



TRANSMITTER

Vol. 54 No. 11

November 30, 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

As Thanksgiving gives way to Christmas, I wish all a blessed holiday season. It's in this season that we're thankful for those that contribute in so many ways to the success of the KAB. Kent and Judy, our board members, and of course, the membership of the organization.

Efforts continue to reestablish financial support through the PEP program from the Army National Guard program, which has represented a large percentage of the KAB income annually. As you may be aware, the agreement was suspended this past year as that organization undergoes changes. We remain optimistic that will be completed soon, and we return to business as usual. In the meantime, Kent and the board have worked diligently to maximize cash flow, and reserves remain intact as a backup.

Two critical factors come to mind. First that you return the pledge form and support the PEP program, which allows funding for the many services offered through KAB for a very reasonable dues amount. Second, if possible stations are asked to remit dues payments as soon as possible. You received the notice earlier this month. Ideally any proceeds received prior to January 15 help cash flow considerably. Thanks for your continued support!

PEP Pledge for 2016

Each year we ask stations to pledge a bank of airtime that we use for partnering with nonprofits and government agencies so they can market a statewide educational message. The money received from the partners each year makes up nearly 70% of the entire KAB budget. That is money used to provide free sales training, webinars, legal hotlines and much more. So it's extremely important that stations pledge the time and follow through with airing the spots.

General Managers will shortly be receiving an email with the 2016 pledge form to be completed and returned in December. We very much appreciate the nearly 150 stations that participate each year and help make the KAB a strong organization working on YOUR behalf.

Get National Recognition for Your Station

NAB and the NAB Education Foundation (NABEF) offer two opportunities for local radio and television broadcasters to receive national recognition for their local public service commitment.

The NAB Crystal Radio Awards are open to NAB members and are presented annually at the NAB Show in Las Vegas. Ten exceptional radio broadcasters are honored for their year-round efforts to serve the needs of their local communities. The 2016 awards will be presented at the Radio Luncheon on Tuesday, April 19.

NABEF honors five outstanding radio and television broadcasters at the annual Celebration of Service to America Awards dinner in Washington, D.C. The 2015 gala event will be held Tuesday, June 21. All radio and television stations and broadcast ownership groups are eligible to apply for Service to America Awards.

Honorees for both programs are selected through competitive Calls for Entries. Details, including deadlines, entry rules and award criteria for both programs are available at <http://www.nab.org/documents/landingpages/crystalsta2016.asp>

Washington, We Have a Problem...

A new NAB-sponsored study says the necessary TV band reshuffling following next year's spectrum auction will take between 8 and 11 years and cost \$2 billion to \$3 billion. That's much greater than what the government has allocated. Its plan calls for all the stations to be moved in 39 months after the auction and it has set aside just \$1.7 billion to reimburse broadcasters for their moving costs.

Those estimates are the study's worst case, presuming that the FCC, in clearing 84 MHz of TV spectrum, buys up to 249 stations and has to repack — that is move to new channels — as many as 1,200 stations. The best case is if the FCC buys some 450 stations in clearing 120 MHz and has to repack only 800 stations. In that scenario, it would take eight years to move the channels at a cost of \$2 billion. According to the study, demand from hundreds of stations at the same time will quickly overwhelm the resources, resulting in long backlogs. "The two most significant bottlenecks in the process will be the small number of qualified crews for implementing tower modifications and installing antennas and transmission lines, and an anticipated shortage of antennas," the study says. Only two companies make antennas for the U.S. market, Dielectric and ERI, the study notes.

Wartell Retires - Reeves New Manhattan Radio GM



Richard Wartell who served as President/GM for Manhattan Broadcasting for 25 years retired earlier this month, and the company named Corey Reeves as GM. Wartell joined the company in 1990 leading the operations of KMAN and K-ROCK. Under his leadership Manhattan Broadcasting has expanded on three separate occasions, first acquiring B104.7 in 1996, then signing on the new Z96.3 frequency in 2001. Most recently, KMAN has added FM coverage signing on both 93.3 and 93.7 FM.

Wartell started his broadcast career after graduating from Kansas State University in 1970 as a Regional Manager for the National Association of Broadcasters in Washington, D.C. At the time, Wartell was the youngest Regional Manager in NAB history. In 1977 he moved to Los Angeles to join Mutual Broadcasting as West Coast Manager. Wartell came back to Kansas in 1980 when he purchased KSOK in Arkansas City and put KWKS on the air in Winfield. He was inducted into the KAB Hall of Fame in 2005 and is a recipient of the KAB Distinguished Service Award, the highest honor it presents each year.



Reeves joined Manhattan Broadcasting as a part-time air talent in 1998, assuming the role of KMKF Program Director in 2000. He was previously the host of the K-Rock Morning Show and is still currently heard as a co-host of the syndicated "Powercat Gameday" pregame show for K-State Football. Reeves previously served as the Director of Operations for the stations, overseeing the programming for all six signals. He will be just the fourth General Manager in the 66 year history of Manhattan Broadcasting.

Reeves is originally from Winfield and is a graduate of Kansas State University. His family currently resides in Wamego where he is the incoming President of the Wamego Area Chamber of Commerce as well as a member of the Board of Directors for the Columbian Theater and the OZ Museum.

Jayhawk "Voice" to End 32 Year Run



Bob Davis, for over three decades the play-by-play voice of Kansas Jayhawk football and men's basketball, has announced that he will retire following the 2015-16 basketball season. Davis began with the Jayhawk Radio Network in fall 1984 and has broadcast eight of the Jayhawks' 14 NCAA Final Four appearances, including KU's 1988 and 2008 national championships, and half of KU's 12 football bowl games, including the Jayhawks' victory in the 2008 Orange Bowl. Davis did play-by-play for six NCAA Women's Final Fours on the NCAA/CBS Radio Network, and for 16 years did play-by-play on the Kansas City Royals radio and television networks.

He is a member of the KAB Hall of Fame and a recipient of the Hod Humiston Award for Sports Broadcasting. On a personal note, Bob has been an excellent supporter of the KAB and has participated in numerous sports seminars and other events. Congratulations on being able to stay home once in a while!

Cornish Receives Honor



Kent Cornish, president/executive director of the KAB, is one of two the winners of the 2015 Huck Boyd Leader of the Year award in Community Radio and Television. The Huck Boyd Institute honors its Leaders of the Year annually in several categories from among those featured on its weekly Kansas Profile radio program and column during the previous 12 months. Doug Anstaett, executive director of the Kansas Press Association also received the honor.

Cornish has been president and executive director of the Kansas Association of Broadcasters since 2008, after serving as general manager of stations in Topeka and Wichita as well as an association executive. He graduated in journalism at the University of Kansas.

"Kent understands the daily challenges of running radio and television stations and KAB's role in serving them, which makes him a very effective ambassador and spokesperson for the Kansas broadcasting industry," said Steve Smethers, associate director of the A.Q. Miller School of Journalism and Mass Communications at K-State. "In all my dealings with KAB, I don't know that I have met a more effective administrator than Kent Cornish."

The Huck Boyd Foundation of Phillipsburg, Kansas supports two projects at K-State: the Huck Boyd National Institute for Rural Development in partnership with K-State Research and Extension and the Huck Boyd National Center for Community Media in the A. Q. Miller School of Journalism and Mass Communications.

Talking Points: Clients to Customers



Rather than the useful information 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 and viewers might like to hear from some of your clients.

KITCHEN REMODELERS

Gross margin of profit for remodeler: 25-30 percent

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 never have 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 percent

Average sale: \$850-\$1,200

When you come home and look at the furniture in your house, does it 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 percent

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 percent

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 percent

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 MIDDLEAGED PEOPLE

Gross margin of profit: 60-70 percent after 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 percent

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 that 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.

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.

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