



# TRANSMITTER

Vol. 56 No. 3

March 31, 2017

*If you don't serve your industry well, it won't serve you well.*

Facebook [kansasassociationofbroadcasters](https://www.facebook.com/kansasassociationofbroadcasters)

Twitter [@ksbroadcasters](https://twitter.com/ksbroadcasters)



## Chairman's Message:

*Ron Thomas*  
*KVOE AM/FM, KFFX FM, Emporia*  
[thomasr@kvoe.com](mailto:thomasr@kvoe.com)

Greetings and welcome to April! As we Spring into a new month, our thoughts are with the many Kansans affected by the biggest wild-fire in the States' history. Thank you, Kansas broadcasters for your coverage and help in the recovery efforts.

A couple of KAB sponsored seminars that should be on your radar. The Student Seminar in Topeka April 4th (including a Student Career Fair, that brings with it EEO credit). And the annual Sports Seminar at Kauffman Stadium in Kansas City May 3rd.

It was a productive late February trip to Washington DC! A KAB delegation made its annual journey to our nation's capital for the NAB State Leadership Conference. We met with each member of our Kansas delegation, and it was reassuring to know that our congressional group was aware of and concerned with issues facing broadcasters. We are very fortunate to have good relations with our representatives in Washington. When they make a visit to your area, please thank them.

No fake news here! A common theme I heard from other broadcasters from across the country (and one we voiced as well) during the State Leadership Conference was "We Are Local." Unlike some national news and talk outlets, we are embedded in our communities, committed to public service, and being a credible and trusted source for local news and information. Have a great April! Kansas Broadcasters, thanks for all you do!

## KS Broadcasters Spend Day on the Hill



Each year the NAB hosts a session to discuss issues for broadcasters in Congress and the FCC. Speaking to the group this year was Senate Majority Leader Mitch McConnell (KY) and Senate Minority Whip Dick Durbin (IL). In addition, our KAB group visited with each of our members on Capitol Hill. The group included Ron Thomas, Mark Trotman, Mike Cukyne, Brad Moses, Sarah Smith and Kent Cornish.



As Ron pointed out in his column, we are very fortunate to have a Kansas delegation that understand the importance of local and free over the air broadcasting and the work that you do. Because of that they are all in support of the Local Radio Freedom Act which opposes a performance tax on radio stations. Congressman Yoder is leading the charge on the House to oppose removal of advertising as a business tax deduction. And Sen. Moran is the co-sponsor of a bill to make sure there is money and time for television stations who

need to repack due to the recent spectrum auction. Please make sure to thank our members when they come to your station for interviews!

## Consider Supporting NABPAC

No matter who you voted for in the most recent election, we can probably all agree that with a new administration, it won't be politics (or business) as usual. As broadcasters, we have a number of regulatory issues on the table, and no clear understanding of how those issues will be viewed by this new administration and new Congress. In this uncertain and increasingly competitive environment, our engagement on the legislative front is more important than ever.

That's why I hope you will consider learning more about the NAB Political Action Committee in 2017. NABPAC is the federal political action committee of the NAB, and supports the election of candidates to the U.S. Congress. NABPAC supports pro-broadcast lawmakers, and NAB's Government Relations team advocates for broadcasters and amplifies our voices on Capitol Hill. Why is this important? In 2016, the Cable industry spent \$12.5 million on their legislative agenda, while the wireless industry spent \$9.5 million. In that same year, broadcasters spent \$4.5 million.

If you are a current NABPAC contributor, thank you for your support. If you've not yet participated, please take a moment to check out <http://nabpac.com/> Making sure that our collective voice is heard on Capitol Hill is more important now than ever before

## Legislative Update



As legislators continue to look for revenue, much of our time in the statehouse has been fighting bills that attempt to close records. Brian Gregory (left) of KWCH TV testified in front of the Senate Judiciary Committee against a bill that would keep the public from getting certain records on law enforcement officers. The Commission on Peace Officers Standards and Training (CPOST) is a repository for records of law enforcement officers who have been terminated or are being investigated. KWCH was able to discover officers from one small town agency had all been terminated for cause prior to being hired. It's something a community should know.

Additionally, we have been successful so far in stopping a bill that would have closed parts of a Prisoner Review Board hearing where victims and family members address the board about the possible parole of an inmate. It's our belief the public should know exactly what the board knows in making a decision whether to release or not release an inmate. Some good news, a bill that would require more information be announced by a body as to why they want to go into executive session has

passed the Senate. Sen. Molly Baumgartner (also a JCCC communications instructor) was a co-sponsor.

## KAB Sports Seminar Has Some Changes



Go ahead and mark your calendars for Wednesday, May 3rd for the annual Sports Seminar. However, don't show up in the morning. The format has changed this year and the event begins at 1pm (registration at 12:30). There will be round table topics and you'll hear from Royals announcers, as well as Ned Yost and Dayton Moore. In addition there will be a tour of Arrowhead Stadium and new this year will be a tailgate dinner hosted by the Royals prior to the game with the White Sox.

For more information and to download a registration form, go to

<http://www.kab.net/events/>

## Internship Reimbursement Program

A limited number of paid internship reimbursements of \$580.00 each are available each fiscal year through our KAB Internship Reimbursement Program. An intern must work a minimum of 80 hours at a station over the course of the internship to qualify. One paid internship per station group, per calendar year may be awarded on a first come, first serve basis following KAB approval. Station's requesting a paid internship reimbursement must be airing KAB PEP messages on a regular basis for their application to receive consideration.

So if you use interns and can meet the qualifications, look into this. You will find more at <http://kab.net/Programs/MemberServices/> Scroll down to Internship Reimbursement.

## Schwanke Testifies Before Congress



At the request of Sen. Jerry Moran, KWCH TV anchor Michael Schwanke appeared before the Senate Commerce Committee which is looking into scams in the U.S. He talked about the recent wildfires near Hutchinson, where victims of the fire were receiving calls from someone offering free federal grants. All they had to do was send in an application fee. The scam was underway before some victims of the fire were even allowed back in to survey what they'd lost.

Schwanke described several other incidents they reported on, of telephone scammers taking advantage of tragedies by soliciting funds to allegedly help victims. Other testifying included two members of the Federal Trade Commission and the Ohio Attorney General.

## Missi Kelly Obituary



Missi Kelly, General Manager of KRPS FM at Pittsburg State University, passed away earlier this month. She started as a part-time student employee at KRPS public radio (where she and her husband first met), and would become the youngest and longest tenured general manager in the radio station's history. Missi graduated from Pittsburg High School with the class of 1985. In 1992, she earned her bachelor's degree from Pittsburg State University.

She joined the Kansas Public Broadcasting Council in 2001, and served as chairperson from 2008-2010. Missi served on the Habitat for Humanity Board, as a facilitator for Crawford

County Youth Leadership, volunteered at the Joplin Humane Society, and was a member of the Pittsburg High School Career and Technical Education Advisory Board for six years. In 2015, she was recognized for her achievements by being named a Woman of Distinction by the Pittsburg Area Chamber of Commerce.

## **Raff Returns to Topeka TV**



Robert Raff has been named Vice President-General Manager for KSNT TV and KTMJ TV in Topeka, and will oversee KTKA TV as part of a joint operating agreement. The stations were recently purchased by Nexstar. Raff most recently VP-GM of the former WFXS Wausau, Wis. In addition, the owner of WFXS appointed Raff to oversee the financial and operational management of the co-owned WVFX Clarksburg, W.Va. Prior to his tenure in Wausau, Raff was GM of KTMJ Topeka for 14 years. He began his broadcasting career as a station/operations manager in Minnesota where he was responsible for developing local programming and negotiating content partnerships with local sports franchises.

## **Why You Need Long-Term Local Direct Business**



Provided that you are on the same page as your client demographically and provided the client's business isn't seasonal (he sells Christmas trees), you should be asking for long-term (annual) business in every single case. Here are four reasons it's in your best interest to do so.

**Financial security -** You cannot get rich in this business without long-term contracts. Without them you are starting each month with a big, fat zero and you are always operating in crisis mode. It is unrealistic to believe that local direct clients you have never met before will just give you three thousand dollars in the middle of a broadcast month so that you can meet your goal.

**Immunity from sales weasels -** What happens as soon as you get a new local client on the air? Who starts calling them? Every predator with every other media company in town, including little advertising agencies. With a signed long-term contract, you have immunity from these would-be thieves. The contract vaccinates you from sales weasels.

**No more shake-downs -** What if, every single time you saw me I was trying to sell you Amway soap or talk you into joining my little sales network? What would you do when you saw me coming? Run! You would run. And what if you had a gate keeper, someone who answered your phone and he or she told you that the Amway guy was on the phone? What would you do? Lie. You would lie and say that you weren't in. Because every time they see us we're hitting them up for money. We're shaking them down. With the contract signed, the shakedown stops. Now when they see us it's a treat. We're there to help them design and employ better ways to bring in more customers. We're there to offer them tickets to concerts or some other event. We're there to help them when they are short-handed with a promotion.

**Circle of Trust -** Did you see the movie *Meet the Parents* (Are you a pothead, Focker)? Once the contract is signed and the monthly shake-down is over, you can go on to build a relationship that lasts a lifetime. You can then, through good servicing, get into that client's circle of trust, the same circle that contains other professionals the client relies on year after year. Like the client's accountant, insurance agent, lawyer, doctor, dentist, stockbroker and a handful of others, you, the client's marketing and advertising person, are beyond reproach. Your value in marketing and advertising

**supersedes your rate or ratings. You are the client's trusted friend in your niche and you are in the position to keep that strong relationship for life.**

**How do I approach local direct clients to buy long-term? Easy. I, like other smart sales reps lead the way by saying, "I'm here to help you develop a five-year marketing and advertising plan. We'll break that down into annual increments so we can measure progress." What's amazing about that is how many clients begin nodding their heads when I say that. They've tried it their way and it "didn't work." They're looking for somebody that knows what they're doing to lead the way.**

**If the client doesn't buy long-term this time, what will I ask for the next time? The long-term contract, of course. When clients don't buy long-term it's because you have not yet convinced them that it's in their best interest to do so. They still don't see the value. You have not finished educating them. So the next time you see them you would again ask for the long-term contract. And the next time, and the next time. It's the right thing for you and it's the best thing for your client.**

**Remember...once the client is convinced beyond a shadow of a doubt that your plan for her success is better than her plan, she will hand the keys and let you drive. We have to ask for and earn long-term local direct contracts.**

**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)**