



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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Greetings and let's make room for May.

First a big Thank You to all that volunteered and participated in the Student Career Fair in Topeka on April 4th - you made it a good day. It is very important that we engage with the younger generation and expose them to all of the opportunities available in broadcasting. I don't have to tell you that when it comes to recruiting it is much easier when the talent pool gauge is on F rather than E.

Stay tuned for updates on renovations coming to the Grover Cobb Memorial on the Kansas State campus. We are planning on a ribbon cutting during the KAB convention in October. As many of you know, Mr. Cobb was the founder of the Kansas Association of Broadcasters, and later played a prominent role in the National Association of Broadcasters in Washington D.C.

Speaking of our KAB convention save the date October 15th through the 17th at the Hilton Garden Inn in Manhattan. A part of every KAB convention is the induction of outstanding broadcasters into the KAB Hall of Fame, and now is the time to be thinking of who you think is deserving of this honor. We would like to hear your input and receive your nominations.

Click [Here](#) for the Hall of Fame nomination information.

KAB Convention



Please make sure you get this on your calendar; the annual convention is October 15-17 at the Manhattan Hilton Garden Inn and Convention Center. We are working on the schedule and presenters, but hope to have a tentative one posted by early summer. The format will remain the same, with the awards reception on Sunday night and the meetings all day Monday and a half day on Tuesday.

We are very pleased to have the following convention sponsors so far:

Kansas Electric Cooperatives
Heartland Video Systems
Jayhawk IMG Sports Network
K-State Sports Network

AAA Kansas
Marketron Broadcast Solutions
Kansas Radio Networks

Kansas City Royals
The Storm Report
Test Equity

Lawmakers Return to Topeka

On Monday, the legislature reconvenes following their three week break. The leaders of both houses are on record as saying they will work weekends if need be in order to end the 2017 session on time. So far the Governor has signed 45 bills and vetoed two.

There are two bills in conference committees that we are concerned about:

HB 2301 began as a bill that had the annual review of open records statutes. Late in March language was added that would remove the names of jury members from public records. We hope to amend to include a balancing test between the bill's intent to protect jurors from potential harm and the right of access by the press and public under the First Amendment. As a practical matter, a blanket closure order, which the bill could be interpreted by Kansas judges as mandating, would preclude possible investigation by the media or even attorneys of juror misconduct or even bribery, depending on the local judicial interpretation of the legislation. Our state would be taking a step backwards.

HB 2128 also began as a bill to allow the Governor's Domestic Violence Fatality Review Board to hold executive sessions to discuss names and certain details of the case. It now includes SB 70 language which we support, and would require more information by government agencies before going into executive session. So we don't like the first part but want the second part.

Future Broadcasters Attend KAB Seminar



Students from colleges and high schools converged on Topeka earlier this month to hear from broadcast professionals. The message? It's a great industry and stations are hiring. We were very pleased to have as a featured speaker Marcellus Alexander, Executive Vice President of NAB. He was joined by Larry Riggins of Alpha Media and Jesse Fray of KSNT on a panel discussing what students should be doing now to prepare for a career.

In addition to talking with a number of stations at the career fair, the nearly 120 students had an opportunity to meet a variety of professionals during the round tables and hear about their specific jobs in broadcasting. The event was highlighted by a luncheon where first place honors were handed out for the awards competition.

Welcome Rep. Estes to the Kansas Delegation



On April 11, voters in the 4th Congressional district elected Ron Estes to fill the seat of Mike Pompeo, who was appointed CIA Director earlier this year. Rep. Estes has been Kansas State Treasurer since 2011. He was the first statewide elected official from the City of Wichita in 20 years and was originally elected Sedgwick county treasurer in 2004 and re-elected to that position in 2008.

Prior to his career as an elected official, Rep. Estes worked in several different industries in consulting and management roles. These industries include aerospace, oil and gas, automotive, and several other manufacturing and service corporations. Through his work he successfully implemented a variety of different financial and other computer systems that improved efficiencies. Rep. Estes holds a Bachelor's Degree in Civil Engineering and a Master's Degree in Business Administration, both from Tennessee Technological University.

The KAB and member stations look forward to working with the Congressman on important federal issues facing broadcasters!

Regional Murrow Awards



RTDNA has announced the winners of the 2017 regional Edward R. Murrow Awards. The awards recognize the best electronic journalism produced by radio, television and digital news organizations around the world. This year, RTDNA awarded 751 regional Edward R. Murrow Awards in 16 categories, including Overall Excellence, Breaking News, Investigative Reporting, and Excellence in Innovation. RTDNA received nearly 4,300 entries during the 2017 awards season.

We are proud to announce the following KAB member stations were recipients: KMBC TV, KSHB TV, KCTV TV, KWCH TV, KFDI AM-FM, KMUW FM, and KCUR FM. To see the list of those awards, click on

https://rtdna.org/content/2017_regional_edward_r_murrow_award_winners#region5

Grunwald to Receive Humiston Award



Glen Grunwald of KWBW/KHUT in Hutchinson has been selected as KAB's 2017 Hod Humiston Award for Sports Broadcasting. He has been covering college and high school sports for 32 years doing play by play for Barton County Community College, Hutchinson Community College as well as high schools in the Great Bend and Hutchinson areas. Since 1998 Grunwald has been the Radio and Stream Play-By-Play announcer for the NJCAA Radio Network and NJCAA TV during the Annual NJCAA Division 1 Basketball Tournament.

Grunwald was a full time pharmaceutical rep in Kansas during much of his sportscasting career before retiring in 2010. It never seemed to get in the way of traveling to venue after venue throughout the state – and country (with the colleges). He has been very active in the communities where he lived serving on the Special Olympics Board, Family Community Theater of Hutchinson, Deacon at his church and the Hutchinson Community College Endowment and Foundation.

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. Grunwald will receive his award at the KAB Sports Seminar May 3rd.

Merenda Joins Cumulus in Topeka



Cumulus Media has announced that Nicola (Nic) Merenda will become Vice President/Market Manager for the Topeka based stations which are: KTOP AM-FM, KWIC FM, KMAJ AM-FM, and KDVV FM.

Merenda joins Cumulus from Pandora Media, Inc. in San Antonio, TX, where he was also Vice President of Sales for Clear Channel/iHeartMedia. He was recognized as Entercom's 2011 Sales Manager of the Year for his performance as General Sales Manager of KQRC-FM and KRBZ-FM in Mission, KS. Merenda began his broadcast and digital sales and leadership career in Chicago with stations including WLUP, WKQX and WLS-AM, where he was Vice President and General Sales Manager.

FCC's Stewart Passes Away



Roy Stewart, 78, former chief of the FCC's then-Mass Media Bureau and subsequently of the Office of Broadcast License Policy, died earlier this month after a brief illness. Stewart joined the FCC in 1965, became head of the Mass Media Bureau in 1989, then moved to the license policy office before retiring in 2009.

"I am sad to learn of the passing of Roy Stewart, former Chief of the FCC's Mass Media Bureau," said FCC Chairman Ajit Pai. "In his over four decades at the Commission, Roy was a charismatic leader. Roy's memory will live on, as he continues to be a legend in the broadcast industry."

Why Won't My Client Close?



As I travel across the country working with broadcast stations, I see a lot of long-term local direct business on the table, business that should be on the books by now but is not. Because it's still ON THE TABLE. Money, just sitting there on the table. So, why won't these decision makers close? For a variety of reasons, many of which can be traced back to one party, YOU.

It's a fact, and I've discussed this before, that people will usually buy only after they are finally convinced beyond a shadow of a doubt that your plan for their success is better than theirs. Is it possible that you are so close to that point that you can almost taste success, yet your client still has some hidden objection that is keeping her from saying "yes?" If you suspect that is the case, then why aren't you trying to dig out that secret objection? Sometimes it's just time to ask the client, "Is there some reason that I'm not aware of that you aren't ready to commit? You seem to love our idea. What's keeping you from pulling the trigger?"

Are you using closing techniques to get the client to say yes? I use a variety of good, tested ways to get the client to sign...or at least tell me what the objection is. And remember, the objection is the objective. Here are my favorites.

- **Direct close-** After the presentation you say, "Hey, let's do it." That means, "Hey, let's US do this!" If the client has no objections, he will sign. If he does have objections he won't. At that point, we dig until we find the objection.
- **Summary close-** After you have finished your presentation, the client sometimes says nothing. At that time, I go back through my presentation step-by-step, carefully noting if the client winces or verbally objects at any point. If there is no objection, I go to the Direct Close, "So, let's do it!"

- **Assumptive close-** One of my favorites. Going into the presentation I just “assume” they’re buying. “Here’s what we’re going to do,” I say. When I finish the presentation, back to the Direct Close.
- **Minor Point-** You present an Idea A and an Idea B. You say, “I like ‘A.’ How about you? You wait for any objections, answer them and go back to Direct Close.
- **Pen Close-** You finish your presentation. You pass your agreement along with a pen so that the client can sign and ask the client to sign the document. If the client doesn’t pick up the pen, she is telling you NO. If the client picks up the pen and plays with it, she still has objections but is still in the game. Or if you have successfully handled all objections the client will sign.
- **How Much Would You Pay?-** Last-ditch effort. The client insists that you’re just “too expensive.” In other words, you have failed to convince the client beyond a shadow of a doubt that your idea has enough value to him for the price you want. You ask, “Well how much would you pay?” Not that you would sell it for that price, but at least you are establishing that the client finds some value in your proposal. At that point you have to work to educate the client and earn his agreement that your idea is worth the price you are asking for.

Are you certain that you are dealing with the actual decision maker? I mean, is he/she the person who is in a position to actually authorize the funding for your idea? Because many times, you find you’re “barking up the wrong tree.” You’re speaking to the son or daughter of the business, but in reality, their mom or dad controls the purse strings. Or, the person you’ve been pitching is a marketing director with no permission at all to authorize a purchase.

Did you pre-qualify the prospect you’re pitching? What if they literally have no money to fund the campaign, but are embarrassed to tell you? However, if they say, “We don’t have any money right now,” pay attention to the last two words, “right now.” You should say, “When you say right now, you mean...” and the client will tell you when they will have the budget.

Do your homework. Study your prospect before your presentation. Make a deliberate effort to close. Mix up your closes. Fish out and answer any objections. Ask for the order. And don’t leave the money on the table.

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