



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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I know this is cliché but time does fly! It's hard to believe the 2017 sun is about to set. I hope this has been a prosperous year for all of you.

It has been a privilege to serve on the KAB board (for many years) and these past 12 months as chairman. What an experience it has been to have met and served with so many talented broadcasters. I have enjoyed my time and have learned much. I want to thank KAB boards past and present for giving of your focus, engagement, time and talent. Your dedication is deeply valued.

Membership is the backbone of the KAB and once again in 2017 stations excelled in serving their communities. Thank you for your support. The KAB staff led by Kent Cornish with Judy Clouse are second to none and do an incredible job of communicating with membership and keeping the association focused on its mission. We are fortunate to have Larry Riggins of Alpha Media in Topeka taking over Chairmanship in 2018. He has been a successful Kansas broadcaster and station general manager for over 30 years, and is going to be a great leader for the KAB.

Kansas Broadcasters Thank You for all you do!

Merry Christmas and Happy New Year.

Are you Taking Advantage of your KAB Membership?

In addition to the Alternative Broadcast Inspection Program, Legal Hotlines and lobbying, we offer members FREE sales and management training. Forty one percent of employees who receive poor training – or no training – leave their jobs within a year.

P1 Learning provides hundreds of courses in sales for the beginner, the shorter term veteran and the long time veteran. These are 7-10 minute videos that also include a quiz at the end for sales managers to review results. In addition, they offer management courses on leadership and HR. If you are not registered, it's simple. Email katey@p1learning.com

We also offer LBS Sales Training. They have hours and hours of videos on nearly every prospective business out there – auto, furniture, medical, etc. These are hosted by most of the leading sales trainers in America. Again, very simple to register if you haven't already. Go to www.localbroadcastsales.com Click on JOIN LBS in the top right corner. The access code is 2012ks

Check Your EEO File

A Notice of Apparent Liability released last week shows that the FCC is still enforcing its EEO rules even though those rules have been somewhat relaxed to reflect modern recruiting practices. The FCC now allows a station to recruit to fill employment vacancies solely by using online sources. But, that does not mean that a station can ignore its obligations to document its EEO efforts and to otherwise observe all of the obligations set out in the EEO rules.

In its action, the FCC's Media Bureau proposes a \$20,000 fine for a license operating a 5-station cluster in South Carolina that allegedly did not keep good EEO records and, when subject to a random EEO audit, was unable to identify any recruitment sources for other than word-of-mouth recruiting for 6 of 11 hires over a two-year period. For several positions, the licensee was said to not even be able to provide information about any recruitment sources that were used by the station. The FCC requires stations to use sources other than its existing employees to recruit to fill full-time vacant positions. Using simply word-of mouth recruiting is considered to be recruiting through the "old-boys network" that the FCC's EEO rules are designed to overcome.

Majority of House Backs Local Radio Freedom Act

A majority of the House of Representatives now supports the Local Radio Freedom Act after a bipartisan group of five House members signed a resolution opposing "any new performance fee, tax, royalty, or other charge" on local broadcast radio stations. The Local Radio Freedom Act (LRFA) now has 220 cosponsors in the House, two more than is needed to constitute a majority in the 438-member body. There are 25 LRFA co-sponsors in the Senate.

"We're gratified that most House members stand with America's hometown radio stations against a job-killing performance royalty," said NAB President and CEO Gordon Smith. "For decades, local radio has jump-started careers of countless musicians and exposed legacy artists to younger listeners. We thank Congress for its support, and local radio looks forward to continuing to provide unparalleled promotional value to record labels and artists in the form of free airplay of music."

The Local Radio Freedom Act reads, "Congress should not impose any new performance fee, tax, royalty, or other charge relating to the public performance of sound recordings on a local radio station for broadcasting sound recordings over the air, or on any business for the public performance of sound recordings on a local radio station broadcast over the air."

FCC Votes Add "Blue Alerts"

The FCC has added a new alert option — called a "Blue Alert" — to the nation's emergency alerting systems. Blue Alerts can be used by state and local authorities to notify the public of threats to law enforcement and to help apprehend dangerous suspects. Blue Alerts warn the public when there is actionable information related to a law enforcement officer who is missing, seriously injured or killed in the line of duty, or when there is an imminent credible threat to an officer.

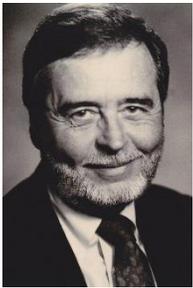
In the order, the FCC created a dedicated Blue Alert event code in the Emergency Alert System so that state and local agencies have the option to send these warnings to the public through broadcast, cable, satellite, and wireline video providers. Officials may also send Blue Alerts through the Wireless

Emergency Alert system to consumers' wireless phones. The order provides a 12-month implementation period for Blue Alerts to be delivered over the Emergency Alert System and 18 months for delivery over the Wireless Emergency Alert system.

Kansas has a voluntary Blue Alert law which allows law enforcement the option of sending out information electronically – but not using EAS.



KAB Hall of Fame Member Passes



Bill Bengtson, who was a longtime broadcaster in southeast Kansas, passed away earlier this month. He was 85. Bengtson served as general manager at both KOAM TV in Pittsburg from 1971 - 1984 and KSNF TV in Joplin until he retired in 1996. He also dedicated much of his time in Pittsburg to civic service, where he served as the president of the Pittsburg Chamber of Commerce, chairman of the local United Way, and president of the Pittsburg Development Corporation. In 1981 he served as a Pittsburg City commissioner and from 1983 to 1984 was elected mayor of Pittsburg.

Bengtson was elected KAB Board President and served two terms in 1981-82. He was named the distinguished Service Award recipient in 1992 and in 2000 inducted into the Kansas Broadcasting Hall of Fame. He also received the Distinguished Service Award from the Missouri Broadcasters Association. After retirement Bengtson lived full time at The Coves community on Grand Lake, in Oklahoma, with his second wife, Donna. He and Donna were very active in the Coves community and enjoyed hosting family & friends, boating, golf, tennis and attending events at the Cherokee Yacht Club.

Squirrel Talk



A couple of years ago in this very publication I came up with a new word for little bitty accounts with acorn-sized budgets that run you crazy and take up all of your time. They're called squirrels. Why? Because if you let them, they'll monopolize all of your valuable time and drive you crazy in the process. I know sales managers that now post pics of squirrels with the universal NO sign across them on their desks.

In fact, the two biggest wastes of time in local broadcast sales can be scoped down to:

- A. Squirrels.
- B. Accounts you keep calling on that never, ever close.

But back to squirrels. **SQUIRRELS!!!** You know them. They're little. They're cute and fuzzy and snuggly, fun to call on. In fact, they're like family...dysfunctional family. I know salespeople whose entire account lists consist of squirrels. "That's not an account list, that's a squirrel's nest!" And while you're busy mothering them, they're *smothering* you.

Heck, German broadcasters can't even say the word "squirrel."

<https://www.youtube.com/watch?v=0FRD4uq1mVw>

Here is some actual squirrel talk.

- "MOM SAYS CANCEL!"
- "Can't you get everybody else in the farmer's market to advertise as well? When we advertise we feel like we're advertising for them too, for free!"
- "You said the spot would run at 7:28 and it ran at 7:37!!!"
- "My uncle listens all day and he says he NEVER HEARS OUR SPOTS!"
- "Mom wants you to get all of our spot times for this week."
- "Dad says all of the customer's radios in the cars at our shop are dialed to YOUR COMPETITOR'S STATION!!!"
- "None of my friends listen to/watch your station."
- "We can't pay you now."
- "My sister's new CD is out. Can't your station play it on the station JUST ONCE?"
- "I know the show is next week. But can you PLEEEEEEZE get us 6 Garth Brooks tickets?"
- "You're running the wrong ad. We wanted the one with our dog in it."
- "I know we haven't paid you and yes, we're running on another station. Why? Because if we had the money WE WOULDN'T HAVE TO ADVERTISE (True excuse)!!!"
- "We heard we could get a better deal from you if you set us up as an AGENCY."
- "What about all of the free food we bring to the station? Doesn't that count toward ANYTHING?"

Despite the fact that squirrels can be toxic, I still hear these excuses for their existence from sellers and managers.

- "Yes, but sometimes, squirrels turn into larger accounts."-Okay, that could be true...but the key word is **SOMETIMES**. Most of the time, squirrels remain squirrels.
- "But they're a legacy account. They've been running \$150 dollars a month for decades."-Then it could be a problem with the salesperson on the account.
- "Hey...Squirrels make up the majority of our billing!"-Could be a management problem?

Wean yourself off of the squirrels. Trade your time and energy for bigger prospects. Remember, larger accounts are being neglected while you're busy feeding the squirrels.

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