



# TRANSMITTER

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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 past, present, and future meet in this month's message! No, not in a Dickens' way...but one exemplified by the every-day responsiveness of Kansas broadcasters!

### Present

As this is written, severe weather is back in the spring forecast. What a great responsibility it is to serve and inform our communities across the state during severe weather. We do it accurately. We do it professionally and with an attitude of service to our communities. Thank you for providing this MOST valuable service to our fellow residents, our listeners and viewers. You help save lives!

### Past

Like you, I was saddened to hear of the unexpected death of Prince last week. My sadness soon turned to pride in Kansas broadcasters. Shortly after his death made news, responsive broadcasters began to serve our audiences with information and by placing his songs into heavier rotation. You helped me reminisce back into the 80's and 90's:

- "What was I doing when Little Red Corvette was popular?"
- "Where did I live when Raspberry Beret was on the charts?"

And, we recall Purple Rain. The lyrics sound like they were written just yesterday?

Honey I know, I know, I know times are changing  
It's time we all reach out for something new  
That means you too  
You say you want a leader  
But you can't seem to make up your mind  
I think you better close it  
And let me guide you to the purple rain

### Future

Those lyrics bring us to this request: Please consider an investment in the future of a student...a student who wants to be a Kansas broadcaster. Help them stand in the 'purple rain' of a career that

has been so beneficial to each of us by making a charitable donation to the KAB Foundation. Here's how: <http://www.kab.net/KABFoundation/>

What's in it for you?

- Enhanced work force for the future
- Tax advantages to the full extent
- EEO Credit for Stations

Thank you for your charitable consideration! Make it a GREAT month, &...always remember, at the KAB — “We’ve got your back!”

## KAB Convention



Please make sure you get this on your calendar; the annual convention is a bit earlier than normal October 9-11 at the Wichita DoubleTree by Hilton Airport. We are just now working on the schedule and hope to have a tentative one posted by early summer. But the format will remain the same, with the awards reception on Sunday night and

the meetings all day Monday and a half day on Tuesday.

We are very pleased to have the following convention sponsors so far:

Kansas Electric Cooperatives  
Heartland Video Systems

Broadcast Electronics  
The Storm Report

Kansas City Royals  
K-State Sports Network

## Next Step in EAS

In their Notice of Proposed Rulemaking (NPRM) the FCC is taking the next step towards strengthening the nation's public alert and warning systems, the Emergency Alert System (EAS) and Wireless Emergency Alerts (WEA), as community driven public safety tools capable of ensuring that the public is able to receive and properly respond to alerts issued by alerting authorities, including the President of the United States of America (the President), in emergency situations.

The proposals fall into four categories: 1) improving alerting organization at the state and local levels; 2) building effective community - based public safety exercises; 3) ensuring that alerting mechanisms are able to leverage advancements in technology, including IP - based technologies; and 4) securing the EAS against accidental misuse and malicious intrusion.

The KAB will be working with our State Emergency Communications Coordinator and the Division of Emergency Management to add to responses from NAB and our national association group (NASBA). These will include such things as

- How long it takes to put together a state EAS plan
- Does the state use live codes for tests (tornado drill)
- Is the state reaching out to the non-English speaking communities in EAS testing

Responses are due by mid-May.

## Sports Broadcasters Assemble



The Kansas City Royals hosted the Annual KAB Sports Seminar for the 15<sup>th</sup> consecutive year. Like last year, Missouri broadcasters joined the event to make for a terrific day. Nearly 170 broadcasters and students participated in the morning round tables and the afternoon Q&A with Ned Yost, Dayton Moore and the Royals Radio broadcast team.

A special recognition was given to Bob Davis, who just retired as the Voice of the Jayhawks. In addition to his nearly 50 years in Kansas broadcasting, Bob has won nearly every award the KAB has to offer along with numerous national honors. Bob was joined on a panel by Wyatt Thompson, Voice of the K-State Wildcats, and Gary Link and Chris Gervino from the Missouri University Radio Network.

Following lunch, the Hod Humiston award for Sports Broadcasting was presented to Steve Webster of KVGB in Great Bend. Webster is currently news director and sports reporter/play by play, and previously served as the Voice of the Fort Hays Tigers.

## Awards, Jobs and Learning at Student Seminar



Early in April, 115 students attended our annual seminar – this year at Emporia State University in the newly renovated Memorial Union. The college and high school students were given the opportunity to hear from and meet face to face with Kansas broadcasters. What they learned was there are jobs in our industry and it's still a vibrant and exciting business to go into. I've already heard from several stations who participated in the career fair that they found students who may be hired in the next few months.

Attendees also collected hardware at the awards luncheon and had the chance to see the work of other award winning entries.

## FM Chip Activations Continue to Grow

(Courtesy Inside Radio) Four in ten smartphones (39%) sold in the U.S. in the third quarter of 2015 included an activated FM radio chip. Another 59% had the chip installed but not activated, and 2% had no chip installed. In pure numbers, it means 11.4 million of the 30 million smartphones sold during the quarter were FM chip-enabled. That's according to Skip Pizzi, senior director, new media technologies, at the National Association of Broadcasters, and reflects NAB research of the top 20 selling smartphones.

Of those non-activated phones, 75% are iPhones, while most Android phones have the chip activated. In addition to Sprint, AT&T and T-Mobile have agreed to activate dormant chips in their smartphones. But getting chips activated is only part of the process. FM chip activated smartphone owners need to download the NextRadio app on their device to listen to over-the-air FM broadcasts. So far there have been over 3 million total app downloads, according to the NextRadio website.

## **Regional Murrow Awards Announced**

Seven KAB member stations earned Regional Edward R Murrow awards for outstanding achievements in electronic journalism from the RTDNA. The region is made up of Kansas, Missouri, Iowa and Nebraska. The stations will now compete for the national honors that will be announced in June. The recipients are:

**KFDI, Wichita – Breaking News**

**KMUW, Wichita – Feature Reporting, Investigative Reporting, News Documentary**

**KCUR, Kansas City – Feature Reporting, Sports Reporting**

**KWCH TV, Wichita – Breaking News**

**KSNW TV, Wichita – Website**

**KMBC TV, Kansas City – Overall Excellence, Use of Video, Newscast**

**WDAF TV, Kansas City – Investigative Reporting**

## **News Anchor Changes in Wichita**



Two of the mainstay news anchors on Wichita TV are retiring at the end of May. Cindy Klose has been at KWCH for 25 years and along with Roger Cornish make up the longest co-anchor team in Kansas. Before joining KWCH, she worked as an anchor at CNN Headline News and at WCIA television in Champaign, Illinois.



After nearly 21 years as co-anchor at KAKE TV, Susan Peters will sign off about the same time. She started her career at WHOI in Peoria, Illinois and anchored at a different Wichita station for 8 years in the 1980's before moving to San Diego. Peters returned to Wichita as KAKE's anchor in 1995.

Both of these excellent TV journalists have won numerous awards and will be missed in Kansas broadcasting.

## **Bob Fidler Obituary**



Longtime Kansas broadcaster Bob Fidler died unexpectedly at his Topeka home earlier this month. He was 74. Fidler went to work in 2003 for AM-580 WIBW where he did news, served as news director and had his annual play-by-play role for the Class 2A basketball tournament as part of the network's coverage. He won a variety KAB Awards for Excellence in news during that part of his career before retiring in 2012.

Fidler previously worked as a professor in the journalism and mass communications department at Kansas State University. He served as the public address announcer for K-State men's basketball games when Bramlage Coliseum opened. Later, he served as operations manager at KTWU TV where

among other things, did play by play of Washburn athletics. He continued working in the area of fundraising up until his passing.

After retiring, Fidler was the catalyst behind the formation of the Shawnee County Baseball Hall of Fame. Recently, he agreed to direct the steering committee for that hall, a position he also held at the inception of SCBHOF. He graduated from Cedarville (Ohio) University in 1963 before doing graduate work at Central Missouri State University, where he also taught.

## **The Sad Truth About Marketing Directors**



Broadcast stations bring me into their markets to visit with their local direct clients. Many of those meetings turn out great. I'm able to give a local direct decision maker long-term marketing and advertising strategies. They appreciate the advice and usually start spending much more money than they were previously with the station.

But I usually wince when I find out that the person I'm speaking with is by no means the advertising decision maker. Instead, I'm to spend my next 45 minutes to an hour with another depressed "marketing director." Why sad? Because seldom do marketing directors have any power to anything at all, let alone make any real creative or budget decisions. Sometimes I'm wrong but based on my experience I'm usually right.

It's sad because when the person was hired as "Marketing Director," they were told that their job was to help their company or organization grow by bringing in fresh new ideas and to coordinate with media people to develop innovative campaigns. But most of the time their ideas are nixed by the very people who hired them. "That's not in our budget," is a familiar answer to the marketing director. I ask how the company determines the budget. Many of the marketing directors aren't even privy to that information.

I've been in meetings with marketing directors who literally started ranting about their bosses, one even crying when talking about her bleak future working for a group of doctors, "This is what I was told last week," she said. "We like the way we were doing it before you were hired." Boy, wouldn't that be enough to drive you to drink?

When the salesperson tells me that the marketing director is the decision maker I always remain hopeful, but in my experience the results are not usually fruitful. Your best bet is to convince the marketing director to invite you to pitch her/him AND the actual decision maker at the same time.

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