



TRANSMITTER

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

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Chairman's Message:

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The death of Morley Safer was announced, just a week or so after his retirement from CBS. He was 84. As I watched the Safer special following 60 Minutes, I found it interesting when he said, "I really don't like being on TV." But I got it when he went on to say that he found the camera cold and hard...unresponsive. Morley was a people person, who enjoyed conversation. He will be missed.

How many of us got into broadcasting because we actually wanted to be in front of the camera (or behind the microphone)? I did. I used to lie awake at night listening to Buddy Blattner and Denny Matthews call the Kansas City A's and Kansas City Royals while imagining that I too one day would do that. I know many of you have similar stories of dreaming about being in radio or television. It is now our honor and obligation to help pave the way for future broadcasters graduating from college or university this month. We can offer a scholarship (through the KAB Foundation), extend a hand to welcome them to a new career, offer words of encouragement when needed, and helpful, constructive comments when necessary.

I encourage you to visit the KAB web site at KAB.net. Go to About and then to KAB History. Download The History of the Kansas Association of Broadcasters. As you read through it, I'll bet you find the name of someone who helped you and welcomed you to broadcasting...offered you words of encouragement...or gave you some valuable advice. It's time to pass it on! Make it a GREAT month, and... 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. A major announcement regarding a speaker at the convention will be made soon. We are just now working on the schedule and will 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
AAA Kansas

Broadcast Electronics
The Storm Report
Koch Industries

Kansas City Royals
K-State Sports Network

KAB Station Awards for Excellence



The website is now open for you to submit your best work over the past 12 months in the KAB Awards competition. The deadline is 11:59pm on July 1. Last year we had over 700 entries in both radio and television, and handed out 95 first place awards in the various categories and market sizes. There will also be awards for 2nd place and Honorable Mention. And there will be one station from each market size selected as “Station of the Year.”

You can find all the eligibility requirements, categories, and link for the contest website at <http://kab.net/KABAwards/BroadcastAwards/>

Please note: When you first log on you will be asked to register a new password in order to keep the site secure. We have also changed a couple of the categories, so we strongly encourage you to select a contestant manager for your station(s), and that he/she get on the site soon to make sure you don't have any problems or questions.

Legislative Victories

The KAB and broadcasters had a very good legislative session. First off no bills passed that would eliminate the tax exemptions broadcasters have on equipment or the advertising tax exemption. The bills that did pass and have been signed into law by the Governor, are listed below.

Definition of Public Record

The bill adds to the definition of “public records” any recorded information made, maintained, kept by, or is in the possession of any officer or employee of a public agency pursuant to the officer's or employee's official duties, and is related to the functions, activities, programs, or operations of any public agency. It also clarifies that the specified recorded information would fall under the public records definition regardless of the location of the information.

Probable Cause Affidavit

We introduced a bill this year to clear up confusion by a few judges since the law was passed in 2014 opening up search and arrest warrant affidavits to the public. It now says once an affidavit is released (redacted or not) it is part of the court record and is available to anyone without having to make an additional request.

Body Camera/Vehicle Video and Audio

Last session we stopped a bill that would have made all law enforcement audio and video exempt from the open records act, meaning it never had to be shown. As a compromise, video and audio will now be considered to be part of the “investigation record” – meaning law enforcement COULD release the video/audio at some point even though it is exempt from KORA. It also makes clear that subjects of the recording as well as attorneys will have the right to view/listen to those recordings.

Anti-SLAPP

SLAPP stands for “Strategic Lawsuits Against Public Participation.” SLAPPs are used to silence and harass critics by forcing them to spend money to defend these baseless suits. This law is intended to encourage free speech and outlines a quick course of action for lawsuits aimed to stop that free speech. If a lawsuit is brought against someone for what they said (for example on your station) in hopes of stopping that speech, they have to make a showing of good cause within 30 days as to why their case has a chance to be successful and that it was not filed simply to stop the free speech.

Audio Streaming in Committee Rooms

For nearly five years we have tried to get the legislature to open up the legislative committee rooms to audio and video since that is really where most of the work is done. Costs have been the biggest barrier, so this year a law was passed to allow audio only streaming in certain (to be determined) committee rooms. The logistics and selection of rooms will be determined by the Legislative Coordinating Council (made up of legislative leadership) and is to be in place by next session.

Top 50 Radio Stations Need to Upload Public File

The FCC has announced that the obligation to start uploading documents to the online public file for commercial radio stations in the Top 50 markets with at least 5 employees will begin on June 24. (All other stations will have until March 2018.) New public file documents created on or after that date are to be placed in the online public file. Stations have 6 months from the effective date (until December 24, 2016) to upload to the online public file existing documents that are already in their paper public file. This would include documents like EEO Public Inspection File Reports and Quarterly Issues Programs Lists.

The FCC also reminds TV stations to make sure that Joint Sales Agreements are uploaded into their public file by both the broker and the licensee. A recent GAO study suggested that many TV stations had failed to upload Joint Sales Agreements as required by the rules.

The FCC is planning a webinar on the online public file at a date to be announced in the near future. The online public file will be moving to a new database and, also effective on June 24, TV licensees will need to use this new database too – what the FCC calls the OPIF (for expanded online public inspection file) as opposed to the old BPIF (“broadcast public inspection file). The FCC suggests that the new database will allow for easier uploads – including the ability to upload a single document into multiple stations’ files at the same time. Stations can already try out the new system at: <https://publicfiles-demo.fcc.gov/admin/>

Tad Felts Retires after 68 Years – Really 68!



Tad spent his broadcast career as an announcer, news director and play-by-play announcer. He has always conducted himself in a manner showing respect for our industry and is held in high esteem within each community that he has served. Earlier this month, Tad retired from the business he has loved for 68 years.

He started his broadcast career in Garden City at KIUL working for free after school and at night under the watchful eye of two legendary Kansas Broadcasters Bob Wells and Tony Jewell. When he enrolled at Ft Hays State in 1951, the recommendation from Wells and Jewell to their friend Bob Schmidt was that Tad was a hard worker and he works real cheap. In 1955 the part time job turned to full time and the rest is history. Tad went on to work in Goodland and Mountain Home, Idaho before settling in Phillipsburg for good in 1972.

Tad is a member of the KAB Hall of Fame and has received numerous honors from around the state and in the Phillipsburg community. Enjoy the retirement Tad – you deserve it!

Commissioner Pai Throws First Pitch



When the Royals opened their home stand against the Washington Nationals earlier this month, a native Kansan who lives in Washington threw out the first pitch. That was FCC Commissioner Ajit Pai, who is a strong supporter of broadcasters and has been to a number of Kansas radio and TV stations during his term. He was on a northeast Kansas tour and made time to take in his favorite baseball team.



Commissioner Pai grew up in Parsons in southeast Kansas, and spent many evenings listening to and watching the Royals as a youngster.

He is pictured with Keith Kowalski, Affiliate Sales and Regional Marketing Manager for the Royals, who warmed up Pai before taking the mound.

“Radio Rich” Obituary



Richard “Radio Rich” Bowers passed away earlier this month in Topeka. He was 60. Born in St. Louis, his first radio job was in Rensselaer, Indiana, where he did everything from spin records to clean the bathroom. In the early 90’s he accepted an on air position at WIBW-FM in Topeka where he partnered with Louann Fulmer and they became the most popular morning team working together for more than a decade. During that time, the KAB recognized Rich as the best radio personality in 2001 and again in 2002. He was also selected by fans as the best radio personality in Topeka.

Rich and Louann moved to Cumulus Radio in Topeka for six years.

Empower Yourself to Ask Local Direct Clients for More Money



We have discussed in previous articles in this publication that media salespeople are usually the ones with the rate issue...not the local direct decision makers we deal with. We know now that value almost always trumps price. That means that when a salesperson proves to a client beyond a shadow of a doubt that his/her plan for the client’s success is better than the client’s plan, that’s when most clients will adopt you as their advertising resource, surrendering creative to you and eventually purchasing what you recommend they buy.

Only the most disloyal 3 percent bottom feeders would only buy you because you gave them the lowest price. Who likes dealing with people like that? Some clients are so stingy and greedy that you feel like you need a shower after completing a “negotiation” with them. But most people are reasonable and will buy you and pay you real money when you convince them that you are the expert and that you’ve got their back in the media niche.

Back in the olden days, most of my proposals were for \$2500 per month. Why? Because I thought that seemed like a lot of money at the time...and that’s about what every other seller at the station seemed to ask for. So, my ceiling was \$2500 a month per order. That number was what my comfort zone allowed me to ask for.

My epiphany came a few years later. I realized that clients would pay more, much much more...if I did their creative thinking for them and proved to them by doing an ROI analysis for them that instead of gambling, advertising with me was more of a good, calculated risk.

That's when I took the \$2500 I normally asked for a month...and instead started asking for that much per week. I raised the bar for myself, and at the same time for the client. If I did my job correctly, the client would eventually trust me and buy what I recommended they buy.

As explained in the movie "Meet the Parents," we all have a "circle of trust," those friends and relatives that we love and have faith in. We also have a second "circle." That circle contains the professional people that have earned their way into our hearts and minds. Doctors, dentists, plumbers, grocery stores, restaurants and bars, bankers, insurance people, financial advisors, etc. These advisors have all had massive price increases through the years but we've not fired them. Why? Because we feel like they've got our backs. We value their expertise more than we care about their prices.

As account execs in broadcast sales today, we've got to grow a backbone and start asking for real money. Clients have a right to know how much it would actually cost to dominate their product/service category on our stations. We have a moral obligation to tell them what that figure would be. And then show them your vision on how casting the right bait the right number of times would make sense and make their cash registers ring.

But first, we need to believe that we deserve to ask for bigger budgets and not just keep asking for chicken poop orders. We need conviction. Of course it makes sense to believe that better creative ideas mixed with higher frequency increases the odds that the client's campaign will be more successful. Once we are absolutely convinced that this is the truth then we will be more evangelistic and spread this word to clients that deserve to hear it.

What's the worst thing they could say? No? And if they say no, we ask questions and uncover real objections. It may or may not be that they literally can't afford what you're proposing. If they don't have the budget, I'll bet that one of their competitors does. If the creative idea is good enough, somebody will buy it, and at the higher spending level.

Why not try it yourself? Expand your comfort zone and start asking for more money. I have discovered that when you ask for real money, clients pay much closer attention to what you're saying. Consider the thousands they are discussing with other vendors every single month.

I have worked with radio and television clients in all 50 U.S. states as well as many other countries around the world and I have only ever heard of two broadcast salespeople that were actually kidnapped and murdered for asking a client for too much money. So our odds are pretty good, wouldn't you agree?

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