



# 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*

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Greetings and welcome to summer!

Who helped you get started in the broadcast business? Was it a Station Manager, Program Director, On -Air Personality or maybe the Station Receptionist? Whatever the case we all have someone who has helped us along the way. Mine was a Radio Program Director in Laurel, Montana at the now defunct KLYC (Klick 15). I was fresh out of school and ready to roll with air check in tow (I stumbled across that cassette a couple of years ago, and it was awful) applying everywhere I could think of when I received a call from John Richards wanting to talk about an opening at KLYC. He said, "I think you have promise and I have a nighttime opening if you are interested." Thank you, John, for the opportunity the patience and direction.

Many of you are in the position to not only hire but help new broadcasters find their way. We have a responsibility to our companies and the industry to hire and train those new to the business be the best they can be. The KAB offers many student services to help recruit young talent to our industry. The annual Student Seminar, Scholarships, Student Broadcast Awards, Broadcast Careers program and much more. Log onto <http://kab.net/Programs/> for a complete list.

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

## KAB 2017 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. 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. And...the fees to attend remain the same as last year.

We can announce several of the speakers planned those days. Monday kicks off with a session about Conflict Management and Resolution from Bob Williams. Later in the day (and same session

Tuesday), Al Tompkins of the Poynter Institute returns with news sessions. On Tuesday, anyone interested in sales won't want to miss David Rich, author of *Contagious Selling*.

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  
Kansas Farm Bureau

AAA Kansas  
Marketron Broadcast Solutions  
Kansas Radio Networks  
GatesAir  
Southwest Audio Visual

Kansas City Royals  
The Storm Report  
Test Equity  
Koch Industries  
Broadcast Electronics

## KAB Accepting Individual Award Nominations

Each year, the KAB honors outstanding Kansas broadcasters through the Distinguished Service Award, the Hall of Fame, Mike Oatman Award for Sales Mentoring and the Sonny Slater Award for Service to Station and Community.

If you know of someone deserving of any of these awards, please go to our website and read about these awards and how to send in a nomination. <http://kab.net/KABAwards/KABIndividualAwards/>  
The deadline is August 1.

## Congratulations to National Murrow Award Recipients

The Radio Television Digital News Association has been honoring outstanding achievements in electronic journalism with the Edward R. Murrow Awards since 1971. We're proud to congratulate the following KAB member stations for earning the prestigious award in 2017: (you can click on the entry title to see/hear the story)



Breaking News – KFDI AM, Wichita – “[Hesston Excel Industries Shooting](#)”



Reporting: Hard News – KMUW FM, Wichita – “[Then and Now: The Summer of Justice](#)”



Excellence in Sound – KCUR FM, Kansas City – “[What It's Like To Relearn To Hear Through Cochlear Implants](#)”

**KWCH12<sup>HD</sup>** Investigative Reporting – KWCH TV, Wichita – “[Badge to Badge](#)”

## Translator Filing Date Set for AM Stations

For a second consecutive year the Federal Communications Commission is opening a pair of filing windows that will allow AM broadcasters to secure an FM translator upon which to simulcast their station. The first window will open July 26.

Similar to last year's two-window process, the first window opening this year will be for Class C and D AM stations—those with the least power or nonexistent nighttime service. After applicants for the first window have had an opportunity to resolve competing applications either through settlements or technical amendments, the FCC says it will then announce the dates for the second translator window for Class A and B stations. In both windows any competing bids for a translator that can't be resolved will go to the now-standard competitive bidding process. The caveat is this year's two windows are

only for AM owners who didn't file for a translator relying on the relaxed 250-mile relocation rules last year.

## **FCC Reinstatement of UHF Discount**

(Courtesy David Oxenford's Law Blog [broadcastlawblog.com](http://broadcastlawblog.com))

The US Court of Appeals rejected the requests filed by public interest groups to stay the effect of the FCC's decision to reinstate the UHF discount. For the foreseeable future, this decision will free many broadcast television groups to acquire more television stations, as UHF stations (which most TV stations now are) count for only half their audience reach in assessing compliance with the 39% limit on the national audience share that any TV owner can have. In rejecting the stay, the Court merely says that the public interest groups did not meet the high standards necessary for a stay.

This decision does not end the case. The public interest groups can continue to pursue their appeal through full briefing and oral argument and a full court decision. However, the rejection of the stay certainly increases the odds that the FCC will ultimately prevail in its defense of the reinstatement of the UHF discount.

## **U.S. Weekly Radio Cume Hits 275 Million**

(Courtesy Inside Radio) AM radio stations reach nearly 58.8 million people during a given week according to the latest Nielsen data based on the ratings company's June 2017 RADAR estimates. To put that into perspective AM's weekly cume is one-third bigger than the 38 million Americans who read a Sunday newspaper according to Pew Research. But, just one-in-five (21%) radio users listened to any programming on AM stations during the latest ratings period. By comparison, Nielsen says 86% of radio listeners tuned into an FM station.

The upside for radio as a whole is that even as AM radio sheds cume, FM continues to grow. It reached 235.1 million listeners during the latest ratings period. That's up 1% compared to last year. And FM's five-year weekly cume growth rate is twice as large. As a result, total radio weekly cume nationwide grew 3% between 2013 and 2017 when it hit 249 million.

## **Summertime Blues – Is Your Direct Billing Down From Last Year?**



Yes, I hear you. Well, not ALL of you, but plenty of you that are concerned about your local direct numbers as compared to last year. What's going on? Does this indicate a seismic shift in the economy? Is this occurring in all markets or just mine? Are decision makers losing confidence in the economy? Are they losing confidence in broadcast? How long will this slowdown continue? Is it me?

Don't panic. Stop chewing off your nails. You've got the Summertime Blues. This kind of slowdown has happened before and it will happen again. Markets have peaks and valleys and we have survived them before. Broadcast media has had competitors before and we've survived them too. Do you know why? Because broadcast is still a solid business model and we are resilient.

Challenging sales environments are what separate the wheat from the chaff. Persistence and determination are more important now than ever. Asking for and getting long-term contracts is critical during a down time. Doing your client's marketing and advertising thinking for him/her is of the utmost importance during a lull.

As a station sales rep I actually had significant increases in billing during economic droughts. In fact, I had 20 percent increases. How? By working smarter and maintaining closer relationships with my local clients. I came up with clever campaign ideas that my competitors could not or would not deliver

to local decision makers and I defended my budgets by using the client's average sale and gross margin of profit to calculate return on advertising investment.

While other reps from other media were whining and selling ratings, format, program or packages, I was talking to decision makers about things that directly affected their businesses, like these.

**“This creative approach is more likely to attract consumers than what you're running now. Here's why.”**

**“So what if it's summer? You're still open. People still need goods and services. Why let them buy what you're selling from somebody else without even defending yourself?”**

**“This is why it makes sense to run this campaign now. With fewer national and regional commercials on the air, your commercials are more likely to stand out. This is a great time to be on the air.”**

**“Let's look at the numbers. Your average sale is \$500 and your gross margin of profit is 50%. In order to break even on this \$1500 weekly schedule we'd need to catch six fish. Each week we reach \_\_\_\_\_ thousand people. With good bait cast enough times, it looks like a good calculated risk that we could do that and possibly much more.”**

**“I have discovered a way that when people think about your product/service they will only think about you.”**

**“Every time you advertise, you're giving away 20-30 percent in discounts. I don't think you have to do that. I say value trumps price and here's how we sell it without having to give up your gross margin.”**

There is a difference between selling and panhandling. Panhandlers don't educate clients. Instead, they hawk cheap “packages” and regurgitate numbers that they or hardly anybody else really understand. Actual selling is the modification of the behavior of another person without that person knowing that their behavior is being modified, in order to arrive at a mutually beneficial conclusion. In other words, selling is really educating. Educated clients buy more than uneducated clients.

So it's in my best interest and it's in my client's best interest that I keep my client informed about better creative ideas and how to justify spending larger amounts, regardless of ratings (or lack of them), format, program, market size or geography. Media salespeople often feel jinxed during economic slowdowns to the point of even questioning the validity of the medium itself. “It's slow. Could it be us? Maybe this is the End of the World. Maybe people just aren't buying broadcast anymore.”

Some radio people thought it was going to be the end of the world when eight-track tape players were introduced into cars. Then it was cassette players. Then, CD players. Then satellite radio. Then digital streaming. And guess what, we're still here. Vehicles still come equipped with in-dash free radio and as long as that's available, we still have the in-car advantage.

Broadcast television has always had in-home competition, going back to board games like Monopoly, electronic games like Pong and Atari. Then cable television, pay per view, DVRs and now Apple TV, Hulu, Netflix, etc. But broadcast television is still here and is actually benefiting as people cut cable and watch their favorite local stations for free via old-fashioned antennas. Broadcast television still has the in-home advantage.

Put away your doubts and fears. Instead, double down on teaching clients better strategies for attracting customers. Learn how to manage your client's expectations about results and grow your

**budget by explaining return on investment based on the client's average sale and gross margin of profit. Demonstrate in the client's language how advertising with you is not gambling, but instead a good, calculated risk.**

**Got the Summertime Blues? Stop making excuses and instead, make calls.**

**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.**

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