



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! Here we are, at the end of July already, with a mere 5 months left in this calendar year. I can't believe how fast this year is flying by. I've always heard that the older you get the faster time goes, and I've quickly become a believer in that theory. That brings me to a point of discussion.

We know that the amount of time in each day hasn't changed and for the most part, our daily routines haven't changed that much, what has changed is the pace of our world. We are living in a world where the demand for instant access to everything is all consuming. News, weather, sports, music - no one is dependent on our programming schedule today because consumers have the ability to get what they want, when they want, delivered how they want.

I'm not saying our broadcast industry is obsolete, far from it. Radio and television are still the "go to" media for local people wanting a trusted, relational connection to their community. Now, we pair that trust and localism with the strengths of digital content through websites, social media, live streaming, podcasts and we've cut a path no other media can follow.

You see, the world isn't spinning faster; it's the pace we live in that is changing. If our industry is to continue to grow, we must meet the demand and keep pace with our listeners, viewers and consumers. Fortunately, we're seeing more and more indications that we're getting the job done. Have a great August everyone!

2018 KAB Convention in Wichita



Why should you have October 14-16 at the DoubleTree by Hilton Airport in Wichita on your calendar?

Mark Levy (sales and management), Sam Matheny (engineers), Kevin Benz (news), David Oxenford (management) and Dan Oblinger (everyone). These are our featured presenters who come with excellent reviews from many of you and other state broadcast associations as well. ANYONE who attends the convention will walk away with fresh ideas to take back to the

station and put into practice.

It's not too early to get registered and beat the "Early Bird" discount deadline of September 18 (SAVE 20%). Just go to our website <http://kab.net/Events/ConventionInformation/>

We are also excited 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
P1 Learning

Wedel Software
The Storm Report
GatesAir
Southwest Audio/Visual
Broadcast Electronics

Recruiting for Account Executives and Others



To assist stations with one of their top concerns – recruiting salespeople, the KAB will be hosting three webinars featuring Laurie Kahn, August 29, September 12 and September 19. The first one will be "Tips for Attracting New Employees" - a great session to learn how to improve your talent acquisition! Ideal for anyone in the building who is involved in hiring, managing, interviewing new employees.

The second one is "Interviewing for Better Hiring" - Learn how to better position your open jobs, how to gain the most information and most importantly, learn how to deal with those prospects who are an ideal fit but aren't ready to make a move - the 'Passive Candidate'. The final session is "Compensation and On-Boarding." Attendees will learn about various compensation plans to assure buy-in and engagement for better retention in addition to a game plan on how to get those new hires ramped-up and productive sooner.

Watch for an email soon with more information and how to register!

National EAS Test Upcoming

FEMA has proposed Sept. 20 for the next nationwide test of the Emergency Alert System. This 2018 test would be a fourth dry run of an infrastructure designed to allow a President to speak to the country in case of a national emergency. FEMA is also proposing a simultaneous first-ever national test of the Wireless Emergency Alert or WEA. It would involve sending an 87-character test message to be displayed on mobile handsets. "THIS IS A TEST of the National Wireless Emergency Alert System. No action is needed," the text message would read.

The WEA Test will go off at 1:18pm CDT while the EAS Test would go off at 1:20pm CDT. The two-pronged test of both EAS and WEA would also be acknowledged in the alert that's relayed by radio, television and cable systems nationwide. The proposed new message would say: "This is a test of the

National Emergency Alert System. This system was developed by broadcast and cable operators in voluntary cooperation with the Federal Emergency Management Agency, the Federal Communications Commission and local authorities to keep you informed in the event of an emergency. If this had been an actual emergency an official message would have followed the tone alert you heard at the start of this message. A similar wireless emergency alert test message has been sent to all cell phones in the nation. Some cell phones will receive the message. Others will not. No action is required."

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

Congress to Consider Repeal of Must-Carry and Retrans



Rep. Steve Scalise has reintroduced a discussion draft of his Next Generation Television Marketplace Act, which repeals must-carry and retransmission consent rules and the compulsory license. That is the license that allows broadcasters to include nonlocal programming in their retrans deals without having to secure individual rights from national network and syndication rights holders.

Scalise says the bill would also "eliminate the government's role in defining the scope of programming exclusivity" and "codify the repeal of certain limitations imposed on local broadcasters that prevent them from adapting to today's dynamic communications marketplace."

Broadcasters wouldn't mind getting rid of more ownership restrictions, but getting rid of must-carry and retrans and network nondupé and exclusivity rules are nonstarters. The NAB will strongly oppose the bill.

"Today's media marketplace has never been more robust, with consumer access to broadcast programming on more platforms than at any time in history," said NAB EVP Dennis Wharton. "Unfortunately, the Next Generation Television Marketplace Act would undermine this great American success story. It would severely damage broadcasters' ability to serve local communities and hurt tens of millions of viewers who rely every day on broadcast TV for news, entertainment and lifeline weather coverage."

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we're here to help.**

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Kansas Broadcast Legend Passes



Kay Melia, one of the early members of the Kansas Association of Broadcasters and long-time general manager of KLOE radio in Goodland, passed away in late July at the age of 88. Kay started his broadcasting career in 1950 at KIUL AM in Garden City as a nighttime radio announcer and shortly after moving to Emporia where he was the first ever sports director for KSTW AM, doing play by play for Emporia High School and Emporia State College. After returning from serving in Korea in 1953, Kay took a new job at KAYS in Hays where he spent 7 years eventually becoming the voice of the Ft. Hays State Tigers and Sales Manager for the station.

In 1960, KAYS Inc. purchased what is now KLOE Radio in Goodland, and Kay was appointed General Manager. In addition to KLOE Radio, Kay would eventually manage KLOE TV and the Goodland Cable TV Company, until retiring in 1993, when son Marty succeeded him. Kay would continue to work for the stations part time until 2009. He served as President of the KAB, received the Distinguished Service Award from the KAB in 1981 and was selected to the Kansas Broadcasting Hall of Fame in 2000.

Memorial contributions may be designated in Kay’s name to the Goodland Public Library or Goodland Regional Medical Center Home Health Care, and mailed to Koons-Russell Funeral Home, 211 N. Main Ave., Goodland, KS 67735.

When to Get Up and Leave Your Client Meeting



Have you ever hosted a party and later had to deal with the last person to leave? I have. Not pleasant. You’re worn out and it’s time to get back to work and clean up, but that person is still there, taking up space and not helping. Argggggggggg!!!!!! Unfortunately, the same thing occurs in business meetings. When it’s time to leave, it’s time to leave. In fact, the longer you stay the better chance that something will go seriously wrong, FOR YOU. When to leave a meeting is a sense that some people get naturally. Others, not so much.

A friend of mine forwarded a post that someone wrote about a big buy that went south, even after the client had initially said “Yes”. The problem was that one of the salespeople on the call wouldn’t shut up. She got so excited about what she was selling that she extended the length of the meeting by nearly an hour. She was so wrapped up in details that she never noticed the panicked expressions on the faces of her teammates. In the end the client, besieged with too much information, declined the offer. The lesson? One person’s enthusiasm turned into a disaster for the rest of the team.

I have found myself in a similar situation on more than one occasion. In one case, I was pitching the media buyer for a large soft-drink account. He said yes to my proposals to buy all of our stations. I got up to shake his hand and leave, but my sales manager who accompanied me on the call, insisted on showing the client reams of additional ratings data and color graphs. Again, I tried to leave, but my sales manager wouldn’t stop talking (he had spent a lot of time on his presentation and he wanted to pontificate on every page). Suddenly, he showed a graph that illustrated a demographic weakness with one of our stations. The client changed his mind and decided not to buy that station. I was livid, as it cost me 30 percent of the original buy.

Another time, as a very new seller, I was pitching the owner of a local office products business. I showed him three proposals, high, medium and low. To my surprise, he opted for the biggest schedule. I remember thinking that I should leave now, but instead, I engaged him in further conversation. In the middle of a story, he cut me off and said he’d feel more comfortable with the

medium-sized package. Instead of leaving at that point, I stayed, thinking that perhaps I could get him to change his mind. Well, he did. While I was talking, he talked himself into taking the smallest proposal. Geez! I finally got out with what was left of my original proposal and with my tail between my legs (lucky I still had my tail before it was bitten off). Had I stayed longer, I would have probably wound up owing him make-goods and a free remote.

Those two very expensive lessons taught me this. When the client says yes, it's time to get up and leave, because buyer's remorse sets in quickly. To heck with the rest of your proposal. **GET UP AND LEAVE.** For your own good, and as a show of respect for your client's time. I learned something valuable early on from a real pro. He told me that he **NEVER** stays with a client for longer than 30 minutes. And he sticks to that for two reasons. One, he's respectful of the client's time. Two, he sees a lot of people in the course of a day and his appointment schedule is tight. In fact, he arranges his schedule with his self-imposed 30-minute timetable for each client in mind, plus travel time. I have tried really hard to follow that advice.

One way to control how much time you spend with clients is to reconsider how you think about time. Think about your time as a precious commodity. I know a very busy manager who breaks time out into 15-minute segments. Each segment represents one unit of time. He plans his life that way and it works for him. He'll tell an employee, "I'm really busy right now, but I'm willing to spend two units of my time with you on this problem today. Could you meet with me after 5:30 this afternoon?" Soon, his employees and others began to really respect the precious time he allots to them.

What's the best way to exit a client meeting? Good sellers always seem to have their own strategies. Me? Once I'm sure that things are wrapped up, I'll stand up, glance at my watch and say, "Oops, it's getting late. Thank you for your time. I'm going back to the station now, so I can lock these dates and production times in for you." And then you leave. Right then. No sticking around. No joking, no long goodbyes, **BAM**, you're gone. Or, you might say, "I know how busy you are. Thank you for your time and Thank you for your business. I'm headed back to the station, so I can take care of this for you immediately." And then, you leave. As quickly as possible. Have some respect for your client's time. And have some respect for yourself. As they say, "Quitting while you're ahead isn't quitting."

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