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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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Celebrating all that is great about Kansas radio and television broadcasting, the KAB annual convention in Lawrence was an unparalleled success. Congratulations again to all the honorees and award winners. You represent the excellence that is Kansas broadcasting. Hoping that you took new ideas or knowledge, and a renewed enthusiasm back to your stations and your community. What a lineup of speakers we had this year! Thanks as well to Kent and Judy, and everyone who helped with introductions and awards as well as our presenters and speakers. A job well done! See you in Wichita October 9-11, 2016.

KAB Convention



As Bruce mentioned, the evaluations and word of mouth indicated the over 350 attendees enjoyed themselves at the 2015 annual convention of the KAB, and came away with creative new ideas for themselves and stations. The KAB Foundation picked up \$2960 from the silent and live auction on Monday night. The single live auction item was 2 tickets to the Garth Brooks concert in Wichita along with a hotel stay. Thanks to Gary Shorman for making the highest bid of \$350.

Go ahead and get next year's convention on the calendar. It is October 9-11 in Wichita at the DoubleTree by Hilton Airport.

We have posted the power point presentations along with a link to the convention photos on our web site at <http://kab.net/Events/ConventionInformation/>

Just as importantly, the convention is not a success without the tremendous support we receive from our sponsors, listed below. If you have the opportunity, PLEASE drop them a note and thank them for being a part of the convention.

Kansas Electric Cooperatives
Heartland Video Systems
Market Interactive/AgView.net
AAA Allied Group
USECODE (formerly Riatt)
Broadcast General Store
Keysight Technologies
VIAVI
360 Systems

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

2016 KAB Annual Dues

If you have taken advantage of any number of the KAB member services, then you know the tremendous value you receive from your annual dues. Whether it's the lobbying at the state and federal level, the FREE legal hotlines or FREE sales training, the KAB works hard to assure your membership is money well spent!

This month you will be receiving your 2016 dues application which will list the fee schedule according to your revenue. These rates have not changed in several years – and won't again this year. Our request is that you complete the form as soon as possible and return it to the KAB office as soon as possible. You can send a check, call in a credit card number or ask for an invoice. Whichever is easiest for you.

In the meantime should you have any questions or concerns about your membership in the KAB, please contact Kent.

KAB Files With FCC on Exclusivity

Earlier this month, the KAB joined with the other State Broadcasters Associations in filing an Ex Parte Letter vigorously opposing Chairman Wheeler's proposal to eliminate the FCC's TV Exclusivity Rules. We argued that, although broadcasters typically welcome Commission review of outdated rules, the Exclusivity Rules, while certainly well-established, are far from outdated. Any proposal to eliminate rules so integral to the health of broadcast localism cannot simply be viewed in the abstract, but instead must acknowledge the real-world consequences and harms that would ensue.

The State Associations are therefore disappointed to see the FCC, via Wheeler's Blog Post, merely repeat the same empty rationale for eliminating the Exclusivity Rules as the FCC's Further Notice of Proposed Rulemaking ("FNPRM") offered—that the rules are outdated. There is an important distinction, however, between "outdated" and what the Exclusivity Rules actually are—tried and true. "Outdated" suggests that the Exclusivity Rules have ceased to have their original utility, but there is no evidence in the record to support that conclusion. They serve the same purpose today as when they were adopted, that purpose is no less vital, and mere repetition of the word "outdated" cannot change that fundamental fact.

The State Associations also focused on a different unsupported assertion made in the Blog Post—that the issues the FCC seeks to create by eliminating the Exclusivity Rules can be addressed solely through contracts and court litigation. Indeed, the existence of the Compulsory License makes preservation of the Exclusivity Rules even more critical. Setting aside that it is not in the public interest to burden already overburdened courts with more litigation, stations and MVPDs with more costs, and the public with having to ultimately pay those costs (whether in lost local service or through higher prices on advertised products and MVPD subscriptions), contracts cannot accomplish the miraculous results the FNPRM and Blog Post attribute to them. The Exclusivity Rules remain necessary precisely because no private contractual regime can even begin to address the issues created by Congress via the Compulsory License. We will and see how the FCC votes on this in the coming month or two.

Merriam Retires: Kautsch New Hotline Attorney



Following four decades as local hotline attorney for the KAB, Mike Merriam has retired. During his legal career, Mike has represented both broadcasters and newspapers in numerous successful court challenges to open records, open meeting and other first amendment issues.

Last year Mike was honored by the Kansas Sunshine Coalition for his promotion of open government with their “Above and Beyond” award. He proposed and formed the Kansas Bar Association’s Media Bar Committee in 1988 and teamed up with KU law professor and colleague Mike Kautsch for years presenting the “Mike and Mike Show” on open government issues. From Mike:

“The gratitude and praise the members are sending me on my retirement! You overwhelm me. One usually hears such words only in a eulogy. But I’m not dead yet, so I stole some space to thank you. If only I had been cut out to be a reporter! But then I wouldn’t have me as a friend. If you felt I was just your lawyer, I failed, for I love your calling and I hate to leave it. You will be in reliable care, though. Thank you.”



We are pleased to announce that Max Kautsch, a practicing attorney from Lawrence, will be the KAB’s new local hotline attorney. Max is a graduate of Washburn Law School and dedicated to helping stations assert and protect First Amendment rights. He has been at the forefront of helping draft language for the Probable Cause Affidavit law that was passed in 2014. Since then he has been successful in several cases defending the law. As with our FCC Hotline Attorney David Oxenford, he will be available for brief counsel and ideas to assist newsrooms. We ask that you email or call the KAB office with questions prior to contacting either of them. Kautsch blogs regularly about First Amendment and open-government issues at kautschlaw.com He can be reached at maxk@kautschlaw.com

Ken Vandruff Obituary



Former KFDI news reporter Ken Vandruff passed away earlier this month after an almost nine-year battle with cancer. He worked for KFDI News in Wichita from 1979 to 1995, and served as assignment editor. After leaving KFDI he worked for a public relations firm, as an assignment editor for KAKE-TV, the Wichita Business Journal and the Wichita Convention and Visitors Bureau.

Ken covered several major stories such as the arraignment of Terry Nichols after the Oklahoma City bombing, the abortion protests of 1991 and numerous murder trials. He received several honors over the years for journalism and was proud of his time as the president of the News Broadcasters of Kansas. He was an avid pilot and sports car enthusiast.

Things You Can Do Right Now to Become Top Biller



Start changing the way you think. You’re no longer just another media salesperson selling cheap spot packages, you are preparing to enter into a new career of doing your local direct client’s creative thinking for them. This will set you far apart from your fellow media salespeople, the ones your client thinks of as “human spam.” Once your client understands beyond a shadow of a doubt that your plans for his success are better than hers, the client will hand you the keys and let you drive. The secret of your success will be to put yourself in the consumer’s shoes and think

about what your client does every day to make the consumer's life safer or more luxurious. These things almost never make it into the client's commercials. In fact, most commercials are only about the client, not about the consumer.

Train yourself to start asking for bigger orders. Your ideas are worth more money. The client deserves to know how much money it would take to own his product or service category on your station. Tell her. Or take what you'd normally ask for a month and start asking for that much a week. What's the worst thing that could happen? I've worked with media people all over the world and I know of only two who have ever been murdered for asking for too much money. So, your odds are pretty good!

Train yourself to ask for annual orders. That way you're protected against other media salespeople and little predatory advertising agencies. And every time you see the client it's a good experience because you don't have to ask for money every month. If the client says no to an annual proposal it's because they don't trust you yet, or they don't have faith that advertising with you will make their cash register ring. Find out what the client's objections are and address them until they do sign an annual agreement. Your client benefits from signing a long-term agreement with you. There may be rate considerations. But also the client is less likely to run into avails issues and the client can tell other media reps that he has already made his advertising plans for the year. I tell clients, "I'm here to help you set up a five-year marketing and advertising plan. We'll break that up into annual increments so you can measure progress." Most of the time the client will nod their head because they don't even have a five-month plan...heck, many don't even have a five-week plan.

Aim for an average of 32 average clients on the air in each given month. Please notice I said **AVERAGE**. I did not say little squirrely acorn-sized accounts that run five commercials a week. Focus on medium-sized and large accounts. Stick the number 32 up near your computer, in your car, on your mirror at home. Keep visualizing that goal. Keep a little post-it note inside your head with that number on it. Visualize it. Meditate it. Think it. Be it. Goal realization through visualization is real. It works, it works, it works. You will obviously need long-term accounts to reach that goal each month. So back to #3, always ask for annual business. It's the only way to get rich selling local direct business.

Never give up. Use better headlines if you are having problems getting appointments with decision makers. Here is what they **DO NOT** want to hear from you. "Hi, I'm your new rep and I just wanted to stop by and see if our station and your business would be a good fit." Or, "I just wanted to come by and see if you could teach me a little bit about your business." Or, "I just wanted to drop by and leave you some information about our station." Or, "We're the number one station in your demo with a 5.2 rating." Here are some examples of what they'd like to hear. "I have found a hole in your competitor's marketing and advertising strategy that B-52 bombers could fly through. I'd like to show you how you could take advantage of their mistakes." Or, "I have a way that maybe you haven't thought about to attract customers without having to sacrifice your gross margin of profit." Or, "I've discovered a technique you can use so that when people thing about your industry they will only think about your company."

Prospect product/service categories that are not over-represented on radio, television or cable. With the demise of the Yellow Pages there are many categories up for grabs, including medical specialists, home repair and even major employers in your area that should be running employment campaigns on your station.

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