



# 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:

*Ron Thomas*

*KVOE AM/FM, KFFX FM, Emporia*

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Greetings, Happy New Year and welcome to 2017!

It truly is an honor to serve as your KAB board chair this year.

I have been a Kansas broadcaster for 28 years, all at the KVOE family of stations in Emporia. My love of the business was spawned by countless hours in the tractor on the family wheat farm in Saskatchewan Canada listening to the Super 8 CHAB out of Moose Jaw. My broadcast career started in Montana followed by stops in the Black Hills of South Dakota, Douglas Wyoming, Elkader Iowa and Fond du Lac Wisconsin.

January's big ice storm proved again how volatile our weather could be, and once again Kansas broadcasters were there to keep their communities informed and safe. TV and radio stations at all hours were in studios and on the scenes reporting on forecasts, road conditions, and power outages. Thank you for your dedication and professionalism. Service to our communities is a major component of what we do.

The winds of change are blowing politically, with a new look Kansas legislature, and (how do I put this) a new landscape in Washington. Your KAB is here to keep you informed and work to enhance the success of all Kansas broadcasters, partly through governmental representation and professional lobbying (part of our mission statement). This could be a very active year and please if you have any questions or concerns contact the KAB.

A Big "Job Well Done" to our 2016 KAB board chair Mark Trotman of Eagle Communications in Hutchinson. Mark's leadership was outstanding and as he stated on many occasions thank you to past KAB Boards of Directors who put cash away for a rainy day. It looks like we will see financial improvement in 2017 and if so will begin to replenish reserves.

To Kansas Broadcasters...Thanks for all you do!

## Native Kansan Pai to Chair FCC



President Trump has selected Ajit Pai as Chairman of the FCC. He has been on the Commission since 2012 and supportive of a number of broadcast issues. Pai grew up in Parsons graduating from Harvard as an undergraduate and the University of Chicago Law School. The KAB was honored to have him speak at our annual convention this past October.

NAB President Gordon Smith said, “Pai is a known quantity who brings integrity, good humor and a fierce intellect to the Commission. We look forward to working with him and his colleagues on a pro-growth FCC agenda that benefits tens of millions of Americans who rely on free broadcast radio and TV for the most popular content, credible news, and lifeline local emergency alerts.”

There are currently just three members on the panel. The Republicans' new majority at the FCC, along with their control of Congress and the White House, is expected to help them roll back policies applauded by consumer advocates that upset many phone and cable industry groups, including net neutrality rules that bar internet service providers from favoring some websites and apps over others.

## What Constitutes a Legal Raffle in Kansas?

I have received a few questions recently regarding raffles and whether stations can help promote them. A constitutional amendment was passed in 2014 allowing for charitable raffles. Rules were approved in 2015 by the legislature and they went into effect July 1, 2015. If you are approached about promoting a raffle, the first question you ask is whether the group putting on the raffle is a recognized tax exempt non-profit. If they aren't, then they can't conduct a raffle.

To help you and the organization, go to the Kansas Department of Revenue Charitable Gaming website where you will find all of the rules as well as an excellent FAQ.

<http://www.ksrevenue.org/bustaxtypesbingo.html>

## EAS National Test Called a Success

(courtesy *Radio World*) FCC public safety officials call the September test a success but point to opportunities for improvement. It said more than 21,000 radio stations, broadcast television stations, cable systems, satellite services and other EAS participants in all 50 states and the U.S. territories participated which is a 26% increase in participation from the 2011 nationwide test. The Public Safety and Homeland Security Bureau identified “several areas where the commission could take steps to potentially strengthen the EAS. These are initial findings, not official proposals. The first part of each point is from Homeland Security and then the response from the FCC

- Some participants experienced poor quality audio and were not able to deliver the Spanish-language alert because they received the test from an over-the-air broadcast source before their EAS equipment performed its regular check of the IPAWS Internet feed, which typically occurs every 30 seconds. “Requiring EAS participants check the Internet-based IPAWS feed upon receiving a broadcast alert and transmit the corresponding CAP alert, if available, would ensure that the most timely and content-rich version of the alert is broadcast.
- Some people with disabilities had difficulty receiving or understanding alert text or audio. “EAS tests can be made more accessible by applying to EAS tests the accessibility rules that already apply to live EAS alerts,” the bureau staff wrote.

- Some participants did not receive the alert because they did not properly configure or maintain their equipment. “The bureau, in coordination with state emergency communications committees, state broadcast associations and other stakeholders, will use the test results to provide guidance to those EAS participants that experienced technical difficulties.”

## Call For Nominations – Service to America Awards



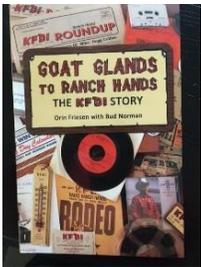
NAB and the NAB Education Foundation (NABEF) offer an opportunity for local radio and television broadcasters to receive national recognition for their local public service commitment. NABEF honors five outstanding radio and television broadcasters at the annual Celebration of Service to America Awards dinner in Washington, D.C. The 2017 gala event will be held Tuesday, June 20. All radio and television stations and broadcast ownership groups are eligible to apply for

Service to America Awards. The deadline is March 1.

All honorees receive airfare, hotel and two complimentary tickets to the Celebration of Service to America Awards dinner in Washington, D.C. Winners are recognized before an audience including members of Congress, leadership from the Federal Communications Commission, as well as broadcast industry leadership.

Honorees for both programs are selected through competitive Calls for Entries. Details, including entry rules and award criteria is available at <http://www.nab.org/documents/landingpages/crystalsta2017.asp>

## Goat Glands to Ranch Hands – The KFDI Story



Orin Friesen has penned a great history book of Wichita radio station KFDI. It’s a great read - complete with numerous pictures. There are stories about country entertainers and behind the scenes with one time owners Mike Oatman and Mike Lynch.

If you would like to obtain a copy from Orin, the cost is \$20. They are available in Wichita area bookstores. Or simply email him at [orin@banjoranch.com](mailto:orin@banjoranch.com) His mailing address is 14339 SW Parallel St, Benton KS 67017

## Jeff O’Dell Obituary



Former KVOE Radio News Director Jeff O’Dell passed away December 30, 2016 at Stormont Vail Hospital in Topeka, KS. Jeff graduated from Paola High School in 1970 and received a Bachelor’s degree in Broadcast Journalism from Kansas State University in 1974 and a Bachelor’s degree in Business from Emporia State University in 1984.

In 1975 he started as an overnight DJ at KVOE. He later became news director for KVOE, AM & FM and KFFX and worked there until 2012. He loved news and the people he met in his work. Jeff was past state president of ANBK (Association of News Broadcasters of Kansas) and also served as Board President for the Associated Press of Kansas and Missouri. He won numerous awards from the Associated Press and ANBK in many categories. He also served on the Board of the Lyon County Historical Society, had been a member of Rotary Club and received the Silent Rotarian Award for his outstanding public service.

## How to Attract and Keep Local Direct Customers for Life



The day I committed to asking for local direct annual contracts was the beginning of my road to becoming the top biller in my market. And I learned how to do that by paying attention to the small advertising agencies that were stealing my clients. These agency principals were not creative geniuses by any means. But they were better at asking for and getting long-term contracts than the media salespeople. That was a fact back then and it's still a fact today.

Here's how I got started. I used a headline to get an appointment. "Hi, my name is Paul and I just wanted to see if we could meet and talk about your advertising" just wasn't working for me. So, I'd say things like, "Hello, I have noticed a huge mistake that your competitor is making in his advertising effort and I can show you how to take advantage of that error." Or, "I've noticed that every time you advertise you're always offering to knock 20 to thirty percent off your price. I don't think you have to do that anymore. In fact, I have an idea that could bring that 30 percent back to your bottom line." I made my headlines about the advertiser's needs, not mine.

I came up with a weekly schedule (modified for long holiday weekends) and a good creative plan for each client. My proposal was usually no longer than one page. My creative strategy and an outline of the weekly spot schedule were included on that one page. The contract was attached with a place to sign highlighted with a red X. The moment my presentation is completed, I hand the client the contract and a nice pen (\$15-20). Then I say, "Let's do it." And then I wait to handle objections. When they sign, they keep the pen.

Does the client sign every time? Of course not. The client will sign only when she is 100 percent convinced that my plan is better than her plan. If they say no this time, what will I ask for the next time I see them? You bet. The long-term contract. The point is, I know that the only way to get rich in the advertising sales business is to always ask for the long-term contract. If I don't then I start every month at 0. So, I take the reins. I never ask the client to help with the creative message. Clients aren't so good at that. Also, I never ask the client what their budget for this is. They'll low-ball you every time. I show them what the creative is and I tell them what the weekly budget is. The worst they can say is NO. Like I've said, I have worked in every state in this country as well as a lot of other countries and I've only known of two media salespeople that were actually murdered for asking for too much money. So, your odds are good.

In my meeting with the client I used my proposal as my notes (he with the agenda controls the meeting). The proposal also served as a tool for drawing out objections. The proposal also showed the client that I put original thought and effort into my presentation. My presentations were never about ratings or my format or program. Everything was focused on the long-term creative idea. My weekly cost for the annual proposal was expressed as a weekly number for 52 weeks. Let the client do the math. My weekly cost was also written in the smallest font on the page. That helped me keep the client focused on the idea, not the price.

Once I have that annual contract, I can concentrate on cementing my relationship with my client. In other words, every time the client sees me it's a treat because I'm not hitting them up for money. Instead I'm there to present new information, to drop off concert tickets or I'm there to physically help them out. I've helped a florist deliver flowers on Valentine's Day. I was their only vendor that ever offered to help them on their busiest day of the year. I was invited to attend a client's Christmas party. I said, "No, I won't be your guest, but I'll bartend." They loved it. One day I was in the right place at precisely the right time and I saved a client's life.

**I helped keep watch at a pen show for one of my office product companies. I actually caught someone stealing a \$350.00 Mont Blanc pen. The client called me “The Sheriff” after that. That same client even sent me a “thank you” letter after he sold his business. I still have it. Part of it reads, “Paul, thank you for helping us become millionaires.” I shook that envelope, looking for my check. There wasn’t one. But I was happy because they paid me like clockwork for nearly 20 years. We are still friends to this day.**

**Many, many salespeople have come around to my way of thinking about asking for long-term local direct business. I hope you will too. Please write and let me know about your progress.**

**Originally printed in *Radio Ink*. (Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at [paul@paulweyland.com](mailto:paul@paulweyland.com) or at [www.paulweyland.com](http://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](mailto:kent@kab.net)**