



TRANSMITTER

Vol. 54 No. 8

August 31, 2015

If you don't serve your industry well, it won't serve you well.

Chairman's Message:



Bruce Dierking
Dierking Communications, Inc
kndy@bluevalley.net

Here's hoping everyone has a chance to join us in Lawrence for the annual Kansas Association of Broadcasters meeting in October. It's a great opportunity to meet fellow colleagues, share a memory or brush up on the industry, and of course further the efforts of our organization going forward. Kent, as always has a full lineup of guest speakers, and programs sure to be of interest. There are more details in the next article.

Congratulations to all of the award winners, and we hope that you too will join us in celebration, but also take in some of the conference as well. Thanks for all that you do on behalf of the KAB!

Register NOW For the KAB Convention

Our "Early Bird" discount ends on October 1, so now is a great time to get registered for the 2015 convention which is October 18-20 at the Oread Hotel in Lawrence. We have put together the most diverse sessions yet. They include leadership, use of social media, how salespeople can better manage themselves and their clients, stronger story writing, why everyone should be podcasting, and even the commercialization of unmanned aircraft systems. 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 and podcasting.

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)
Broadcast General Store

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
Jayhawk IMG Sports Marketing

Congratulations to Stations of the Year

The Stations of the Year as well as all of the first place recipients in the “Awards for Excellence” competition will be recognized during the convention dinner on Monday, October 19. A complete list of winners is available at <http://kab.net/KABAwards/BroadcastAwards/>

The KAB Stations of the Year are based on their performance in all competition categories. This year’s recipients are:

Small Market Radio –KDNS FM Glen Elder; Medium Market Radio –KSAL AM, Salina; Large Market Radio – KMUW FM, Wichita; Medium Market TV – WIBW TV, Topeka; Large Market TV – KWCH TV, Wichita; Major Market TV – KCTV TV, Kansas City.

T-Mobile to Add FM Chips to Phones

Less than three weeks after AT&T agreed to activate FM chips in its Android-based devices, T-Mobile has become the latest carrier to pledge its support for FM receivers on smartphones. Responding to a NextRadio-led Twitter campaign, T-Mobile president & CEO John Legere says he will ask the telco’s handset partners to activate the chip. NextRadio will be working over the next few months with their smartphone partners to begin the work of activating FM Radio and NextRadio on as many devices as possible. The activation timing is expected for all new Android smartphones releasing in 2016, with a chance of some phones being ready by year-end. (Side note: Paul Brenner, the man behind Next Radio will be the Tuesday luncheon speaker at this year’s convention.)

Ownership Report Deadline December 2

The FCC released an Order setting December 2 as the date for the filing of FCC Form 323 Ownership Reports by commercial broadcast stations. All commercial broadcasters must submit this report. While the report is technically supposed to be filed by November 1 every other year, that date has routinely been extended as the FCC form is far more complicated to complete for many licensees than are the normal ownership reports that are filed after station purchases and sales.

These reports require information as to each owner of a broadcast company as of October 1, 2015. A unique identifier for each individual named in a report is also required as the FCC is looking to make all ownership information searchable by individual, so that interested persons can determine the interlocking broadcast interests of owners of broadcast stations.

2016 Political Ad Spending Could Hit \$11.4 Billion

Media consulting and research company Borrell Associates predicts that for the first time, radio will grab more than \$1 billion in political spend through the entire election cycle, (which includes the rest of 2015 and all of next year). For calendar year 2016 alone, radio’s slice of the political ad pie is set to total \$827 million, up from \$809 million for 2012, the last presidential year.

“The good news is that’s up and it’s a big chunk of change,” says Borrell Associates CEO Gordon Borrell. But Borrell cautions that radio’s share of the full figure is set to dip—not a huge surprise, given the evolution of digital. In 2012, radio earned 8.6% of the total political spend. In 2016, the number is predicted to be 7.3%.

But spending is moving from all other media to digital. In the 2012 election, Borrell’s report says, digital political spending was just \$159 million, or only 1.7% of the total. In 2016, it will be \$1 billion, and 9.5% of the total media campaign spending. Altogether, says Borrell, “It’s going to be an incredible year. There are a total of 30,000 contests next November, going down to the local level.”

His firm predicts a whopping \$11.4 billion will be spent on all election spending in 2016, for races ranging from president to dogcatcher. Many analysts think spending for the presidential race will top \$5 billion, nearly double what was spent only four years ago. (Reprinted from Inside Radio)

Country and News Talk Most Popular Formats

Based on fall 2014 data for age 12+ listeners, Nielsen says country is the #1 format with an average 15.9 share. (Nielsen keeps classic country separate, and it was good for a 1.3, all by itself.) The stations Nielsen lumps together as “news/talk” are second at 11.1, followed by Pop CHR at 8.6 and AC at 7.2. The #5 spot is a “classic” tie – between classic hits and classic rock, both at a 5.4. The #7 format might surprise you – contemporary Christian (CCM), at a 4.2. That’s better than hot AC and urban AC, tied at a 3.9. Rhythmic CHR and urban are tied at 3.7 shares, and all-sports is at 2.9. What Nielsen categorizes as “Active rock” is a 2.6 share, and Mexican regional is a 2.1. Again using Nielsen format definitions, “AOR + Mainstream rock” is an average 2.1 share. Viewed by broad demos, country is the most popular format for Millennials and Gen X, while news/talk is tops for boomers. (reprinted from “Tom Taylor Now”)

Brokke New GM at WIBW TV



Roger Brokke has been named V.P. General Manager/General Sales Manager for WIBW-TV. Brokke has been General Sales Manager at the station since 2004, and served as Interim General Manager the past month. He has over 30 years of sales experience in broadcasting and print media. Before moving to WIBW TV, Brokke was the Advertising Director for the Topeka Capital-Journal and cjonline from 1999-2004. He is a native of Minnesota.

Talking Points Consumers Need to Hear From Your Clients



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

Rather than useful information that consumers need to know, most broadcast commercials are filled with meaningless clichés that no one wants to hear. Today’s consumers don’t like being “sold” but they don’t mind being informed. Here are some talking points that listeners/viewers might like to learn from some of your clients.

Kitchen Remodelers- (Gross margin of profit for remodeler 25-30 %. Average sale on kitchen remodel \$25,000-\$30,000)

What’s most popular, most used room in the house? The kitchen. The kitchen is the “heart and soul” of most homes. Too bad it’s not *your* heart...*your* soul. You would have never picked those cabinets

and countertops. Those aren't the appliances you would have chosen. Call us and let's make it your kitchen...your heart...your soul.

Furniture stores- (Gross margin of profit 42-44 %, average sale \$850-\$1,200)

When you come home and look at the furniture in your house...does that represent the taste and style you've evolved to today...or does it represent the person you used to be 15 years ago? Maybe one new piece of furniture could be the cheapest remodel you could do for a room.

Transmission shop- (Gross margin of profit after labor 45-50 %. Average sale \$1,500)

You go to the doctor for a physical but you ignore one of the most critical parts of your vehicle, your transmission...until it's too late. New transmissions can cost \$3,500. So don't wait until it needs replacement. Fluid needs changing. The transmission needs cleaning. If your vehicle is slipping out of gear and the engine runs at high RPMs without any power you need to come in now. If the transmission is leaking you need to come in now.

Sewing Center- (Gross margin of profit 45-50 %, average sale, \$80-\$100.)

Making your own clothes is so satisfying, especially with the wide range of designer patterns now available. Instead of trying to conform to the sizes provided by department stores, you can sew to fit your own body. New machines are absolutely amazing. For younger people, you can't be a fashion designer if you don't sew. You can't be a costume designer for film or theater if you don't sew.

Hot Tub/Spa- (Gross margin of profit 30-40 %, average sale \$4,000-\$5,000.)

Spas provide pharmaceutical free pain relief. Spas relieve muscle and arthritic pain. They relieve stress and help you get a better night's sleep. Spas bring relationships back together again. In many states a doctor's prescription for a spa means you pay no sales tax.

Health and Fitness Facility for Middle-aged People- (Gross margin of profit 60-70 % after cost of labor. Average sale \$1,200-\$1,500 per year.)

Join a gym and remain independent longer. Regular exercise boosts strength, flexibility, balance, motor skills and self-confidence, meaning you will be much more likely to live at home longer and avoid having to move to an expensive assisted living center.

Heating and Air-(Gross margin of profit 50 %, average sale \$3,500 between repairs and new installation)

If your system is more than 12 years old it's probably living on borrowed time. You don't wait until your car dies before you get a new one, why do you wait until your heating or cooling system fails before you get a new one? Avoid surprise emergencies by planning ahead to get a newer, more efficient one. The only good news when your system goes out is the new one is likely to be twice as efficient, cutting your electric bill in half. New systems have variable fan speeds which means they last longer. New systems allow you to program your temperature remotely, from your cell phone. Newer systems have bigger filters that trap more dust, dust mites and their fecal matter, molds, mildews, animal dander, dead skin cells and even large bacteria.

When your clients realize that your plan for their success is better than theirs, they'll turn over the keys and let you drive. Do their marketing and advertising thinking for them and win their confidence.

Paul Weyland specializes in helping broadcast groups and stations sell more long-term local direct business. Contact Paul at paulweyland.com or call him at 512 236 1222 and find out more about consultation, books and CDs, webinars and market visits.

Originally printed in *Radio Ink*. (Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at paul@paulweyland.com or at www.paulweyland.com or by phone at (512) 236 1222. Read Paul's book *Successful Local Broadcast Sales*, available on line or at bookstores)

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