



TRANSMITTER

Vol. 55 No. 1

January 29, 2016

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



Chairman's Message:

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We've got your back! Happy New Year and welcome to 2016!

As a lifelong broadcaster, it is my honor to serve as your new KAB Board Chair. For me, it started in Ulysses, KS, as a high school sophomore in 1972. My first job?

Mowing the 5 acre "lawn" of the local radio station, then *moving up* to run weekend Kansas City Royals games on KULY-AM. Later career moves included stops in both programming news and sales in both radio and television in Goodland, Clay Center & Wichita. The last 26 years have been 'settling in' here in Hutchinson with Eagle Communications.

Needless to say, I appreciate the family of broadcasters, in large markets and small...in both radio and television...and what you do in and for your respective communities. If you attended the Hall of Fame Ceremony at the convention back in October, you heard a lot about how broadcasting is a family business. You also heard about the importance of family members in our careers, and how we, as radio and television broadcasters, comprise the family of broadcasters.

A special thank you to the leader of our family over the last year: Bruce Dierking of Marysville. His very steady leadership in a "Black Swan" year is greatly appreciated! Bruce, you stayed cool and calm on the surface, during a year which saw an external adjustment to KAB finances. Bruce, you were rock steady! Thank you! Also a big "THANK YOU" to all of the previous KAB Boards of Directors who put away cash for a rainy day. We tapped it last year. We may do so again this year. We expect to see improvement in late 2016 which will put us in a position to once again replenish the reserves for future boards starting in 2017.

As a member or a prospective member...your membership, your participation, your involvement, and your comments about the KAB are important to us. Please let me, or any other board member, know what you're thinking! You are important to us!

Now, let me touch on the KAB's role in your life. In the outstanding 2009 movie "The Blind Side", based on a book by renowned author Michael Lewis, Sandra Bullock's character explains the importance of blocking to Michael Oher. It took place during a football team practice session. (It's called the practice scene if you want to watch it on-line.)

Oher just wasn't getting it. Bullock's character is attending an early season practice session in high heels and dressed to the nines! The coach tries to get his point across to Michael in a very direct 'coach speak' way. Oher still struggles.

Then, Bullock's character steps down from the hot aluminum bleachers, walks out onto the practice field and speaks with Michael about his purpose: "Your job is to protect the quarterback. You protect him like he is a member of our family. You don't let anything bad happen to him. You have his blind side! If you let anything happen to the quarterback, you hurt the family. You protect his back."

To the family of radio and television broadcasters...remember this...in Topeka, in Washington and in helping you grow your business this year...we've got your back! And you don't have to thank us later. It's just what we at the KAB do for you! To the very best of our ability, we've got your back!

2016 Kansas Legislature Convenes

Legislators returned to Topeka earlier this month, with hopes of a shorter and less contentious session than last year. Needless to say, the state budget is the number one priority for them to figure out in this election year. There is no appetite for tax increases, so cuts will need to be made unless sales and income tax revenues climb above estimates.

For broadcasters that might mean good news. There was much discussion at the end of the session about eliminating some sales tax exemptions. In fact, an interim study this fall met and heard from a number of organizations – including the KAB - who currently have exemptions. As you know, broadcasters have an exemption for machinery and equipment that helps to produce a program or signal. And like other media, there is no sales tax on advertising or advertising services. But it appears in this election year, no one wants to pick winners and losers from the list of exemptions.

There are several open records bills that we will be pushing for in our continuing effort to make government as transparent as possible. These include law enforcement body camera video, government records and communication (emails, texts, voice mails) regardless of what device they are on, and to allow audio and video records to be copied under the Kansas Open Records Act (KORA).

FCC Sets Dates for 250 mile Translator Windows

We know the dates now for the two windows created just for AM stations in the United States to apply to modify or relocate FM translators. As specified in its AM Radio Order in October, the Federal Communications Commission now has directed its Media Bureau to open the two windows.

The first will start on Jan. 29, 2016, and close at 11:59 pm EDT on July 28. The second will open on July 29 and close at 5:59 pm EDT on Oct. 31. A quick reminder about the windows themselves: The first modification window is available to Class C and D AM licensees; the second is available for AM licensees of any class.

In a public notice two days before Christmas, the FCC reiterated that these windows are designed to provide AM licensees or permittees seeking to rebroadcast on an FM translator an opportunity to acquire and relocate one authorized non-reserved band FM translator station — in FM Channels 221 to 300 — by up to 250 miles. Applications for translators currently authorized to operate in the reserved band — which includes Channels 201 to 220 — will not be accepted.

The Media Bureau clarified that only one application may be filed by or on behalf of each AM station; an AM station may be listed as the primary station on only one application filed in one (but not both) of the modification windows.

Kansas to Be Part of EAS/IPAWS Test

FEMA has announced that Kansas and 21 other states will be included in the next test of the EAS/IPAWS system on February 24 at 1:20pm CST. Previously, there have been both individual and regional state tests. Although it is voluntary, we encourage all stations to participate and to make sure their EAS boxes are set up to forward the NPT (National Periodic Test) message and to send any activity they have to the ksstateeas@gmail.com email account.

According to FEMA, participation in the IPAWS test is completely voluntary and is conducted in a no-risk environment. They do not propose that the NPT replace any scheduled RMT or RWT messages. In doing so, they eliminate Enforcement Bureau action should a volunteer test participant experience a problem relaying the test message. By participating in this exercise broadcasters and cable operators can confirm how their systems will respond to an NPT ahead of the recently released testing rules. From experience we know that many television operations face significant challenges when it comes to audio insertion, program muting or ducking and scroll generation and placement on main and digital sub-channels. This is an opportunity for EAS Participants to observe exactly how their equipment performs prior to mandatory participation in the next national IPAWS/EAS test currently scheduled for early December 2016.

Fire Chiefs Believe in FM Chips

Add the International Association of Fire Chiefs (IAFC) to the list of groups urging the FCC to work with wireless carriers to activate FM chips in cellphones because of the importance of local radio during times of emergency. In a letter to the Commission, the group makes the case as part of its support for improving Wireless Emergency Alerts (WEAs) for public safety.

The radio industry is pushing for a plan that would add automatic URL links to WEA messages in order to directly access the over-the-air FM radio in the consumer's smartphone to get comprehensive, ongoing emergency information. The IAFC voiced its support for this approach, saying it would relieve the burden on cellular networks, and allow consumers to avoid exhausting their data plans and battery life during emergencies. "Driving consumers to their FM radios after an alert may help relieve congestion on the wireless broadband network during times of emergency, freeing up vital capacity for emergency responders and others," states IAFC president Rhoda Mae Kerr. "We encourage the FCC to further explore the feasibility of use of this method to provide information to the public during an emergency."

Bill Introduced to Address Critical Repacking Issues

Earlier this month, House Energy and Commerce Ranking Member Frank Pallone Jr. (NJ-06) unveiled a draft bill, the Viewer Protection Act, which aims to safeguard consumers' TV signals following the broadcast spectrum incentive auction when stations will be forced to move to new channels, or "repack."

Pallone's draft legislation, tackles urgent repacking issues that must be addressed to protect viewers. Specifically, the bill:

- Authorizes an additional \$1 billion in repacking funds (in addition to the current \$1.75 billion already approved by Congress) to cover any shortfall in reimbursements that could otherwise result in viewer disruption;
- Requires the Federal Communications Commission to grant its media bureau the authority to "modify" its 39-month repack deadline where necessary for a particular station; and
- Authorizes \$90 million to fund a viewer education effort modeled after the successful efforts during the digital television transition.

We will be sure to keep members informed of any updates regarding this draft legislation. Along with NAB, our advocacy will continue to focus on ensuring the auction is conducted as Congress intended and that stations will be able to innovate and thrive well into the future.

Station Receives \$540,000 Fine Over Sponsorship I.D.

The FCC reached a Consent Decree with Cumulus Radio for a violation at one of its New Hampshire stations where full sponsorship identification announcements were not made on issue ads promoting an electric company's construction project in New Hampshire. In the Consent Decree, Cumulus agreed to pay a \$540,000 penalty to the FCC for the violations of the rules – plus it agreed to institute a company-wide compliance program to make sure that similar violations did not occur in the future.

According to the Decree, the Cumulus station broadcast 178 announcements promoting the Northern Pass Project, a proposed hydro-electric project involving the construction of 180 miles of power lines in Canada and New Hampshire. The spots supported the approval of the Northern Pass project, but none included the language “paid for” or “sponsored by” Northern Pass Transmission LLC, the full name of the company that paid for the ads and was behind the project. Cumulus claimed that the station's employees believed that references in the ads to the Northern Pass project were sufficient to inform the public of who was behind the ads. The FCC says that is not enough – the full name of the sponsor, making clear that it was the sponsor of the ad, is required.

Davis New GM at KAKE TV



Neal Davis has been named the new General Manager of KAKE-TV in Wichita. The appointment became effective in early January. Davis brings over twenty-five years of experience as a broadcast television executive, most recently as General Manager at Lockwood's WBXX and WKNX in Knoxville.

Previously, Davis has been General Manager at WLFL and WRDC in Raleigh, NC and WMBD and WYZZ in Peoria/Bloomington, IL. He began his career and advanced through sales management positions at WYZZ. In October Gray Television announced that it would exchange KAKE-TV (ABC) for Lockwood's WBXX (CW) in Knoxville and \$11.2 million in cash.

What Not to do When Working With Local Direct Customers



Please don't try to get appointments with local direct decision makers by telling them you just want to meet them and find out more about their business. That's all they hear from media reps. Make your headline about them and their potential customers, not about you. The only thing they're interested in is how you can help them create customers without having to sacrifice their gross margins of profit. Don't call new local direct prospects just to offer them a cheap package. That's how clients get spoiled and become consumed with how cheap they can buy

1. Don't teach local direct customers about ratings, rating points, average quarter hours, GRPs, households and rankers. When you do that you make broadcast advertising look hard, tedious and complicated. That's when they turn to advertising agencies.
2. Don't tell them all about your station. I never do that because I've been burned when clients say, "Well, I'd never advertise with you because I don't like your station and neither do any of my friends." Be confident that you represent a massive number of consumers and that you are an expert on how to influence your audience's buying decisions.
3. Don't try to convince them that the stations or media they're buying now are inferior to yours. Doing that is insulting and condescending (that's when people talk down to you). And, you have no idea what their strength of relationship with that other medium or station might be.

4. Don't even call a local direct decision maker until you've thoroughly researched their category and have some fundamental knowledge of what they sell, how they sell it, what their gross margins and average sales are. If you don't know, go to the Internet and find out. Look for long-term ideas that you could present that would entice your listeners and viewers to want to shop them instead of their competitors.
5. Don't assume that they can't afford to spend any more than "X" dollars a month. We're bad at underestimating how much a client could spend. Besides, clients have a right to know how much it would cost to dominate their product or service category on your station.

Stop pitching a couple of weeks or a month at a time. When you do that every time they see you you're hitting them up for more money. Train yourself to pitch long-term. "I'm here to show you how to implement a five-year advertising strategy. We'll break that down into annual increments to measure progress."

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