How many times have we heard, read, or communicated an emergency message for our community? Broadcasters stand tall in the service that we provide in times of crisis. As spring storm season approaches, and we go over our checklist of things to remember, let's remember to communicate who we are, and what we can do for local law enforcement and emergency management.

I am too often faced with new staff, or an overwhelmed police chief, or county sheriff that is reluctant to release information for broadcast, “until the case is closed.” I remind them that it's more critical today, in an age where text, email, Facebook, twitter, and more have the public passing along information, including rumors and false information instantly. They and we have an obligation to give the public real time, accurate information - good or bad - that can keep them informed and alert to possible danger. I often find today that we're the gate keepers, sifting rumor from facts, and communicating news that our community can rely on.

Might be a good time now to foster the relationships that you have locally, and regionally, and take time with staff as well to outline our specific expectations, and remind them that we are partners in the effort to keep the public safe. It is a better conversation to have today, than in the midst of the next crisis. Be safe, and thanks for all that you and your stations do!

## Congratulations to Regional Murrow Award Winners

Five KAB member stations have been honored with Regional Murrow Awards from the RTDNA, which recognizes the best electronic journalism produced by radio, television and online news organizations. The stations and their awards are:

KMUW FM, Wichita – Breaking News (Crash at Mid Continent), Reporting: Hard News (No Ferguson Here), Reporting: Sports (Shocker Men's Basketball), Use of Audio/Video (Hanna Bloch Kohner)

KWCH TV, Wichita – Breaking News (Plane Crashes into Building), Continuous Coverage (Fairmount Park Rape)

KSNW TV, Wichita – Website (KSN.com)

KMBC TV, Kansas City – Breaking News (KMBC Breaking News)

KCPT TV, Kansas City – Website (FlatlandKC.org)

Regional winners automatically advance to the national Edward R. Murrow Awards competition, which will be judged in May.

## **KAB Student Seminar**



Topeka was the site of the annual Student Seminar and Career Fair April 7th. This year 135 students attended, and along with presenters and educators, it swelled to 168 – our largest turnout in a number of years. The students heard from a panel of managers in the morning about the state of the job market in broadcasting. A number of stations were represented at the career fair, and there were 12 station professionals who spent time in the afternoon at round tables explaining their role at the station and how students can prepare themselves now to be broadcasters later.

Of course the highlight of the day was the awards luncheon where the students were able to pick up some hardware and see clips of the first place entries. Our thanks to all the students and educators who made the trip, as well as the broadcast professionals who gave of their time.

## **AM Revitalization – Sort Of**

(Excerpts from an article written by Scott Flick of the Pillsbury Law Firm)

FCC Chairman Wheeler posted a blog titled “Let’s Move on Updating the AM Radio Rules” two days before his NAB speech. In it, he stated his intent to call for a vote in the AM Revitalization proceeding, which then-acting-Chairman Clyburn launched at a different NAB convention in September of 2013. The post was unavoidably sparse on details given its short length, but one detail leapt out at radio broadcasters. While signaling movement on smaller issues (“the proposed Order would give stations more flexibility in choosing site locations, complying with local zoning requirements, obtaining power increases, and incorporating energy-efficient technologies”), the post rejected what the industry sees as the real answer to revitalizing AM radio—opening a filing window for applicants seeking to build translators to rebroadcast AM radio stations on the FM band (a “translator” in the truest sense of the word).

Many see this as the most practical and consequential option since it would allow AM daytimer stations to serve their audiences around the clock, while overcoming many of AM radio’s worst obstacles—interference from appliances and electronics, as well as other AM stations, and AM’s limited sound quality. Most importantly, unlike a number of other potential solutions, FM translators avoid the need for everyone to buy a new radio in order to make the solution viable. In his blog post, the Chairman gave two reasons for this surprising development. First, he questioned “whether there is an insufficient number of FM translator licenses available for AM licensees.” Second, he raised

qualms about opening a window for only AM licensees, stating that “the government shouldn’t favor one class of licensees with an exclusive spectrum opportunity unavailable to others just because the company owns a license in the AM band.”

The first reason is, quite simply, factually unsupported by the proceeding record. In comments and reply comments filed just a year ago, the call for an FM translator filing window was deafening. It’s hard to believe the need for such translators has dramatically plummeted in just a year, or that the call for a window would have been so loud were there truckloads of FM translators already out there (in the right location) just waiting to be purchased. All of which makes the second reason given in the Chairman’s post even more curious. Under the current FM translator rule, Section 74.1232, applying for an FM translator license is not limited to broadcast licensees. The rule provides that “a license for an FM broadcast translator station may be issued to any qualified individual, organized group of individuals, broadcast station licensee, or local civil governmental body....”

Thus, the record amply supports the need for an “FM for AM” translator window, and the current rules preclude any concern that a window would offer preferential treatment, as anyone who wants one can apply for one. So what is the FCC waiting for?

## **KAB/NAB Seek Delay in Emergency Information Requirements**

We have filed comments urging the FCC to waive a portion of its new rules requiring a TV station to make visual emergency information available in the audio of the station’s SAP stream as well. Those Comments requested the FCC to delay implementation of the rules for six months, until November 30, 2015, to give vendors time to create technology capable of performing the conversion of textual emergency content into aural content, and to give TV stations time to test and implement those technical solutions. The Comments also requested that the FCC waive the requirement that *all* visual but non-textual information (e.g., Doppler radar and weather maps) be conveyed aurally on SAP until technological solutions to accomplish that become available.

Finally, the Comments urged the FCC to reconsider or waive the requirement that school closings be considered a form of emergency information that must be made available aurally in the SAP until such time as a more practical solution is identified. In particular, the Comments noted that for stations serving areas with numerous schools and school districts, aurally listing all of the various closings (twice, as required by the rule for all emergency information) would crowd out more important emergency information with limited benefit given other sources of school closing information available.

Throughout, the Comments emphasized that broadcasters support the goal of making video programming and emergency information accessible to all members of the public, but the difficulty of complying with these requirements before technical solutions are found places stations in the awkward position of deleting visual content that cannot readily be delivered aurally rather than risk a rule violation. Such an approach offers no benefit to the visually impaired while reducing the ability of TV stations to convey emergency information to the rest of their audience.

## **Allstate Testing Next Radio App (FM Chips)**

Allstate has purchased interactive ads that will appear on the app in 70 markets, running through November. If Allstate sees strong results this could provide radio with its strongest selling point for the app. Why is it so important? Because it’s all about the revenue. It’s about showing Allstate a significant R.O.I and driving new revenue to the radio industry. Jeff Smulyan has called NextRadio a game changer for the radio industry and he believes this type of advertising will drive that untapped digital revenue to an industry that’s been flat for too many years to count. Allstate Insurance has long been a friend to radio. The company has not only been one of radio’s best advertisers, company

executives have also appeared at conventions touting the importance of radio in the company's marketing campaigns.

By the way, Smulyan says that the app has over 2 million activated users and is adding about 300,000 users per month. Nearly 4,400 radio stations are tuned in via the app daily. The average time spent listening on the app is now at 17 minutes.

## **Journalism Burnout Affecting Women More Than Men**

The field of journalism has changed greatly over the last decade, and those changes are taking a particularly hard toll on women working in newsrooms, new research from a University of Kansas professor shows. Female journalists are experiencing more job burnout and more intend to leave the field or are uncertain about their futures than their male counterparts, the study shows.

Scott Reinardy, professor of journalism, surveyed more than 1,600 journalists, including more than 500 women, about their levels of burnout, job satisfaction, organizational support, role overload and intentions to leave their job. Women reported higher levels of role overload and intentions to leave the field. "Journalism, as a profession, hasn't really grown in terms of gender as we'd hoped. So what you're getting is a less diverse newsroom. It's not going in a positive direction," Reinardy said.

The study was a replication of a similar effort he made in 2009. Comparison of numbers from the two studies shows the trend of women experiencing burnout and intending to leave the field is increasing. In the 2009 study, 62 percent of women said they either intended to leave journalism or were uncertain about their future. The current study showed that number at 67 percent. The number was 55 percent for men in the new study. To read more of the release from KU click on <https://news.ku.edu/2015/03/23/study-shows-journalism-burnout-affecting-women-more-men>

## **Reid Takes Over at KSAS/KMTW TV**



Sinclair Broadcast Group's Fox affiliate KSAS Wichita promoted Chuck Reid to general manager. He will also be responsible for the oversight of KMTW (MNT), which is programmed by Sinclair under a time brokerage agreement. Reid most recently and since 2008 has been general sales manager of KSAS-KMTW. From 2001 to 2007, he was the VP-GM of advertising sales for Cox Media and from 1997 to 2001, he was the manager of business operations for Cox Media. Prior to that, Reid held accounting related positions at The Sports Club Co. and Westin Hotels and Resorts. He attended George Mason University in Fairfax, Va.

## **Shocking News Regarding Your Client**



While attending the University of Texas I had several jobs. One of which was a Men's store (haberdashery). The owner was a terrific salesman named Sol Ginsberg. He was a diminutive man with white hair and big black horn-rimmed glasses. He spoke with an eastern European accent.

If a customer was on the fence and in danger of slipping out without buying an article of clothing, Ginsberg would lower his voice to a whisper so the customer would have to bend down and lean in to hear what he was saying and then he would announce, "Now I'm going to tell you something that is going to.....SHOCK YOU!!!!!!!" And, sure enough, the customer was usually SHOCKED. Then Ginsberg would magnanimously declare something like, "I'LL PAY THE TAX." It usually worked and Ginsberg would make the sale.

Now it's my turn to tell you something that will SHOCK YOU!!!! I have discovered the primary reason that most advertising "doesn't work." The problem is the script.

We're failing our clients and we're failing our audiences. How? By writing and producing crappy, cliché-riddled commercials that don't work anymore (assuming they ever really worked that well to begin with). Bad copy is one of the main reasons clients say they "tried broadcast advertising and it didn't work." We know that people who watch and listen to radio and television stations have anxieties. We know that many of our clients have real solutions to consumer issues. But instead of making commercials that specifically identify and solve consumer anxieties, we offer commercials crammed with clichés, sales and disclaimers.

Clichés are the herpes of human language. Clichés only exist in commercials because we believe we need them. Why? Because we (and our clients) have been hypnotized to believe that commercials are supposed to look and sound like commercials. In fact, that's why commercials look and sound like...well, so much like...commercials. For YEARS I've been working on ways to improve scripts. I implemented The Best Friend Test, reading the script asking myself if I'd ever say those exact same words to my best friend. But even that still seemed unnatural. In real life, local direct clients *don't use scripts* when they talk to their customers on the showroom floor, in the store, over the phone or in their office. Because...they don't have to. They know what to say to make their cash registers ring. They give potential buyers talking points, reasons to buy. And they do it in real human speech, NO SCRIPTS.

We've spent years teaching our on-air talent to sound natural and conversational. But then we get to the commercial block and it's like somebody suddenly slipped LSD in your coffee. For several minutes in a row, it's CRAZYVILLE, with scripted garbage written in language that real people don't speak. And, it sounds fake. As I've said before, scripts are hard to write because they're FAKE. We don't really talk the way we write. So when clients voice their own spots, why do we insist on taking them back to a 4<sup>th</sup> grade "read out loud" level when they advertise? Their sing-song delivery makes them sound like prisoners of war reading forced confessions. The script invites clichés and usually never includes the actual talking points that the client uses on a daily basis.

When you explain this script problem to the client they usually get it. I have witnessed several that have asked me, "Why hasn't anyone ever told me about this before?" The client is the expert in his or her field. They know things that our audiences don't know. Our job is to help them, in the clearest language possible, teach consumers the reasons why it's in their best interest to buy from our clients. I call this process "To Sell the Truth." Are you for the truth or against the truth? It sounds so much warmer. We are used to judging people by the sound of their natural voices and we can actually get a sense of their moral imperative. We associate a real human voice with the client's business. We get a sense that behind the client's office walls there are real people with real hearts and souls with real information we might use to make our lives safer or more luxurious.

Try this concept for yourself. Clients love it. Listeners and viewers don't mind "To Sell the Truth" because it looks and sounds more like content than advertising. And, these commercials really stand out in the spot break.

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