



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! November is here and the Christmas items are in the stores. Oh, wait that was last month or was it September. Regardless the holiday season is upon us and I hope you all have a solid finish to 2017.

Thanks to everyone who attended and supported the annual KAB convention in Manhattan. Over 360 attended this year's event and the evaluations of our sessions were very positive! (By the way, the winner of the \$100 door prize was Clay Patton of Rocking M Radio – Colby). It was great to hear Kansas State University President retired Air Force General and former chairman of the Joint Chiefs of Staff Richard Myers speak during our Monday luncheon. He shared some wonderful stories on dealing with the media during his time as the principal military advisor to the U.S. President, Secretary of Defense, and the National Security Council.

The Grover Cobb tribute and rededication were amazing. A large Cobb family contingent was on hand for the tribute at lunch and then the rededication ceremony on the K-State campus. The restoration of the Cobb memorial turned out magnificent. The Cobb family were thankful and moved by the effort. Thanks to the KAB Foundation, the work of the K-State Landscape and Architecture students, the many donors and to our very own Kent Cornish, Mark Trotman, and Rich Wartell for leading the way on this project. Over 44 thousand dollars was raised for this effort. If you have a chance, please check out the memorial on the K-State campus.

We will see you in 2018 in Wichita October 14-16. Have a great month, and Kansas Broadcasters Thank You for all you do!

KAB 2017 Convention



We were very pleased with the turnout, the sessions and events, and the hotel/conference center at this year's KAB Convention in Manhattan. Nearly 360 people attended some or all of the convention including our second largest ever Monday night crowd. We have three new inductees in the Kansas Broadcasting Hall of Fame, broadcasters headed home with new knowledge and we rededicated a beautiful memorial on the K-State campus to Grover Cobb. A terrific 2 ½ days!



Six of Grover Cobb's children and their families made the trip to Manhattan for the ceremony and asked that we make sure everyone knew how honored and touched they were for remembering their father. We hope you will find the time to stop and see the site which sits below the historic north radio tower on the campus. Here is a link to a video of the rededication.

<https://www.youtube.com/channel/UCUH8R0DVDzPaFuo4mcwlgvg>

We also have a site set up with all of the photos from each day. To access that, go to our website at <http://kab.net/Events/ConventionInformation/>

There are so many people to thank who helped make it a tremendous success, but listing them would take up most of the newsletter! But I will point out KAB's Judy Clouse and her friend Cathy Houghton who made for a smooth event. And of course our sponsors who are listed below. Mark your calendars now for next year's convention October 14-16 at the DoubleTree by Hilton Airport in Wichita!

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

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

Hall of Fame Now On Line

Thanks to the Kansas State Historical Society, we now have a virtual Kansas Broadcasting Hall of Fame You can now view every member on line since the beginning in 1969. Currently there are only the names, year and their photos. But eventually we will have bios for as many as we can. To visit the page, click [HERE](#).

Pai Confirmed for 5 More Years



The Senate earlier this month confirmed FCC Chairman Ajit Pai to a second term that will run until June 2021. The five years is retroactive to 2016. The native Kansan joined the FCC as a commissioner in 2011.

NAB President-CEO Gordon Smith said: “Chairman Pai understands broadcasting's unique role as an indispensable communications medium, and we appreciate his effort to ease outdated regulatory burdens on local radio and TV.”

To that end, Pai has drafted a proposal for the FCC’s November Open Meeting agenda that will further modernize the nation’s broadcast media ownership rules. It would abandon the cross-ownership rule barring those from owning a newspaper and radio or TV station in the same market — a rule that was crafted in the 70’s.

“NAB strongly supports Chairman’s Pai plan for modernizing broadcast media ownership rules,” says Dennis Wharton. “For 40 years, policymakers and the courts have blessed countless mega-mergers among national telco, cable and satellite program giants, while at the same time blocking broadcast/newspaper or radio/TV combinations in single markets.”

On Line Public File Webinar

On March 1, 2018, all radio stations (both commercial and noncommercial) will be required to have fully activated their FCC-hosted online public inspection file. Do you know what is required to be in compliance with the FCC rules? On Thursday, December 7 from 11am-noon, Hotline Attorney David Oxenford will walk you through the documents that need to be in the online public file, which ones you need to upload and which ones the FCC has already added to the file, and how long the documents need to be kept in the file.

There is no charge but we ask that you register with the KAB office. [Watch for an email with the details.](#)



Tunisian Delegation Explores Kansas Journalism



Kent Cornish joined the Kansas Press Association's Doug Anstaett and Sunshine Coalition Chairman Ron Keefover for a meeting with members of a Tunisian delegation examining government transparency in the U.S. The group was part of an anti-corruption program there, and were members of their parliament, lawyers involved in anti-corruption and program managers. Their interest in local media was how it promotes awareness of an open transparent government in Kansas and ensuring public access to government information.

The meeting was coordinated by the Global Ties KC organization, which conducts programs for the Department of State professional international exchanges. Their stated goal is to personalize global diplomacy through connecting international counterparts.

I've Got More Business Than I Can Handle



"And there is no such thing as a no sale call. A sale is made on every call you make. Either you sell the client some stock or he sells you a reason he can't. Either way a sale is made, the only question is who is gonna close? You or him?" –Jim Young (Ben Affleck's character in Boiler Room)

One of the biggest drains of time and energy in broadcast sales is wasting time with elusive decision makers that won't close. Oh, they'll engage, but ultimately you are never able to close them. And there is a reason they're not closing. The simple answer is that you have failed to convey value. In other words, you have yet to convince that person in language that he or she fully understands, that your plan for their success is better than their plan. That's it.

When your decision maker finally realizes that you have nothing substantial to offer him, his job is to close you on why he's not going to further engage with you. One classic way to get you to leave is to say, "We already have more business than we can handle."

And there you go. What can you say to that? At that point what is the use in continuing to try and sell him?

Somewhere along the way I finally figured out that in most cases, the best part about beating your head against the wall is that it feels so good when you stop. I finally wised up and figured out that rather than dealing with trying to break through a brick wall, there might be other potential, less contentious clients out there that I should be calling on.

That's when I'd thank the client for his time and then go to his nearest competitor and say, "Joe Smith says he has more business than he can handle. You...DON'T. Here's my plan on how we can convert some of his underserved customers from his front door to yours."

Learning to make better use of your precious time always helps you grow your billing. However...why leave before you're absolutely convinced that you're not walking away from budget you didn't even know was there to begin with? Two cases in point:

Years ago I was having a conversation with one of the best natural media salespeople I've ever met, former Clear Channel kingpin John Barger. He related this story. "I owned a few stations in a small market. One of my salespeople convinced me to accompany her as she tried to close a private golf

resort. We met the decision maker who said, ‘Mandy, I already TOLD you we already have more golf business than we can handle. We don’t HAVE to advertise.’

‘Crap,’ John said to himself, before saying to the golf pro, ‘Well, how else do you make money?’ The client stood there and finally said, ‘We do weddings.’ John asked how many weddings they did and the client said maybe one per month. ‘How many could you do,’ asked John. ‘One a week,’ answered the pro. ‘Then let’s market that,’ said John, ‘and ultimately a nice deal was made.’” How else do you make money? Good question.

More recently, a radio GM told me about a successful restaurant in his market called Momma’s, which he just couldn’t get on the air. “Paul, I just can’t close him. Every time I try he tells me he’s already got more business than he can handle.”

I advised him to go back to the client and stroke his ego with a proposal that would make the restaurant a platinum sponsor of every community service the station did from that point on. And to also offer a promotion that would allow listeners to select one area Momma of the Week, the winner getting a complimentary meal for their mom plus nine others. The wealthy client, eager to put his name on such great community and family projects, opened his wallet and wound up spending far more per month than the GM had ever asked him for in the past.

So, there. When dealing with elusive clients, change your pitch. Again, when your prospect is finally 100 percent convinced beyond a shadow of a doubt that your plan is better than theirs, that’s when you’ve got yourself a customer.

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