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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 welcome to football and fall (just about). With the start of September, our thoughts turn to a strong fourth quarter and the KAB Convention. Once again this year your KAB has put together a strong lineup of sessions with something for virtually every member of your staff. Log onto kab.net for a list of sessions and presenters. Also this year a special tribute to Grover Cobb, one of the founders of the KAB, and of course the Monday night awards dinner.

In our busy social media crazy world, we often forget the importance of being in a live face to face setting with others in the broadcast community. We are all busy, so the thought of taking a couple of days away from the office to participate in a convention can seem like a waste of time. However, the KAB convention might be just what you need to uncover new ways of improving your business. You will have plenty of educational opportunities, a chance to network with peers, check out vendors and have fun.

Whether you are in sales, programming, management, news or engineering, there will be a program for you at this year's convention in Manhattan October 15 through the 17th. Make your reservations today, and I will see you in the Little Apple.

Kansas Broadcasters, thank you for all you do.

KAB 2017 Convention



We're excited to announce that BMI artist Joe Denim will be performing at the awards dinner Monday night. Fans will recognize Joe for the irreverent break up hit "Pray For You" which he wrote with Jaron Lowenstein and now from his latest solo single "If I Had A Million Dollars". Before launching his solo career, Joe played keys on the road with numerous country stars including Steve Holy and Uncle Kracker and toured with the likes of Toby Keith. Joe is an avid outdoorsman and hunter and was taught to respect the environment and leave it better than he's found it. Oh, and his favorite Beatle is Paul.



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.

Tim Moore has a terrific session for Program Directors – “The Curious Case of Sales vs Programming.”

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
P1 Selling

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

Kansas City Royals
The Storm Report
Broadcast Electronics
Koch Industries
Wedel Software

Congrats to Station Award Recipients

The 2017 KAB Awards of Excellence will be handed out during the convention on Monday night, October 16. We congratulate all the recipients in what was one of the largest competitions to date – 807 radio and TV entries. The Station of the Year winners are:

- Small market radio – KJIL FM, Meade
- Medium market radio – KSAL AM, Salina
- Large market radio – KMUW FM, Wichita
- Non-Metro television – KOOD TV, Bunker Hill
- Medium market television – WIBW TV, Topeka
- Large market television – KAKE TV, Wichita
- Major market television – KCTV TV, Kansas City

For a complete list, go to <http://kab.net/KABAwards/BroadcastAwards/>

Broadcast Legend Bob Schmidt Obituary



Bob Schmidt, Chairman of the Board of Eagle Communications in Hays, died August 8 at his home. He was the fourth broadcaster given the KAB's Distinguished Service award back in 1972 and is a member of the Hall of Fame.

Schmidt was raised in La Crosse and served in the Navy in the Philippines in World War II. He then began a career in radio while at Fort Hays State University as a sportscaster. Upon graduation from FHSU in 1950, he was appointed General Manager of KAYS Radio and elected Vice President and Director in 1952 of KAYS, Inc. In 1989, he purchased control of the corporation and was elected President/CEO. While leading the corporation, the company built or purchased 24 Radio and Television stations and 12 Cable Systems in Kansas, Nebraska, Missouri and Colorado.

Schmidt retired as President/CEO of Eagle Communications in 1998 and sold the majority interest in the company to its employees through an Employee Stock Ownership Plan. Schmidt has been a leader in the Broadcast Industry having served as Chairman of the CBS Television Network Affiliates Association, Chairman of the National Associated Press Broadcasters Association, Chairman of the Kansas Association of Broadcasters, Chairman of the Kansas State Chamber of Commerce, and many others.

Comments With FCC

On August 6, the KAB and other state broadcast associations filed comments aimed at modernizing inefficient and unduly burdensome FCC rules. The Joint Reply Comments requested that the FCC modify its rules to allow broadcasters the flexibility to provide required public notices online rather than in newspapers or on-air, and to provide private notices like cable and satellite must-carry elections electronically rather than by certified mail. The Joint Reply Comments also asked the FCC to

- eliminate the annual filing of FCC Form 317, the Ancillary and Supplementary Services Report, for stations that have not provided such services in the past year;
- eliminate the requirement that stations file FCC Form 397, the EEO Mid-Term Report, which has become redundant with information already available in a station's online public file;
- no longer require the filing of various contracts with the FCC;
- reexamine the Form 398 Children's Television Programming Report requirement to simplify or eliminate the quarterly collection of such detailed information.

Finally, the Joint Reply Comments discussed the FCC's EEO Rule and various ways to reduce the paperwork and regulatory burdens imposed by the rule without affecting its underlying intent. These include eliminating or streamlining the FCC's annual random EEO audits, eliminating the posting of annual EEO Public File Reports on station websites as they are already available in stations' online public files, and eliminating the requirement that stations upload their responses to random EEO audits to their online public files.

FCC Commission at Full Strength

For the first time since January, there are now five sitting commissioners at the FCC. Earlier this month the Senate confirmed Democrat Jessica Rosenworcel and Republican Brendan Carr via voice vote. The reconfirmation of Chairman Pai will take place later this fall presumably to fully confirm him before his term ends at the end of the year.

Rosenworcel was renominated by former President Barack Obama, but Republicans held up her confirmation over then-FCC Chairman Tom Wheeler's refusal to publicly commit to leaving the agency. Carr, who has been FCC general counsel and former aide to Pai, is serving his first term.



Len Dawson to Retire From Booth



The 2017 season will be Hall of Fame quarterback Len Dawson's last with the Kansas City Chiefs Radio Network. He has been on the Chiefs broadcasts since 1984 as a commentator, and will offer pre-produced and live analysis for the network's pre-game coverage. The network is based at Cumulus Radio's KCFX FM.

Dawson played for the Chiefs from 1962, when he joined the team's predecessor, the Dallas Texans, and led the squad to victory in SUPER BOWL IV and three AFL championships. Dawson was honored by the Pro Football Hall of Fame as both a player and broadcaster, only the third member to be dually-honored. He is also a proud member of the KAB Hall of Fame.

It's OK to Prospect Outside of Traditional Broadcast Categories



Like many of you, I almost fainted when I saw the newspaper classified section and the Yellow Books literally collapse before my eyes. Honestly, I never thought that would ever happen in my lifetime. But it did.

However, out of every tragedy, out of every conflagration emerges opportunity for others. For us in broadcasting, that Phoenix is the liberation of product and service categories, clients previously unavailable to us. And they're standing there with their wallets in their hands, unsure of what to do next.

It's true, in almost every market I visit I encounter a client who says, "What am I supposed to do with my old Yellow Pages budget?" Hmmm, let's see...Ah, well I think I could help. A combination of broadcast advertising and Internet based marketing should do the trick. And WE can provide both. Just imagine the product/service categories we now have access to. Here are a few, completely underrepresented on broadcast radio and television.

Accounting/bookkeeping services-Gross margin of profit 40-50 percent after the cost of labor. How many small businesses and home offices are there in your market? How many of those proprietors might be keeping receipts and other expenses in a bag or a box? Just think of the refunds they could be missing out on. Imagine the fines they could be incurring. Understand that some of these businesses could even be criminally liable. Why aren't a few of these companies on the air, explaining rules and regulations to business owners that might be unaware?

Asphalt paving and sealing companies-Gross margins 60 percent after labor. How many businesses have parking lots that need repair? Think of the trip hazards and potential lawsuits from employees, customers. Potholes, alligatoring, deteriorating bumper curbs, exposed ankle-ripping rebar, etc. Considering a gravel parking lot? I have three words, ladies...High-Heeled Shoes.

Massage therapy-40-50 percent gross margin after cost of labor. For many busy people, massage is the best way to relax. Ladies, he has his gym budget, golf budget, hunting budget, drinking budget...hey, where's my massage budget?

Auto glass replacement-60-70 percent gross margin. Do you have a crack in your windshield? Have you heard about the NEW LAW? The new law says if the crack in your windshield is bigger than a plumber's crack then you have to get it fixed.

Alterations and tailoring-50 percent gross margin. Instead of spending a fortune on new clothes, why not make the ones you already have fit again? People need to be reminded that pants, dresses, jackets can be made to fit comfortably again.

Notice we're mostly still in the A's alphabetically? Take a good look at the ridiculous number of product/service categories we haven't even considered as potential clients for our stations. Let's put our heads together and come up with ideas for underrepresented categories that would interest broadcast listeners and viewers. Managers, here is a list right off the internet of products categories. We haven't even scratched the surface. Screen them and begin assigning them to sellers.

www.superpages.com/yellowpages/categories-a/

Remember that once a client is fully convinced beyond a shadow of a doubt that your plan for his/her success is better than theirs, they'll take your hand and let you lead...regardless of the medium you represent, regardless of your format or program and regardless of your ratings or lack of them.

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