



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:

Larry Riggins

Alpha Media, Topeka

larry.riggins@alphamediausa.com



Greetings everyone! It's hard to believe we're already halfway through the year. The good news is we still have another 6 months to finish strong. Our June KAB Board of Directors meeting was held in Manhattan and one of our discussion points was sales recruitment. It's a problem, not just in Kansas, but throughout the broadcast industry. Your KAB board of directors is committed to working hard to help find solutions to this growing issue by continuing to work with 4 year and 2 year colleges to develop media sales curriculum and a greater awareness of what our industry offers young people coming out of college. Kansas State University is doing great things with their Sales Institute and could serve as an example of what other institutions could do.

As members of KAB, we can work together to find new and innovative ways to address problems and issues. That brings me to my next point. At our annual convention in October, we will be electing officers to the KAB board. Serving as a KAB board member is a great way to use your knowledge and ideas in making Kansas broadcasters stronger. It's also an excellent way to get to know other broadcasters throughout our state. If you're an owner or manager, please consider joining us. The deadline is August 1st, so give some thought to how you might serve our great industry. As always, Kent and I, or any of our board members are open to ideas and solutions so don't be afraid to pick up the phone or shoot us an email. Have a great July everyone!

2018 KAB Convention



We are lining 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. Our Monday luncheon speaker is Dan Oblinger, a hostage negotiator who addresses "Leadership

From the Ledge.” And engineers will hear from Sam Matheny of NAB

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
Wedel Software

Kansas City Royals
Marketron Broadcast Solutions
K-State Sports Network
Jayhawk IMG Network

Wedel Software
The Storm Report
GatesAir
Southwest Audio/Visual

KAB Accepting Individual Award Nominations

Each year, the KAB honors outstanding Kansas broadcasters through the Distinguished Service Award, the Hall of Fame, Mike Oatman Award for Sales Mentoring and the Sonny Slater Award for Service to Station and Community.

If you know of someone deserving of any of these awards, please go to our website and read about these awards and how to send in a nomination. <http://kab.net/KABAwards/KABIndividualAwards/>
The deadline is August 1.

Ennes Workshop for Engineers



Along with the SBE and Missouri Broadcasters Association, the KAB will be putting on a daylong seminar for engineers in Kansas City August 21. Topics include Proper Wiring Techniques for Broadcasters, Tower Safety Grounding and Lightning Protection, Workbench Topics, and Cybersecurity/Physical Security. The cost is \$35 for members; \$45 for nonmembers. To register go to https://ssl18.pair.com/sbe/cgi-bin/sbe_event_reg.pl?goto=form&ec=235

NAB Asks for Ownership Rules Changes

The National Association of Broadcasters radio board voted on a proposal to revise the FCC rules limiting the number of stations that one company can own in a radio market. This proposal was forwarded to the FCC for consideration in the next Quadrennial Review of the FCC’s ownership rules, scheduled to commence at some point later this year. The NAB suggests that one party should be able to own up to 8 FM stations in any of the Top 75 Nielsen radio markets, and that there should be no FCC ownership limits in markets smaller than the Top 75, and that AMs do not need to be counted against the ownership limits. Owners who incubate the ownership of stations by new entrants into broadcasting would be allowed to own up to two additional FM stations in a market.

According to Hotline Attorney David Oxenford, “a proposal like this one will be controversial – and the NAB notes that its Board’s decision was not unanimous. Proponents of more diversity in broadcast ownership will suggest that consolidation will hinder opportunities. Additionally, opponents will likely contend that consolidation since 1996 has not benefitted the economics of radio companies, but instead led to some being financially overextended.”

KCUR – National Murrow Winner



Our congratulations to KAB member KCUR FM in Kansas City for being named an Edward R. Murrow recipient by The Radio Television Digital News Association who has been honoring outstanding achievements in electronic journalism since 1971. Their award is for Excellence in Writing in the large Radio category. The entry was “A New Kansas Museum Dates to Showcase Daredevil Evel Knievel.” They also received Regional Murrow’s for Documentary, News Series, Sports Reporting and Website.

Other KAB member stations were also honored with Regional Murrow awards in April. They are:

KMUW FM for Feature Reporting, Hard News and Sports Reporting

KWCH TV for Continuing Coverage and News Series

KMBC TV for Overall Excellence, Breaking News, Continuing Coverage and Excellence in Sound

KSHB TV for Hard News, Investigative Reporting and News Series

KCPT TV for Website

Hall of Famer Melchert Passes



Career radio announcer/manager Stu Melchert of Seward County Broadcasting of Liberal, passed away earlier this week following a brief battle with cancer. Stu started in radio with KSCB as an announcer and news man in the early 1960’s after being hired by former Governor and Presidential Candidate Alf Landon. He served as President of the KAB and was elected into the Kansas Broadcasters Hall of Fame in 1996.

Stu was also very active in the Community of Liberal serving on the Board at 1st National Bank now Equity Bank, chaired the Republican Party, served as Chairman of Pancake Day, was elected into the Pancake Day Hall of Fame and served on countless other boards and civic organizations.

Stu leaves behind his wife Janice, his children David, Mike and Russ, eight grandchildren and two great grandchildren. A memorial service will be held Saturday, July 7, at 11am at St. Paul’s Cathedral in Oklahoma City. In lieu of flowers, the family requests donations be made to the Stu Melchert Voice of Excellence Memorial Scholarship c/o Liberal Chamber of Commerce Foundation PO Box 676 Liberal, KS 67905 or St. Paul’s Episcopal Cathedral, 127 NW 7th St, Oklahoma City, OK 73102.

How to Collect Money



What amazes me is how important the collections process is to people in our industry and yet we spend very little time discussing better strategies for handling delinquent accounts. Here is a good rule to live by...” It’s not a sale until it’s collected.” Boom! There you go. Write it on the wall where you can see it every day. Because whether you’re paid on billing or collection, ultimately you’re paid on collections...because if you’re paid on billing and then you don’t collect, the station will eventually take back the money they paid you on your

billing. Collections is a fundamental part of the selling process and the better you are at it the more you’ll personally benefit.

For many of us in Media Sales, collections are typically the part about the job we like the least. I mean after all, who likes dunning people for money? I'll tell you who, ME. Because if I go to all of that trouble to prospect, present and close an account, and then service that account, I feel I have the right to be paid for the work that I have done.

I have always worked for stations that took collections very seriously. At one station, not only did we discuss outstanding bills in our one-on-ones, we also had those conversations in our weekly meetings with the entire sales and management staff present (I always thought it was a psychological trick, humiliating the salesperson with the collections problem in front of everyone else in the room).

We even assigned numbers to some of the most frequent client excuses. "The client says he never got our invoice," might be Excuse #44. "The client says his wife has to sign the check and she's out of town with her sick mother." "Ah, the 'sick mother,' Excuse, #27."

Sometimes dealing with collections can make you sad and empathetic for the customer. And sometimes the customer is just a sleazebag and you should have seen this coming to begin with. Kind of like that guy that asked me if he could borrow \$1,000. And I told him, "But Mike, you're a notorious gambler. How do I know that if I loan you the money you won't just go waste it all on the blackjack table?" and he said, "No Paul, that won't happen. See, I've got gambling money."

Like any other aspect of sales, becoming a good collector involves its own set of skills and knowledge. Here are some tips to help you get the client to pay your bill so that you can get paid what's rightfully yours.

- **Ask for Cash in Advance or a Credit Card to begin with- We're in the radio and TV business, not the banking business. Why must we finance the client's advertising schedule? Would it hurt to ask for cash in advance? I'm already used to paying that way as a consumer. I pay for gasoline in advance of getting it. Movies, same way. Food to go? Cash in advance. Home security? My new service now asks for a year's payments in advance. And in exchange I get a discount. When a home is sold, the new owner doesn't get the keys and the garage door opener until the money has been transferred to the previous owner.**

When I'm selling broadcast advertising to a new local direct client I'll use the assumptive close and say, "Before we start, when would be a good time to pick up a check?" Or, if your company takes credit cards, "Why not just put this on the card? You can use our Automatic Payment system and the money will be drafted out of your account. And that way, you'll get the points on your card." Having to collect money from slippery clients can eat up a huge amount of your valuable time. Why not play it safe and nip that potential collections problem in the bud by asking for cash in advance or Automatic Payment on credit cards in every single case?

- **Don't be naïve. Understand what you're up against- If the client owes you money, how many other vendors is he also having trouble with? 15? Maybe even more? The phrase, "The squeaky wheel gets the grease," has never fit better than it does in a collections problem. Time to start squeaking. Loud. A lot.**
- **Make it personal-No more "nice guy." When somebody is delinquent, it's time to get tough. Remind the client that you have bills to pay, children to feed and clothe, etcetera, and that you were depending on this money.**
- **Within 24 hours...When to go into collection procedures-The moment you suspect you have the problem. The minute you get that tingly feeling something's not right, it's time to get to work. Start collections proceedings within 24 hours of discovering you might have a problem. The longer you wait, the colder the trail becomes.**

- **Knowing for sure that you have a problem-** You know for a fact that your invoice was sent to your client, either by regular mail or nowadays by email or text. When a client is late with payment, occasionally I make a call and say, “We sent out invoices last month and we might have had a problem with the post office. Did you get your invoice?” If the client says no, then you know you’ve got a problem. Offer to bring over another invoice by saying, “When would be a good time for me to hand-deliver or Fed-Ex a copy of the invoice?”
- **Be clear up front on when you expect to be paid-** When the client says “Yes, we’ll advertise with you,” then I say, “Great. Here’s how we work.” Then I talk about commercial production and deadlines AND I explain that payment is due right now or within 30 days. It’s a good idea to reach an agreement early on payment. I include payment due dates in my signed client agreements so that there can be no confusion.
- **Be prepared to negotiate payment terms-** If they can’t pay 100 percent of what they owe today, how much could they pay? 85 percent? 75 percent? 50 percent? Work out a payment schedule. You sign it, have the client sign it and stick to that schedule.
- **Categories that should always be cash-in-advance-** As much as I hate generalizing, these categories are generally notoriously bad about paying media companies.
 1. Promotional-Concerts and Events companies
 2. Manufactured Housing
 3. Used Car Lots
- **What’s the client’s cell phone number?** Getting a new client’s cell number is something that you do without having to think about it, for a variety of reasons. But in collections it is imperative. Typically, clients that owe you money will not call back when you leave phone messages. They won’t answer your texts or emails. But when you have their cell phone number, you can call them from any other phone that doesn’t identify you. They usually have to answer the call because you could be a new customer, a friend or a family member.
- **Cash, check or credit card-** It doesn’t matter when you’re dealing with a delinquent account. Offer to take a credit or debit card. Offer to take post-dated checks if that’s okay with your company. NEVER refuse cash. You could write a cash receipt on the spot. You and the client sign, acknowledging that the amount was paid, with X amount remaining.
- **Keep good records-** Write down everything that was said or done involving this account and their collection issue. Don’t leave anything up to memory. “At 2:15 pm last Wednesday you said the check would be ready for me to pick up today by noon. That’s what you said and that’s why I’m here right now.”
- **Remain vigilant-** Don’t let your guard down, even for a day. Don’t allow too much time to slip by between calls. Every time you think you’re being too hard on the client, another vendor, more persistent than you, is getting paid the very money that could have gone to you instead.

Get to the mental position where you consider yourself an expert at getting paid what you are owed. Instead of hating that part of the job, start looking at it as an important and necessary part of doing business.

Always be prepared for bizarre excuses. Here’s one. One of our salespeople had a collections problem with an account that was more than 120 days past due suddenly heard that same client advertising on a competitive station. When the salesperson confronted the owner of the business the guy said, “But Ron, if I had the money I wouldn’t have to advertise.” Hmmm, let that one sink in for a minute. By the way, that’s now Excuse #268.

(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