



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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As we approach the upcoming Labor Day holiday weekend, a reminder the KAB convention is just a little more than a month away! As mentioned last month, your attendance at your convention is an opportunity to "sharpen your saw" in a social context. Last month we asked you to sharpen your skills and those of your staff.

See that column here: <http://kab.net/KABPublications/KABTransmitterNewsletters/>

I'd like for you to consider another one of Covey's "sharpen the saw" components: the social value of convention attendance. Within the last month I was invited to attend a reunion of staff at KLOE radio and television in Goodland. It was arranged by former KAB Chair Marty Melia and starred his father, former KAB Chair and Kansas broadcasting legend Kay Melia.

I can't tell you how much fun it was to catch up with fellow current and former broadcasters who share a common bond through KLOE radio and television. They have a love of high plains broadcasting in Western Kansas. Broadcasters and former broadcasters attended from not only the local community, but also career broadcasters from across the state and even from as far away as Knoxville, Tennessee. Stories were told, memories recalled...and yes, I'm sure a few humorous yarns were spun as we all caught up with one another and reminisced about time spent serving the listeners and viewers in the tri-state area which KLOE has served for so many decades!

I left with validation, affirmation, admiration and motivation to continue the legacy handed to us by pioneering broadcasters!

Catch (and continue) the spirit October 9th in Wichita at the 2016 KAB Convention! Please register today at <http://kab.net/Events/ConventionInformation/>

Make it a GREAT month, &...always remember, at the KAB — "We've got your back!"

KAB Convention Registration is Now Open



As Mark mentioned, the 2016 KAB Convention is 6 weeks away and you have only 2 weeks to register and take advantage of the “Early Bird” 25% discount. It takes place October 9-11 at the Wichita DoubleTree by Hilton Airport. 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. These include



(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

American Idol Alum, Paul McDonald

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

Southwest Audio Visual

Jayhawk IMG Network

Broadcast Electronics

The Storm Report

Koch Industries

Marketron

Medical News Network

Professional Video Supply

Kansas City Royals

K-State Sports Network

Kansas Radio Networks

GatesAir

Dialight

Distinguished Service Award, Hall of Fame Inductees Announced

In 2016 we will induct three new members to the Kansas Broadcasting Hall of Fame and honor two others with the Sonny Slater and Mike Oatman awards.

DISTINGUISHED SERVICE AWARD



DAVE FREEMAN has been Chief Meteorologist at KSN TV in Wichita for over 20 years and has been forecasting weather for 25 years. He is also the first person ever recognized two times as Broadcaster of the Year by the National Weather Association – most recently for coverage of the Greensburg tornado in 2007. He is the recipient of an Emmy and part of a team that received a national Murrow Award. Dave will automatically be inducted into the Hall of Fame.

HALL OF FAME



KELLY LENZ is currently Farm Director at WIBW Radio/Kansas Agriculture Network. He started in Topeka in 1978 as Farm Director for WIBW TV and has been providing ag news to the Midwest ever since. Kelly has served as regional Vice-President of the National Association of Farm Broadcasters, was named Regional NAFB Farm Broadcaster of the Year, and Kansas Farm Bureau honored Kelly with their Distinguished Service to Agriculture Award.



STEVE PHYSIOC serves as a play-by-play announcer for Kansas City Royals television and radio broadcasts. His career began at WIBW TV in Topeka in 1979 and after also serving as the “Voice of the KSU Wildcats” spent four decades doing play by play for Major League Baseball, the NFL, ESPN, PAC 12, Big 10 and the NBA. When not with the Royals, Steve still does a number of college basketball and football telecasts.

SONNY SLATER AWARD FOR SERVICE TO COMMUNITY AND STATION



CAROL HUGHES of KFDI FM in Wichita is celebrating her 25th year in Wichita radio. She's been in the midday spot at KFDI for 14 years and is also the Music Director and Assistant Program Director. She started "All for the Paws", a benefit concert that raises money for the Kansas Humane Society and was the chairperson of ArtAID for 17 years - raising more than \$1.75 million for those with HIV/AIDS in Wichita. She also volunteers for Laughing Feet Performers, a special-needs theater troupe.

MIKE OATMAN SALES AWARD



MONICA CLINE is the Regional Account Manager for iHeart Media in Wichita, where she has been selling to local and regional clients the past 14 years. Prior she was general sales manager at Clear Channel Radio which followed a six year career as an account executive. Monica is similar to Mike Oatman in the way she sells and loves radio - with passion.

Broadcasters Meet With Kansas Senators



During the Congressional August recess, both Senator Pat Roberts and Senator Jerry Moran took time to meet with Kansas broadcasters. Roberts was in Lawrence and discussed our issues with Tim Robisch (host), Mark Trotman, Roger Brokke, and Ron Covert. Wichita GM's met with Moran and they included Mark Trotman, Jackie Wise (host), Brad Moses, Neal Davis and Jeff McCausland.

Our Senators and Representatives continue to oppose a performance tax on radio stations, feel that if the tax code is to be overhauled, eliminating the advertising deduction is not one of the ways to generate revenue, and support legislation that would allow TV stations more time to repack after the spectrum auction is completed.

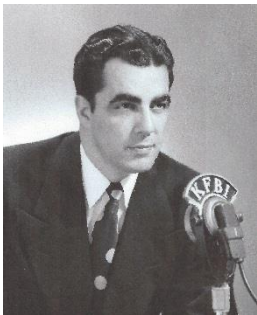
National EAS Test September 28

Hopefully by now, if you are an EAS participant, which includes all cable television systems, radio stations, and both full and low power TV stations, you have completed your EAS Test Registration System (“ETRS”) Form One. All EAS Participants were required to complete and submit a Form

One for all applicable EAS systems by August 26, 2016. Fortunately, EAS Participants may update or correct any errors in their initial Form One filings until September 26, 2016. It is important that EAS Participants prepare for the nationwide test by ensuring that their EAS equipment and EAS software is compliant with the FCC's Part 11 EAS rules, which are described in the FCC's 2015 [Sixth Report and Order](#).

Additionally, in a July 2016 public notice, the FCC describes a number of steps it encourages EAS Participants to take prior to September 28th to ensure readiness for the nationwide EAS test. Among the FCC's suggestions is to ensure that a copy of the EAS Operating Handbook is immediately available to EAS operators at normal duty positions or EAS equipment locations. Because the FCC just released the 2016 EAS Operating Handbook on August 19, 2016, we encourage all EAS Participants to heed the FCC's suggestion and verify that the new Handbook is present and immediately available to EAS operators at normal duty positions or EAS equipment locations for the September 28th nationwide test. A copy can be downloaded here <http://kab.net/LegalandRegulatory/>

Bob Gadberry Obituary



One of the very early broadcasters in Wichita, Bob Gadberry, died earlier this month at the age of 98. Bob had served as sports director of KFBT before World War II, returned to Wichita after the war to serve as morning news editor of KFH, and then rejoined KFBT in 1948 as news director. In 1952 he began a 29 year career in banking with the Fourth National Bank in Wichita (now Bank of America). He started as director of advertising and publicity and retired as VP and Trust Officer in 1981.

In 1968 Bob was Chairman of Congressman Bob Dole's first US Senate race in 1968. He was a long-time public address announcer for the National Baseball Congress World Series and a close friend of NBC founder Hap Dumont, and was elected to the National Baseball Congress Hall of Fame in 1995.

Catering to the Bottom Feeders



Look at all of the small businesses out there that only advertise when they have sales. "20 Percent Off! 30 Percent Off!" Many of them will spend 97 percent of their advertising budgets going after the worst, most disloyal three percent that would only buy if your client's prices were the absolute lowest available. What a miserable life, only dealing with the disloyal and parasitic bottom-feeders.

Value almost always trumps price. That's why some people buy Rolexes rather than Timex watches. That's why some people purchase premium brand automobiles instead of standard economy models. Educated consumers buy more than uneducated consumers. Companies that invest in showing consumers why their plan is better for the consumer than the consumer's own plan will waste less time and effort having to haggle over price. There is plenty of proof that price is not the only factor in determining where consumers spend money. Look at the professional "circle of trust" that most people develop. I've had the same insurance agent for 35 years. I've had the same doctor for the same number of years. I've had the same dentist, AC/HD company, septic company, veterinarian, jeweler, bank, grocery store, cleaners, same gym, favorite restaurants, nightclubs, air carrier, car dealer, furniture store and automotive service garage for YEARS.

All of these professionals have had huge price increases throughout the years, but I haven't fired them. Why? Because I think they've got my back. And, that's worth more to me than the extra treasure.

Imagine how valuable you would become if you could help your client bring in more business without having to give up his gross margin of profit. In fact, what if you could help your advertiser cut back on the sales and bring 20 or 30 percent back his bottom line? What if you could convince the client that his price is not the only determining factor?

Maybe it's the quality of the product or service that needs to be sold. Perhaps it's what happens after the sale, in the way of how he treats customers when they have service issues. Your job is to ferret out those little jewels, and start focusing on them in your client's commercials. Just what is it that keeps customers coming back to your client's business when there is no sale in progress? Hard to say? Sit down with the client and figure it out. Ask lots of questions. What's in it for the consumer to come to your client, rather than his discount competitor?

When a customer's car breaks down, will your mechanic client solve the customer's interim transportation problem by loaning her a car until her car is fixed? Why not advertise that? Women make the majority of home repair calls. Her personal safety is her number one concern when calling a plumber, for example. What does your client do to alleviate that concern? Some plumbers I've dealt with actually email a photo of the plumber they're sending out to the customer. If they're doing something that cool, why not make that a talking point in the commercial? Does your local nurseryman specialize in plants that actually grow in your area, and avoid selling plants that don't grow there? Unlike the big box stores, will your local store actually help customers load their purchases into their vehicles?

Does your local boutique specialize in something that customers can't get at the mall, like a large selection of plus sizes that have a slimming effect? Keeping consumers away from the mall is the boutique's number one job. Could your restaurant owner guarantee that he could get you in and out at lunch in 30-40 minutes? People with a drive time and a tight schedule really appreciate that. In Austin, we have a theater chain that guarantees that if you talk or text during the movie, they will "throw your ass out". My wife and I pay extra and we will only go to that theater (here's a link to the promo they show before the film <http://www.youtube.com/watch?v=dBFP0Gj7Iss>).

Interview the client, find the real value and help them make money without sacrificing price and you will be a real hero. Oh, and tired of dealing with media clients that will only buy YOU if you have the lowest price? Try using the same technique. Move the conversation away from price and back to your value as a dutiful rep with great ideas that happens to work at a station with an adoring audience of consumers ready to spend money right now.

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