



TRANSMITTER

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Chairman's Message:

Larry Riggins

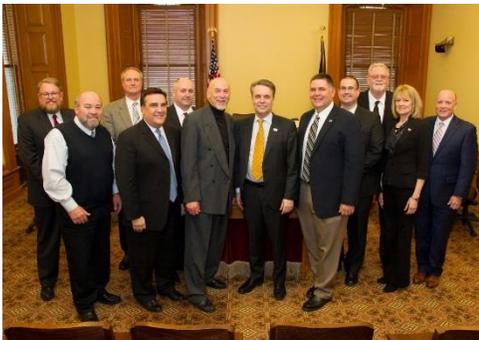
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It's April, spring is here and things are starting to turn green as everything begins waking up from a long winter in Kansas. I hope the same thing is happening with everyone's business.

We held our first 2018 KAB Board of Directors meeting on March 28th, at the State House, in Topeka. We welcomed several new board members including Scott Olesky with Eagle Radio in Manhattan, John Hoffmann with KSNF TV in Joplin, and John Leonard with KGGF AM/FM in Coffeyville. I'm happy to report that things are going very well. Kent has done an excellent job with our PEP program which is where the majority of our operating revenue comes from. So, thank you for being part of this program supporting KAB and giving a voice to some very important organizations in our state. We also discussed seminar opportunities for our 2018 convention in Wichita. We would like to get your thoughts on what would benefit you and your team the most. Be looking for a short survey that should hit your inbox in the next week or so. Please take a few minutes to fill it out and give us your input.



The Board also was able to spend time with new Governor Jeff Colyer as he came to our meeting for a half hour. We talked about government transparency and the bills we have teed up in the legislature. He also discussed his need to be communicative with media across the state and wants to create a strong relationship in that area.

Have a great month everyone!

Legislative Update

As the Legislature heads home from first adjournment, I'm pleased with progress we have made thus far on bills we introduced.

Body Camera Video (HB 2571)

Our original bill included a number of provisions around this controversial subject. This was opposed by law enforcement and probably was not going to pass. We offered a compromise to at least allow family members of the subject of the video to view the video within 20 days. In addition, we asked that the judicial council study the other issues in depth this summer. It has passed the house and senate but will require a conference committee approval later in the session due to a technical amendment that was added.

Transparency Act – Audio/Video in committee rooms (HB 2562)

The bill would require audio broadcasts of all legislative committee meetings convening in the Capitol that are open to the public, to be made available to the public on the Internet beginning on January 1, 2019. The bill would require video broadcasts of all such meetings beginning on January 1, 2020. The bill was passed out of a House committee and is schedule for a full house vote on Monday.

Open Records of Child Deaths (S Sub 336)

We are supporting this bill authored by the KS Dept. of Children and Families following closed cases of deaths of children in the custody of the state. This would require the release of basic non private information such as age, sex, date of incident, etc. It has been passed by both houses and awaits the Governor's signature.

Congress Approves \$1 Billion for Repack

Last week both Houses passed and it was signed by the President, the Omnibus Appropriations bill that includes the full \$1 billion in additional funding for the broadcast repack that we have been advocating over the course of the past several years. This legislation provides the \$1 billion in repack funds over two fiscal years - \$600 million in the current fiscal year (FY18), which runs through September 30, 2018; and \$400 million in the upcoming fiscal year (FY19), which begins on October 1, 2018. These funds do not expire until 2023. Full power television reimbursements beyond the current \$1.75 billion fund are eligible for receipt of these new funds, as are FM stations (including FM translators), low power television and TV translators, and consumer education efforts.



Kansas Senator Jerry Moran was a co-sponsor of the bill and worked closely with us to make sure the dollars that were promised, were in fact allocated. Sen. Moran applauded the inclusion of federal resources necessary to keep broadcasters on the air in this omnibus legislation.

“This omnibus provides certainty to broadcasters impacted by the incentive auction ‘repack.’ I am pleased that several important provisions I introduced were included in this package and am encouraged by the bipartisan, bicameral effort that yielded this commonsense result,” said Moran.

Political Broadcast Rules – Take Notice

Earlier this year we had David Oxenford conduct a webinar on the rules and guidelines for political broadcasting. But we also have on our website a Political Broadcasting Guide that provides information about many topics that come up. <http://kab.net/LegalandRegulatory/>

According to David, there are many other issues that stations need to be considering outside the 45 day and 60 day lowest unit charge windows, as once a candidate is legally qualified, virtually all of the other political rules apply. A candidate becomes legally qualified once they have filed the necessary paperwork to qualify for a place on the ballot (and, in some cases, to write-in candidates as well). Once they are legally qualified, the reasonable access, equal opportunities, sponsorship and disclosure rules, including all public file rules, apply.

So, for candidates for Federal offices, reasonable access requirements apply as soon as a candidate is legally qualified. That means that the candidate is entitled to have access for advertising in all classes and dayparts on all commercial stations. Equal opportunities also apply as soon as a candidate is legally qualified. So if you sell advertising time to one candidate in a political race (local, state or Federal as equal opportunities apply to all candidates for public office), you have to provide equal access to all opposing candidates.

In addition to these matters, political file issues arise well before the opening of the political window. For candidates, once they have become legally qualified, any “use” by that candidate needs to be noted in the public file (a “use” being an appearance on the station of the candidate’s recognizable voice or likeness outside of an exempt program). Issue advertising – both state and Federal – also has political file disclosure obligations that arise outside of political windows (with Federal issues advertising having much greater disclosure obligations almost identical to those of candidates). With all new political documents now needing to be uploaded to the online public files of both radio and TV stations, these political files are subject to much more public (and FCC) scrutiny.

Quarterly Programs/Issues Report Due April 10

All usual quarterly reports are due April 10. For the first time, radio stations will have theses uploaded to the FCC site by April 10. So for the first time, the FCC will be able to check and see if stations have met the deadline from the comfort of their offices. So don’t miss the deadline!

KAB Sports Seminar April 26



Our annual seminar at Kauffman Stadium in Kansas City is set for Thursday, April 26 beginning at 1pm. It will conclude with dinner and the baseball game between the Royals and White Sox – courtesy of the Royals Radio Network. The full details and presenters are still being worked out, but you download and complete the registration at <http://kab.net/Events/>

Rahe to Receive Hod Humiston Award



Greg Rahe of KVOE in Emporia has been selected for the 2018 Hod Humiston Award for Sports Broadcasting, honoring an individual who has made significant contributions to the field of sports broadcasting as well as work in the community. The award is named for Hod Humiston who was the first television sportscaster in Kansas when he did play-by-play coverage of college games for KTVH, now KWCH TV.

Rahe has been with the KVOE family of stations for 30 years and is the current “Voice of the Emporia State Hornets.” In addition he broadcasts high school events and does daily sportscasts on the stations. He has been the recipient of nine KAB Awards for sportscasting, play by

play and sports features. Rahe is active in his church, the Boy Scouts and does numerous fundraising events at schools throughout the listening area. He will receive the award during the annual KAB Sports Seminar April 26.

Regulatory Broadcast Calendar

In case you are not sure about all of your station obligations or when to file certain documents/forms with the FCC, you can always go to our calendar located on the website

<http://kab.net/LegalandRegulatory/>

KYVZ Honored by Small Business Development Center



Joe Vyzourek and his staff at KYVZ FM in Atwood, were named a 2018 Small Business of the Year. The SBDC says recipients have achieved major accomplishments, overcome significant obstacles, shown growth and positive economic impact, which is based on a record of profitability and the Kansas SBDC Economic Impact Tracking spreadsheet, and demonstrated good corporate citizenship through community contributions.

After working for years at KXXX AM in Colby and teaching at the Community College, Joe put on his new station in March of 2016. Although he is visually impaired, Joe has never allowed that to get in his way. His advice to entrepreneurs and small business owners is to “get ready for an emotional rollercoaster ride. One day you are full of excitement, and another day you ask yourself why you are doing this.

Out-Prospecting Old Prospects



Just because most of us got into the media sales business by mistake is no reason to do business by mistake. How you spend your time in our business can make a powerful difference in whether you're always struggling, barely eking out a living or financially secure. When it comes to being successful in Media Sales, most top billers would agree that the ability to prospect for new business is one of the most important fundamental skills you can have. So, it's too bad that so much prospecting these days is done happenstance, with no particular method, rhyme or reason. In this article we'll discuss tangible ways to go out and find more qualified clients. And find them you must, as they hardly ever come out searching for you.

First, if you're new in the business you should be spending a majority of your time looking for new business, in fact, I'd say as much as 75 percent of your time. And if you're a veteran, even with many years of experience, then your experience should tell you that due to account attrition, you too should be spending at least 20 percent of your time looking for new accounts.

Now, here are my favorite ways of prospecting new business. If you have favorite ways of looking for new prospects, let us know. We'd love to hear from you!

- **Paying Attention to Other Media - Duh...**if the client is running on another station or another medium then that means that somebody else has already done the brunt of the heavy-work just getting the client to spend money on advertising to begin with. So now your job is to simply convince that client to use your station as well. It's lazy, but everybody does it.
- **The Internet - I like finding new product/service categories that nobody else is calling on.** When the Yellow Pages disintegrated before our very eyes, many new categories made themselves

available to us. Garage doors? Accounting firms? Business attorneys? Parking lot pavers? Psychologists? For the first time, clients are considering using radio and television instead of just running all of their advertising in the Yellow Pages. Here is an alphabetical link to remind you of the many product/service categories that are not advertising on your station right now. www.superpages.com/yellowpages/categories-a/

- **Catbird Seat** - Well-informed salespeople get all of the new business. They already know months, even years in advance when a new business might be moving into your area. They know well in advance when a business is selling to a new owner or is opening up a new location. In fact, one of the keys to being really successful in broadcast sales depends on how much good information you have. To get this kind of information you need to be connected. Join the Chamber of Commerce. Join a Service Organization like the Lion's Club or the Rotary Club. Join a leads group, a regular meeting with salespeople from other industries. Put yourself in the catbird seat, a position to win out over your fellow salespeople by out-prospecting them.
- **Go Hunting** - I've always said that a good media salesperson should know his/her signal coverage area like a good cab driver. Get out of the office and explore unfamiliar neighborhoods. Just because a business isn't near where you live, work or hang around doesn't mean they shouldn't be advertising with you. You would be shocked at the businesses I have closed and turned into long-term customers simply because I discovered them from going out hunting. You will too. I promise.

The bottom line is that in Media Sales, good information will get you EVERYWHERE. So, give it a chance. If you can't find an organized leads group in your area, start one yourself. Call a commercial real estate company and find out who their best salesperson is. Then, contact that person and see if they might be interested in sharing information with you. Of course, you'll need to reciprocate. Do the same thing with somebody in the commercial garbage business. Get someone in office products. Find somebody in computer technology. A healthy leads group might have 20 or more regular members.

Go to the electrical utility and find out what you have to do to get lists of new electrical turn-ons. Go to the county clerk's office and find out how to get lists of new businesses that are registering in your area. Get invited to Chamber or charity events. Mingle. If you play golf, join the club. In this business, sometimes it's not a matter of what you know, but who you know.

Have fun! Meeting new people is one of the cool things about this business. The more knowledgeable people you meet, the more you will benefit. Prospect, prospect, prospect!!!

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