



# 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*

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Greetings and I hope all of you had a wonderful Thanksgiving full of food, family, friends, and fun.

I am writing this month's column on the National Day of Giving which is a perfect time to thank all of you for all you give in support of the communities you serve. Broadcasters have a huge responsibility, and once again in 2017 you were there in times of need, and I know most of you are currently in the process of gathering toys, coats, food, even ringing the bell in front of the Red Kettle to help those less fortunate.

As 2017 winds down it is time for the KAB to rerack and get set for the New Year. I am happy to report the National Guard is back on board with our PEP program which will help our budget considerably. With that being said the PEP pledge forms were recently sent out, and the KAB is asking for your support. The PEP program funds nearly 80 percent of the KAB budget allowing for low dues and the ability to provide a multitude of services to every member. Please take a moment today to fill out and send in the forms if you haven't already done so. If you misplaced it or missed Kent's email, just ask him for another one

Kansas Broadcasters Thank You for all you do!

## 2018 KAB Dues Renewal

Earlier this month, GM's received an email and dues form to complete and return with payment. If you did not see it, please let Kent know and he will send another one. But we want to make sure you feel you receive value for the dues. Here are several of the services we provide our members.

- Lobbying at both the state and federal levels to protect your businesses both financially and in the areas of news coverage
- Legal hotlines to assist you in making important decisions

- **FREE sales, management and HR training through two excellent companies – P1 Selling and LBS. We are very pleased with the number of stations and their sales staffs who utilize these tools**
- **On Line Job Bank to seek qualified applicants and to look at resumes**
- **Alternative FCC Broadcast Inspection Program to keep your stations compliant**
- **One time scholarships to children of station employees entering their first year of college or vocational school**
- **Broadcast awards program highlighting the excellence of Kansas broadcasters**

**The KAB enjoys a strong membership of excellent stations that serve their communities. If you have not joined in the past, now is your opportunity!**

## **2018 PEP Pledge Form**

**As Ron pointed out, the 2018 PEP pledge forms were emailed to GM's earlier this week. Please consider a small increase in time pledged as we have a greater need with the return of the Army National Guard spots. If you can, we'd appreciate receiving those by December 15.**

## **Meet the New KAB Board Members**

**During the KAB Annual Membership Meeting in October, four new members were elected to the KAB Board. They are:**



**John Leonard – KGGF AM-FM, KQQF FM, KUSN FM, Coffeyville**

**John has worked in the radio business for more than 40 years since starting as an announcer at the campus radio station at the University of Dayton in Dayton, Ohio in 1974. Since then he has worked in both programming and sales at stations in Bartlesville, Oklahoma, Arkansas City, Winfield, Lawrence, Sturgeon Bay, Wisconsin and now in Coffeyville where he has been GM since 1996. John is past chair of the Coffeyville Chamber of Commerce and Rotary Club.**



**Barbara White - White Communications, Russell**

**Barb was born and raised in Russell, KS and is a graduate of Kansas State University. Barbara and her late husband, long time sports announcer Fred White, purchased the Russell radio stations KRSL AM/FM in 2006 as well as stations in West Plains, MO in 2008. They sold the Missouri stations in 2013. Barbara purchased KNCK AM/FM in Concordia earlier this year.**



**John Hoffman – KODE/KSNF TV, Joplin/Pittsburg**

**John graduated from Drake University in Des Moines with a degree in Radio & TV Broadcast Journalism. He has been with television stations in Joplin/Pittsburg since 1984. He began as an account executive with KOAM TV, and two years later joined KODE TV as an account executive, and being promoted to Regional Sales Manager and GSM. For the past 20 years John has been Vice President-General Manager of KSNF TV in Joplin.**



**Scott Olesky – Eagle Radio, Manhattan**

**Scott started his radio career with Eagle Communications in North Platte, Nebraska. In 2013, Scott moved to Manhattan with Eagle Communications. He has three boys that help keep things interesting. Scott's love for hockey is also evident in any communication you receive from him because they always end with a quote from Herb Brooks. Scott is also a First Degree Black Belt in Taekwondo.**

## FCC Votes to Loosen Ownership Rules

Earlier this month the FCC voted 3-2 to permit broadcasters to own two TV stations in every market, regardless of size, by eliminating the so-called eight-voice test. As expected, the FCC's GOP majority also eased the prohibition against owning two Top-4 stations in a market, saying that it would consider allowing combinations on a case-by-case basis.

In addition, the FCC, over the dissents of the agency's two Democrats, affirmed the ability of broadcasters to use joint sales agreements to operate more stations in a market than they can own under the agency's ownership rules. Broadcasters have been using JSAs to get around the FCC's local ownership rule limits for many years. The FCC also axed a regulation that has long barred broadcasters from buying daily newspapers in their markets.

"We are grateful the commission has adopted a common-sense approach to media regulations that will foster innovation, re-investment in investigative reporting and better service to our tens of millions of listeners and viewers," said Gordon Smith, NAB president and CEO, in a statement.

## On Line Public File Webinar

Tomorrow is the deadline to register for the webinar 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 need you to sign up by emailing [judy@kab.net](mailto:judy@kab.net)



## Vail Inducted into NABF Hall of Fame



Kansas Broadcasting Hall of Fame member Mark Vail, was inducted into the National Association of Farm Broadcasting (NAFB) Hall of Fame during the 74<sup>th</sup> NAFB Convention in Kansas City, MO. Vail is the AgriBusiness and news anchor at KFGE in Lincoln, Nebraska. Each year since 1986 NAFB recognizes members who have made significant contributions to the farm broadcasting industry.

During his career, Vail has been actively engaged in multiple facets of the industry, lending his radio knowledge, and expertise along the way. He has filled many roles from Farm Director to Chief Operating Officer of a 23-station radio group. He had the opportunity to cover ag news from all over the world, including China, Israel, Germany, and several more countries. In addition to his broadcasting roles, he was integral in the development of AgriTalk in 1994. Vail served as NAFB President in 1989 and chaired many committees including serving as editor of the

associations' publication CHATS. He also served several terms on the NAFB Board of Directors and received the Dix Harper Meritorious Service Award as an Allied Industry member in 2008.

## Selling Digital to Local Direct Clients



At this point, most broadcast stations I know are selling at least some semblance of a digital platform along with their conventional radio or television products. And while some stations have a surprising range of digital components to sell, others are just starting out with just a product or two.

Regardless, as far as I can tell the Internet is not going away anytime soon. So instead of complaining about your digital quota (Why are you making us sell this stuff? I feel like it takes up too much of my time. I feel as if I'm just swapping broadcast dollars for digital dimes), learn to sell it smarter. That starts with keeping things simple. Because regardless of how much or little you have in the way of digital sophistication, keep in mind that for many local direct clients, digital advertising is still a very new resource.

During a couple of sessions at the NAB/RAB Radio Show in Austin, it became clear that in many cases, we're making it harder, not easier, to sell digital components to local direct decision makers. Rather than cause added stress to our local clients (and potential clients), let's make it easier for them to successfully use digital media. Here are some of my thoughts. If you have some ideas of your own, please feel free to contact me and let me know.

- **Keep it simple.** I've found that it pays to remind clients that (in nearly every case) more people come to OUR websites than come to THEIR site. Therefore, it makes sense for them to tether their site to our listeners/viewers. We have various ways to make that happen, and of course there is a charge to do that.
- **Speaking of keeping it simple,** many clients have remarked that it makes some decision makers uncomfortable when their regular account executive suddenly hands them over to a new digital guy and the client now has an appointment with somebody he/she has never met before, doesn't trust and may not even like. If you have a digital expert on your staff, accompany that person to all meetings with your client...at least at first, until a trusting relationship between the three of you has begun to fuse together.
- **Continue keeping it simple.** Don't assume the client is an expert in tech-speak. Patiently explain acronyms and terms as you absolutely must. Hit on the features the client agrees will help his cash register ring. Show him what's cool. As the great novelist Elmore Leonard once said when giving advice about writing, "When you write, try to leave out the parts that people skip over." Leave out the boring parts. Like they say about legislation, nobody wants to know how sausage is made.
- **Don't ever stop keeping it simple and totally client-friendly.** Before you approach the client, you will have already looked at his website. Often, you'll discover that it's obvious that his site is static, out of date, hasn't been touched in years. Usually there's a simple reason for this and it could be a huge entry point for you in your selling strategy for this client. Here's a story to make the point.

One day my seatmate on an airplane told me his first sales job was selling encyclopedias door-to-door. "Wow," I said. "I'll bet that was tough." He said it was, especially when a man answered the door. He said usually when that happened, he would quickly be told to leave.

**“But if a woman of child-bearing age opened the door and when I brought up the subject of education they hung their heads in shame? At that point, I knew I could sell them books.”**

**Ha! Yes, I’ve found it’s same with static client websites. Almost always, when I bring up the subject of their dated, uninteresting site the client will shamefully admit that it could be better. And the reason it’s not? Often, it’s because it was originally built by someone else (ex-brother in law?) that the client is no longer in contact with. The website is the way it is simply because the client does not know how to access it to make changes. To them, it’s as mystic as voodoo. So to hear you say, “Oh, WE could fix that easily, maybe even within a day or two,” usually results in a startled and pleasantly surprised look on the client’s face. In fact, in a back-door way the website work sometimes turns a no-broadcast decision maker into an eventual traditional radio/television user as well.**

- **Did I mention KEEP IT SIMPLE? Especially when the client is not Internet savvy. What if the client says they put all of their ad money into Google Search? A small-market client of mine had the perfect retort. “Mr. Client, do you want to be SEARCHED FOR or SOUGHT AFTER? We have ideas that will cause our audience to seek you out specifically, instead of having to search and find you by mistake in a sea of your competitors.”**
- **When the client protests that she doesn’t pay attention to Internet advertising and nobody she hangs around with does either, to me it’s just a similar objection to, “Well, I don’t listen to/like your station.” Or, “That stuff you show on your TV station isn’t for me.” I remind them, “No, you might not like Internet advertising or even use it yourself, but that doesn’t mean that thousands of others do like it and use it every day. Have you ever been fishing? Well, if you wanted to catch fish would you put food on the hook YOU like to eat or food the FISH like? Hey, we know what the fish are biting. Let’s go fishing. We’ll be your guide.”**

**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.**

**If you have anything you would like to place in the newsletter send it to [kent@kab.net](mailto:kent@kab.net)**