



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 everyone! January 2019 is in the books and I hope it was a prosperous month for you. It's a privilege to serve another term as your Board Chair. I also want to welcome Phil McComb, Tim Metcalf, Cliff Shank, and Sarah Smith, as new board members for 2019.

With the new year also comes new challenges for our industry. There are many issues that will continue to be a hot topic in 2019 and we have to stay vigilant in helping our legislative delegation understand how these issues affect our industry. First Amendment rights are being challenged at the top levels of government and cannot be allowed to interfere with freedom of the press. While it's hard to believe this right could be lost, in our country, now is not the time to be passive. Broadcast ownership rule changes will continue to make the news and we need to have a clearly defined assessment of how this impacts our industry. We continue to lose great local ownership of both, Radio and Television properties. Like most businesses, we are all fighting the battle of having to do more with fewer employees. How do we continue to stay strong in one of our most important strengths, serving our local communities with the same commitment of broadcasters, only a few decades ago?

Broadcasters are a resilient bunch and we can all be proud of what this industry has become. We have a lot of work to do in 2019 and your KAB Board of Directors is ready to take the challenge of working with our Legislators to make sure they understand our business. We'll also be working on new ideas and tools to help you in training your staff, plus ways to bring a younger generation to our industry. All of this takes commitment, from all of us, so get involved, give us your ideas, attend KAB events and get your people involved as well.

So, here we go! On to February! Make it a great month, everyone!

A New Congress – New Challenges for Broadcasters

Although the issues for broadcasters may sound familiar, the dynamic in Congress has changed. With Democrats now controlling the House, priorities they set for the FCC may shift from one of de-regulation to taking a different view of ownership, the Children’s Television Act and possibly less support of the Local Radio Freedom Act (Performance Tax).

For Kansas broadcasters, we have two new House members – Steve Watkins who replaced Lynn Jenkins in northeast/southeast Kansas, and Sharice Davids who defeated Kevin Yoder for the Kansas City area district. That means it’s more important than ever to be in front of them and convey our stories of community involvement and providing emergency information to viewers/listeners. You have done a wonderful job of this with our returning delegation and its why they have been 100% supportive of our issues.

In late February, a small group of board members will head to DC and meet with our Senators and Representatives to talk about these key issues:

Performance Tax – With a new Congress we will once again diligently work to get a majority of the House behind us and stop any legislation from the recording industry that would force radio stations to pay a performance tax.

STELAR (Satellite Television Extension and Localism Act) – This 5-year Act expires at the end of 2019 and we oppose its renewal. There is little justification for allowing the out-of-market carriage of broadcast affiliates to local viewers. DISH Network already has contracts with the local broadcasters in all 210 national television markets and DirecTV has had three decades to do so. There are twelve markets that DirecTV still does not provide their local broadcast stations to and STELAR incentivizes them to continue to shirk that responsibility. The half-million homes that are still getting imported TV signals thanks to STELAR we believe can be better served through private business negotiations between satellite companies and local broadcasters.

C-BAND SATELLITES – This is an FCC issue. Wireless companies would like to get ahold of some of the C-Band spectrum, that most broadcasters, television and radio, as well as cable programmers, use to receiver national programming. Our goal is to find a compromise which protects incumbent users of this spectrum while also allows any additional spectrum to be repurposed.

Please know that we, along with NAB, will be working hard to make sure broadcasters aren’t impacted by all of these potentially damaging proposals as well as continuing to advocate on your behalf with our Representatives and Senators and keeping them apprised of all of the great things Kansas broadcasters do in and for our community.

Win National Recognition for your Community Service Efforts



The Celebration of Service to America Awards, presented by the National Association of Broadcasters Education Foundation, honors local radio and television broadcasters for their community service initiatives. The **Call for Entries** window will be open January 1 – March 8, 2019. Award categories are available for all market sizes. Open to NAB members and non-members. Broadcasters are encouraged to enter their best public service efforts of the year.

Winners receive airfare, hotel and two complimentary tickets to the Celebration of Service to America Awards gala in Washington, D.C. on June 11, 2019. Honorees are recognized before members of Congress and staff, Federal Communications Commission leadership, and broadcast industry executives. Start working on your entries today!

FCC Commission at Full Strength



The Senate has confirmed FCC Commissioner Brendan Carr to a full, five-year term and has confirmed Democrat Geoffrey Starks to the open seat. Both had already been approved by the Senate Commerce Committee, Starks in June and Carr a year ago for his current hitch filling out an unexpired term. Since the House does not have to follow suit, the FCC will be at full strength with three Republicans and two Democrats.

Democrat Jessica Rosenworcel has been pretty much a lone voice of pushback on the FCC's deregulatory agenda since the exit of Democratic commissioner Mignon Clyburn last June. Starks had been assistant bureau chief in the FCC's Enforcement Bureau, which is not a typical launching pad for a commission seat, like, say, a Hill communications counsel would be, though the most recent Republican addition, Carr, came directly from the FCC as well.

Ashanti Alerts

A new alert system that would use radio and television airwaves to help find missing adults has been quietly signed into law by President Trump. Broadcasters already help find missing children and seniors with Amber and Silver Alerts, and now the Ashanti Alert will be used to help locate anyone between the ages of 18 and 65, by giving local police agencies the decision-making authority on whether to issue an alert. This is voluntary on the part of stations, but as we all know, broadcasters are the first to support their communities with lifesaving information.

The law requires the Dept. of Justice to appoint a national coordinator for Ashanti Alerts who will work with state authorities and federal agencies, including the Federal Communications Commission, on how to implement the program into existing alert systems and what protocols to use. It also specifically requires outreach to broadcasters for the industry's feedback on what will be a voluntary alert. Congress has also appropriated \$3 million a year to be spent from 2019 through 2022 to implement Ashanti Alerts. Ashanti Alerts are named for 19-year old Ashanti Billie who disappeared from her job at a Norfolk, VA naval base and was found dead in North Carolina days later.

KAB Job Site



On the KAB website is a section for members to post job openings and to see resumes posted by job seekers. Many of you utilize this excellent tool, but if you haven't, it's quite easy to register and place your opening on our site. The site walks you through the steps where you can place as much information as you want. I encourage you to explore it at <http://kab.net/JobBank/>



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we're here to help.

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Stop Hating Agencies and Be More Like Them Instead



Just for kicks, let's take off our broadcast shoes and try on the shoes of an advertising agency executive. That was the conversation I had with one of my favorite Radio managers last week. Why are we in the broadcast industry so obsessed with selling such short-term solutions to our direct client's marketing and advertising concerns? I have always believed that we in broadcast sales could learn a lot from the agencies about selling and then keeping accounts long-term. How do they do that? Here's how.

But first, yes, I've had run-ins with the agency types throughout the years, especially when their buys excluded my stations. In cases like those, when the agency never bought us for anything anyway, I never had a problem going around them and pitching their client directly. Sometimes I won, sometimes I lost. However, there are some things that I always believed the agencies did better than we in broadcast media do. Like the way they pick up accounts and then somehow manage to keep them for sometimes years or even decades at a time.

When agencies approach clients they pitch long-term solutions. They aren't like us, pitching cheap little packages a month at a time. Instead they sell their clients on longer term whole media strategies. We should be doing that as well. That's why when I sit down with clients, I tell them that I'm there to help them develop and implement a five-year marketing and advertising plan. And that we'll break that plan down into annual increments so that we can measure progress.

I've noticed that when I say that to local decision-makers they tend to nod their heads, because seldom do they have their own long-term plan. In fact, many don't even have a five-week plan. That's why they flitter and jump around from broadcast TV to cable to radio to ads in print.

Unlike us in broadcast, agencies aren't obsessed with selling their clients just one or two stations in a market. Their more global approach usually includes more than one medium. With digital products, we too now have the capability of pitching multiple mediums to our clients. Why then, are we still so focused on selling month to month or quarterly campaigns? Why do we still have trouble pitching and getting long-term agreements with local direct customers? Because it's not in our DNA...ironic, as the more long-term (annual or longer) business we get, the better off we'll be.

Against our (and our customer's) best interest, we still ask our clients what they would like to say in their commercials. And the clients still regurgitate the same old clichés and we still take those and produce cliché commercials with the same dicey results. At the same time, good advertising agencies wow their clients with big creative ideas that the client would have never come up with on her own. They sell the client by proving to them that without a shadow of a doubt their creative strategy is better than the client's.

When auto dealers tell us they're using broadcast dollars to pursue new "digital mandates," why aren't we offering them a more holistic local approach? For example, why not set up a virtual new car show for select auto dealers? I start with reminding dealers that a lot more people come to our websites than come to theirs. And we have great new ways to use our local websites to help them sell vehicles locally.

We could be using iPhone cameras to examine new vehicles up-close and then tease our audiences with on-air commercials and promotional announcements like, "You've seen the new Dodge Challenger on the road. But come to our Virtual New Car Show online and look at the interior of this great new muscle car. And, we even take a good look under the hood." What a great idea to take to say, seven or so auto dealerships.

By using the holistic power of our powerful broadcast stations combined with our new digital components, we could take a much larger percentage of the client's local advertising dollars, not just our little piece of the overall broadcast percentage. And, we could develop promotions that could include clients who have never considered advertising with us before.

For example, there is no question that when people of a certain age (let's say, "baby boomers,") get to the point that notice that their aging parents might need to reassess their living arrangements. Kids come home for the holidays and are suddenly alarmed that one of their parents is having trouble remembering things, isn't bathing regularly or is becoming confused about medications. They go to the Internet, but they can't immediately locate the information they need to help.

Why not develop a long-term strategy that you could tease on the air that could direct people to a website with the answers to all of the questions they might have regarding eldercare issues? "Is she eligible for Medicaid? Could he continue to live at home if he had somebody you could trust that came in to bathe, do light housekeeping work and cooking and administer medications?" For the answers to all of these questions, visit our website and click on Eldercare."

On that site you could sell sponsorships to people in the assisted living area. You could also include certain doctors or healthcare corporations, attorneys that specialize in eldercare, home health companies, funeral homes and other businesses that help elderly people.

Stop selling short-term cheap "spots and dots" schedules and start selling bigger and longer-term register-ringing ideas to local direct customers. Feel the local client's pain and help them do something about it. Amazon Prime is now the biggest threat local retailers have ever had to deal with. Help your clients promote the things that they do best that your audiences of consumers could never get by buying online.

The future of the broadcast industry depends upon our ability to help our local direct decision makers come up with solid long-term creative and marketing strategies. Let's work harder to make that happen.

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[If you have anything you would like to place in the newsletter send it to](#) kent@kab.net