



# 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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**If sales is the engine that drives our business, take advantage of this summer season to tune up your sales teams' performance! As we shuffle through summer fairs and festivals, tackle those maintenance projects, and fill in around vacation requests, we often find clients are also juggling different schedules as well. As a result, our account representatives may encounter some down time that can be productive in its own right.**

**The KAB offers, as a member service, complimentary use of both the P1 and LBS online sales tools. These resources are applicable to all size markets, and can serve as a valuable ongoing tool for sales meetings. Even if you're not using these on a regular basis, this summer season may provide an opportunity to fill in, or supplement your other training. If nothing else, they may prove a helpful motivator for your staff.**

**If you haven't been online lately, take a minute to refresh your complimentary log in, and pass the process along to your staff. Rather than surfing the web for the best beaches, or the next vacation destination, let's take advantage of this summer season to give ourselves and our staff the tools to increase performance, and increase our stations market share.**

## 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.**

**We can assure you the list of presenters will be outstanding and cover sales, news, programming, engineering and management. So far we have Paul Weyland (who does the monthly column below) presenting sales, Deborah Potter for news, Erica Farber of RAB will do a couple of sessions for managers, and David Layer - Senior Director, Advanced Engineering in NAB's Technology Department to talk to engineers.**

**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  
Market Interactive/AgView.net  
AAA Allied Group  
UseCode (formerly Riatt)

Test Equity  
Kansas Farm Bureau  
K-State Sports Network  
Broadcast Electronics  
Wink Audio Visual

Kansas City Royals  
Koch Industries  
The Storm Report  
Kansas Radio Networks

## **Call for Nominations – KAB Individual Awards**

The KAB is seeking nominations for our individual awards given out each year at the convention. These include the Distinguished Service Award, Hall of Fame, Mike Oatman Award for sales mentorship and management, and the Sonny Slater Award for service to the station and community. August 1 is the deadline for nominations.

All of the details, including criteria for selection, past recipients and the process for submitting names is on our website at <http://kab.net/KABAwards/KABIndividualAwards/>

## **FCC Changes Field Office Closing Strategy**

Following many concerns expressed by broadcasters, public safety and members of Congress, the FCC announced it will close 9 regional offices rather than the 16 of 24 as previously announced in the spring. Kansas City's field office will close, but KC will get a "rotation" of FCC field staff visiting once a month for several days.

The following offices will close: Buffalo, Detroit, Houston, Norfolk, Philadelphia, San Diego, Seattle, and Tampa. Offices to remain open will be in: Hawaii, Anchorage, Alaska (contract staff), Portland, NYC, Columbia (MD), Chicago, Atlanta, Miami, Los Angeles, San Francisco, Denver, Boston, and New Orleans.

FCC Chairman Tom Wheeler stated, “Input from industry and public safety stakeholders has further informed the modifications, and I appreciate the important role played by the National Association of Broadcasters in getting to a constructive result. The revised plan will ensure better rapid response capabilities for the west, provide a mechanism for escalating interference complaints, improve enforcement of the FCC's rules against pirate radio operators, and prevent the commission from transferring field office jobs to the FCC's Washington, D.C. headquarters.”

## **Don't Fall for the Recording Industry's Ploy**

MusicFirst – the big record labels' lobbying group – sent emails to small radio stations across the country asking them to support paying a performance tax for the first time as proposed by the recently introduced “Fair Play Fair Pay Act of 2015” (H.R. 1733). This solicitation is little more than a press stunt and attempt by the big record labels to divide and conquer local radio stations. Like previous performance tax legislation, the Fair Play Fair Pay Act and its backers attempt to diffuse political opposition to a performance tax by offering an “exemption” to small radio stations (defined as earning less than \$1 million in revenues annually) that would cap their fees under the new performance tax regime at \$500 per year.

Just as previous failed iterations of this legislation also included such transparent political carve-outs, all local radio broadcasters – small and large – should remain steadfast in their opposition. Make no mistake, any imposition of new performance taxes threatens the continued viability of free, local radio stations. The record labels and the performance royalty supporters argue that as a moral matter,

broadcasters should pay for the music they play over the air, despite the tremendous promotional value that accrues to the record labels and artists from the free exposure to 244 million weekly radio listeners across the country.

The bill also treats similarly-situated broadcasters in a patently unfair manner: a radio station earning \$999,999 per year in revenues would owe simply the statutory cap, while a similar and potentially competing station earning just \$1 more would be subject to a far more burdensome performance tax regime. Those stations with annual revenues over \$1 million will have to pay a royalty rate set by the Copyright Royalty Board, a group that has consistently set rates so high that Congress has had to intervene to fix them.

Local radio broadcasters should stand united in their opposition to the imposition of any new performance tax and continue to support the free play for free promotion model that Congress has explicitly embraced and that has created a U.S. music and free radio system that is the envy of the world. We all should continue to support the Local Radio Freedom Act opposing any new performance tax on free, over-the-air radio, which already has over 200 bipartisan cosponsors in the House and Senate – including ALL of our Kansas Congressional delegation.

## Quarterly Reports Due July 10

By July 10, all radio and television broadcast stations, both commercial and noncommercial, must prepare a list of important issues facing their communities of license, and the programs aired during April, May and June dealing with those issues. Radio stations must place these documents in their local public inspection files, while TV stations must post these documents to the FCC's online public file database. In addition, all commercial full power and Class A TV stations must prepare and file the Children's Programming Report on FCC Form 398 for the second quarter of 2015, and post online documentation demonstrating compliance with the limits on commercial matter aired during children's programming.

## KWCH Earns National Murrow Award

The Wichita TV station was named a National Edward R. Murrow Award for its live coverage of the plane crash at the FlightSafety building. The "Breaking News Coverage" award is given to the station that provides the most outstanding coverage of a single unscheduled news event. During the crash of an airplane into the FlightSafety building last October, the station was the first on the air and remained live on-air through the event – sharing valuable information on-air and constantly updating the public online and through social media. KWCH was the only news organization to remain at the scene for 72 hours straight. This is the third national Murrow awarded to KWCH.

## Dinwiddie to Retire



Cheryl Dinwiddie, Senior Radio Account Executive with Ad Astra per Aspera Broadcasting, Inc. (KNZS-KSKU-KWHK-KXKU) has announced her plans to retire effective June 30. Cheryl started her radio career at KHUT-FM in 1979. She was the first woman to sell advertising for Fred Conger, previous owner of KWBW-KHUT. In 1980 she went to work at KSKU FM 102.1, owned by Sampson Communications. During her tenure at KSKU she earned her Certified Radio Marketing Consultant accreditation. In 1986 KSKU sold, moved to Wichita, and became KZSN, Cheryl continued working for KZSN until 1988.

In 1988 Cheryl became the first woman Sales Manager of KHUT, 102.9. In 1997 Cheryl returned to KSKU FM 106.1 and has been with the stations of Ad Astra per Aspera Broadcasting for the past 18

years. Cheryl's 36 year career in radio broadcast sales is the longest tenure of any woman in Hutchinson radio history.

## Regional Banks and Credit Unions



*"It's not the money...it's the principal. And interest".*  
-Anon.

So a business owner goes to a bank. He tells the banker that he needs to borrow \$50,000 for new equipment. The banker says, "I remember you from back in the late '80s and you were slow paying us back during that recession. Why would we loan you money again?" The customer said, "Hey, I paid you back every cent. I could have bailed on you but I didn't." The banker says, "Okay, we'll see. You look like a gambling sort of guy. One of my eyes is made of glass. If you can guess which one I'll give you the loan." The customer immediately points to the banker's left eye and says, "That one." Surprised, the banker asks how he chose so quickly. The customer says, "I thought I detected a glimmer of warmth in it."

Banks have image and communication problems that we can quickly help them fix. A bank manager in the Midwest recently told me she stopped advertising on radio because she had run out of ideas for commercials. All of her recent efforts had revolved around jokes but she hadn't heard any good jokes lately so she quit advertising. I'm not kidding. She was terrible about communicating the great things she does for people every single day.

I personally do not think that lying awake at night worrying about financial problems is very funny to begin with. But that's just me. Just imagine the number of people in your audience that can't sleep because they're worried about finances. Worried that they can't afford to put their daughter through college. Worried that their 12-year old car won't start tomorrow morning. Worried that they can't pay their mortgage payment. Worried that they don't have enough cash to make payroll. Worried that they won't be able to retire when they want.

Remember the movie "Meet the Parents?" Remember Robert De Niro's "Circle of trust?" I believe we have two circles of trust. One would be our friends and relatives and the other would be those professional people who have been in our lives...all of our lives. I've had the same doctor for 40 years. Same dentist for 15 years. Same insurance agent for 35 years. I've had the same attorney for 15 years. Same HVAC company for 20 years. A banker has now joined my circle. I'd recommend him to anyone.

People like to do business with people they like. My regional banker friend helped me finance the construction of our dream vacation home. The process was seamless and he helped me get exactly what I wanted. He helped me qualify for one of the lowest interest rates in the history of this country with payments we can afford. I couldn't be happier. I really appreciate my banker and his fine team for their expertise and their willingness to work with us.

I discuss advertising and marketing with regional banks and credit unions across this country. Like other industries, most are brilliant about discovering ways to help individuals and businesses solve financial problems. And like other industries, most of these financial institutions are clueless about how to go about effectively marketing their skills and good work. Why the huge disconnect between financial institutions and the people who need them the most? Because they are oblivious to something I know and they don't know. I know the best way to create customers for them, and they always need new customers.

The Midwestern bank manager was eager to learn new ways to attract customers. I asked her if it was true that she was an expert in finding ways to solve people's biggest financial problems. She lit up. She began filling my ears with real examples of how she helps people solve money problems every single day. She was animated as story after story came out, describing real-world problems and how she and her staff come up with creative ways to help consumers get what they want. She was, frankly, fascinating. I loved listening to her. I never thought I'd say that about a banker. But she was very knowledgeable and very passionate about what she does for a living.

Every story was a commercial in itself. In each case I could take the words that she said...her words...with her passion...and edit them into 30-second ads. No scripts necessary. Scripts are hard to write because they're fake. But there was nothing fake about this woman's real stories. She was so enthusiastic that I knew in my heart that she's the real deal and I wouldn't mind having her as an ally, admitting her into my circle of trust.

She talked about ease of use at her bank. She said they do free financial analyses for customers before they go shopping for a new car or a new home so that they know what they qualify for before they go shopping.

She talked about home equity loans. She talked about how easy it is to finance things that make lives safer, more luxurious, more fun.

She also pointed out that because they're a local bank she can really get to know her customers. And she had quite a bit to say about the differences between her bank and the big banks that created the 2008 financial crisis.

Then she told me that has dozens upon dozens of customers who wouldn't think twice about recommending her to others. Imagine all of the commercials we could do. Imagine how the consumers you represent would appreciate all of the good information an enthusiastic banker or a bank's customers could disseminate on your station. People don't like being "sold" but they don't mind being informed. Real speech is natural and gives us a window into the heart and soul of a business. Scripts put up a wall that does not provide consumers with a transparent glimpse into the moral obligation that guides the great things that clients do every day to help consumers.

Banks need to show that they are real human beings when they advertise. We can help them by teaching them how to provide our listeners/viewers with information that they need to know in easily digestible, conversational unscripted "glimmer of warmth" vignettes.

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**If you have anything you would like to place in the newsletter send it to [kent@kab.net](mailto:kent@kab.net)**