



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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Fall has now officially arrived...football is well underway and the Kansas State Fair has called it a wrap. Kansas broadcasters are now looking forward to Wichita and the 2016 KAB Convention.

In the previous two columns we have focused on “sharpening the saw” as a good solid reason to attend this year’s convention. This month I want to highlight another special aspect of our yearly convention — Monday night’s awards ceremony. It is a showcase of the best work done by each of you this past year. The awards ceremony is a cornerstone of each convention, because it shines a spotlight on the very best in community service, news, sports, announcing and editorial content offered by Kansas broadcasters.

I want to commend each of you who felt proud enough of your work to submit an entry. Thank you! We also extend a special thank you to broadcasters from the state of Wisconsin who judged our entries and gave constructive comments to many of you.

I look forward to seeing you in Wichita October 9th! Make it a GREAT month, &...always remember, at the KAB — “We’ve got your back!”

KAB Convention 9 Days Away!



But you have only a few days left to register. It’s a great lineup featuring FCC Commissioner Ajit Pai and a session for everyone at the station. There are excellent sponsors who have new equipment and software to show off, so your time will not be wasted.

All you have to do is go our website and download a registration then call in a payment. We really look forward to seeing hundreds of Kansas broadcasters!

<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 and Engineers

Steve Hunter, EW Scripps for Programmers

American Idol Alum, Paul McDonald

This great event does not happen without the support of our sponsors:

Kansas Electric Cooperatives

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Jayhawk IMG Network

Clark Wire & Cable

P1 Learning

Kansas City Royals

K-State Sports Network

Kansas Radio Networks

GatesAir

Dialight

Open Kansas

BMI

NAB and Broadcasters Take on Opioid Epidemic

The National Association of Broadcasters and the Partnership for Drug-Free Kids announced a nationwide, multi-faceted campaign to address the opioid epidemic that is ravaging communities across the country. Nine members of Congress joined NAB President Gordon Smith at the announcement earlier this month and publicly thanked broadcasters for leading this important effort.

"This country is confronted with a prescription drug and heroin addiction crisis that is a matter of national emergency. As broadcasters, we will use our collective megaphones to galvanize community outreach, support, treatment and recovery," Smith said.

Stations are encouraged to participate in the campaign that runs through December 2017 by accessing the resources available on NAB's digital toolkit, nab.org/addiction. Tools include radio and TV PSAs, programming ideas, digital messaging, on-air scripts, prevention guidance and suggested town hall meetings.

FCC Now Pushing FM Chip

An FCC task force is recommending the agency keep pushing cellphone carriers and handset manufacturers to embrace FM radio. The Communications Security, Reliability and Interoperability Council (CSRIC) report on emergency alerting concludes that introducing FM capability into

additional devices will enhance public safety, while also ostensibly putting another emergency alerting infrastructure into the pockets of Americans.

“Having access to terrestrial FM radio broadcasts, as opposed to streaming audio services, may enable smartphone users to receive broadcast-based EAS alerts and other vital information in emergency situations—particularly when the wireless network is down or overloaded,” the report said. It points out that FM listening extends battery life by up to six times when compared to streaming audio, according to a study conducted last year by Sprint and NextRadio. The task force is also recommending the FCC convene a panel of experts to look at ways to leverage emerging mobile television technology to supplement the emergency alerts sent to smartphones.

NextRadio Not Concerned With Apple Announcement

(Courtesy Inside Radio) Apple’s decision to axe the headphone jack from its new iPhones has raised questions about the prospects of NextRadio adding Apple products into its ecosystem, which relies on the headphone wire as an FM antenna. Wired headphones still make up a vast majority of headphone sales in 2016, according to data released by NPD Group and reported by Digital Music News.

NextRadio officials seem nonplussed by Apple’s decision and say there are short-term work arounds and long-term solutions to Apple’s decision. “It’s no big deal,” NextRadio president Paul Brenner said during an NAB Pilot presentation last week in Washington, DC. “It wasn’t news for us. We’ve known about it for quite a while.” Brenner and Emmis CEO Jeff Smulyan note that headphones can still be plugged into the new iPhone 7’s Lightning Port, using an adapter or Lightning-based headphones. “The phone still has a connector,” Brenner says. “It still has a wire and it can still be an antenna.”

Steve South Returns to Wichita



Steve South has been named President and General Manager of KSNW-TV. South was promoted to this position after serving as General Sales Manager for Media General’s WLNS and WLAJ, the local CBS, ABC and CW affiliates in Lansing, MI, since 2013. It’s a return home for South, who began his career with KSNW’s Garden City station, KGLD, now known as KSNG-TV after graduating from the University of Kansas.

Prior to serving as General Sales Manager for WLNS and WLAJ, South held various positions in the media industry, including Chief Operating Officer – Director of Business Development at Bott Radio Network, Marketing Consultant at Time Warner Cable, General Sales Manager for KTNV-TV in Las Vegas, and Vice President – Station Manager at KAKE-TV in Wichita.

Merle Blair Obituary



Merle Blair, a fixture on Topeka radio for more than 50 years and former longtime president of the Greater Topeka Chamber of Commerce, died earlier this month. He was 80. Blair produced a four-hour weekly radio show — “The Merle Blair Sunday Show” — that featured an eclectic mix of pop songs and standards from the 1950s, ’60s, ’70s and ’80s. He still did his Sunday show through July of this year.

Blair started his radio career at KIND in Independence, and moved to KTOP in Topeka in 1955 while attending Washburn University and playing basketball. He served as program director, sales manager, general manager and was the “voice of the Washburn Ichabods” for nearly three decades. The KAB recognized him with the Distinguished Service Award in 1999 and he is a

member of the KAB Hall of Fame. Blair served as the Greater Topeka Chamber Commerce CEO for 18 years before retiring in 2001.

Asking for Trouble



Selling, and this is my definition...is simply the modification of the behavior of another person, without that person necessarily knowing that his/her behavior is being modified...in order to arrive at a mutually beneficial conclusion. Would you go along with that? In other words, practicing psychology without a license. And when media is what you're selling, if you're good at it and you're involved with creative, now you're practicing psychology without a license on a massive scale!

So, if you're into this for a living, why would you unintentionally drop bombs into your presentations that would make it seriously more difficult for you to arrive at a "mutually" beneficial conclusion?

Understand that I have hardly ever met a local direct decision maker who is an expert at creative, much less an expert at media buying. You're supposed to be the expert, guiding the client towards better advertising campaign ideas, as well as guiding her towards a sufficient schedule so that the commercial can reach the people who need to see/hear it the most.

But instead, here's what salespeople, even some with decades of experience will say when it's time to talk about the creative. "Okay, what do you want to say in the commercial?" HONK!

NOOOOOOOO! Again, the local direct decision maker is most likely not an expert at creative. Look, they have the same lifetime of experience watching television and listening to the radio that we have. So they think commercials are supposed to sound and look like commercials. When you ask them what they want to say, out will pop the same old tired and meaningless and mediocre ad-speak cliché words and phrases that they've heard all of their lives. "We're family-owned and operated, sons Ed and Rick both work here (yeah, we want to know where those little criminals are every minute of the day), We're all A.S.S. certified (whatever that means), blah, blah, blah.

We dutifully write all of that crap down, take it back to the station and mix in some of our own favorite clichés and then give that to Production. The Production person takes that information and generates another CrapMaster commercial that looks/sounds just like everyone else's spot. In the meantime, we don't use any of the successful talking points that the client uses day-in and day-out to make sales on the showroom floor, on the lot, on the phone, in the client's office. No. Those jewels are absolutely absent from the copy. Nor does it convey the client's moral obligation to do the right thing for his customers. In other words, it's doomed to work marginally at best, and at worst to cause failure, despair, hard feelings and cancellations.

The commercial turns out to be all about the client and not about identifying and solving everyday consumer problems. We have to control the creative and we need to make that creative all about the consumer, not about the client.

You know, value almost always trumps price. People don't like being "sold", but they don't mind being informed. So, let's say you know something extremely valuable that the client does not know. Like, how to make commercials that really work for the client and make her cash register ring, without the client having to sacrifice his gross margin of profit? And let's say that your plan is so good that the advertiser is now absolutely convinced beyond a shadow of a doubt that your plan for his success is better than his? To the point that they're ready to hand you the keys and say, "You drive." And then, you screw it up with this question.

“Well, what’s your budget for this?” HONK!

NOOOOOOO! You don’t ask them what their budget is, because they’re skeptical and they’ll low-ball you almost every single time. Provided you’ve already done some homework, you do an ROI analysis based on their average sale and gross margin of profit and YOU TELL THEM how much it’s going to cost. Go high. Take what you’d normally ask for a month, and ask for that much a week. You can always come down when negotiating, but after that it’s really hard to go up.

I tell local direct decision makers what it would cost to literally own their product/service category, (even if they can’t afford that right now) because they have a right to know how much the Cadillac Plan could cost. Now they can aspire to get to that point someday. YOU should set the bar by telling the client how much this great idea will cost. YOU raise the standard. But don’t blow it again by saying,

“Okay, we’ll run this for next month.” HOOOOONK!!!!

NOOOOOOO! Always sell long-term. I tell clients, “I’m here to help you set up a five-year marketing and advertising plan. What we’ll do is break this down into annual increments so we can measure progress.”

If the idea is good enough, the client will nod, because it looks like someone who knows what they’re doing is onboard. Heck, let’s be honest. Most of these clients don’t have a five-month plan. Many don’t even have a five-week plan. That’s why they jump around from medium to medium to eventually nothing at all.

If you don’t ask for long-term business, you risk losing everything. With long-term contracts you put yourself in the position to become a top-biller in your market. The average top-biller averages 32 average accounts on the air in a given month. The only way to get there is with long-term accounts. Otherwise, you start each month at zero and you work yourself to death trying to hit your goals. With long-term accounts, in coming months you’re already at maybe 70 percent of your goal. Wahoo Hook! Now who’s smart?

Even if you don’t think you have a creative bone in your body, you should know that most people have the potential to become masters at creative thinking and planning. I feel that my job is doing the client’s marketing and advertising thinking for them, so they feel like I’m their expert in this field. Like the movie, “Meet the Parents,” I want to be a part of their “circle of trust,” right along with their doctor, dentist, accountant, lawyer, insurance agent and those other professionals the client feels has their back. If I’m going to do this for a living then by Jove, I’m going to do it right. No more pussyfooting (that’s a real word). Fewer surprises. More success for my clients and more success for me. Wouldn’t that be better than a slap across the belly with a sack full of wet squirrels?

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