



TRANSMITTER

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

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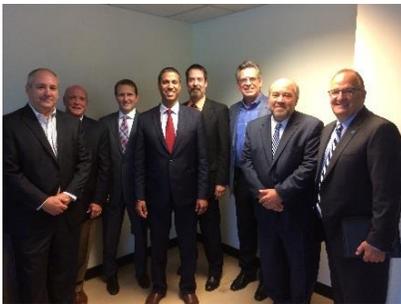
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Chairman's Message:

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A handful of Kansas G.M's had the good fortune of meeting with FCC Chairman Ajit Pai last week in Wichita. Chairman Pai was on the final leg of a Midwest four-state tour, (he was traveling on four wheels...no private jet here), and he agreed on short notice to take a meeting with Kansas Broadcasters.



The Chairman led off by giving his thoughts on the outstanding job done by broadcasters with hurricane coverage over the past month. The coverage led Chairman Pai to recently call on Apple to activate the dormant FM chips on its iPhones to promote public safety.

Other industry topics we discussed included Children's TV programming requirements, EEO and public file concerns, Re-pack, and ownership (he asked whether we should be asking for Google, Facebook and others be regulated to put us on an even playing field). It is safe to say we have a supporter of local broadcasting and local broadcasters in Commissioner Pai.

Thanks to KAB President Kent Cornish for arranging our meeting with the Commissioner and to KSN GM Steve South for hosting.

It is KAB convention time, and I am looking forward to seeing all of you in Manhattan October 15th through the 17th. Kansas Broadcasters....Thank you for all you do!

KAB 2017 Convention



You still have a week to register for the annual KAB convention October 15-17 at the Manhattan Hilton Garden Inn and Convention Center. You and your staff have opportunities to LEARN, hearing from top people in the broadcast and business field. At the same time, you are supporting the one association that is looking out for your best interest – the KAB.

Here are the dynamic presenters for this year:

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.

Bob Williams has a wonderful message about conflict in both the workplace and in your personal life.

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:

Kansas Electric Cooperatives
Heartland Video Systems
Jayhawk IMG Sports Network
K-State Sports Network
Kansas Farm Bureau
Nielsen Local TV and Audio

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
P1 Learning

Individuals to Be Recognized At the Convention

On Sunday evening, October 15, the Kansas Broadcast Hall of Fame will induct three new members and we will also recognize two other outstanding broadcasters.



Hall of Fame - Sam Elliott, posthumously (also be honored with the Distinguished Service Award)

Sam was "raised in radio" with parents in the business. He was a high school disc jockey for KGNO in Dodge City where he played the first Rock-n-Roll in southwestern Kansas. Sam worked at KULY-AM in Ulysses after college as well as KHUK FM (now KFXX-FM) in Hugoton. He served on the KAB Board of Directors from 1982 – 1987 and was President 1985 - 1986. Sam later entered teaching at The University of Kansas as an Assistant Professor of the William Allen White School of Journalism.



Hall of Fame Marlena Adkison, Topeka

It is rare to see a career span 41 years in one industry, and even rarer that those 41 years would all take place at the same radio station. Marlena Adkison did both of those for KTPK FM in Topeka. She served in almost every available capacity, including traffic, news, production, promotions, programming, music director, & on-air personality. From 1999 to her retirement in May 2017, she served as the midday on-air personality as well as production director.



Hall of Fame - Bill “Ray” Rowson, Salina

Bill’s radio career started in high school in Liberal, KS, but he began his commercial radio career in 1973 as an air personality at KLIB. In 1980 his talents took him to Salina at KINA AM and helped launch KQNS FM. Bill spent the next 24 years in Salina at KSAL, KYEX, KSKG and KINA serving as program director, operations manager and of course a daily on air slot.



Sonny Slater Award for Service to Community/Station – Scott Donovan, Great Bend

Scott started his radio career in 1983 on KHOK in Great Bend as a nighttime radio DJ. He is currently the Director of Sales, Program Director, Music Director and Morning Show Host on KHOK. He served as the 2002 Chairman of the KAB and currently serves on the KAB Foundation Board. Scott was the recipient of the 2008 Great Bend Greater Award from the Great Bend Kiwanis Club. He and his family were recognized as the Dodge City Diocese Knights of Columbus “Family of the Year”

in 2006.



Mike Oatman Award for Sales – Tim Kolling, Topeka

Tim was one of the few people who knew in college he wanted to be in broadcast sales. So upon graduation from K-State in 1993, he started at KSAL in Salina. He soon became the top revenue rep and “go to” guy, in the Salina market, for advertising advice and ideas. In 2005 Tim moved to Topeka to take a sales and marketing position with WIBW Radio. In addition to mentoring colleagues at the station, Tim produces a weekly email newsletter called “Tuesday’s with Tim.”

Senate Passes SANDy Act

On its first day back to work after Hurricane Irma struck Florida, the Senate quickly approved the bill that would designate radio and TV as “first responders” during emergencies. The House earlier this year approved the bill, only to see it become hung up in the Senate until a succession of Category 5 hurricanes put a spotlight on the issue. Several states have put similar laws into place, but broadcasters and other telecommunications services have urged Congress expand the designation to the rest of the country to ensure, for example, that station engineers have the ability to access a transmitter site that’s located beyond the yellow do-not-cross tape.

“Sadly it takes these catastrophic events to highlight the importance of things like the SANDy bill,” National Association of Broadcasters president Gordon Smith said. The White House has not yet indicated whether President Trump will sign the SANDy Act or if it will come soon enough to make a difference for broadcasters working to overcome Hurricane Irma. But the bill’s passage drew positive reviews at the Federal Communications Commission. “We know that weather-related emergencies and other disasters can occur anywhere at any time, and this legislation comes not a moment too soon,” Commissioner Jessica Rosenworcel said in a statement, adding, “Among other things, it promises to help speed restoration of essential communications in times of disaster.”

Steve and Ted Celebrate 5000 Shows



On September 27, Steve and Ted in the Morning on KNSS AM reached a milestone for Wichita Radio as they aired their 5000th show. Steve and Ted are Steve McIntosh and Ted Woodward. Over the years, Steve and Ted have won multiple awards from The Associated Press, Kansas Association of Broadcasters, RTNDA with a Murrow, and earlier this month they received the NAB's Marconi award for "Medium Market

Personality of the Year."

"Steve and Ted are not only a great morning team, but they do good things for the Wichita community," said Tony Duesing, KNSS Program Director. "And at the core, that's what Radio does best."



Greg Gamer Obituary



KAB Hall of Fame member Greg Gamer of Wichita passed away earlier this month. He grew up in the Wichita area where he received his schooling. He later attended Wichita University where he received his Bachelor's Degree in Political Science. It was during that time that he began working part-time at KFBI-AM (later to become KIRL, then KFDI). It was at KFBI that Greg became acquainted with Martin Umansky, who hired him to work at KAKE-TV, which had not yet signed on the air.

On October 19, 1954, as the station's "booth announcer," Greg spoke the first words heard on KAKE. He interviewed three future presidents – John Kennedy in 1960, Lyndon Johnson in 1959 and Ronald Reagan in 1963. Gamer also interviewed Eleanor Roosevelt in 1956 and Ted Kennedy in 1960. In 1966, he left KAKE to anchor evening newscasts at KARD-TV (which later became KSNW). There, he interviewed presidents Richard Nixon and Gerald Ford. Greg spent 25 years at KARD/KSNW, retiring in 1991.

Why You're the Worst Negotiators



Have you ever wondered why we're back at 1980s spot rates? Well, you can thank our friends at the advertising agencies, as well as our own poor negotiating skills. Imagine being present at the scene of the worst negotiation ever ... between an advertising agency principle and a general manager.

Agency guy: From now on we're going to buy you differently.

Broadcast guy: What do you mean?

Agency guy: From now on, we're going to buy you based only on this single snapshot of your audience size. But if this audience size shrinks, then you owe us more commercials.

Broadcast guy: Gee, OK ... so if our audience actually increases, then you owe us more money, right?

Agency guy: No. Absolutely not.

Broadcast guy: OK, then we'll do it!

Brilliant? Not so much. But that didn't stop some broadcast companies from cutting the same deal with the agencies some two decades later. Now the agencies are needier and greedier than ever. They send their buyers to schools to teach them how to out negotiate us. Besides posting, they also want free promotions, cheaper rates, free spots, free production, and other "added value." And in exchange for all of this we pay them their 15 percent commission (it could be worse; in other countries advertising agencies also demand an additional 15 percent "kickback").

I have seen a media salesperson break into tears after returning from a negotiation with a circus that recently went out of business. She said she felt like she needed a shower. Many of you are aware of a huge home improvements chain that is just as bad. They dangle the carrot, and somebody in the market will cave.

How to fight back? Reframe your short- and long-term goals. Change starts now. Rearrange the rules so that they're more favorable to you. In exchange for a lower rate, restrict programs and dayparts. Redesign the playing field so that you're starting from *their* 20-yard line instead of always laboring at yours. Just say no. Stop kowtowing to outrageous agency demands. If they want more, *you* ask for more. If they take something away, *you* take something away.

A good negotiation means that both sides feel as though they have won. A handful of free tractor pull tickets won't help you pay the bills. Prove your worth to business owners by wowing them with better marketing ideas. Once they are 100 percent convinced that your plan for their success is better than theirs, they'll pay a higher rate for a better campaign.

Use an ROI analysis to back up higher rates and larger orders. All you need is the client's gross margin of profit and average sale to command bigger orders. (I have a PDF chart on my website with about 80 gross margins of profit for different product and service types.) Train your sales staff to sell more long-term local direct business. Pay higher commissions for annual local direct business. Sell out at higher local direct rates and bump the cheap agency spots.

Deal sternly with any local agency that is telling your clients that they can buy your station cheaper than the client could buy it from one of your local reps. Strengthen your relationships with local business leaders. Be more active in civic clubs and the Chamber. Join advertising clubs. Hang out where they hang out. Remember that your station has *value*, regardless of market size, format, programming, or ratings.

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