



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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Movies and music have always played a large role in my life, not only as entertainment, but also as double barreled shots of reflection and inspiration with a spicy dash of encouragement tossed in for good measure. They did this year for the KAB. I'll explain in a moment.

But first, I want to point to the people who worked tirelessly this year to move the ball down field on your behalf as Kansas broadcasters. Judy Clouse and Kent Cornish did an outstanding job, yet again this year, to make possible everything that happened with the KAB! And, they did it extremely well! I am grateful for your service! Thank you Kent and Judy! I also appreciate the stellar service of your KAB Board of Directors:

- Chair-Elect Ron Thomas, Emporia
- Secretary-Treasurer Larry Riggins, Topeka
- Past-Chair Bruce Dierking, Marysville
- Beverlee Brannigan, Wichita
- Mike Cukyne, Kansas City
- Michael Quade, Bunker Hill
- Tim Robisch, Lawrence
- Sacha Sanguinetti, Colby
- Mark Sullivan, Kansas City
- Bill Wachter, Pittsburg

Thank you for your stewardship of this fine organization!

We started the year in this space with Sandra Bullock's character in The Blind Side. "Our job is to protect you," the quarterback. "We've got your back!" Now, allow me to finish with music.

Much to my family's dismay, I am a big fan of the Chicago based indie rock group WILCO. "What Light" is a philosophical song that has been my "one thing" from City Slickers.

As you continue to support the KAB in the coming years, I hope you keep that “one white light shining inside of you!” It will steer your course true & guide you well! Make 2017 another GREAT year, &...always remember, at the KAB — “We’ve got your back!”

Quarterly Reports Due

The next Quarterly Issues/Programs List (“Quarterly List”) must be placed in stations’ public inspection files by January 10, 2017, reflecting information for the months of October, November, and December 2016. For TV stations, the next Children’s Television Programming Report must be filed with the FCC and placed in stations’ public inspection files by January 10, 2017, reflecting programming aired during the months of October, November, and December 2016

KAB Foundation

For over 30 years, the KAB and KAB Foundation have contributed \$316,000 for student scholarships. Many of those recipients have gone to work at radio and TV stations in Kansas. They are the future employees for you. However, to sustain the funding we do need contributions from stations and individuals. You can make a pledge over 5 years, or a one-time donation. Either way, you are doing something to leave a legacy for Kansas broadcasting. Check with your ownership to see if they have a matching program. Perhaps an end of the year contribution is just right for you!

KAB Foundation President Mark Vail and the rest of the board can answer your questions on the importance of having a well-funded foundation. For more information and to download a pledge form, click on <http://kab.net/KABFoundation/>

Are you Taking Advantage of your KAB Membership?

One of many benefits we offer members are two tracks of FREE sales and management training. Forty one percent of employees who receive poor training – or no training – leave their jobs with a year.

P1 Learning provides hundreds of courses in sales for the beginner, the shorter term veteran and the long time veteran. These are 7-10 minute videos that also include a quiz at the end for sales managers to review results. In addition, they offer management courses on leadership and HR. If you are not registered, it’s simple. Email katey@p1learning.com

We also offer LBS Sales Training. They have hours and hours of videos on nearly every prospective business out there – auto, furniture, medical, etc. These are done by most of the leading sales trainers in America. Again, very simple to register if you haven’t already. Go to www.localbroadcastsales.com Click on JOIN LBS in the top right corner. The access code is 2012ks

Wheeler to Leave FCC Inauguration Day

Chairman Tom Wheeler announced he will leave the Commission January 20. Commissioner Jessica Rosenworcel was not reappointed by Congress so it will leave the commission at two Republicans and one Democrat. It is expected that one of the two Republicans will be named as Acting Chairman (Kansas native Ajit Pai would be the most likely choice) to set the agenda for the first few months of the Trump administration, until a permanent Chair is announced and confirmed by the Senate, if that Chair is not one of the two current Republicans.

A number of issues – Ownership limits, EEO, and even FCC processing reform – will become new priorities under a Republican controlled Commission. As Hotline Attorney David Oxenford recently wrote, “...broadcasters can hope that the new FCC will take actions that will allow them to

concentrate their efforts on serving their communities through great programming and other public service efforts.”

Auto Sales Could Break Record

(Courtesy Media Post) November U.S. auto sales were up 3.7% compared with a year ago, according to Autodata. General Motors and Ford both exceeded analysts' expectations. Even Volkswagen Group had its first good month since the emissions scandal broke a year ago. Online shopping for new cars increased 3% in November compared with November 2015 as consumers responded to automakers' push to end the year strong, says James Grace, director of analytics product management for Dealer.com.

“Automotive digital advertising costs increased sharply in November, up 5% compared with October,” Grace says. “Black Friday advertising, both in the automotive sector and elsewhere, played a big role in driving increased demand and costs in November.” Black Friday definitely contributed to a solid month, says Stephanie Brinley, senior analyst, IHS Markit.

“While third-quarter results had the industry questioning if 2016 would again be a record-breaking year, a strong December could tip the scale,” Brinley says. “However, any gain in 2016 will be smaller than recent years as the market is reaching a plateau.” GM's overall sales rose 10.2%. Each of the automaker's four U.S. brands recorded increases, with Chevrolet up 8.1%, GMC up 14.1%, Cadillac up 14.5% and Buick up 16.1%. Ford's sales increased 5.1% with its Lincoln brand rising an impressive 19.1%.

Walden New Commerce Chair – Good News for Broadcasters



Republicans have elected Rep. Greg Walden (R-Ore.) the next chairman of the powerful House Energy and Commerce Committee. He previously owned radio stations in Oregon and has chaired the panel's technology and telecom subcommittee. Technology and healthcare are among the biggest industries under the purview of the energy panel. It is also the House watchdog of the FCC and Walden has been very vocal in his support of less regulation and oversight by the FCC.

Opioid Abuse PSA Campaign

Nearly 78 Americans die every day from a prescription drug or opioid overdose. To address this crisis, the NAB has developed a digital toolkit, available at NAB.org/addiction, with PSAs, digital messaging and programming ideas for radio and television stations to educate their audiences. You can download the PSAs [here](#).

How to Prepare for a Great Sales Year



With the right tools and the right attitude, next year could be your best year yet. Here's what you can do now to boost your odds for a record 2017.

- 32. Concentrate on achieving the goal of having 32 active average accounts on the air each month. Top billers in any market, both in radio and television, are able to achieve that high level of activity.
- Realize that in order to win and keep local direct business that you will eventually need control of two things, the client's creative and the client's budget.

- **Focus on building long-term local direct business. In order to reach the 32 account goal, you will have to ask for long-term (annual) commitments in virtually every single case. Instead of asking for monthly or even quarterly business, always ask for annual business. It's a good habit to get into starting NOW. It means that by the time your month begins, you've already reached a significant portion of your goal.**
- **Win meetings with local direct decision makers by using headlines to get their attention. What kind of headlines? Ones that specifically focus on helping the client win more customers. "I've discovered a way that when our audience thinks about _____, they will only think about your company." Or, "I've noticed that every time you advertise, you always focus on discounting your product 20 to 30 percent. I think if we concentrate the campaign on value instead of price, I can help you bring that 20 to 30 percent back to your bottom line."**
- **Focus on bringing big ideas to your clients. That's what they want. They're sick of hearing about your ratings, format or programming. Once they are absolutely convinced beyond a shadow of a doubt that your plan for their success is better than their plan, they will hand you the keys and let you drive, regardless of your ratings, format or programming.**
- **Learn how to calculate return on investment for your local clients. I have written extensively on this subject. If you need help, read previous articles or order my books at www.paulweyland.com.**
- **Get out of the habit of asking the client what he or she wants to say in the creative. The client is probably hypnotized from a lifetime of experience watching television and listening to the radio, so when it's time to talk creative, they spit out meaningless clichés, instead of giving the audience talking points that they use successfully every day to make the register ring. They think that commercials are supposed to look and sound like commercials. Besides, it should be you and your team coming up with new ways to sell the client's product or services without having to discount the client's prices.**
- **Get over the idea that you can't sell a format or programming that you don't like. And get the client to get over that as well. I mean, really. Have you ever been fishing? Well, if you wanted to catch fish, would you bait the hook with food you like to eat, or food the fish likes?**
- **Don't waste all of your valuable time on squirrels (tiny accounts with acorn-sized budgets). I know salespeople who have large numbers of little bitty accounts. In fact, when inspected, it's clear that their account lists are really huge nests of squirrels. If you're running a squirrel's nest maybe it's time to diversify your portfolio. While it's true that some squirrels will mature into larger accounts sometimes, the larger reality is they will drive you nuts with plenty of drama, and while you're mothering them they will smother you. Whenever possible, try to concentrate on prospects with larger budgets.**
- **Don't waste your valuable time with accounts that you can never close. Some decision makers just can't say "NO." So they just keep stringing you along, month after month after month. Sometimes it's worth it just to say, "You know Bob, this isn't ever going to happen, is it?" And get the client to admit that no, it's not. "Good. Thanks for telling me. I've wasted enough of your time. (and vice-versa)" and move on.**
- **Raise the bar. Stop asking local direct clients what their budget is. They'll always low-ball you. Instead, you tell them how much they should be spending per week to reach your audience in the most effective and efficient way possible. Even if the client can't afford it now, they deserve**

to know what it would cost to dominate their product/service category on your station. You should be setting the rules on the spending levels.

- **Always, always ask for signed long-term agreements. That's your only protection against your competitors...those working in other media as well as predatory advertising agencies.**
- **Whenever possible, get the client to pay in advance. Either by check or easier, by credit card. Collecting bad debt sucks. Keep in mind that if the client owes you money, she probably owes money to at least 10 other vendors. It's always a good idea to have the client's cell phone number. If you have a collection problem and the client knows your telephone numbers, you can call from an unfamiliar number and they'll have to answer. Also remember that it's not a sale until it is collected.**
- **Visualize success. Think about winning new business. Imagine how good it would feel. See yourself accepting the signed contract and imagine the elation you would feel had that event actually already occurred.**

If you're going to play this media sales game, then play it to win. Using these ideas will ensure that you are on the winning path.

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