



TRANSMITTER

Vol. 55 No. 3

March 31, 2016

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



Chairman's Message:

Mark Trotman
Eagle Radio, Hutchinson
mark.trotman@eagleradio.net

Here we are...sitting on the doorstep of the second quarter! Welcome to spring 2016! As the breeze blows from the south, the birds head north. As Kansas broadcasters, WE focus on spring storms, Royals baseball and two KAB sponsored seminars that are well worth your time:

- The early April KAB Student Seminar in Emporia
- The annual Sports Seminar at Kauffman Stadium in Kansas City this May (held in conjunction with our colleagues in Missouri)!

I hope you can attend both of these events. One is to encourage and connect with those interested in joining our industry, and the other is to improve your sports department! Find details in this month's newsletter.

This spring I'd like to ask you for a commitment...a commitment to systematically train your sales staff. And you know what? You can do it FREE with the help of your KAB membership. There are two free resources with your annual KAB membership that will help you set up a training program for regular sales improvement. They are P1 Learning <http://p1learning.com/> and LBS Training <http://localbroadcastsales.com/>. You choose what you teach. You choose when you teach it. You decide how often you do it! You (and your staff) reap the benefits of better training.

I'd like to ask you to commit to at least 1 (and preferably a minimum of 3) short (15 or 20 minute) sales training meetings a week. If you make the commitment, I know you will like where you are a year from now with a more confident, more competent, better trained sales staff fueling the growth of your organization!

As an auto client told me back in the mid 80's in Wichita...“If it's free — it's me!” Is it you?

Make it a great Q2, 2016!!!

And always remember, at the KAB — “We've got your back!”

KAB Board Meets With the Governor



Governor Brownback invited the board to the Governor's residence for lunch following the quarterly board meeting last week. Each year the board meets in Topeka during the legislature and each year the Governor has been kind enough to meet for a few minutes. But this year was special.

Left to right front row; Jean Turnbough, Gov. Brownback, Mark Sullivan and Beverlee Brannigan. Second row; Mike Cukyne, Larry Riggins, Tim Robisch, Kent Cornish. Back row; Roger Brokke (non board member), Bruce Dierking, Bill Wachter, Mark Trotman, Ron Thomas, Michael Quade

Political Broadcasting

In January, we held a webinar with David Oxenford regarding political advertising. We have his law firm's Political Broadcasting Guide available on our website <http://kab.net/LegalandRegulatory/> Also on that page you will find the windows for lowest unit charge during this election year.

You will find answers to questions about lowest unit charge and when it needs to be in effect, what constitutes a qualified candidate, equal opportunity, third party ads, and much much more. You can always contact the KAB office with questions, and those we can't answer, will be sent on to David for a brief response.

Quarterly Reports Due

By April 10, 2016, all radio and television broadcast stations, both commercial and noncommercial, must prepare a list of important issues facing their communities of license, and the programs aired during January, February and March dealing with those issues. Radio stations must place these documents in their local public inspection files, while TV stations must post these documents to the FCC's online public file database. (Within the next couple of years, radio public files will have to be posted online as well, but that is not yet the case.)

By this same date, all commercial full power and Class A TV stations must prepare and file the Children's Programming Report on FCC Form 398 for the first quarter of 2016, and post online documentation demonstrating compliance with the limits on commercial matter aired during children's programming.

Ron Ramage Moves to Atlanta

Following several decades with the FCC regional office in Kansas City, Ron Ramage has been promoted and transferred to Atlanta. He was named Regional Director for Region 2, which was formerly the South Central Region that covers the southeastern third of the U.S. We have not received any word who will be covering Kansas City or when it will close as part of the restructuring announced last year.

Ron has been an excellent representative of the FCC and I know you will agree was fair and tried hard to help stations where he could. As soon as we know more about the KC office we will let you know.

Student Seminar April 5

Next Tuesday, Kansas college and high school students will gather at Emporia State University for the annual seminar hosted by the KAB. In addition to hearing from various broadcast professionals during the day, awards will be presented for the student awards competition – which this year had nearly 500 entries. We also have a career fair for graduating college students or upper classmen looking for internships. There is still room for your station to sign up and attend but we would need to know ASAP.

Webster Selected for Hod Humiston Award



Steve Webster of KVGB in Great Bend is the 2016 recipient of the Hod Humiston Award for Sports Broadcasting as selected by a committee of previous recipients. The award is given annually to a Kansas broadcaster who has made significant contributions to the field of sports broadcasting.

Steve began his career in 1983 doing play by play for Pratt High School and Barton Community College. He moved to Hays in 1989 and was the voice of the Fort Hays State Tigers for 13 years. In 2002, Webster was named the Executive Producer for the Mid-America Sports Network and the play-by-play voice for the Kansas State women, a position he would hold until 2005. In 2005, he helped launch Sports Radio 1410 KGSO in Wichita and also served as the play-by-play voice of the Wichita Wranglers in 2006 before the team moved to Arkansas.

In 2009, Webster returned to Eagle Communications where he now serves as News Director and sports reporter for Eagle Radio and Hull Broadcasting in Great Bend. He has always been an active contributor in his community, serving as a little league baseball and softball coach, Cub Scout leader and remains active in the Lutheran Church. Steve will receive his award at the KAB Sports Seminar April 21.

KAB Sports Seminar



The annual seminar with the Missouri Broadcasters will be Thursday, April 21 at Royals Stadium. We plan to have many of the same round tables as in past years, Royals announcers, and the Royals have been kind enough to provide tickets to that night's game against Detroit.

Needless to say, there will be great demand to attend and we will have to cut it off at a certain point, so get your registration in early. We will again ask that only station personnel attend – no friends or advertisers please. Colleges, also please make sure only students truly interested in broadcasting register to attend. Here are the details <http://www.kab.net/events/>

Cornish Honored for NASBA Presidency



The NAB honored Kent Cornish for his past year's presidency of the National Alliance of State Broadcast Associations (NASBA) in Washington. The two organizations work very closely for member stations in government relations and other issues facing the industry.

Kent has served on the executive committee of NASBA since 2012 and his currently in his final year. He is shown here with NAB President Gordon Smith

Gene Floro Obituary



A long time fixture in the Topeka broadcasting and ad agency business, Gene Floro, died earlier this month at the age of 80. He went into commercial broadcasting after leaving the Navy and came to Topeka in 1964, working for WIBW-TV as a morning and late afternoon on-air host of *The Rush Hour* and *The Early News*. He worked for KSNT-TV a few years later as Creative Services manager. More recently, he had been in the advertising field, owning Creative Works, an advertising agency. He served on various boards over the years, including Friends of the Zoo, The Topeka Advertising Club, and Topeka Festival Singers.

Memorial services will be held at 11:00 a.m. Saturday, April 2, 2016, at Mount Hope Cemetery & Funeral Chapel in Topeka, with visitation one hour prior to the service.

The Media Agency's Struggle With Broadcasters



I got a call the other day from a beleaguered former broadcaster/now owner of a media agency in Toronto. This gentleman knew me from his broadcasting past. He said he was all verklempt about how he was being treated these days by broadcasters. "You talk to them, Paul. Could you please tell them that they should treat us with more respect? It's like suddenly they're more aggressive and hostile toward us. And we provide them with so much money. After all, we're their clients."

No kidding. I almost choked on my coffee as I listened to him blather on and on. But that's what he had to say to me...and that's what he wanted me to convey to you. So there. But he did say "with the respect that we deserve", now didn't he? And I didn't give him the answer that he was looking for. I asked him what he was doing to earn the respect of the broadcasters.

- Question to him-Have you ever told a local direct client that you could buy the station cheaper than the station salesperson could sell it? His answer-Well, um, yes on occasion.
- Question to him-Have you ever prospected local direct advertisers because you heard them or saw them on a broadcast station? His answer-Of course.
- Question to him-Have you then signed the business and demanded that the former direct client get his same already low contracted rate, but to gross it up for you? His answer-Well, I'm working on behalf of the client and I want as good a rate as I can get...plus I have to make a living.
- Question to him-Have you ever sandbagged flights of commercials on stations only to cancel them all right before they were supposed to run because you found a better deal on another station? His answer-Well, of course. Remember that I'm working for the client, not the station.
- Question for him-After acquiring a former local direct account, have you ever told the station rep not to contact that client again, even if you knew that the rep and the client see each other regularly at the same gym, the same golf course and the same church? His answer-I have my own plans for the client and I don't like to be second-guessed or have my plans sabotaged by a media rep. That's the only reason I ask the rep to go through me with regards to meeting with these clients. Because now they are MY clients.

- **Question for him-Do you ever force stations to give you promotions, free commercials, remotes and other "added value" elements in order to get buys from you? His answer-Yes, again my job is to extract the absolute best deal for the client.**
- **Question for him-When using ratings, have you ever deceptively asked stations to come in with a demographic that didn't demonstrate the station's best position, just to get a lower rate? His answer-Where is this going? Yes, I've done that before, but where is this going? I'm just asking you for a favor, that's all.**
- **Question for him-Back when you were a broadcast salesperson, did you enjoy working for predatory advertising agencies like yours? His answer-I resent the "predatory" term. I'm not like that. No, I didn't enjoy dealing with people like that, but I'm not that kind of agency.**
- **Question for him-Sounds like you are, at least from my perspective. They perceive you as a threat. Its agencies like yours that have driven broadcast rates downwards so that now they're actually back to 1980s rates. Maybe they don't think you deserve their respect. You're always beating broadcasters up. When I used to deal with people like you I always thought I needed a shower afterward. I resented some of them so much that if any kind of opportunity came along to give the client more exposure, you would be the last person I would tell. They'll respect you if you respect them. His answer-I know this business from both sides and I know I'm not that kind of agency.**
- **Question for him-Here's what you might do. Ask clients for much larger budgets. Get them to spend four times more than they're spending now. You'll make more money and you won't have to beat up the radio and TV stations. Instead you could make them partners. You could lighten up and earn their respect and still make lots of money. His answer-How do I get clients to spend that much more money?**
- **Question for him-Do you know how to calculate return on investment for your client? You know...how to use the client's average sale and gross margin of profit to convince the client that it's in his best interest and not gambling to outspend his competitor? His answer-How do you do that?**

That's when I taught him how to calculate ROI and then ask for big bucks and how to support his bigger budget by using the client's own numbers. I actually needed to go over the process with him three times until he actually got it. Bottom line-Teach these people how to go after bigger budgets in return for cutting you a little slack in the negotiation area.

Epilogue-He asked me if I could consult him in the future so I proposed a modest fee. He said, "No thanks, but I'll buy your books instead." What a hammer head.

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