



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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At this month's KAB Convention we talked briefly, at the conclusion of Monday's luncheon, about the long record of service Kansas broadcasters have to their viewers and listeners.

You see, throughout our long & distinguished history, Kansas broadcasters have been there when their communities have been down. To borrow a popular tag line, "It's what you do!" We have an attitude of service & we have been in service for a variety of obvious and not so prominent needs and concerns. Concerns like weather coverage and the resulting aftermath. That's a given. But we also listen to and serve food banks, soup kitchens, scout troops & packs, or a family in need that might need a little help on its way back up to its feet.

It's what we do! To have an attitude of service is good. That is the start. But it is incomplete. By being IN service, the attitude is now shifted into action. The end result is for the benefit of our communities, and when our communities are better, we are too.

We are ALL better by having an attitude OF service, and IN service to those we are licensed to serve! Thank you for being there! It's what you do! Wasn't that a great convention? Make it a GREAT month, &...always remember, at the KAB — "We've got your back!"

2016 KAB Convention



Over 350 Kansas broadcasters (385 total attendees) took in two days of meetings, and events in Wichita October 9-11. We saw the induction of three new members to the Hall of Fame, awarded

seven Station of the Years honors, heard from FCC Commissioner Ajit Pai, and took a trip down memory lane with some original Kansas broadcasters.

The evaluations indicated attendees were very pleased with our presenters and would appear that no one left the meetings without taking something actionable back to their station. Oh, and Scott Donovan was the winner of the \$100 drawing from the turned in evaluations! You can download presentations, view the winning station awards, as well as photos taken at <http://kab.net/Events/ConventionInformation/>

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

Kansas Electric Cooperatives
Heartland Video Systems
AAA Kansas
Kansas Farm Bureau
Southwest Audio Visual
Professional Video Supply
Nautel
Evertz

Broadcast Electronics
The Storm Report
Koch Industries
Marketron
Jayhawk IMG Network
Clark Wire & Cable
P1 Learning

Kansas City Royals
K-State Sports Network
Kansas Radio Networks
GatesAir
Dialight
Open Kansas
BMI

Next year's convention is in Manhattan at the Hilton Garden Inn October 15-17. Mark it down now!

Overtime Rules Could Receive Partial Delay

The KAB along with 407 national, state and local organizations from across the U.S. have sent a letter to the chairman of the Senate Commerce Committee in support of the "Overtime Reform and Review Act," which would provide employers and employees significant relief from the negative impacts of the Department of Labor's (DOL) final overtime rule. This legislation would phase-in the DOL's new salary threshold in four stages over five years, starting with an increase to approximately \$36,000 (instead of \$47,476) on December 1, 2016, followed by a "pause year" in 2017 to allow employers to review and adjust for the consequences of this new rule. Further increases to the salary level would occur annually thereafter, until reaching the final rule's new threshold of \$47,476 on December 1, 2020.

In the letter we state that while a responsible increase to the salary threshold is due, the DOL's drastic increase of more than 100 percent to the salary threshold is too much, too fast, and will have a disproportionate impact on a wide variety of industries and geographic areas of the country.

What Could Possibly Go Wrong?

Earlier this month, our friends at the broadcast and digital media consulting and research firm Jacobs Media posted an article on their blog called "*What Could Possibly Go Wrong*," dealing with the financial and reputational issues that can arise if a contest is not fully thought out. That article reminded me of all of the legal issues that we have written about over the years that can arise if all of the issues with a broadcast contest are not carefully considered. Those potential issues range from an FCC fine if the contest is not conducted as advertised, to the threat of civil liability if the contest results in an injury to a contestant or observer.

The FCC has always been a stickler on the rules, requiring that broadcasters, when conducting their own on-air contests, announce the rules of those contests and to follow those rules as announced. That burden has become somewhat lighter in the last year as the FCC has allowed stations to publicize the material rules of a contest on a station's website. Even ambiguities in the rules can lead to fines, such as a station which said entries would be accepted "through" a particular date, when in fact the

deadline was the previous day, as the award was to be made on the announced deadline date. Any contest involving physical feats or races to get somewhere fast need to be carefully thought out, as the promoting station could be looking at potential liability if injuries to contestants or bystanders result. To read the full article, go to http://www.broadcastlawblog.com/2016/10/articles/what-could-possibly-go-wrong-with-a-broadcast-contest-from-the-legal-side/?utm_source=David+Oxenford%2C+Esq++Broadcast+Law+Blog&utm_campaign=4e4bf4341f-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-4e4bf4341f-70191637

SESAC Reaches Agreement with TV

SESAC Performing Rights (SESAC) and the Television Music License Committee (TVMLC) today announced that they have reached an agreement in principle regarding the terms of the music performance rights licenses to be paid by local commercial television stations in the United States to SESAC for the period of January 2016 through December 2019. A term sheet has been signed and the parties are working together to complete definitive agreements.

“We are gratified to have reached a negotiated agreement with the TVMLC that will allow both parties to avoid the time and additional costs associated with an arbitration, and which will allow SESAC to continue to focus on providing the best service possible for our affiliated writers, composers and publishers,” said John Josephson, SESAC’s Chairman/CEO.

Ownership Changes in Salina

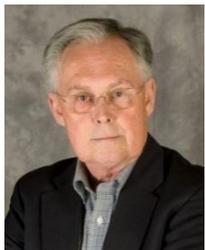


Alpha Media LLC and Rocking M Media, LLC have announced their formal filing with the Federal Communications Commission to transfer five of Alpha Media’s radio stations in Salina, Abilene and Manhattan Kansas to Rocking M Media. The radio stations to be transferred are; KSAL-AM 1150; KSAL-FM 104.9; KABI-AM 1560; KYEZ-FM 93.7 and KBLS-FM 102.5.



Rocking M also currently owns three radio stations in Salina and 21 others in Kansas. Alpha Media owns three stations in Topeka and nearly 250 stations across the U.S.

Roger Dodson Passing



Former Kansas and Nebraska broadcaster Roger Dodson passed away last week at the age of 74. He suffered a stroke a year ago at his home in Lincoln and had been in hospice for three weeks. His expertise was in sales and was the recipient of the KAB’s Mike Oatman Award for Sales in 2010.

Although he began and ended his career in Nebraska, he spent considerable time in Kansas working for Great Empire Radio training sales associates throughout the Midwest. He later worked for the Radio Advertising Bureau and ran several successful radio companies. Roger was inducted into the Nebraska Hall of Fame in 2003.

Watch For New PEP Spots

As you know, a majority of the income the KAB receives comes through the Public Education Partnership (PEP) spots we ask stations to air. Most of that money is used to provide the variety of services our members have asked for. Please advise the folks at your stations who are responsible for taking these orders, that we will have several new ones right at the beginning of the new year. In advance, thank you for participating in the PEP program!

Making It Look Like Magic



There is good account servicing...and then there is exemplary account servicing. With all of the media competition out there right now, the old “good” just isn’t good enough. Taking the client’s order and writing it up correctly, scheduling production, seeing to it that the client’s order runs as it should, making certain that the client’s invoice is sent in a timely manner, and promptly responding to client calls or complaints, are all examples of “good” customer service.

But exemplary client service is something else entirely. Exemplary service means you are doing the client’s marketing and advertising thinking for him or her. It means that you are always thinking ahead, crafting short- and long-term communication strategies between your client and your listeners. To make better advertising campaigns means you must ask great questions and listen very carefully to how your client answers your questions. Your commercial strategies should always revolve around the client’s core messages, the things he actually says to his customers that convince them to buy from him. In other words, focus only on what’s in it for the consumer.

“Exemplary service” also means that you minimize misunderstandings and surprises by fully managing your client’s expectations about results on your station. By knowing the client’s average sale and gross margin of profit you can present realistic budget proposals based on the client’s own numbers and show them that working with you is less of a gamble and more of a good, calculated risk.

But then there is even more that you can do to help your client connect with the people he needs to reach the most. For example, what if the client has a stale, static website? When I bring up websites and a business-owner hangs his head in shame, I know I can close him. “Well, my brother-in-law did that website 10 years ago, but now he’s out of the family and we don’t know how to get into it. He has all of the codes.” That’s when I say, “Oh, we can fix that immediately.” And get your IT person or some other tech person from the outside, to fix the client’s website. Charge for it. He’ll love you for it.

If the client wants your audience to call him but his phone number is nondescript, go to whitepages.com for available telephone prefixes and look for easier to remember vanity numbers. A plumber for example, would really benefit from a number like 512 472 LEAK. It usually takes a little time, but eventually you’ll hear the tone and the recording, “This number is no longer in service.” You then instruct the client to call the phone company and get that number as a redirect, so his old customers can continue to call his old number...and the new vanity number also redirects to that same old number.

Once he’s got the new number, go to godaddy.com and look for 472leak.com. If you find it, turn that into a redirect also, so the client, if he must, can still keep and use his old, harder to remember URL. Then you can say in your commercials, “You can call us at 472 LEAK or just go to 472leak.com.” So every time you mention the phone number, you’re also teaching consumers the website...and vice-versa. This is great for the client because even a stoner can remember 472 LEAK.

Soon enough, the client recognizes that there are distinct differences between you and your competitors. Once the client recognizes for a fact that your plan for his success is better than his own, he’ll hand you the keys and say, “You drive.”

Originally printed in *Radio Ink*. (Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at paul@paulweyland.com or at www.paulweyland.com or by phone at (512) 236 1222.

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