



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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Would you be willing to do one thing...today...that would help your KAB fund 78% of its budget for the next year? Would you be willing to help your KAB keep dues low and unchanged for the past several years by just doing just that one simple thing? Good, I thought you would!

Then set aside just a few minutes today, to fill out the form pledging your fair share of support to broadcast PEP (formerly NCSA) announcements over the coming year. That one single act will help the KAB carry out its mission of serving broadcasters across the state in all facets of your operation.

The Thanksgiving, Christmas and New Year's holidays are upon us! I hope your season of gratitude, hope, giving and anticipation is off to a GREAT start! Thank you for being a broadcaster and a member of our association!

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

2017 KAB Dues Renewal

Earlier this month, GM's received an email and dues form to complete and return with payment. If you did not see it, please let Kent know and he will send another one. But we want to make sure you feel you receive value for the dues. Here are several of the services we provide our members.

- Lobbying at both the state and federal levels to protect your businesses both financially and in the areas of news coverage
- Legal hotlines to assist you in making important decisions
- FREE sales, management and HR training through two excellent companies – P1 Selling and LBS. We are very pleased with the number of stations and their sales staffs who utilize these tools
- On Line Job Bank to seek qualified applicants and to look at resumes
- Alternative FCC Broadcast Inspection Program to keep your stations compliant

- One time scholarships to children of station employees entering their first year of college or vocational school
- Broadcast awards program highlighting the excellence of Kansas broadcasters

The KAB enjoys a strong membership of excellent stations that serve their communities. If you have not joined in the past, now is your opportunity!

Your Association at Work

Here is a list of the FCC proceedings in which the KAB and other State Broadcasters Associations have jointly participated during 2016.

In the Matter of Amendment of Part 11 of the Commission's Rules Regarding the Emergency Alert System and Wireless Emergency Alerts, Joint Comments filed June 8, 2016. In their Joint Comments, the participating State Associations reminded the FCC of their long and active experience in helping to manage the process of developing State EAS Plans for submission to the Commission for review and approval. They also emphasized the leading role that they played in a five-year effort to authorize IPAWS in federal law.

The matters of concern identified by the State Associations included the development of a State EAS Plan template, the inclusion of certain information, such as SECC governance structures and local area EAS plans, in State Plans, and some of the security measures and related reporting obligations proposed by the Commission. (*Proceeding pending*)

In the Matter of Revisions to Public File Requirements -- Broadcaster Correspondence File and Cable Principal Headend Location, Joint Comments filed July 22, 2016. In their Joint Comments, the participating State Associations strongly supported the FCC's proposal to eliminate the rule which requires broadcasters to maintain letters and e-mails from the public in their public files. We made the following points:

In light of the accessibility of other means by which the public can communicate with broadcast stations, including on social media where such communications typically are preserved and publically accessible, the requirement that stations retain letters and e-mails is outdated.

Because the public correspondence portion is the final vestige of the public file required to be maintained in a paper format, elimination of the requirement would enable stations to dedicate staff resources to more productive uses as well as to provide a more secure and safe work environment for their staff;

While radio stations outside the top 50 markets and those with fewer than 5 full-time employees are not required to move their public files online until 2018, the elimination of the final aspect of the physical public file may encourage them to do so earlier; and (iv) because commercial broadcasters are the only entities required to maintain correspondence from the public in their public files, elimination of the requirement would provide for regulatory parity with other FCC-regulated businesses. (*Proceeding pending*)

Hinca and Moses Added to KAB Board



At the annual meeting in October, members elected two new broadcasters to the board. Mark Hinca is station manager at KJRL FM in Abilene and has been with Great Plains Christian Radio since 2008. He began his broadcast career in 1979 at KKAN-Phillipsburg and has worked in various capacities in McPherson, Hays, Houston TX, and Dodge City. Mark says he is honored to have worked with or for numerous KAB Hall of Famers/Award winners.



Brad Moses moved to Kansas in early 2015 when he joined Gray Broadcasting as General Manager of KAKE-TV in Wichita. He moved across town to KWCH in early 2016 after Gray purchased the Schurz CBS station. Brad spent the previous 12 years with Media General including three stints as GM in three of their markets - in Savanna, GA, Raleigh, NC and Tampa, FL. He is a native of the Ohio and earlier in his career he worked in both Toledo and Chicago in the roles of Operations Manager, Promotion Manager and Creative Services Director. Brad is married to Kim and they have five boys ranging age from 13 to 24.

Local Broadcasters – Presenting “Just the Facts”

Given the election of President-Elect Donald Trump, the freedom of the press has come under heightened concern by some. In a speech earlier this month at a luncheon sponsored by The Media Institute, NAB President/CEO Gordon Smith reiterated that Freedom of Speech and the media’s power to provide “popular information” will continue unabated, with the broadcasters’ association full focus.

Acknowledging that “there has been a great deal of focus on the media’s role during and following the election,” Smith added, “For broadcasters in particular, self-evaluation is nothing new; as part of their mission, broadcasters constantly reflect upon how they do their jobs and seek ways to better serve the public. This includes questions about the amount and type of information explored to fact-checking and evaluating what issues really matter to the American people. This is happening now, as it happens after every election. “When Americans want ‘just the facts,’ they know they can turn to their local stations to get the news straight, without the shouting, finger-pointing and drama,” he continued. “When they want to find out what’s going on in their community – like what’s happening in their schools, if their favorite sports team is winning or what the weather will be – they tune into their local stations.”

AM Revitalization A Success?

(Courtesy *All Access Music Group*) FCC Media Bureau Chief Bill Lake has termed the AM Revitalization filing windows for FM translators a "resounding success" in a blog post following the closing of the second filing window on October 31.

Lake noted that 671 relocation applications were filed in the first window for Class C and D AMs and 90% have already been granted, while an additional 420 were filed in the second window open to all AM stations, with 265 granted thus far. And 776 translators were sold or transferred in the two windows, with 631 already granted.

"Allowing FM translators to be moved to where they can be most useful to an AM station was a good idea. But a good idea needs good implementation," LAKE wrote, praising the Audio Division’s engineering and legal staffs and managers. "Their exemplary work provides relief to AM broadcasters as the Commission continues to revitalize the AM broadcast band."

Baronet New GM at KSAS/KMTW TV

Sinclair Broadcast Group's Fox affiliate KSAS in Wichita named James Baronet general manager. He will also be responsible for the oversight of KMTW (MNT), which is programmed by Sinclair under a time brokerage agreement. Baronet has been VP-GM of WGMB (Fox) and WBRL (CW) in Baton Rouge, La., since 2014.

From 2005 to 2014 Baronet was general sales manager, general manager and regional market manager for Communication Corp. of America serving the Waco-Temple-Bryan, Texas; Jackson, Miss.; Evansville, Ind.; and Baton Rouge, La., markets. From 2002 - 2005 he was the station sales manager at KXXV and KRHD-LP in Waco-Temple-Bryan, Texas. Baronet is a graduate of Sam Houston University in Huntsville, Texas.

Salespeople: Stop Looking For Trouble



Selling — and this is my definition — is simply the modification of the behavior of another person, without that person's necessarily knowing that his or her behavior is being modified, in order to arrive at a mutually beneficial conclusion. Would you go along with that? In other words, it's 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 make it seriously more difficult for you to arrive at that 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 toward better advertising campaign ideas, as well as guiding her toward a sufficient schedule so that the commercial can reach the people who need to see or 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. "OK, what do you want to say in the commercial?" *Honk!* *Nooooooo!* 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 they've heard all 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, 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 or sounds just like everyone else's spot. In the meantime, we don't use any of the successful talking points 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 the spot 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. Say, how to make commercials that really work for the client and make his cash register ring, without the client's 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 he's 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 own their product or 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: "OK, we'll run this for next month." *Honk!* *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 on board. 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.

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