



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



Did you blink? That's how fast November has gone by. Unbelievable to think we're just a little over a month from starting a new year. I hope this has been a great month and a great year for all of you. While the board is working on several initiatives as we move into 2019, we always like to hear from you and any thoughts as to how we can continue to grow our broadcast industry and how we can serve you better. I believe we have the best opportunity, in a long time, to show the strength of broadcasting and grab more share of those advertising dollars, in all of our markets. If you have thoughts on what you would like to see happen in 2019, send them to Kent and let's discuss.

As 2018 winds down our KAB budget for 2019 is almost in place. With the Army National Guard back into our PEP program and with a few other clients, we have had a good year financially. With that being said the PEP pledge forms were recently sent out, and the KAB is asking for your support. The PEP program funds nearly 80 percent of the KAB budget allowing for low dues and the ability to provide a multitude of services to every member. Please take a moment today to fill out and send in the forms if you haven't already done so. And with the elections behind us, please consider a modest increase in the bank of air time your pledge. It makes a difference so that we don't walk away from any potential clients and that we know we can fulfill the promises made to them. If you misplaced it or missed Kent's email, just ask and Kent will be happy to provide you with another one.

So, here we go into the whirlwind of another Christmas season. It will be a quick month, so make it count!

Meet the New KAB Board Members



Sarah Smith – KMBC TV, Kansas City

A graduate of the University of Illinois, she has been President/General Manager since 2011. Since 1986, her work in broadcasting has included stops across the country – Texas, California, Oklahoma, and Indiana. She started her television career in Sales and worked her way up – accepting her first General Manager assignment in Redding, California. She met her husband, Murray, while working in Indianapolis. Sarah and Murray have been married for 25 years and have two grown daughters.



Cliff Shank – KNZS FM, KSKU FM, KWHK FM KXKU FM, Hutchinson

A graduate of K-State, he started his broadcast career in Lyons for two years, then moved to Topeka and worked for Governor Alf Landon at WREN-AM for two years. After working in Wichita he moved to Hutchinson and in 1986 along with his wife Vicki founded Ad Astra per Aspera Broadcasting, Inc. and purchased 106.1 FM in Lyons, and moving it to Hutchinson where they operate four FM stations. They are also proud owners of an 18-hole miniature golf course in Hutchinson.



Tim Metcalf – KRPS FM, Pittsburg

Tim Metcalf began his broadcasting career in 2000 as a programming assistant for KRPS. From 2001-2013 he served as KRPS Program Director and has been the General Manager of KRPS Public Radio in Pittsburg since March of 2017. During a brief time away from public radio, Tim worked as an account executive for KOAM-TV. He resides in Joplin, MO with his daughter Parker.



Phil McComb – My Town Media

Phil graduated from Ft Hays State University and served eight years in the Army before embarking on a sales career. He started in radio in 1993 and eventually was managing stations in Kansas and Oklahoma before joining My Town Media in 2014, where he is GM of their stations in Pratt, LaCrosse and Emporia. Phil was also a partner in the “Bill Miller Show” for 18 years.

Election Impact on Broadcasters

On the federal front, the House will be run by the Democrats meaning changes in committee leadership. In the House, radio station owner-turned-congressman Greg Walden (R-OR) will turn over control of the Energy and Commerce Committee to Rep. Frank Pallone (D-NJ). Pallone didn't mention the FCC by name, saying House Democrats are still discussing what their top priorities will be for the coming two years. He said his proposed list of issues to focus on includes finding ways to undo the FCC's decision to repeal net neutrality regulations adopted during the Obama administration.

It's in the House Judiciary Committee where the bigger threat for radio may lie. Rep. Jerrold Nadler (D-NY) is expected to become chairman, and with that role be in a better position to push through legislation that he's repeatedly introduced that, if enacted, would create a performance royalty on AM/FM airplay. In a recent Inside Radio interview, NAB president Gordon Smith played down the risk of having one of the biggest advocates for a radio royalty holding the gavel in a House committee. “I've known Jerry for decades now and have worked with him and like him. I've had very fruitful conversations with him [about the performance royalty] and he is not insensitive to our position and is open to our inclusion in any kind of legislation that could move forward,” Smith said. “We are not in the same place currently, but he's also left open the door to us to keep working with him and we will

take him up on that.” But as an insurance policy, we will work with congressional allies to have the Local Radio Freedom Act reintroduced.

On the Kansas legislative side, we have a Democrat Governor and a slightly more conservative legislature even though the House remains at 85 Republicans and 40 Democrats. The Senate also remains at 31 Republicans and 9 Democrats. In early December the House will elect its leadership and make committee chair appointments. Our state issues, which are mostly open government in nature, are generally not impacted by party but rather philosophy with both conservatives and liberal, as well as moderates sometimes on the same side.

2019 KAB Dues Renewal

Earlier this month, GM’s received an email and dues form to complete and return with payment. If you did not see it, please let Kent know and he will send another one. But we want to make sure you feel you receive value for the dues. Here are several of the services we provide our members.

- Lobbying at both the state and federal levels to protect your businesses both financially and in the areas of news coverage
- Legal hotlines to assist you in making important decisions
- FREE sales, management and HR training through two excellent companies – P1 Selling and LBS. We are very pleased with the number of stations and their sales staffs who utilize these tools
- On Line Job Bank to seek qualified applicants and to look at resumes
- Alternative FCC Broadcast Inspection Program to keep your stations compliant
- One time scholarships to children of station employees entering their first year of college or vocational school
- Broadcast awards program highlighting the excellence of Kansas broadcasters

The KAB enjoys a strong membership of excellent stations that serve their communities. If you have not joined in the past, now is your opportunity!

2019 PEP Pledge Form

As Larry pointed out, the 2019 PEP pledge forms were emailed to GM’s earlier this week. Please consider a small increase in time pledged as we have a greater need with the return of the Army National Guard spots. If you can, we’d appreciate receiving those by December 15.

2019 Election Windows

As a reminder, all local elections in odd years are now in August and November similar to even numbered years. The primary election is August 6 with the 45 day LUC window starting June 22. The general election is November 5 with the 60 day LUC window starting September 6.

Stations – Beware Using Alexa, Google and Others

(From Hotline Attorney David Oxenford)

In the last year, the popularity of Alexa, Google Home and similar “smart speaker” devices has led to discussions at almost every broadcast conference of how radio broadcasters should embrace the technology as the new way for listeners to access radio programming in their homes. Obviously, broadcasters want their content where the listeners are, and they have to take advantage of new platforms like the smart speaker. But in doing so, they also need to be cognizant that the technology imposes new costs on their operations – in particular increased fees payable to SoundExchange.

Never mentioned at these broadcast conferences is the fact that these speakers, when asked to play a radio station, end up playing that station's stream, not its over-the-air signal. So, when you ask Alexa or Google to play your station, you are calling up a digital stream, and each digital stream gives rise to the same royalties to SoundExchange that a station pays for its webcast stream on its app or through a platform like TuneIn or the iHeart Radio. For 2018, those royalties are \$.0018 per song per listener. In other words, for each song you play, you pay SoundExchange about one-fifth of a cent for each listener who hears it. These royalties are in addition to the royalties paid to ASCAP, BMI, SESAC and, for most commercial stations, GMR.

The tendency for stations is to want to make it available on demand. Before doing that, stations need to get legal advice as to whether their royalties to SoundExchange cover such uses. As we have written before, podcasts and other on-demand media for the most part are not covered by these royalties. Instead, to use music in podcasts, you need to directly negotiate with the publishing company that own the rights to the underlying musical composition and the record company that owns the song as recorded by a particular artist – or find some musician who owns both the words and the recording who will give you rights to their music.

Is there a solution? For talk and sports radio, there are far fewer issues as, just as long as a station has the digital rights to stream the programming that it airs, the SoundExchange royalties are generally low. But for music-intensive stations, the royalties grow and need to be dealt with. The vast majority of all digital audio services have thus far been unprofitable primarily because of royalties they have to pay. Something to think about next time you ask Alexa to play your favorite radio station.

Ralph Titus Passes Away



One of the founders of the National Public Radio format and a longtime Kansas State University public broadcaster, Ralph S. Titus, passed Oct. 9 in Manhattan. He was 84. Ralph started his broadcasting career while still in Winfield High School as an announcer at KSOK Radio in Arkansas City. He enrolled in Kansas State Agricultural College in 1951, becoming the first student hired as an announcer on KSAC Radio. Following two years of service in the Air Force, he became assistant news director for WIBW-TV and in 1959 became a television news anchor at KWTW in Oklahoma City. Ralph returned to KSAC (later known as KKSU-AM) in 1962 as assistant manager and program director and later was named Operations Manager and General Manager of radio, television, video and film services of K-State Extension Communication.

When the Corporation for Public Broadcasting Act was signed by President Lyndon Johnson in 1967, Ralph, along with four others, planned the National Public Radio format. It included the concept of expanded news and information coverage known as All Things Considered. During its first decade, Ralph contributed more reports to All Things Considered than any other individual. The first program grant from NPR was awarded to Ralph for a 13-week series on Dwight D. Eisenhower.

Instead of flowers the family requests donations to either Second Helping, the free community meal offered at the First United Congregational Church, or to The Ralph Titus Music Fund at the Greater Manhattan Community Foundation. A celebration of Ralph's life will be Sunday, Dec. 2, at 2 p.m. in the KSU All Faiths Chapel. Following the service there will be a reception at the Beach Museum of Art.



Sellers: Stop Using Rankers and Start Doing This...



Having just returned from another week in the field, I'm surprised again at how few tools radio account executives are really using when pitching local direct clients. The last thing clients need to see is your ratings, rankers, complicated rate cards, descriptions of your format or program, or information about how powerful your station is. If they ask for that stuff, you can always provide it for them. But what the client is really looking for are specific ideas that will help make the cash register ring.

In other words, the client is looking for evidence that your plan for their success is better than their own plan. That being said, here are a few things you can say about radio/broadcast media that, combined with a killer creative idea and a calculation of return on advertising investment, might sway a buyer into using you to tell their story. If you like these ideas, add them to your pitch.

King for a Day with a Putter: How many times have we seen great golfers play a brilliant long game, hitting the ball hundreds of yards to land close to or on the green ... and then completely blow it when they try to putt it in? Yes, putting is truly the great "equalizer" in golf. Yes, putting really does help level the playing field in golf. In spot advertising, time is the putting green.

The biggest account in a category on your station intimidates smaller local competitors with massive buys. But remember this: the largest advertiser on your station can only run 60 seconds or less. And your smallest account can also run 60-second commercials.

The biggest account can run only two commercials per hour (or whatever number your programmer decides is the maximum), and a smaller account could also run an equal number of commercials per hour — for a day. Or two. Or three.

So in broadcast, at least for a while, for a daypart or for a program, the smaller advertiser can sound as big as the biggest player.

Online Reputation Management: For clients who insist on spending lots of money on the Internet, a companion radio campaign is one of the best strategies for online reputation management. Yes, they say "word of mouth" is the best form of advertising. And radio is literally the best word-of-mouth medium. Help your clients control bad word of mouth by selling them a positive radio campaign, an insurance policy against bad word of mouth.

People become familiar with companies they hear about all the time on the radio. In fact, many of those listeners become customers of that advertiser. So if they see a bad online review or a negative comment, they're more likely to write that comment off to just one or a couple of bad experiences, without writing off the advertiser.

The Last Word: A radio ad is frequently the very last thing a consumer hears before leaving the car and making a buying decision. I know from personal experience that on more than one occasion, while out running errands, I have heard radio ads that absolutely influenced my purchasing decision. More than once, I chose a different restaurant. One time I actually turned around on the way to a specific

store and chose a different place to buy a piece of furniture, based entirely on one radio spot. You (or a potential client) might have had a similar experience.

Who's in Charge of Writing Your Story?: When building a case (your pitch) to local decision-makers, always throw this in. "The question becomes, are you going to write your own story, or are you going to let a few naysayers and your competitors write your story for you?"

Clients should be using radio to sell their stories to your universe of consumers. Tell compelling stories about why your audience should contact your client. Make the stories about the consumers, not about the client. Identifying and solving consumer problems is the objective of the commercial. One subject per commercial, then rotate commercials.

Now get up and go out there and sell something!

(Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at paul@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