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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 power of “working together.” Recent industry announcements that a long lived effort by the RMLC to reach terms with SESAC on the issue of determining performance rights fees promise to benefit broadcasters with an equitable formula as has been the practice with ASCAP and BMI. For the radio sector, promising reports indicate progress on the effort to activate FM chips in cell phones, which would certainly benefit our communities in times of emergency. Finally, for our television members, work continues on your behalf as Kent Cornish, and fellow broadcasters made a trip to the FCC this month to convince commissioners to reject cable and satellite claims, and keep the network and syndicated exclusivity rules in place.

These and countless other issues have been addressed by your broadcast association, and would not have met success without considerable effort by the leadership and you the members. Hoping to see everyone in Lawrence in October for the annual KAB convention, as we continue “working together” for the broadcast industry!

Register NOW For the KAB Convention

Our “Early Bird” discount ends on October 1, so you have less than a week to get registered for the 2015 convention which is October 18-20 at the Oread Hotel in Lawrence. It all begins with the Individual awards presentations/reception on Sunday night at 6. Below is list of those recipients.

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. And, for the first time in a great while, we will have the Deputy Chief of the FCC’s Enforcement Bureau there to answer your questions. 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 Bill Davenport of 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
Keysight Technologies
VIAVI

Test Equity
Kansas Farm Bureau
Professional Video Supply
Broadcast Electronics
Clark Wire and Cable
K-State Sports Network
Tektronix
Fluke

Kansas City Royals
Koch Industries
The Storm Report
Kansas Radio Networks
Jayhawk IMG Sports Marketing
Southwest Audio Visual
Flir
Rohde and Schwartz

2015 Individual Award Recipients

The following great broadcasters have been selected for the 2105 KAB individual awards. They will be presented these at the convention on Sunday night, October 18 at 6pm.

DISTINGUISHED SERVICE AWARD (also to be inducted into the Hall of Fame)

Monte Miller, Manhattan

Monte graduated from Kansas State University in 1962 with a Bachelor of Arts degree in journalism and entered active duty with the U. S. Army as a second lieutenant. Upon completion of his military service in 1967, Monte and family returned to Belleville where he went to work for his father and their newspaper business. In 1971 they moved to California to continue work in newspapers, and returned to Kansas in the spring of 1974 and purchased several weekly newspapers in and around Baldwin.

In 1981 the Miller’s filed application with the FCC requesting a new full power television frequency on UHF 38, be authorized for Lawrence and put the station on the air February 1, 1988. In 2000, the Millers sold their television station and newspapers and moved to Manhattan, KS. Monte returned to the broadcast industry in 2008 and along with Doris and their son Christopher purchased fourteen Kansas radio stations from NRG Media. Following more acquisitions, Rocking M Radio operates 20 radio stations in Kansas – more than any other company. Monte served on the board of the KAB and was Chairman in 2013.

KAB HALL OF FAME

Herb Hoeflicker, Edwards, MO

Herb retired in 2006 from nearly 50 years in Kansas and Nebraska broadcasting. His early days in radio began in Kansas City and took him to Omaha. In 1968, Herb and his wife Ruby purchased

KNDY AM in Marysville. Six years later KNDY FM hit the airwaves. By the mid 80's their daughter Deb was involved in the business and together they started a new radio station Belleville – KREP FM.

In 1988 Herb and Ruby moved to Superior, Nebraska owning KRFS AM-FM. Kansas called them back and they moved to Glen Elder and started another pair of radio stations, KDNS FM and KZDY FM which they operated until 2006. Herb was a mentor to several current radio station operators in Kansas and Nebraska. He still has a hand in the radio business – as we know the passion seldom leaves a broadcaster! He does a weekly country oldies program for KREP and KNDY and on occasion is asked to do some production.

MIKE OATMAN SALES AWARD

Cheryl Dinwiddie, Hutchinson

Cheryl spent nearly 36 years in broadcast sales before retiring earlier this year as Senior Radio Account Executive with Ad Astra per Aspera Broadcasting, Inc. She started her radio career at KHUT-FM in 1979 and 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, but Cheryl continued working for KZSN. In 1988 Cheryl became first woman Sales Manager of KHUT, 102.9. In 1997 she returned to KSKU FM 106.1 and Ad Astra per Aspera Broadcasting, Inc.

SONNY SLATER AWARD FOR SERVICE TO COMMUNITY AND STATION

Brian Cunningham, Arkansas City

A high school teacher introduced Brian to KKOY radio in Chanute and was Brian's first job on Saturday mornings. KIKS radio in Iola, Ks. was his next venture, then to KKOW radio in Pittsburg. The following eight years included combining video to audio when he became a director at KOAM TV in Pittsburg, Ks. At this time, Brian's wife, Rebecca, accepted a School Psychologist position in the Winfield school district and they relocated to that area. So in 1998 Brian joined the staff of KSOK as a part-time copy writer, but soon was fulltime with Traffic, Billing, and Technical Services. Since then, he has gone on to serve in many areas at KSOK, and is presently Operations Manager/Chief Engineer for Cowley County Broadcasting.

Lowest Unit Charge Dates for 2016 Election

It's almost here! Well it seems like it even though it's a year away. Nevertheless, you are beginning budgeting for next year and I wanted to make sure you considered the LUC dates in your planning. For the primary election, which is August 2, the 45 day window opens on June 18. For the general election, which is November 8, the 60 day window open on September 9.

We will plan for a January political broadcasting webinar with David Oxenford, but in the meantime you can always go to our website and review the Political Broadcasting Guide for specific questions and answers at <http://kab.net/LegalandRegulatory/>

FCC Delays Vote on Exclusivity

As mentioned in Bruce's column, Joan Barret of KWCH TV and Roger Brokke of WIBW TV joined Kent and a number of other television managers for a series of personal meetings with FCC Commissioners in Washington. FCC Chairman Tom Wheeler had proposed a vote in September to eliminate TV stations from having exclusive markets for their network affiliation and syndicated programming. Cable and satellite would like to do away with them so they can bring a different

station into a market for a presumably less cost. So instead of getting local news, weather and sports, viewers would see that information from a station a long distance away.

Following those meetings, the Chairman removed the vote from the agenda. While not out of the woods yet, it certainly indicated the power of providing timely and factual information to regulators can make a difference.

Eugene Williams Honored



Former KAB Chairman Eugene Williams, general manager of KTWU TV has been named a Junior Achievement of Kansas 2016 Topeka Business Hall of Fame Laureate. He will be honored at a tribute dinner in March. Williams has an extensive background in broadcast and film including work with CBS, CNN, CONUS, NBC, The National Science Foundation, numerous local stations, film companies, state associations and independent production companies. Williams has served in leadership roles for a number of industry-related organizations and associations, including the KAB, the Kansas Public Broadcasting Council and the Kansas Public Broadcasting Council's Digital Television Committee.

He has one three EMMY awards and been nominated eight times.

Junior Achievement of Kansas, a statewide nonprofit organization that teaches young people financial literacy, entrepreneurship and workforce development skills, annually honors businessmen and women to inspire young people to follow in the laureates' footsteps.

32 is the Magic Number



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

Rock music fans are aware of the "27 Club," that horrible category of talented musicians who died at age 27. That list includes Jimi Hendrix, Brian Jones, Jim Morrison, Janis Joplin, Kurt Cobain, Amy Winehouse and others. Fortunately the "32 Club" is not morbid and its members are at the top of the local broadcast sales game.

Top billers in local broadcast sales have more in common than you think. One of the most important differences between them and their lesser billing fellow salespeople is the number 32. That number represents the number of average accounts they keep on the air each month.

Now I'm not talking about little squirrely accounts with acorn-sized budgets. I'm talking about accounts that spend the average monthly billing for an account on your station. So let's say you add up all of your monthly billing and then divide by the number of accounts that make up that billing. Then you come up with an average order amount. Let's say that average number is \$2,500. If that were the case in your market at your station, then 32 times \$2500 would be \$80,000 in billing for that "32 Club" salesperson.

When I talk to sales managers around the country most agree that in fact, the salesperson at the top of their game is in fact, averaging about 32 accounts on the air in a particular month. I am somewhat of an expert in this matter, as I was the top biller at our station and looking back at old data, hmmm...guess what? It turns out I averaged 32 average accounts on the air in any given month.

Why 32? Because that figure is about the number of accounts we can manage and service at one time before mistakes start being made. Mistakes like forgetting to write up an order, or worse perhaps, forgetting to cancel an order. I personally knew a salesperson who consistently had 45 average sized accounts on the air each month. Was she busy? Hell yes. She also ultimately flamed out and left the industry.

How do you get into the “32 Club?” You work hard, but you also work smarter. Long-term (annual contracts) is the best way to get there. So by the time you enter the new month, 75-80 percent of your monthly goal is already booked.

I was asked, “Why do you have so much long-term business?” I would answer it was because I was lazy. It’s too hard to try to be a top-biller when you’re starting every month from scratch.

When you’re just starting out, reaching for 10 to 15 accounts on the air per month is a good goal. More seasoned reps should be shooting for 20-25. The leap to 32 is hard, but not as difficult as you might think. At 25 average accounts on the air you’re already used to a higher level of multi-tasking.

If you are a musician and you are 27 you must be terrified. But if you’re in broadcast sales and you’re in the “32 Club,” at least you’re probably not too worried about money.

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