



# 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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October was a busy month with the highlight being our KAB 2018 Annual Convention in Wichita. As usual it was great to see so many good friends and colleagues in attendance, but also nice to meet some new people as well. The Governors Debate was a big success and I hope you were able to get a better understanding of the candidates and the issues they stand for. Thanks to Eugene Williams for his usual fantastic job of moderator for the debate.

Congratulations go out to Phil Grossardt and Lance Sayler, who became the newest inductees into the Kansas Association of Broadcasters Hall of Fame. Lance was also presented the Distinguished Service Award for his service to our industry. Hundreds of station awards were presented to talented broadcasters across the state. For a listing of all KAB awards winners for 2018 and previous years click on <http://kab.net/KABAwards/BroadcastAwards/>.

I also want to say thank you to Kent Cornish and Judy Clouse for a job well done on this year's event. I hope you took time to fill out a convention survey as we study your ratings and comments and use them to help us build a better convention. Please, feel free to reach out to Kent or myself if you have any further suggestions or ideas for the 2019 show.

So, here we are, one month gone in the 4<sup>th</sup> quarter already. I hope you have had a great year so far and will finish strong. In talking with a lot of you at the convention, it feels like things are starting to feel better around the state. We still have obstacles, mainly with agriculture dollars, but that to will see better days moving forward. Keep pushing the tremendous benefits of our broadcast industry and align yourself with the attributes of Digital. It's a combination that is vital to advertisers and listeners alike and needs to be part of all our portfolios.

Have a great November everyone!

## Awards, Knowledge and Entertainment Highlight KAB Convention



A record crowd for a Wichita convention location experienced a variety of presenters, awards and even tortilla flipping at last month's convention. Over the two and a half days, 385 broadcasters, vendors and guests enjoyed what they saw and heard – according to evaluations. Four of our training sessions earned a rating average of 3.8 or above on a 4 point scale. Those were Mark Levy Sales, Kevin Benz News, David Oxenford FCC and Dan Oblinger on Leadership from the Ledge.



Our piano playing entertainer, James Slater, on Monday night received a standing ovation as did our individual award winners Lance Sayler, Phil Grossardt, Carla Eckels, La Nguyen and David Oxenford. While no standing ovation for the candidates for governor, we did have an excellent debate moderated by Eugene Williams of KTWU TV. We have plenty of photos available on line that you can download to memorialize your time at the convention. Click below

[https://www.dropbox.com/sh/sddohnk7pv8a8i3/AABQdG\\_mgX-\\_Ytk7qZY149Aea?dl=0](https://www.dropbox.com/sh/sddohnk7pv8a8i3/AABQdG_mgX-_Ytk7qZY149Aea?dl=0)

Next year's convention will be in Lawrence at the DoubleTree October 20-22. We'd also like to thank this year's sponsors who make our event extra special:

Kansas Electric Cooperatives  
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The Storm Report  
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Southwest Audio/Visual  
Radiowave

## Founding Fathers Got It Right on Press Freedom

(Op-Ed From Gordon Smith, President/CEO NAB)

My friend and former Senate colleague John McCain was asked in 2017 whether he regards the press as the enemy of the people. "I hate the press," responded McCain, perhaps tongue-in-cheek. "I hate you, especially. But the fact is, we need you. ... If you want to preserve democracy as we know it, you need to have a free and many times an adversarial press."

McCain's comment on NBC's *Meet the Press* symbolized the Arizona senator's on-again, off-again relationship with "the media." But more importantly, it reflected the tension and hostility between

government and “the press” that was anticipated, accepted and encouraged by our founding fathers when they adopted the First Amendment as the cornerstone of American democracy. As we honor Senator McCain’s life, it is also fitting to reflect on the audacity of the founding fathers in their embrace of free speech as a core principle of a new nation.

As a recovering politician-turned-advocate for local broadcasters in Washington, I come to this debate with a perspective from both sides. In my 16 years as an elected official — the last 12 as a U.S. senator from Oregon — I was occasionally frustrated by “the media.” But I came to understand that unfriendly press coverage, either real or perceived, comes with the territory when you become a public official. And I believed then and believe now that press criticism, fair or unfair, is the essential lifeblood of our liberty.

Today, we watch a scorched-earth battle in Washington between some in the media and the Republican Administration, and between others in the media and Democrats in Congress. Allegations of bias fly in every direction. What the combatants are really underscoring is the point Senator McCain was making, not just with the remarks on *Meet the Press*, but with his entire life. He understood that it is precisely our ability to freely disagree that underscores the greatness of America. The essence of our democratic experiment is this: It no more matters what the president thinks is news than what other Americans think. When the press is being attacked, its value is being affirmed. And so too are the underlying values of America.

As head of the National Association of Broadcasters, I’ve witnessed firsthand the remarkable work of local radio and TV journalists and their broadcast network colleagues dedicated to fact-based news reporting. Among these journalists are fierce patriots who embed with U.S. troops abroad. They risk their lives reporting on wildfires, hurricanes and tornadoes. They’ve saved the lives of hundreds of children with Amber Alerts and coverage of the opioid crisis. Broadcast groups have doubled down on credible investigative journalism that exposes fraud and corruption at the local, national and international level. I may not agree with every perspective or story, but my consent is not required for free voices to speak out.

Much of what riles passions today is opinion journalism that would remind Washington, Jefferson and Hamilton of the partisan pamphleteers of the late 1700s. Today, only the platforms have changed. Raucous voices on social media and commentary-based cable programming may pervade and dominate our daily discourse. But viewers and listeners should try, always, to distinguish between fact-based reporting and editorial commentary. They are not the same. The broadcast journalists that I know hold themselves to a higher standard. They report truth as best they see it, without fear or favor. Some of their reporting may not please the president. Some of their reporting may not please Democratic leaders in Congress. Thankfully, the consent of the political class is not required for reporters to do their jobs.

That our founding fathers grudgingly accepted withering press criticism and sustained journalism attacks, there can be little doubt. They did so because they understood that government efforts to delegitimize the role of the journalist constituted an attack on democracy itself. For more than two centuries, little has changed in the adversarial relationship between reporters and politicians in power. The enduring constant has been the First Amendment, and our forefathers’ fundamental embrace of free speech principles that preserve America as the last best hope on Earth.

## College Radio Day



October 5 was the eighth annual College Radio Day to raise a greater, international awareness of the many college and high school radio stations that operate around the world by encouraging people who would not normally listen to college radio to do so on this day. The organizers of College Radio Day believe that college radio is one of the last remaining bastions of creative radio programming, free from the constrictions of having to be commercially viable.



Several schools in Kansas participated including Butler Community College's KBTL FM, "The Grizz." Zeb Campbell, a KAB Student Award recipient, is Associate General Manager and his show "Soup", was the only production award finalist from a 2-year college in the College Broadcasters, Inc. world wide competition. He placed 4<sup>th</sup>. Also pictured is Naomi Potter who is their Director of Promotions and Underwriting and has a 2 hour music show "K-Pop."

## Kazakhstan Journalists



Five journalists from Kazakhstan stopped in Topeka and met with the KAB's Kent Cornish and from the Topeka Capital Journal, reporter Katie Moore. The group was on a two week – five city tour of the United states as part the State Department's International Visitor Leadership Program with the goal to learn how to counter "disinformation."

Kazakhstani media outlets often turn to the same small stable of experts to provide analysis on the news of the day. This project brought together key staff from Kazakhstani news outlets and independent think tanks to experience how the U.S. media and subject matter experts support one another. Cornish and Moore discussed the current state of politics in Kansas and how it is covered in the newspapers and on TV and radio stations.



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## **So, Who Has the Rate Resistance Problem? Could It Be YOU?**



Some of us met up at the Radio Show in Orlando and discussed rate resistance. Several people thought that advertising agencies were becoming more demanding than ever. Others complained about local direct clients. “Especially in small and medium markets, they just don’t have the budgets anymore to buy broadcast.” More on that in a minute.

The greater truth is this. Those with the biggest objections to higher rates and higher budgets are not the agencies and not the local decision makers, but instead our own local broadcast salespeople. Huh? Yes. In fact, I’m ashamed to say that most resistance to radio advertising rate increases and higher budgets for local direct clients comes not the clients themselves, but instead from radio and TV sales reps.

One of our Radio Show group said he’d heard that salespeople usually ask clients for no more money per month than they, the radio reps make in their monthly paychecks. I had to agree with him, because I personally had that very experience. As a first and second-year rep, nearly all of my local direct orders were under \$2,500 per month. Why? After thinking it over much later, these were my only reasons. Number one, that’s about the number that the other, more seasoned sellers at our stations were asking for. But Reason Number Two? At that point in time, \$2,500 seemed like a lot of money to me.

For me, that cycle finally broke in Year Three, and it happened totally by mistake. I was pitching a car dealer on a big idea, and instead of asking for my usual \$2,500 a month, I took a chance and told the client that the cost would be \$5,000. And the client said, “A week?” And instead of saying, “No a MONTH,” I said, “Yes sir,” and to my complete surprise, he told me he’d spend that “from now on.” So at that point, the spell was broken for me. I figured that if this client had no problem accepting a larger budget, maybe the same might be true for other customers, and it turned out that I was right.

My epiphany came in my third year. For others, this revelation might have come earlier, but in my experience that would be rare. In fact, I know a lot of seasoned media reps who are still shy about asking for real money. Maybe they’ve been shot down enough times by now that they’re convinced it’s just easier to ask for a less robust budget, get the sale and get out, because that’s what works for them.

However, even the happy-go-lucky salesperson might be tempted to ask for much more money if he or she could be convinced that they could get easy yesses from their clients. So, let’s discuss some ways to make that happen.

Use iron-clad evidence-based logic in your presentation. By knowing a few details about your client’s business, you can get the confidence you need to ask for more. How much more? How about four TIMES more. In other words, instead of asking for say... \$2,000 per month, why not ask for that much PER WEEK?

Knowing the client’s average sale and her gross margin of profit means everything. Armed with this information, not only can you close much bigger deals, but you can also more easily manage your client’s expectations about advertising results. Otherwise, when a client calls and says, “Cancel my advertising. It’s not working,” you have nothing with which to defend yourself. Why would you ever put yourself in that position?

Understanding ROI gives you power. And power leads to confidence. No more mediocre pitches.

**Let's take a furniture dealer, for example. Let's say your local furniture store's average sale is \$1,000. Her Gross Margin of Profit is 40-45 percent (go to [www.paulweyland.com](http://www.paulweyland.com) and download the free ROI pdf file). So, for each thousand dollars a week spent on your station, how many sales would the client have to make to break even?**

**Well, if the client's cost of goods is \$650, that means gross margin, the amount she could reinvest in her business, would be \$350. So, how many \$350s would she need to pay for the \$1,000 she invests on your station? Less than three new customers. How many people are listening to, or watching your station? How many people come to your website in a week? Three people out of whatever your number might be seems like a pretty good calculated risk to me!**

**Understanding this concept means you have everything you need to defend doubling, tripling or quadrupling the amounts you're pitching. It takes away the client's meager budget suggestion and gives the control to you.**

**On the situation with needy, greedy advertising agencies and their rate-grinding, I can't tell you what to do. That's entirely up to your station's management and what they feel is best for your stations. But with local direct clients, I guarantee that most of them are underspending. Calculate their ROI and see for yourself.**

**For smaller markets, use the Small Market Advantage to ask for much more money than you're getting now. I tell clients, "Well, thank Heavens you've got the Small Market Advantage." "Huh?" they say. And you reply, "Your gross margin and average sale are the same as your brothers and sisters in the larger markets, but here in a smaller market we have smaller rates, so you could literally OWN the media in our town." Use this argument and you'll land bigger contracts.**

**I practice what I preach. I have taught this technique in all-sized markets in every state in this country, and many other countries as well. Give it a try and see for yourself. I mean, come on. What's the worst thing that could happen?**

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