



# 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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Welcome to (almost) May! This is a great time of year as we come out of the winter doldrums and get into some of the most active months of the year for most broadcasters. Thanks to everyone who participated in the KAB Student Seminar and Career Fair in Manhattan, on April 3rd, and the KAB Sports Seminar in Kansas City last week. Both were well attended.

Broadcaster across the country are finding it more and more difficult to find strong candidates to fill positions. As an industry, we must do everything we can, to keep Radio and Television top of mind, when students are looking at career options. This is a very busy and cluttered world we live in, with more opportunities than ever for young people going to college. We have to continue to expound the opportunities available for a career in broadcasting. Working together, we create a very loud voice for our industry, so let's use that voice to attract a new and energetic workforce for our future.

It's not too late to start talking about the 2018 KAB Convention. This year's convention will take place October 14th-16th at the DoubleTree by Hilton Airport in Wichita. Make sure you mark the date on your calendar and we hope to see you and your team there. Part of every KAB convention is the induction of outstanding broadcasters into the KAB Hall of Fame, and now is the time to be thinking of who you think is deserving of this honor. We would like to hear your input and receive your nominations.

Have a great May everyone!

## Political Spending up in 2018



Borrell Associates is raising its overall political advertising projections by 3.8% -- or \$321 million -- to \$8.8 billion, with radio, cable, newspapers and outdoor estimates higher. Broadcast TV will still command the biggest share, at \$3.4 billion -- 38.8% of all political advertising dollars. Cable TV will be next at \$1.1 billion, 12.6% of the market.

However, digital media will go lower, largely due to social media -- a 12.4% decline "based on negative press about Facebook, as well as a drop in political spending on social media in Q1." Digital media will still tally \$1.8 billion -- for a 20.1% share. Radio will be at \$683 million, (a 7.7% share), with

newspapers at \$619 million, (7%); telemarketing, \$498 million (5.6%); out-of-home \$400 million (4.5%); direct mail, \$223 million (2.5%); and other print, \$97 million (1.1%). The report also notes that direct mail will see a decline.

## Aspiring Broadcasters Descend on K-State



Students from high schools and colleges across the state participated in the annual KAB Student Seminar and Career Fair earlier this month. Nearly 150 students and teachers were at the K-State Union for the half day event, which included an opening session featuring station management talking about careers, round tables on specific jobs and a job fair. The day was topped off with the awards luncheon where students received their honors for the hard work they put in the past year.

Our thanks to all the broadcast professionals who took the time to travel to Manhattan and showed their passion for our industry in encouraging the young people to pursue theirs!

## Why No Ownership Rules Changes in Radio?

(Courtesy of David Oxenford - [broadcastlawblog.com](http://broadcastlawblog.com))

In recent ownership orders from the FCC, TV rules have been dramatically relaxed in the face of new video competition so that local TV owners can more robustly address their challengers, yet there were no corresponding changes in the radio rules. The numbers of stations that one party can own has not changed since those numbers were established in the 1996 Act – even though Congress gave the FCC the authority to review and revise the rules to insure that they remained in the public interest.

Think about the changes that have taken place in the competitive environment since 1996. At that point, streaming was something only a few technologically-forward people even knew existed. Pandora did not launch its streaming service for another decade, and Spotify was even further behind – not launching in the US until 2011. Apple was not offering a streaming music service – in fact it had not even introduced the iPod or the iTunes store. Obviously, streaming to cars – radio’s most important listening venue – is already a reality.

Right now, in the largest markets, one party can own up to 8 stations, but no more than 5 can be in one service – AM or FM. Small market radio provides its own challenges. In the smallest markets, a broadcaster can own up to 5 stations, no more than 3 of which can be in any service, and in no case can the broadcaster own more than half the stations in a market. Some small market broadcasters suggest that these limits often leave one or two weak stations in a market – stations that provide little local service. Just as many markets have a single newspaper (if they even have one); some argue that some smaller markets simply cannot support multiple commercial radio operators. Should the more successful stations in the market be allowed to own some of these orphan stations, or would further consolidation in the small markets foreclose service from some operator who might come up with a unique idea that could revive an otherwise failing station?

These will all likely be considerations for the FCC in the next Quadrennial Review. Radio broadcasters who have thoughts on these issues should start to convey those thoughts to the FCC now, so that the Commission can craft the appropriate questions to be asked in the Notice of Proposed Rulemaking that it will issue to start that proceeding at some point, likely later this year.

## Sports Broadcasting Very Much Alive



As attendees at the KAB Sports Seminar moved around the tables to hear from presenters, it was very clear that there is a passion in Kansas broadcasters about covering sports – all kinds of sports. The Kansas City Royals again graciously hosted 120 broadcasters from Kansas and Missouri which included talks by manager Ned Yost and an inspiring half hour from general manager Dayton Moore.

We were also pleased to honor Greg Rahe of KVOE/KFFX, Emporia with the Hod Humiston Award for Sports Broadcasting. Our thanks to Keith Kowalski and the Royals (who also hosted the group for dinner and the game), all of the round table presenters, and those who gave up a day to learn more about the inner workings of a number of organizations and ways in which to improve at their craft.

## Cornish (the other one) to Retire



Roger Cornish, KWCH TV evening news anchor announced that he will retire on May 23<sup>rd</sup> following the 6pm News. Roger started his career in television at KTVH, in Hutchinson, during the 1970's. He worked his way to anchor in the early 80's and with a change of call letters to KWCH, the station went from a distant third in the ratings to winning all evening news periods before the end of the 80's.

During his more than 40 years at KWCH 12, Roger has covered every major event in Kansas and interviewed many politicians and celebrities. He was inducted into the Kansas Broadcasting Hall of Fame in 2007.

Using the comedy and wit viewers had come to expect from Roger, he started his retirement announcement with, "I have good news for me and great news for you... the home viewer." Roger plans to spend his retirement away from the television cameras with his wife, Wanetta, and his two grandkids.

## Out-Prospecting Old Prospects



Remember when you were a little kid, and somebody said to you, "I know something you don't know." In my case, a statement like that would get my full, undivided attention. Why? Did they know something that would get me in trouble? Did they know something that would help me in some way? What did they know that I didn't know? I wanted to know and I wanted to know it *now*, dammit!

I still do. I still want to know what I don't know. I'm crazy for information that would make my life and that of my family better, more luxurious, safer. I like learning things that give

me more of a competitive edge in life. And so do most other people, including local direct decision makers. Lately I've had lots of success opening conversations with potential clients by using a version of that simple statement. I tell them, "I know something you don't know about how to engage potential customers much faster than you have ever done in the past and once you know what I know I don't think you'll ever be able to go back to the way you've advertised before." And guess what most of them do? They lean forward and closer, eager to hear what I have to say.

When I open with my "I know something you don't know" method, I'm also intimating that what I am getting ready to say may have special value to the person I'm speaking with. Once I have my client's complete and undivided attention, I'll go on to explain a glaring problem I see with almost all of the advertising we're barraged with and what the client could do to avoid making that critical mistake in his/her future campaigns.

Now I'm going to share the secret that I have discovered. And once I tell you what it is, I'll bet you'll never be able to think about marketing and advertising the same way again. But before I tell you, first I want you to imagine what potential decision makers must think about us as an industry to begin with.

How do we approach local direct decision makers now? Unfortunately, pretty much the same way we always have, pretty poorly. We use the same old cliché openers that they've heard hundreds of times before, from other media salespeople. I'm sorry, but, "Hi, my name is \_\_\_\_\_ with K\_\_ and I just wanted to see if I could arrange a time to talk about your advertising," just doesn't cut it anymore. Or, "I just wanted to see if I could sit down with you and learn more about your business," nor, "I wanted to meet with you to see if we would be a good fit for your business," or, "Well, I'm your new rep at W\_\_ and I just wanted to come over and introduce myself." No!

Here are some relevant truths. The client doesn't really care about you. They don't care about your station. They don't care about your ratings. They don't care about your program or format. They don't care that you don't know anything about their business. What do they care about? They need ideas on specifically how you can help them stay in business. Again, once you convince a prospect beyond a shadow of a doubt that your plan for their success is better than their plan, they'll hand you the keys and let you drive. Then and only then.

Just look at what local retailers are up against now. Amazon Prime. Amazon Prime is worse than Wal-Mart. In fact, Amazon Prime is worse than anything else (except maybe war) that has ever happened to brick and mortar businesses. And if we can't help them now in their biggest time of need, then why should they still need us at all?

I'll tell you why they need us. Because we know something they don't know.

Here is what you should know backwards and forwards that you can convey to your clients. Every day, local direct businesses work with customers in person and they show many of those customers why it's in their best interest to do business with them. In other words, they tell potential customers things on a daily basis that help convince their potential customers that their plan for the customer's success is better than the customer's plan. Only then will the customer buy. The things the business tells their customers on a daily basis to help them buy are called "talking points."

Many of those talking points convince potential buyers that the company they're spending their hard-earned money with is there for them after the sale for service. In other words, if you buy from that company, they have your back. Or perhaps they use talking points like this. "Not only is the car you're driving out of warranty and costing you a small fortune in repair bills, it's also unsafe compared to what people are driving today. For example, all of our new models come equipped with side impact airbags and rear-view cameras as standard equipment."

Or, “You might find a vehicle a little less expensive a few hours from here, but if it breaks, you might have to get it back there to get it serviced. We’re right here in town and if you’re in trouble, we’ve got your back.”

Here’s talking point from a car dealer in Knoxville, Tennessee called Airport Honda. I asked the dealer why they called it Airport Honda and he said, “Duh...Because we’re right across the highway from the airport.” Okay. Does that mean anything for customers? “Well, yes. If you’re our customer and you need to go to the airport, you can come here and park on our lot for free and we’ll shuttle you to the gate free.” I said, “Man, that’s great. Are you advertising that?” and he said, “No, we never thought to use that in our ads. Do you think people would like that?”

Here’s another example. A bicycle retailer has a real problem. Millennial consumers are coming into brick and mortar stores and “showrooming” them. That means that a person that looks like a buyer comes in, shows interest, engages the sales clerk and asks a lot of question, handles the merchandise, even photographs the item they’re looking at buying and then goes home and buys that product for less online.

I talked to the bike store owner and ask questions, trying to learn the talking points they use in the store to help stop these people from buying the same product elsewhere. The decision maker finally says, “When they buy the bicycle from us we include a free tune-up good for one year and worth \$140. That’s something you can’t get when you buy the same bike online.” Wow, that’s great. I ask the owner if he’s ever advertised that. “No,” he says, “never thought to use that in the radio commercials.”

Why? Because no one in our industry ever really asked him to. Good lord, these clients know a lot of things that consumers don’t know. They’ve got lots of great talking points that they use every single day to get people to say yes, but those talking points seldom if ever make it into the ad. Let me repeat. The client already has proven talking points that help people say “YES.” But these register-ringing jewels seldom ever make it into the commercials we run for them.

It pays to know something that your client doesn’t know. And remember, your client knows A LOT of things that consumers don’t know, things that if they did know, would probably lead to many more sales for the client. It’s in your best interest to tell clients things that you know that would help make them more money. When you have happy clients signing long-term contracts, then you can sing, “I know something you don’t know,” all the way to the bank.

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