



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 August already. It's a great time of year with the start of football and cooler weather. Something else to look forward to this fall is the Annual Kansas Association of Broadcasters Convention. This year's event will take place October 14th – 16th in Wichita at the DoubleTree by Hilton Airport. Managers, learn techniques of holding your team accountable with Mark and Holly Levy. Kevin Benz will work with news on "A Guide to Covering the Hate Movement" and "(Re)Building Trust." Helping your program directors understand "The Power in Emotional Connection" with Doug Erickson, plus "The Automobile Experience, Repack and ATSC 3.0" for engineers with Sam Matheny.

There's lots of great information for your staff and, as always, recognition of great broadcasters with the inductions into the KAB Hall of Fame and individual awards on Sunday evening, and Station Awards presented on Monday evening. Go to <http://kab.net/Events/ConventionInformation/> to see the entire line-up. Remember, register now and get the "Early Bird" discount through September 16th. It's a great time and a great way to support KAB.

I also hope you had the opportunity to join the Sales Recruitment Webinar with Laurie Kahn, presented by KAB, on August 29th. It was full of great information for recruiting talent. There are two more sessions left on September 12th and 19th if you would like to participate and best of all, they're free. Recruiting is tough for any position these days, so your KAB is working to help bring new ideas when and wherever we can.

I hope you've had a great summer and, like me, are looking forward to fall. Have a great September!

Grammy Nominated Performer to Appear at Convention



James Slater is a two time, Grammy nominated, piano-playing, bilingual singer-songwriter born in Durham, North Carolina, and raised in the tropics of the Panama Canal Zone in Central America.

His songs have been re-recorded by Willie Nelson, Tim McGraw, Enrique Iglesias, Rascal Flatts, Carrie Underwood, Lady Antebellum, Kenny Chesney, Kelly Pickler, Alabama, Reba McEntire, Gloriana, Martina McBride, Chris Brown, Chris Young and a host of others. His Grammy nominations include Jamey Johnson's "The High Cost of Living", Country Song of the Year, and Martina's "In My Daughter's

Eyes", which has become a modern day standard.



Why else should you have October 14-16 at the DoubleTree by Hilton Airport in Wichita on your calendar? See Larry's article above. 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.

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
P1 Learning

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

RCS
The Storm Report
GatesAir
Southwest Audio/Visual

Congrats to Station Award Recipients



The 2018 KAB Awards of Excellence will be handed out during the convention on Monday night, October 15 in Wichita. A total of 722 radio and television entries were judged and we congratulate all the recipients. The Station of the Year winners are:

Small market radio – KCLY FM, Clay Center
Medium market radio – KANU FM, Lawrence
Large market radio – KMUW FM, Wichita
Non-Metro television – KOOD TV, Bunker Hill
Medium market television – WIBW TV, Topeka
Large market television – KSNW TV, Wichita
Major market television – KCTV TV, Kansas City

For a complete list, go to <http://kab.net/KABAwards/BroadcastAwards/>

KAB Individual Awards Announced

The KAB Board made its selections for the 2018 individual awards, and they are as follows:

DISTINGUISHED SERVICE AWARD

Lance Saylor, Pittsburg – He began his broadcast career in Great Bend in 1977 and by 1985 started his own FM station there. He later owned and operated stations in Pittsburg and others in southeast Kansas. Lance is a past Chairman of the KAB and recipient of the Mike Oatman Award for Sales Excellence. Lance also was responsible for starting up the KAB Kid's Scholarship program. He will automatically be inducted into the Hall of Fame

KANSAS BROADCASTING HALL OF FAME

Phil Grossardt, Eagle Radio Great Bend – He started his career in Salina in 1978 and eventually worked in communications at Barton Community College, but always doing part time radio and TV work. In 1999 he joined Eagle Communications in Great Bend where he has been an on air personality ever since. During that time he has won numerous KAB awards and received the Sonny Slater Award for Service to Station and Community.

SONNY SLATER AWARD FOR SERVICE TO STATION AND COMMUNITY

Carla Eckels, KMUW FM Wichita - She has been an award-winning announcer/news producer for two decades including two Edward R Murrow regional awards and several from the KAB. Carla is active in her church and with her family, her greatest passion. Carla has annually emceed the Wichita River Festival and Black Arts Festival gospel music segments.

MIKE OATMAN AWARD FOR SALES EXCELLENCE

La Nguyen, SummitMedia Wichita - She began her career with Scripps in 2003 with no outside sales or radio experience. She quickly learned the business and was soon among the sales leaders in Wichita. La is relied upon to mentor and train new account executives. She has shown remarkable growth in a down market, and takes the time to collaborate with her teammates, helping them with ideas and solutions for their clients.

KAB FRIEND OF BROADCASTING

David Oxenford, Wilkinson Barker Knauer, LLP – He has been representing the KAB as our Washington, DC Hotline Attorney for over 25 years. During that time he has presented at every convention as well as putting on webinars for members. David is a calm and reassuring counselor when asked for advice on subjects like campaign finance, FCC regulations and ownership filings.

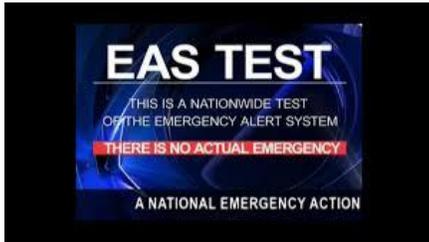
Trust In Local Media News Growing

After decades of declining trust in the press, coupled with relentless rhetorical attacks on the media by President Trump, there's finally some good news: Trust in media is up since last year, and the great majority of Americans trust their local news sources. The new Poynter Media Trust survey found 76 percent of Americans across the political spectrum have "a great deal" or "a fair amount" of trust in their local television news, and 73 percent have confidence in local newspapers. That contrasts with 55 percent trust in national network news, 59 percent in national newspapers and 47 percent in online-only news outlets.

The divide in attitudes toward local versus national news is especially pronounced among Republicans: 71 percent said they trust local TV news in their community, 43 percentage points higher than those who trust national network television news. Similarly, 62 percent of Republicans said they

trust their local newspapers, 33 percentage points higher than their confidence in national papers. Democrats had high levels of trust across the board. You can read the entire study from Poynter here [Poynter Media Trust Survey](#).

National EAS Test Upcoming



FEMA has set 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.”



Engineering Conference



Station engineers from Kansas and Missouri participated in an Ennes Workshop in Kansas City earlier in August – sponsored by the KAB. Through the Society of Broadcast Engineers, the Ennes Foundation offers seminars that feature multiple topics that provide radio and television engineers with the latest information in broadcast and media technology.

The nearly 40 attendees heard from experts on topics that included proper wiring, cybersecurity, tower safety as well as grounding and lighting protection. We’d like to thank all those who attended and the SBE for their role in putting this together.

Marty Mutti Passes



Longtime Arkansas City broadcaster, Marty Mutti passed away unexpectedly earlier this week at the age of 53. He was co-owner of Cowley County Broadcasting (KSOK AM-FM) and a longtime on air personality in Cowley County earning several KAB awards for his creative work.

Marty began his broadcasting career at the Southwestern College radio station KSWC, where he was also an instructor in the communications department. The last 30-plus years, he has been a constant community promoter through his efforts at KSOK Radio. Whether that was being engaged in the local community events with live remotes, the Cowley County Fair, sporting events, local celebrity interviews and many other local entities, Marty was always promoting something positive. He will be remembered for his smile, his laugh and his outgoing personality. Marty was a member of the First United Methodist Church in Winfield where he participated in the Disciple Bible Study, and was an ambassador for a plethora of local organizations.

The Client Is Never Satisfied



“The client is NEVER satisfied with the results she gets from our station,” said the salesperson. “They are always threatening to cancel. I’m losing sleep just thinking about it.” Unfortunately, this same scenario plays out every single day in every size market. The client just never gets enough response to continue to justify his advertising.

A couple of weeks ago, I got another call from an exasperated salesperson telling me her largest client, a local employment recruiter, was getting ready to cancel. “She spent a lot of money on commercials and a remote in a week and said she only had 57 people sign up and she’s threatening to cancel.”

In this case, the client recruits radio listeners to work at local fast-food restaurants. Evidently, with low unemployment it’s getting harder to keep good people in lower income jobs. So, this recruiter runs radio commercials and radio remotes hoping to get good people to work at some of these fast-food chains. The recruiter is spending about \$2,000 per month in a small market. I heard three commercials the recruiter was running, and they weren’t bad. With enough frequency, they should have caught a few fish...and they did. In fact 57, in the client’s own words. So, what went wrong?

I have worked with recruitment agencies in the past. They are like bounty hunters. They round up interested people for the industry they’re working for and then they’re paid a commission on each new recruit they sign up. During the oil boom, Fargo, ND had one of the lowest unemployment rates in the nation. And companies like McDonald’s were paying big bucks to get people to work there. In fact, they were even offering new potential recruits signup bonuses, in addition to a much better wage than just the minimum.

So, what exactly is one new recruit worth to a chain restaurant? Could it be \$500? That is, would the big restaurant company pay a recruiter \$500 per head for each qualified recruit? Based on what I knew about the situation in Fargo, that would be about right, maybe even a little bit low. And what would gross margin of profit be for the recruiter herself? Well after the cost of labor she was paying

her two assistants, she would retain between 50 and 60 percent of that \$500 that she could reinvest in her business.

If she managed to recruit 57 new people from her radio campaign, that would mean the restaurant chain probably paid her \$28,500. 55 percent of that would be \$15,675 that she would keep after the cost of labor. Hmmmm. So, knowing that, in reality, how many new recruits should they actually need to justify a \$2,000 expenditure on advertising? About eight would be correct. And, that would be a much smaller number than in excess of 57, wouldn't it?

After having this discussion with the salesperson, she went back to the client and went over these numbers. Now, the client is okay with her results and the pressure is off of the salesperson. And where did the client get the idea that 57 wasn't good enough for a \$2,000 ad spend? Could it be that she pulled that number out of...you guessed it, thin air? You bet.

How many other accounts could be saved by doing the simple Return On Investment calculation before a campaign even gets started? Why do we always do things the hard way in this business, when doing it the easy way would manage client expectations about results and at the same time, make the client more comfortable with perhaps spending far greater amounts of money on our stations? Why are you hitting yourself? OUCH! Why are you hitting yourself? OUCH! Why are you hitting yourself?

If you and your staff would like to learn more about how to calculate ROI, give me a holler. I'd be happy to help you.

(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