



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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It was indeed an honor to host a visit from FCC Commissioner Ajit Pai earlier this month (see article below). Thanks to his staff, and our own Kent Cornish for help in coordinating the stop. It's the first time I recall being excited with the prospect of the FCC calling! Thanks as well to the area broadcasters who attended the stops in Marysville, and Lawrence. It's the continued commitment of folks like these who help to keep our issues and concerns in front of regulatory agencies, legislators, and other decision makers that affect all of our businesses. As a result of his background growing up in Kansas, and his continued interest in furthering the efforts of radio and television broadcasters, Commissioner Pai serves as a steady, unwavering voice of support for all that we do. Thanks as well for all that you do, as an active KAB member.

KAB Convention Registration Now Open



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. You can now see the full schedule and get the registration form from our website at <http://kab.net/Events/ConventionInformation/>

Whether you are a general manager, engineer, marketing specialist, PD/on air personality, or in news, there will be an excellent speaker for you. That group of experts includes Paul Weyland (who does the monthly column below) presenting sales, Deborah Potter for news, Erica Farber of RAB, Larry Rosin of Edison Research and Tony Hereau of Nielsen will do a “futures” session for managers. David Layer - Senior Director, Advanced Engineering in NAB's Technology Department along with Ed O'Donnell and someone from the FCC will interact with engineers. And Michael Sharkey has an excellent program for PD's and air personalities on effectively using social media.

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

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

K-State Sports Network
Broadcast Electronics
Wink Audio Visual

The Storm Report
Kansas Radio Networks
Jayhawk IMG Sports Marketing

FCC Commissioner Tours Kansas



FCC Commissioner Ajit Pai spent three days touring parts of Kansas, Missouri and Nebraska including stops at KAB member stations KNDY Marysville, KLWN Lawrence and KMBC Kansas City. No he wasn't there as a surprise inspection. Just the opposite. The Commissioner wanted to hear from broadcasters about their challenges and what the FCC could do streamline the bureaucracy.

Although as a republican he is in the minority on the 5 member commission, Commissioner Pai has been very vocal about his support of AM revitalization, objections to the FCC office closings and questioning the chairman's push to stop JSA's in the television world.

Thanks goes out to Bruce Dierking for hosting Pai and his legal assistant Nick Degani at the station and for some brats! He was joined by Rich Wartell, Corey Reed, Joe Jindra and Kyle Bauer. The next day it was Tim Robisch who hosted in Lawrence and was attended by Brad Howard, Jean Turnbough, Johnny Faith, Steve Kincaid, Jim Ogle, and Mark Trotman. And on Thursday he met with a large group of Kansas/Missouri broadcasters at KMBC TV.

AT&T Adds FM Chips to Androids

AT&T is the latest phone carrier to include FM chip activation, agreeing to a deal with NEXTRADIO for their 2016 ANDROID smartphone device specifications. In response to the announcement, NAB President Gordon Smith said, "Today marks a new beginning in mobile technology with the agreement by a global iconic brand, AT&T, to light up the FM receiver chips in all of its future ANDROID smartphones. With this decision, AT&T's customers become the biggest beneficiaries, giving them access to local radio news, entertainment, weather, and failsafe emergency alert connectivity."

EMMIS CEO JEFF SMULYAN, who has spearheaded the proliferation of the NEXTRADIO app, told ALL ACCESS, "I am on cloud nine right now. This was all part of a plan developed years ago and it's all coming to fruition. The plan was to make a deal with a smaller carrier and SPRINT helped us prove the concept. The most important thing that broadcasters can do is to run the radio spots and promote the NEXTRADIO app and have people to ask their manufacturers for the FM chip to be turned on."



Out of 500,000 music apps in the Google Play Store, NextRadio is #7 and climbing. NextRadio is the smartphone app that allows listeners to see and hear local FM radio. This radio industry initiative and effort is supported by the National Association of Broadcasters, as well the radio industry's major owners and operators.

Average Session Length increased by 14.3% - from 19.9 minutes to 22.7 minutes, among the stations analyzed. For more details, go to <http://tagstation.com/>

A First (we believe) for Kansas Broadcasting



On July 6th the Buffalo Broadcasting System of Garden City High School received a radio license from the FCC to begin broadcasting on 101.7 FM. KBFZ-LP will debut August 3rd at 9:00 a.m. The station will feature hits from the 80's as well as news, sports, and other information about the school district. There will be a ceremony to celebrate the launch of the new station starting at 8:30 a.m. at the BBS Studios (CL 120 at the high school) for anybody who would like to attend.

According to Jesse Bernal, Director of the Buffalo Broadcasting System, the dream of having a radio station at Garden City High School started in 2001 when Jason Mitchell researched the possibility of starting a Low Power FM station. The FCC put a freeze on any new licenses in 2002, but Mitchell forged ahead and started the radio program in 2003. The FCC finally opened the window for new applications in October of 2013. The school received word the application had been granted in January of 2014. Since then, they have been purchasing studio equipment, an antenna mounted and cable strung throughout the building. Congratulations to Jesse and all of the people involved in Garden City who persevered.

Are you Advertising Your Radio Station?

Larry Rosin will be one of our presenters at the KAB convention October 19. I came across this from his blog which is interesting:

I spoke at Conclave last week about what we at Edison have learned from our "Share of Ear"™ studies. After my presentation, which shows the many changes happening in the audio space but at the same time the resiliency of legacy AM/FM broadcast radio, I received this question:

"You show a lot of positives for radio – don't you think radio simply needs to tell its story better?"

What follows is my best paraphrased recollection of my response:

"Joel, I have a response that's probably controversial. I get frustrated with this argument that the only issue with radio is that it 'doesn't tell its story.' The issue for radio is not that it doesn't have a clever catchphrase, and it's not that its CEOs don't represent radio well.

"To me, the way radio needs to tell its story is by buying into its own B.S. and that means advertising the stations. I believe the reason advertisers nail radio with comments like 'no one is listening to the radio anymore' is in large part because they don't see radio stations anymore. They don't see stations on billboards and they don't see stations on TV and they don't get things in the mail and they don't hardly ever see radio station personalities at events around town.

"If radio went back to marketing the stations and the personalities, the whole 'perception' issue would quickly take care of itself. Whatever the peak year was for radio station advertising – what might it have

been – 1995? -- does anyone want to dispute my assertion that at most radio now spends 10% on advertising that it spent in that year?

“Radio sales people would walk right into a client with the same problem and say – ‘you know how to fix your issues – you need to advertise.’ But radio has fallen for the falsehood that ‘radio stations advertise themselves.’ That’s of course true on some small level, but a radio station can only make so much noise by itself. And all the while radio laments its failure to ‘tell its story.’ Advertising the stations and the personalities would solve the problem organically.”

Nulton Retires – Goering Named Successor



After nearly 30 years at the Eagle Communications stations in Great Bend, Rick Nulton has retired as general manager effective July 31. Prior to his years with Eagle, he worked for TV and radio stations in Garden City, as well as radio stations in Leoti and Hoisington. Rick has been active in the KAB and received the Mike Oatman Sales Award in 2011.



Randy Goering, the stations sales manager, takes over the GM role August 1. Goering began his broadcast career during his senior year of high school working after classes as an on-air personality at KNEX (now KNGL/KBBE) in McPherson. For the first 10 years of his career, he worked at radio stations in Hutchinson, Hays, Liberal and Junction City before landing in Great Bend in 1984 and working at KVGB AM/FM. In 1990, he joined the Eagle Team at KHOK and was involved in Eagle’s acquisition of KVGB AM/FM. Goering has served as the Sales Manager for the Great Bend market over the last 20 years. In his free time he has spent the last 17 years as the “Voice of the Panthers” and was rewarded with induction into the Great Bend High School Hall of Fame in February 2015.

McCausland New iHeart GM in Wichita



Following a several month hiatus, Jeff McCausland returns to broadcasting being named general manager of iHeart Radio in Wichita. He is actually coming full circle in the Wichita market. He spent the past 7 years as GM at KSAS/KMTW TV, and prior to that served as its GSM. In the 90’s, he worked for B-98 FM (now owned by iHeart) 8 years in sales and as sales manager.

McCausland served as KAB Chairman and was on the board for 5 years.

Paul will return next month



(Please note that Paul will be our featured sales presenter at this year’s convention)

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