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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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It seems spring has sprung early here in the Sunflower State, let's hope there is not a Mother Nature payback.

I heard Dolly Parton's 9-5 song the other day, and I had to pause, and think wouldn't that different. As broadcasters, our 24-7 operations require dedication, commitment, and passion. The hours spent covering, reporting on and promoting events and activities are immense. There is a great deal of time invested in customizing sales opportunities for clients and creating a polished finished product, and don't forget this all has to be packaged digitally too. I could go on from engineering and IT to the traffic department, but you know that broadcasters are a Special Breed. Maybe we should change Dolly's title to 12a-11:59p (one-minute lunch break).

A true bright spot in Washington is Ajit Pai's appointment as FCC Chairman. Chairman Pai as most of you know is a Kansas native and spoke at our KAB convention last October in Wichita. In his first speech outside the agency since being appointed Chairman, Pai pledged to do his best to cut through the red tape at the agency so broadcasters can better serve the public and said: "under my chairmanship, I commit to you that radio will not be neglected." I believe we are very fortunate to have Chairman Pai leading the way at the FCC.

Have a good month and to Kansas Broadcasters Thanks for all you do!

Legislature Reaches Midway Point

After hitting the deadline for bills to be passed out of their original chambers, legislators take a break until March 6. Obviously the income tax bills have used the most oxygen in the statehouse so far, but there several open records/meetings bills that we are working on.

SB 70, proposed by Sen. Baumgartner, would require public bodies to be more specific when going into executive session. A written statement as to the reason would need to be in the minutes. It passed out of committee and should get a vote in the Senate in a couple of weeks.

SB 86 would limit the amount an agency could charge for record requests. There is no consistency between government agencies on copy charges and hourly rates. The bill passed committee and is also waiting a vote in the Senate

HB 2128 would allow the Governor's Domestic Violence Fatality Review Board to go into executive session. While we know there are sensitive matters which don't need to be public, it's just one more assault on openness in governments and an opportunity to discuss public matters behind closed doors. It passed out of committee and the full House and now goes to the Senate.

HB 2338 would close parole board sessions between the victims and inmates. Currently those are open to the public and many stations have covered them over the years. The public should have the right to hear from victims or their families who are asking the board not to release an inmate eligible for parole. It allows the public to weigh that against the decision made by the board to release – or not release the inmate. It passed the House and we will attempt to amend it – or defeat it in the Senate.

Severe Weather Awareness Week

This is a reminder that the annual tornado warning test is Tuesday, March 7 at 10am (in case of inclement weather the backup date is March 9 – also at 10am). Please make sure you pre-promote this to your listeners and viewers so they are aware it is a TEST and not the real thing. It's a good time to have your county emergency manager on the air to talk about preparations for severe weather. You can also use this opportunity to make sure your station plans are all in place!

What's Up for Broadcasters in Washington?

A new President and a new Chair of the FCC have already demonstrated that change is in the air in Washington. Already we've seen Chairman Pai lead the FCC to abolish the requirement that broadcasters maintain letters from the public about station operations in their public file (which will take effect once the Paperwork Reduction Act analysis is finalized), revoke the Media Bureau guidance that had limited Shared Services Agreements in connection with the sales of television stations, and rescind for further consideration FCC decisions about the reporting of those with attributable interests in noncommercial broadcast stations and the admonitions given to TV stations for violations of the obligation for reporting the issues discussed in, and sponsors of, political ads.

Also on the table for consideration are orders that have already been released for public review on expanding the use of FM translators for AM stations and proposing rules for the roll-out of the new ATSC 3.0 standard for television. Plus, the television incentive auction moves toward its conclusion in the repacking of the television spectrum to clear space for new wireless users. Plenty of action in just over 3 weeks.

But there are many other broadcast issues that are unresolved to one degree or another – and potentially new issues ready to be discussed by the FCC this year. To review these and other items from David, click here <http://www.broadcastlawblog.com/2017/02/articles/>

FCC Gives Go-Ahead to FM Translators

The FCC has approved a Second Report and Order that relaxes the siting rule for an FM fill-in translator rebroadcasting an AM broadcast station. The vote at the FCC's February Open Meeting means that an FM translator can now be located beyond 40 miles from an AM station's transmitter. The protected contour for an FM translator station is its predicted 1 mV/m contour, the revised language states.

“The real-world impact of this Order is simple: It will now be easier for AM stations to find a suitable location for their FM translators. That, in turn, will make it easier for AM broadcasters to serve their local communities, particularly at night,” said Chairman Ajit Pai.

The Order comes after Pai, as a Commissioner, in 2014 sought comment on a proposal to relax rules that he believed were too restrictive, in respect to the siting of FM translators — thus blocking some AM broadcasters from being able to purchase one.

Call for Nominations – Hod Humiston Award

The Hod Humiston Award is given annually to a Kansas broadcaster who has made significant contributions to the field of sports broadcasting as well as work in the community. The award is named for Hod Humiston who was the first television sportscaster in Kansas when he did play-by-play coverage of college games for KTVH (now KWCH TV), channel 12, Wichita. Hod was founder and a co-owner of KSKU radio and was also employed as an announcer for KWBW and KWHK radio stations in Hutchinson.

The deadline is March 10. For nominating details and to see a list of past recipients go to <http://kab.net/KABAwards/KABIndividualAwards/>

Deines Receives Stauffer Award from KSHSAA



Dusty Deines of KDNS FM in Glen Elder, was selected the 2017 Oscar Stauffer Sports Broadcasting Award from the Kansas State High School Activities Association. The honor, judged by KAB members, is given to a high school sports play by play announcer working for a station in Kansas. Dusty will receive his award during the State Basketball Tournament in March at one of the sites. Deines is the Sports Director at KDNS/KZDY in Glen Elder, KS, part of Dierking Communications. A native of Wakeeney, KS, he graduated from Colby Community College in May of 2003 and shortly thereafter began his broadcasting career at KDNS/KZDY in Glen Elder with Hoeflicker Broadcasting in July of 2003. Dierking Communications took over in September of 2006 and Deines was retained by that staff.

For the past 13 ½ years, he has been broadcasting high school sports to listeners in North Central Kansas. During that time, he has covered multiple play-by-play broadcasts of football, basketball, volleyball, baseball & softball, as well as covering multiple track & field and wrestling events. He also provides daily sportscasts and insight on “The Sports Ticket” morning sports talk show on KD Country 94 in Glen Elder.

The Tormented Lives of Squirrel Chasers



I own a beautiful three-year-old border collie named Shiner. You might be aware that border collies are supposed to be the brightest of all dogs, but that’s not the case with little Shiner. She’s very sweet, but she’s not so smart (she got skunked five times in six months). The bane of her existence is the Common Squirrel. She’s so busy chasing them (to our knowledge she’s never caught one) that she misses the more lucrative (to her) cats and deer that are in PLAIN SIGHT.

Her squirrel troubles remind me of some of the media salespeople I meet in my travels, because they are squirrel chasers as well. They spend all of their time chasing little bitty accounts with acorn-sized

budgets instead of focusing on the bigger ones, the ones that could really make them and their stations some money.

Squirrel chasers are *busy, busy, busy!* They have to be because it's always the littlest accounts that require the majority of your time. Although they're small, squirrels bark the loudest. They fight you on rate. They complain the most about the times their commercials are running. They cancel for no reason at all. Their commercials have to be tweaked over and over. And...Uh oh! They're late paying you AGAIN.

But you LOVE them because you think they're cute and they are FACINATING to watch. They are like family (a dysfunctional family). So, you pamper them. But as you mother them they can *smother* you. Your time is your greatest asset and squirrely accounts can take up a majority of your precious time.

I understand that squirrel-sized accounts can sometimes turn into medium-sized accounts and medium-sized accounts can turn into big accounts. But often they don't. Many just stay the same, driving you crazy as you chase after them while they chase their own tails in a hypnotic but downward spiraling pattern.

The owner of a Chinese restaurant (squirrel) once killed our production director. I still feel like I was an unwitting accomplice because I should have seen it coming. After spending an incredible amount of time landing the squirrel, the real trouble began. He complained about everything. Nothing we did was right for him. We redid his commercial seven or eight times. Our production director Bill, a former Voice of America announcer, did a beautiful job reading the final script. But while I was playing the commercial to the client, the client insulted Bill's reading. "Paul, the script is good, but I hope you can find somebody MORE PROFESSIONAL to read it. Bill became so angry he turned beet-red and then he died of an aneurysm. I'm not kidding. And to top it all off, the client wound up cancelling a week after the schedule started. See? Squirrels can be bad for your health.

My advice, quit hoarding squirrels. Let some of them go (in somebody else's yard?). Instead of chasing squirrels, become a Big Game Hunter. Concentrate on big ideas for bigger businesses that can actually afford to run real schedules, clients that will actually buy you long-term instead of week-to-week. Come on, accounts with bigger budgets need your help just as much or more than the squirrels do. You'll learn to love big accounts *even more* than you used to love your little squirrely ones.

You'll be surprised at how much easier and more lucrative your job becomes when you clear the squirrels out of your attic. Bigger accounts pay more, they actually tend to take up less of your time *and* they don't chew up your lawn furniture.

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