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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 future of broadcasting is bright, if the enthusiasm of student broadcasters represented at the recent KAB career fair, and sports seminar are any indication. Thanks to all who attended, and all who volunteered to assist in any way, as a presenter or facilitator. Record turnout at these events show us the interest in our industry.

Now it's incumbent upon us broadcasters to fan the flames that have been sparked. We are all well served to remember our own eagerness to learn, and experience new horizons as a student, or young employee. If you can host an intern, serve as a mentor, or give these young people a part time job, or encouragement, you may be fostering the next generation of broadcasters that will join us. It may be a generation that we won't completely understand, but again we may learn from each other better practices, gather new ideas, and together work to keep the broadcast industry competitive and vital well into the future.

KAB Convention Returning to Lawrence



The 2015 convention will be held October 18-20 at the Oread Hotel in Lawrence – the site of our record setting attendance in 2011. The hotel sits high on the hill with splendid views of the KU campus. Although the schedule is still being worked on, we have secured a few guests. Deborah Potter, former CBS, CNN and PBS correspondent, will be presenting several news topics, Paul Weyland will be the featured sales trainer, and Erica Farber of the Radio Advertising Bureau has a wonderful presentation on why radio (and broadcasting in general) is so relevant.

Watch for an announcement later this summer when we open up the registration. But please mark it on your calendars and those of your colleagues at the station to attend.

We are very pleased to have the following sponsors so far:

Kansas Electric Cooperatives
Heartland Video Systems

Test Equity
Kansas Farm Bureau

Kansas City Royals
Koch Industries

KAB Station Awards for Excellence

The website is now open for you to submit your best work the past 12 months in the KAB Awards competition. The deadline is 11:59pm on July 1. Last year we had over 700 entries in both radio and television, and handed out 95 first place awards in the various categories and market sizes. There will also be awards for 2nd place and Honorable Mention. And there will be one station from each market size selected as “Station of the Year.”

You can find all the eligibility requirements, categories, and link for the contest website at <http://kab.net/KABAwards/BroadcastAwards/>

Please note: the contest website has a different URL than in the past few years. I strongly encourage you select a contestant manager for your station(s), and that he/she get on the site soon to make sure you don't have any problems or questions.

Congressional Bill to Allow Drone Use

Commercial drones would get their wings under a new bill introduced by Sens. Cory Booker (D-N.J.) and John Hoeven (R-N.D.). The Commercial UAS Modernization Act would set interim guidelines for the testing and use of commercial drones while the Federal Aviation Administration finalizes its rules. In addition, the bill would give the FAA more oversight authority by creating a deputy administrator exclusively responsible for the safe integration of drones in U.S. airspace.

Drones are taking off around the world, but the Senators fear the U.S. may be left behind unless something isn't done. The FAA has taken some steps to address the use of drone by loosening some of its procedures for applying for permits. But it could take several years before the agency finalizes rules governing commercial drone use. The bill has strong support from the National Association of Broadcasters, which view drones as a big asset in news gathering. At last month's NAB convention in Las Vegas, drones were a hot topic.

“When there are disasters—floods, damage after tornadoes, or snow events—drones can provide a perspective you might not be able to see any other way,” Barbara Maushard, vice president of news for Hearst Television Inc., said during an NAB session on emergency journalism. “We could rescue people with the help of drones, just as we've used our helicopters to help first responders. Drones would be a valuable tool for news.”

Royals Host KAB/MBA Sports Seminar



Sports directors, play by play announcers, station managers and students gathered at Kauffman Stadium for the annual seminar hosted by the Royals. It was the second year the Missouri broadcasters joined us and it made for a record crowd of nearly 190 attendees and presenters.

There were nine separate round tables in which to learn about everything from how to sell local sports to working with radio affiliates of KU, KSU, the Chiefs and of course the Royals. The Hod Humiston Award for Sportscasting was handed out to Jenn Bates of KWCH TV – the first woman to receive the honor. She joins 36 previous recipients who have been honored since 1979. Later in the day after hearing from both GM Dayton Moore and manager Ned Yost, the group walked across the rainy parking lot for a tour of Arrowhead Stadium.

A huge KAB thanks goes out to Keith Kowalski, Affiliate Sales and Regional Marketing Manager of the Royals for his work in making the event the best in the country!

Friend of Kansas Broadcasting Passes Away



He was a fixture at our annual KAB conventions, and in 2010 we honored Ralph Meador with our “Friend of Kansas Broadcasting” award. Ralph died earlier this week in a Kansas City hospital following complications from surgery. He was 95. He had been a radio station broker for 45 years, and loved by so many in our business.

Ralph’s first job in radio broadcasting was at Radio Station WING-AM, Dayton, Ohio in 1942. He spent eighteen months overseas during World War Two serving with the Armed Forces Radio, American Forces Network installing Radio Stations in Paris, France and Frankfurt and Bremen, Germany. Upon returning to the States, he was employed at Radio Station KSWM and later with KFSB, Joplin, Missouri until 1954. He moved to Spokane, Washington working as Chief Engineer of KREM AM/FM& TV until September of that year when he moved back to the Midwest to Quincy, Illinois.

In 1955, he applied for and founded Radio Station KLEX, Lexington, Missouri. KLEX-FM was added later for a KLEX AM and FM operation. The FM station is now located in Kansas City with studios in Kansas City, Missouri. Ralph has supervised the installation of over 10 radio stations in his broadcast career. In 1970, he founded the Brokerage firm of R.E. Meador & Associates, Inc. Since then, he has been active fulltime as a media broker in appraisals, acquisitions and as a media consultant. He has brokered the sales of hundreds of Radio Stations and has appraised several hundred stations in the Mid-west during his career.

Ralph was recognized for forty years of services as a Media Broker by the National Association of Media Brokers at the National Association of Broadcasters Convention in April, 2010 in Las Vegas, Nevada.

Cary Lanhum Obituary



Cary Lanhum, Chief Engineer at WIBW TV died suddenly earlier this month. Cary had been with the station for 7 years. Cary served in the Navy during the Vietnam War. He was involved in engineering and broadcasting in places as diverse as Reno, Alaska and Orlando along with his leadership in Topeka.

Cary was born September 13, 1949 in Carmel, CA. He enjoyed electronics, computers, playing chess and played in Topeka pool leagues. He is survived by a daughter, Sandra Bussell of Overland Park, KS, a son, Aaron Lanhum of Juneau, AK, a brother, Gavin Lanhum of Topeka, KS and 8 grandchildren.

RV Having Fun Yet?



I recently met with an RV dealer in Southern Minnesota. He had been considering using small-market radio stations to sell his RVs. He had used radio before in larger markets and was skeptical about his results. After our conversation, he wasn't just thinking about radio anymore, as I gave him an idea that convinced him that broadcast advertising was the best thing he could utilize to create new customers.

Before I tell you what we discussed, first some background. He told us that his average sale is \$60,000 dollars. Again, that's his AVERAGE sale. His gross margin on new RVs is 15 percent. It's even higher on used. Think about that...15 percent of \$60,000 is \$9,000. So think about how many \$9,000s would have to walk through his door to pay for your measly \$5,000 WEEKLY budget?

During our casual conversation he gave me information that he uses as "talking points" when he is persuading customers to pull the trigger and buy from him. I'll list some of them. But important for you to know is that NONE of these points ever appeared in any of his broadcast advertising. Why? Because he, like most of us, believes that commercials are supposed to "sound" like commercials. There has to be a "sales event" or he doesn't advertise. He and his rep used clichés to build a script, even though he never reads scripts to customers on the showroom floor. Production uses big voices and sound effects to hammer out the spot. Because he mentions specific deals he needs long disclaimers. 10 lbs. of crap in a five-pound bag.

Here's what he told me (without a script) as I began asking him questions about purchasing an RV.

- You may not be in a position to own a vacation house...but you could easily afford one of these instead, and now your back yard could be anywhere in the country you'd like it to be.
- Perfect for people who really want to see this beautiful country but don't feel comfortable flying.
- Gas is getting cheaper, engines more efficient, and you never have to spend money on expensive hotels or airfare.
- First-time buyers may be afraid to drive one of these things...so he will ride with you as many times as you'd like before you buy...and show you precisely how to turn without hitting curbs, how to back up, etc.
- Most people don't realize how open and friendly the nationwide RV community is and how they fall all over each other to help you with any questions or problems you might be having as a newbie.
- RVers love to caravan...so you're never alone unless you want to be.
- He is part of a nation-wide network of RV maintenance facilities to help you if you ever break down.
- Back to Community, RV people make a whole new circle of friends and they agree to meet again and again over the years in spectacular locations all over the country.
- You can rent before you buy to make absolutely certain you want to own your own RV before you commit.
- You will probably end up owning your own anyway, because you get tired of packing and unpacking.
- This generation of RV is tough! They don't break down and the motors are powerful. They have to be to make it up mountain roads.
- Interiors are fabulous. Sides fold out to make rooms twice as big. Showers are normal size. On-board flat-screen TVs, big refrigerators, normal sized stoves.

- He will store your RV at his facility. If you call him on Wednesday yours will be out and ready to go by Friday, gassed up and clean both inside and out.
- You can finance these things for up to 20 years!!! Making payments reasonable for working people.
- If you finance, you can write off interest just as you could with a second home.
- Many customers come in after selling their homes, deciding that after years of work they'd rather hit the road and see this country instead of living in one place for the rest of their lives.

Sounds cool, makes me actually think I'd like to try it sometime. Again the point...why weren't these attractive features ever mentioned in any of his broadcast advertising? Print as well. In his newspaper ads and on TV all we saw were overhead shots of big white boxes. Inside though, they're really, really cool.

The dealer himself is a walking testimonial. He really loves the life and it shows when he talks about it. We record a conversation without scripts. He sounds passionate, articulate and he's the expert. We can make commercials in his words. Audiences will sense that he is the expert and that he is honest. What's wrong with that?

The dealer knows a lot about RVs and RVers. But he doesn't know jack about how to market them or how to budget for advertising. It's your job to help him.

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