



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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"How is your saw?"

When I hear that question I am reminded of the late Steven Covey's admonition to "sharpen your saw." His call from 1989 is to preserve and enhance YOU and your staff, the greatest assets you have!

Covey implored each of us to sharpen four areas of our lives: Physical; Social/Emotional; Mental and Spiritual. As you and your staff improve in each of those areas, you create growth and positive change propelling yourself to bigger and better things over a prolonged period of time.

That's a GREAT excuse to make a commitment right now! Vow to attend this year's KAB Convention in Wichita October 9th, 10th & 11th at the Doubletree Hotel. So, why is this a great excuse? Because you can 'sharpen' two areas right off the bat:

Mental. You will pick up several new ideas (operationally or for sales) by attending sessions designed specifically to help you stay nimble & quick in this particular business environment. You'll stay ahead of the competition, by being better equipped to handle what lies around the corner!

Social/Emotional. I have always thought the best time at conventions is — 'hall time.' That's the time you catch up with past acquaintances or to make some new ones over coffee or soft drinks. The end result is I often times leave conventions with a sense of affirmation. I feel better about what I am doing, or I am positively challenged and pulled forward to continue growth and improvement toward a new normal!

So that takes care of half of the four aspects of sharpening the saw! To get the other two, pack your Bible and running shoes and you're sharply covered!

See you in Wichita this October 9th, OK? Make it a GREAT month, &...always remember, at the KAB — "We've got your back!"

KAB Convention Registration is Now Open



The 2016 KAB Convention is 10 weeks away and not too soon to register and take advantage of the “Early Bird” discount. It takes place October 9-11 at the Wichita DoubleTree by Hilton Airport. If you register and make payment by September 15, you can save 25%. And booking your room reservations before September 30, guarantees you

the KAB rate of \$112 per night. Here is the link to our convention website

<http://kab.net/Events/ConventionInformation/>

The format for the 2 day event is similar as in the past, but the sessions and speakers are different and dynamic. Confirmed to date are:



(from left to right)

FCC Commissioner Ajit Pai

Auto Advertising Expert John Tkac for Sales

Kevin Benz for News

NAB Chief Technology Officer Sam Matheny

Mike Matson of the Kansas Leadership Center for Managers

David Oxenford, KAB Hotline Attorney, for Managers

Steve Hunter, EW Scripps for Programmers

This great event does not happen without the support of our sponsors, who to date are:

Kansas Electric Cooperatives

Heartland Video Systems

AAA Kansas

Kansas Farm Bureau

Broadcast Electronics

The Storm Report

Koch Industries

Marketron

Kansas City Royals

K-State Sports Network

Kansas Radio Networks

KAB Awards of Excellence

Thank you to all the stations and individuals who entered their best work the past 12 months in the awards competition. We had 751 entries, which is the highest total in 11 years. Judges are in the process of doing their reviews, and we plan to release the results by August 25. The first place recipients will be honored during the awards dinner on Monday, October 10 in Wichita.

No Changes to TV Retransmission Consent

Good News for TV stations! FCC Chairman Wheeler announced this month that the FCC will not be taking any new regulatory actions on retransmission consent as a result of its investigation into its good faith rules. Specifically, Chairman Wheeler said that the FCC “will not proceed at this time to adopt additional rules governing good faith negotiations for retransmission consent.” This effectively closes the existing retransmission consent proceeding and ensures that broadcasters and pay TV

companies continue to negotiate in the free market as they have for more than two decades. Chairman Wheeler said that the existing rules were adequate to ensure good faith negotiations.

Chairman Wheeler also warned that he “will not hesitate to recommend appropriate Commission action” if a review of a particular impasse reveals that a party has not negotiated in good faith, but that, after reviewing the record, “it is clear that more rules in this area are not what we need at this point.”

FCC Fine Increase

(Courtesy “All Access”) If you run afoul of the FCC, it will cost you more -- effective JULY 1st -- as new, higher, fines for violations have gone into effect. WILEYONMEDIA.COM reports, "The maximum penalties for violating the FCC's rules or the Act by broadcast stations have increased. With one exception, the maximum penalty has risen nearly \$10,000 from \$37,500 to \$47,340 for each violation or each day of a continuing violation, and from \$400,000 to \$473,402 for a continuing violation. The statutory maximum penalties for violating the indecency laws have always been higher than the general maximums, and have increased accordingly. After JULY 1st, a broadcaster can be fined \$383,038 for any single indecent broadcast (up from \$350,000), up to a maximum of \$3,535,740 for a continuing violation of the indecency laws (up from \$3,300,000). Common carriers, equipment manufacturers, and others regulated by the FCC also saw their maximum potential fines increase."

What is likely to cost you now? The report notes, "a review of FCC Consumer Complaint Data indicates that the backlog of indecency complaints continues to grow, with more than 6500 indecency complaints pending against television stations and more than 1500 indecency complaints pending against radio stations."

EAS Test Reporting System and National Test

The Public Safety and Homeland Security Bureau announced their EAS test reporting system (ETRS) is active and ready to go. See link below. Stations have to complete Form One no later than August 26, and have until September 26 to correct any errors in their initial Form One filing. The next nationwide test happens on Sept. 28 (backup date October 5). The commission says the message will state clearly it's only a test and the 1:20 Central origination time is chosen for the least amount of programming disruption nationwide. The message will be transmitted in English and Spanish and include audio and text that can be used for a video crawl.

On September 28, the FCC will make available Form Two (day of test reporting, must be completed within 24 hours of the nationwide test) and Form Three (more detailed reporting, including any "complications" in receiving the test, must be completed within 45 days following the test).

<https://www.fcc.gov/general/eas-test-reporting-system>

Word of Mouth Advertising

When most people think broadcasting, they think about morning shows, primetime, weather, music, contests... you get the idea. While this is all important, think of these as our bi-products... because our core business is word of mouth. Watch this video ([click here](#)) from P1 Learning to learn why word of mouth is important to your potential advertising customer.

This and many more videos are available FREE to KAB members by simply registering [here](#).

KTPK Marconi Award Finalist



Congratulations and good luck to KTPK FM, Topeka as they are a finalist for NAB's Marconi Award for Station of the Year in small market radio. The station was the only one from Kansas named a finalist this year. The awards are handed out annually to stations and on-air personalities for excellence in broadcasting. The final results will be announced at the NAB Radio Show dinner on September 22.

Steve Bell Obituary



Steve Bell, a mainstay of radio broadcasting in Kansas City for four decades, died earlier this month. He was 77. Bell collapsed while doing what he loved most – working in the KCUR newsroom and preparing for the day's afternoon newscast. He joined KCUR in 2000 after hosting news and talk programs on five AM and FM stations in Kansas City including KUDL, KBEY, KLSI, and KMBZ-AM. For many years, his was the signature voice of KCPT Channel 19. He began his radio career at KANU in Lawrence, Kansas, in 1958 and recorded his first jingle for the HD Lee Co. in 1960.

Dennis Rooney Obituary



Legendary Kansas City broadcaster, KCMO AM Morning News Anchor Dennis Rooney passed away earlier this week after a two-year battle with cancer. Prior to his 20 years at KCMO, he was News Director and Anchor for Union Broadcasting in Kansas City, and prior to that was with Viacom as News and Public Affairs Director for KBEQ in Kansas City. He also served as Morning News Host for WKRQ in Cincinnati. Dennis was a graduate of the University of Missouri-Kansas City.

Dealing With Doctors Who Don't Like Advertising



Many doctors and dentists feel that radio or television advertising “cheapens” their professions and that it is beneath them to promote their skills. Yet at the same time, these same medical professionals have no problem advertising in the Yellow Pages or in those little magazines you only see in doctor's offices. You know, the ones where the entire staff dressed in white coats is lined up in front of the MRI machine, smiling maniacally?

I remind physicians that they did take the ‘Hypocritical’ Oath, and that they promised to “do no harm”, so why not do the right thing and teach consumers how to avoid some of the diseases and injuries that come their way? In other words, use their depth of knowledge and skills to teach people to be healthier? That's not advertising, it's a public service. Teach the people to recognize the symptoms of say, high blood pressure or diabetes. Discuss the proper ways to brush teeth so people can avoid root canals. Talk about the dangers of Human papillomavirus and other dangerous ailments.

A skeptical endodontist (root canal specialist) recently listened to me (with his arms crossed) as I emphasized the incredible lack of basic consumer knowledge about proper dental care. “People are pretty ignorant when it comes to basic oral care, are they not?” I asked. He started opening up and said that it was indeed horrible, that he's seeing so many cases of children with baby teeth needing

root canals and fillings. I asked him why, and he went off on a rant about kids drinking out of sippy cups. “I don’t have a problem with children drinking juice or milk, but I have a huge problem with juice or milk in sippy cups,” he said. “Juice or milk in a regular cup is fine, because the child drinks it up fast. But in a sippy cup it takes much longer and the teeth are exposed to the acids that attract the bacteria that attack the tooth enamel.”

The more we talked, the more information he gave me. “Cup your hand and breathe into it,” he said. “If you smell something bad, that’s infection. And, you don’t want infection in your head,” he continued. “And, if you’re smelling that, that’s what other people are smelling when they are close to you. Maybe that’s why people back up when you’re talking to them.” “Wow,” I thought. “He’s making commercials without scripts. On a radio or television station, he’d look like the leading authority with these tips on better oral care.”

He also ranted about parents allowing children to brush their teeth unsupervised, the pros and cons of electric brushes and the dangers of grinding your teeth. We hear his views on teeth whitening. I ask him about the latest dental scourge, and he says, “It used to be ‘meth mouth’, but now we’re seeing people with horrific problems because they are addicted to energy drinks. There is so much acid in that stuff that their teeth are just crumbling out.” By the time we finished our conversation he was just about ready to become the public dentistry advocate on a TV station.

Here’s what closed him. I suggested that he make these commercials, without scripts, explaining that he does root canals, but he wanted to help people avoid having to have one. Then he tackles a specific afore-mentioned subject, and then...tag each commercial by publically thanking a couple of the general practice dentists that regularly refer business to him. Yes, like other medical specialists most of his business is sent to him by other doctors. They might appreciate him saying, “I’d like to personally thank Drs. Green and Schaeffer for providing excellent general dentistry to the people here in the Dallas area. Thank you, doctors.” He rotates tags to include all of the general practitioners he works with.

Who else is publically thanking the people that send him business? This way, he advertises without sounding like he’s advertising, he gives people the information they need to take better care of themselves, he’s promoting dentistry in general and he’s publically thanking the people he needs the most. This creative technique works with any health care professional, but especially with specialists. Try framing your conversations with doctors this way and catch a long-term fish or two. Oh, and remember, you only have to floss the teeth you want to keep.

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