



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

thomasr@kvoe.com

Local Broadcasters Matter!

I know I am preaching to the choir here, but it can't be stressed enough the importance of local radio and television stations and the services we provide. We are a part of our communities delivering emergency updates, news, weather, sports, and entertainment-for free.

I thought I had seen it all in some 30 years in the broadcast industry, but what happened in Emporia last week was a first for me. It was a Thursday morning around 3:30 when the city's main water line burst leaving the entire community waterless about 50 minutes later. This was not an easy fix for public works, as water was not restored until late Thursday night and not to full pressure until 11 am Friday morning. The boil water advisory from KDHE was lifted Sunday.

Coverage started at 4:15 am, with updates on air and social media. Live interviews with the Public Works Director, City Manager, Police Chief, Fire Chief (what will the fire department do without water?), Hospital CEO, Emergency Management and live coverage of the press conferences through the day. Emporia received TV coverage from Wichita and Topeka, and the city had water donations by the truckload rolling in Thursday morning. It was then a matter of making sure everyone knew where to go for the free water pickups.

It was a day full of delivering information including reports on the many businesses that were closed (all restaurants were not open) and water updates. Having no water was an eye opener, and the temperature heat index near 110 degrees only amplified the issues. Without local broadcasters, communities would be without timely, vital, and relevant information during times of need. We are unlike satellite, cable or streaming services; we are a part of the cities and towns we serve.

Kansas Broadcasters Thank You for all you do!

KAB 2017 Convention



Is this written in bold on your calendar? The annual convention is October 15-17 at the Manhattan Hilton Garden Inn and Convention Center. The fees to attend remain the same as last year, but you can save nearly 20% by getting your registrations in and paid for by September 18.

Here are a few of the speakers we have lined up for you:

Retired 4-Star General and *K-State President Richard Myers* will talk about leadership during the Monday luncheon. He is the former Chairman of the Joint Chiefs of Staff.

FCC Regional Director *Lark Hadley* will be on hand to discuss recent changes in the enforcement bureau's field offices.

Sales training author *David Rich*, whose best-selling book "Contagious Selling" is used by many successful account executives, will present on Tuesday.

***Al Tompkins* remains one of the leading news trainers in the country. This year his topics are dealing with "Fake News" and news coverage you can do with your phone.**

Tuesday's lunch will celebrate KAB co-founder Grover Cobb and acknowledge those who have contributed to the reconstructed memorial on the KSU campus.

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**

National EAS Test September 27

FEMA has announced the test will be Wednesday, September 27 at 1:20pm CT. A back-up date of Oct. 4 has been slated if there's any need to delay the national test, such as if a hurricane is approaching the U.S. FEMA officials say they will use the Integrated Public Alert and Warning System (IPAWS), which allows stations to receive test audio from the internet-based Common Alerting Protocol and then measures how well multilingual alerts are sent and received.

The Public Safety and Homeland Security Bureau announced that every station must create a username within the FCC's Commission Registration System (CORES) to access the 2017 EAS Test Reporting System. Based on recommendations after last September's national test, the Bureau said several improvements have been made to ETRS. They include allowing users to punch in a single account to file EAS test results across multiple FCC Registration Numbers (FRNs). The Public Safety and Homeland Security Bureau said it will release a public notice next month with more details about how broadcasters and other EAS participants will go about creating the new usernames.

FCC Fines Station \$66K for EAS Violations

And speaking of EAS...In one of the largest proposed fines against a radio station this year the FCC has slapped an Alaska station with a \$66,000 fine for a variety of violations including failure to live up

to its Emergency Alert System obligations. The fine followed years of multiple warnings to the station related to its EAS and other technical and bookkeeping violations.

The station's problems allegedly included having its EAS receiver programmed to another station that served a geographic area other than where KIBH-FM operates. In addition to its apparent EAS violations, a variety of other violations of station rules were discovered at KIBH-FM by a field agent from the FCC's Anchorage office.

FCC Inspections continue. If you are not familiar with our Alternative Broadcast Inspection Program (ABIP), click the link that follows. It's a great insurance policy knowing you are operating according to the FCC.

<http://kab.net/KABAdditionalInformation/KABFCCAlternativeInspectionProgram/default.aspx>

Ad Dollars Returning to Broadcast From Digital?

(Courtesy Axios) Some of the world's biggest advertising spenders are fed up with the digital supply chain and are yanking digital dollars from ad campaigns to put them towards TV.

Sound backwards? Not if you ask marketing execs who say they're fed up with losing millions of dollars a year to ad tech vendors, digital ad fraud and transparency problems.

Marc Pritchard, Chief Brand Officer of Procter & Gamble — the world's largest ad spender — tells Axios that some of his biggest brands, like Tide laundry detergent, have seen better performance results in market tests on TV than digital.

"The major issues in digital is that the supply chain still has way too many touch points in it and it lacks transparency," says Pritchard. In January, Pritchard threatened to boycott spending with the digital ad behemoths (Google, Facebook, major ad networks etc.) unless they worked to make the system more transparent. He now says the ecosystem is about 40% of the way there, largely thanks to the pressure major advertisers (P&G, Unilever, etc.) are putting on the system. He says radio and out of home (billboard) marketing have also been showing increasingly positive results.



Automatic Thoughts: Don't Believe Everything You Think



When it comes to sales, we can be our own worst enemies. Sometimes it's like there is a little devil sitting on your shoulder telling you that you will fail, that you are wrong, trying to convince you that you have less value as a person. I'm referring to the constant voice inside your head, the one that fires off constantly during waking hours.

What you're experiencing is a human condition called "Automatic Thoughts." Automatic thoughts are almost always negative. They are self-generated and assumptive. Psychologists and psychiatrists often recognize this syndrome as "delusional thinking."

Years ago my wife Nancy (Fancy pants-her maiden name-it's Cajun) meant to say "Optical Illusion" but instead she said "Obstacle Delusion." It was a funny slip of the tongue but after we laughed about it I considered it further and realized that Obstacle Delusions and Automatic Thoughts are essentially the same thing.

Automatic thoughts are self-inflicted psychological obstacles that we unconsciously throw into the middle of our paths to success. We are barraged with automatic thoughts each day. These thoughts are not necessarily based on facts. In fact, they're usually our *opinions*, not always based on facts at all. A.T.s are almost always negative, in fact in many cases, automatic thoughts are unreasonably negative. In summary, automatic thoughts are our own worst bullies.

Some of these obstacle delusions might have been holding us back for years. For example, math was always a challenge for me. In fact, my fear of math caused such undo stress in my life that I consciously figured out a way to graduate from the University of Texas without ever having to take one single math course. You wouldn't believe the amounts of thought, energy and conniving it took for me to make that happen. Much later I came to appreciate math, especially when it came to calculating return on advertising investment for my local direct sales clients.

Now let's focus on some automatic thoughts specific to the broadcasting industry and ways to overcome them.

A.T.- None of my friends watch/listen to my station.

Response- So what? Thousands of others still do. Just because you or your friends don't tune in doesn't mean that many other people don't either. Do you think that salespeople in the pharmaceutical industry have to personally take all of the drugs they're selling to doctors? Of course not. You'd know if they did because some of the side effects would probably qualify for local news coverage.

If you were selling furniture and you didn't like a particular style, would that mean that you wouldn't sell that kind of furniture to people who do like it? Come on. Get over that.

A.T.- Business owners can only afford to pay this certain amount for advertising on our station. That's why I never pitch them a penny more than _____ dollars a month.

Response- Well, don't you think it might be presumptuous of you to think that way? How in the hell do you know that? Is that based on fact or just your own opinion? What if the client is an RV dealer? What if his average sale is \$60,000 and his gross margin of profit is 15 percent? And you think this client can't afford to spend more than \$250 a week? That my friend, is delusional thinking. 15 percent of \$60,000 would represent \$9,000 dollars that the client could use to plow back into her business.

Defeat the automatic thought. Raise your bar and don't be afraid to ask the client for bigger budgets.

A.T.- All of the businesses here in my area have already been called on.

Response- Really? How many businesses actually exist in your signal coverage area? My hometown Austin, Texas as of 2010 had 45,000 private businesses. In the other counties in the metro, there are thousands more. And how many of those companies might a radio or TV station have on the air at any one time? I'll bet fewer than two hundred, maximum. How many would that leave that have probably never even been called on by a broadcast sales rep at all?

A.T.- Our ratings suck. We're not even in the top 10. Nobody listens to us.

Response- I have worked for number one stations and I have worked for stations that were not number one. Frankly, being number one had its share of problems for me, like getting spots on the air. Having to massage bumped commercials back onto the log is a whole 'nother hell of its own. I never had avails problems on the stations that weren't number one. Once you have an audience of any kind you can make sales. All you have to do is show your clients that your plans for their success are better than theirs and then you don't have to be number one.

A.T.- The economy here is bad. Nobody's buying.

Response- Pardon me but that's just pure bull. Every day people are buying food, gasoline, roofs, new kitchens, jet skis, cars, hardware, software, pet supplies, carpets and rugs, swimming pools, art, plants, vacations, bookkeeping services, retirement savings, septic systems, homes, doctors appointments, dental exams, college educations, meals, beer...you name it. Come to think, shocking as this may sound, there are even many business owners are buying radio, television, print, billboard and Internet advertising schedules from somebody in your area right now.

Don't let Obstacle Delusions delude your thinking. Don't allow the Automatic Thoughts bully your mind. When the negative thoughts slip into the forefront of your thinking, simply stop thinking about that. Stop. That. Thought. Then walk around it. Take a 360 degree look at it. Examine it for substance. Is it factual or is it just opinion? Are you just assuming that it's true? Where does this thought actually come from? Is it helpful to me? If not, could it be causing me harm to think this way?

Look at the problem in a more universal way. Imagine that you're looking at the situation from a different view, as if you had a helicopter. Then you might tell yourself, "It's not like me to think that way anymore. In fact, it's more like me to think _____." And then replace the negative self-talk with the more positive thought.

Pay attention to A.T.s . They happen fast and sometimes they just sneak up on you unnoticed. Challenge them. Are they actual facts, or are they just your own opinions based on your own judgmental thoughts? As Marge Simpson said to her husband after his head turned into a donut, "Homer, stop picking at that thing!"

Originally printed in *Radio Ink*. (Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at paul@paulweyland.com or at 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