



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 everyone! We work in a tough industry, with a lot of moving parts. From programming our Radio and Television stations to satisfy the ever changing needs of listeners and viewers, to working with the business community helping them reach new customers, while trying to keep the ones they have. We're all aiming at a much faster paced, technologically smarter, and drastically less loyal consumer, who has maybe, 50% of the attention span they had just 10 years ago.

As someone who has invested 38 years of my life in broadcasting, it would be easy to say, this business has outgrown me or I'm getting too old to understand all of these changes. In reality, I find myself being re-energized by this new world pace. We've lived to see newspapers go from the top of the hill to the bottom because of their unwillingness to make change and adapt to their customers lifestyle and needs. We can learn from those mistakes and make sure the same thing doesn't happen to our industry. Radio and Television are still dominant with adults 18+ and while digital continues to grow, we don't have to sit back and let it take our audience or revenue.

We have the opportunity to create massive growth in our industry by taking advantage of the growing digital platform. The number of people watching television and listening to radio are still huge. Now, we have the ability to reach out and nurture them on new platforms. Our advertising clients benefit from our ability to offer them the powerful combination of Radio, Television and Digital. This may very well be our time of greatest opportunity as broadcasters. Digital is not a fad, and it's not going away. If your revenue is down it's more than likely due to advertisers investing that money in digital platforms. Make those digital tools yours to offer your clients. As an industry, we have to do everything possible to embrace digital and make it as much a part of our business as our terrestrial radio and television stations. Have a great June everyone!

2018 KAB Convention



We are beginning to line up presenters and sponsors for this year's convention, which is October 14-16 at the DoubleTree by Hilton Airport in Wichita. Our sales session presenter is Mark Levy, who received excellent reviews his last time with us, four years ago. Returning for a second time will be news presenter Kevin Benz of i-Media Strategies. Other sessions will be announced later.

This is the time to get it on everyone's calendars and to find the budget for managers, engineers, account executives and news staff to attend. No one will be disappointed! We are very pleased to have the following sponsors already on board:

Kansas Electric Cooperatives
Heartland Video Systems
Nielsen Local TV and Audio
Kansas Farm Bureau

Kansas City Royals
Marketron Broadcast Solutions
K-State Sports Network

Wedel Software
The Storm Report
GatesAir

Gov Signs Body Cam Bill



Although combined with several other bills, the one we supported that allows family members of police shooting victims to view footage within 20 days, was signed into law by Governor Colyer earlier this month. Our coalition who worked hard to get this passed included the Kansas Press Association, Sunshine Coalition for Open Government, Mike Kautsch and KAB Hotline Attorney Max Kautsch.

This summer the plan is for a committee that will include stakeholders like the KAB to come up with a bill for next session that addresses when videos are to be released to the public, as well as more clearly defining when a case is closed for determining the release of investigation records.

No Charge Sales Training

As KAB members, you have FREE sales training right at your desk! We offer two programs that you and your staff should be taking advantage of – P1 Learning and LBS. Each of these video centric programs are filled with hundreds of short clips that are ideal for sales meetings or one to one training. All you have to do is click either/both of the links below to get signed up. Or if you are already signed up, then this is a reminder to keep using it.

<http://p1learning.com/> then click on contact us and tell them you're a KAB member
www.localbroadcastsales.com Use the access code: 2012ks

Beware of CBD Oil Advertising

(From David Oxenford)

The legality of ads for CBD (cannabidiol hemp oil) products is an issue that is very confused. The CBD sellers claim that there is no THC in their products – THC being the active ingredient in marijuana that makes it illegal. There is a Federal law that says that hemp products without THC are permitted to be sold in limited circumstances as approved by the states. But the FDA says every

sample of CBD that they tested had THC, and have said that they think CBD products are thus still illegal under Federal law. The CBD companies are suing the FDA over their continued ban. That case has been fully briefed and argued, and a decision in Court is expected very soon. .

In addition, there is a bill pending in Congress that could make clear that these hemp products with low THC are legal if legal in the state in which they are sold – but that legislation has not passed. The mere fact that Congress thought that a bill was necessary suggests that at least some in Congress believe that the existing law is not enough and that these hemp products are not currently legal. So, in short, it is very uncertain on a Federal level.

I think many stations are approaching these ads with lots of caution, and generally staying away. With the broadcast license renewal cycle starting up next year (not in Kansas), a broadcaster does not want some anti-drug advocacy group challenging a license renewal arguing that the station’s license renewal should not be granted as it is advertising a product that is illegal under Federal law. The costs of defending that kind of complaint could be significant.

We note that some CBD sellers are claiming that their products have no THC and thus should not fall within the FDA guidelines at all. Because there are arguments about these products on both sides and the legality is so muddled, and with the current litigation over their status pending, a station considering taking such advertising should have its own legal counsel to fully analyze the risks of such advertising.

Proposed FCC Fees

Each year, the FCC proposes regulatory fees to fund their budget with Congress. These are all tentative fees, with the final announcement coming in late summer, and due sometime in September. That date too, will be announced at a later time. Here is what is listed in the Proposed Rulemaking for appropriate markets and populations in KS:

TV markets 26-50, \$25,025; markets 51-100, \$12,475; all others, \$4,100; LPTV, \$380

Radio population	AM Class A	AM Class B	FM Classes A, B1, C3	FM Classes B, C0, C1, C2
Less than 25,000	\$880	\$635	\$965	\$1,100
25,001 – 75,000	\$1,325	\$950	\$1,450	\$1,650
75,001 – 150,000	\$1,975	\$1,425	\$2,175	\$2,475
150,001 – 500,000	\$2,975	\$2,150	\$3,250	\$3,725
500,001 – 1,200,000	\$4,450	\$3,225	\$4,875	\$5,575

Newton Ends 34 Years With KU



Since 1984, Bob Newton served as producer/engineer for the Jayhawk IMG Radio Network. Although his final basketball game was KU’s loss in the Final Four, his work went far beyond the major sports. He made sure coaches shows, news conferences and special events were set up and easy for broadcasters to record or take live.

During those years, he was a Station Manager, Operations Manager, Program Director, and Engineer at KLWN Radio in Lawrence. Since 1996 he has been a part-time Emergency Management Duty Officer for Douglas County, serving as media spokesperson for exercises and incidents. Bob served on the KAB Board of Directors from 1989 to 1993 and as its president in 1992. He is a graduate of both Leadership Kansas and Leadership Lawrence, and has

chaired numerous boards in the Lawrence and Douglas County community. He has also been in a number of Theater Lawrence productions.

Steve Kincaid, Kansas Public Radio Engineer, has been named the new producer/engineer for the Jayhawk IMG Network.

Getting the Signed Agreement



For many of us in sales, getting the client to sign a legally binding document with your company can be a challenge, even a nightmare. Signed long-term contracts are the key to becoming a super-biller in media. Verbal okays are easy. Written agreements can be trickier. But if that's what Management wants then that's what you must deliver. Remember, written agreements are good for everybody. Here are some tips to make the process a little easier.

- I never call it a “contract.” I always refer to the document as an “agreement.” For many, the word “CONTRACT” has a negative connotation. So as an old sales mentor always said, “Why would you ever do anything that would give a customer any reason not to buy?”
- Verbal okays are usually easier to get than written ones. I’ve had clients give me verbal “yeses” and then balk at signing the written agreement. Why? Sometimes it’s simply because some people have trouble saying NO to your face. If someone refuses to sign a binding document, it’s usually because they have an objection you have not answered. Your job is to uncover that objection to the satisfaction of the client, change the agreement and get it signed. Written agreements spell out the rules in black and white. There is no disputing those words. With verbal contracts, facts are loose and memories can change and work against you. Get the written agreement for transparency for both parties.
- Make sure you’re talking to the right person. Nothing is more frustrating than realizing that the person you’ve been working with is not the actual decision maker. When this happens, use the person you know to get you to the person with the authority to sign your agreement. You may have to repeat your entire sales presentation.
- Be prepared for changes. We always used an agreement based on what was known as the “standard broadcast contract.” It was obviously written by lawyers. One time, one of my clients submitted our contract to his lawyer who marked the entire thing up in red ink and handed it back to me a week later. Back at the station we determined that the client’s lawyer was simply trying to earn his keep. No real harm was done to the document, so we changed it his way and got the revised agreement signed.
- Everything is negotiable. I think of the agreement as a fluid document. It’s not so rigid that it can’t be amended to suit the client as well as your company. If the client insists on changes, see what you can do. Remember the simple rules of a successful negotiation (a successful negotiation means that both parties feel as if they’ve won). If the client wants more, what do you do? Ask for more money or more flexibility in where spots run, etc. If the client takes something away (like money), you also take something back.
- Use the “Pen Close.” I don’t like sleazy, high-pressure closing techniques but once I finally tried this it worked so well I finally adopted it. All you do is hand the client the document AND a pen (if the contract was worth enough to me, I’d make it a nice pen and let the client keep it upon signing). Once you set the pen in front of the client, one of three things will happen.

1. If all is well and everything is agreed upon, the client will pick up the pen and sign.
2. The client will pick up the pen and not immediately sign, but toy with it. This tells me that the client has interest, but still has an objection I haven't yet addressed to his satisfaction. So I use the "Summary Close," going over all of the key points again until I uncover the objection. If the objection is small, I can amend the agreement in ink and we can both initial. Or, I can go back to the station and rewrite the contract.
3. The client doesn't pick up the pen. This means that your customer has a fundamental problem with your agreement and he/she will not sign until you discover and solve that objection.

I personally have never had to "enforce" a written agreement, that is... "short-rate" a client. That means that a client cancels for some reason and you or your company's attorneys force the client to pay the contracted amount. In my case when clients needed to cancel our contract it was for a good reason (no money, new ownership, going out of business). If the agreement includes travel incentives and the client used that incentive and then cancelled shortly after, then you would certainly be entitled to short-rating, at least to the point that you recover your cost.

Some clients actually need to be told what to do. I have had situations before where I said to a client who was staring at the agreement but not signing it, "You need to sign this." And the client said, "Oh, okay." And signed.

Keep in mind that signed long-term agreements are the secret to getting rich in this business. Starting a month at 80 percent of your goal is better than a slap across the belly with a wet squirrel.

(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