



TRANSMITTER

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If you don't serve your industry well, it won't serve you well.

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Greetings Everyone!

We've completed our second full month of this new year and we now head into the home stretch of first quarter. I hope things are going well and you finish first quarter strong. My column for February does not come from my mouth or my brain, but rather from someone who I admire as one of the smartest men in broadcasting. Bob McCurdy has worked with our company and others to help keep us focused on the goal of getting better at what we do. Not just as a company, but as individuals. A couple of weeks ago, Bob sent a piece he wrote called 4G in a 5G world. It was one of those articles that hit me right where it hurts...in the brain. I'm going to share this article with you because it's a huge wake up call for us all. I hope it gives you the encouragement to keep innovating and pushing forward in this very fast paced world. Have a great March everyone!

4G in a 5G world

A new generation of broadband cellular network technology has appeared approximately every decade since 1G was introduced in 1979. 2G debuted in the early '90's and effectively took cell phones from analog to digital communications. The introduction of 3G networks in the late 1990's brought about faster data-transmission speeds, so you could use your cell phone in more data-demanding ways. The term "mobile broadband" was first applied to 3G. 4G was released in 2008 and was ten times faster than 3G. In 2019, 5G is on the horizon and will be twenty times faster than 4G, promising much lower latency, energy savings, among other improvements.

Mobile broadband keeps marching on and is clearly an ever-evolving and improving technological product. And while we're not a "technology", distilled to the lowest common denominator, professionally, we too are a "product", a "product" that's leased by our employers to fulfill a service, which is to generate an unfair share of ad revenue. But continuing to do so, similar to mobile broadband, requires us to improve and evolve in an increasingly accelerated fashion. Few industries might be evolving as rapidly as broadband, but the media sales landscape is evolving quickly nonetheless, faster than maybe some of us realize.

In business, those that don't continue to "grow" are often asked to "go". The competition for revenue has never been this intense. Never. Has the manner and mindset in which we approach our jobs evolved? Are our sales and marketing skills progressing? Fast enough? Are our expectations of ourselves changing? Fast enough? Are we enthusiastic participants in our own professional development? If not, it would be a good idea to become one. Remember, evolving also means eliminating. Does the 2019 sales version of ourselves differ *noticeably* from our 2018 version? Is it *considerably* different from the 2017 version and *vastly* different from the 2016 version? It should.

4G will have about as much in common with 5G as a caterpillar has with a butterfly. Technologically, mobile broadband will soon go through another complete metamorphosis. When was the last time we've gone through one professionally? If it was a total metamorphosis, we should cringe when we think back about what we perceived to be state-of-the-art sales skills and what passed for being labelled an effective radio sales professional, similar to the way we cringe when we check out old pictures and see how we used to look and dress.

Operating at 4G in a 5G world is not conducive to a continually growing income or long-term job security. As in the tech world, those that don't evolve, quickly devolve, while those that recognize and act upon the fact that we are under no obligation to be the same salesperson we were a year ago, a month or even an hour ago will likely have a long and productive career. Ultimately it is this need to constantly evolve that makes our professional journey so interesting, vibrant and satisfying.

KAB On Capitol Hill



Your KAB Executive Committee, along with a couple of board members covering both Kansas and Missouri met with each member of the Congressional delegation in DC earlier this week. It was an opportunity for the first time, to walk through the issues with our two newest members – Rep. Steve Watkins and Rep. Sharice Davids. The group also spent time with Senators Moran and Roberts as well as Representatives Estes and Marshall.



To a person, it's clear they understand and appreciate the service broadcasters in Kansas provide their constituents and want to help with government interference where possible. As of this writing, Rep. Marshall and Rep. Watkins have signed on as co-sponsors of the Local Radio Freedom Act resolution that would stop any legislation put forward by the recording industry to tax stations for airing music. Each session, we have had more than a majority of house members sign on, which prevents it from even getting a vote and we expect to meet that goal again this session.



One side note. Rep Estes provided us the rare opportunity to walk to the top of the Capitol (355 steps/16 stories) and step outside. As you will observe from Larry's hairstyle, it was an extremely windy day!

Kansas Legislative Bills

While a large volume of bills has been introduced this session, fortunately only a few have a direct impact on broadcasters. Here are the top ones:

Sports Wagering – There are bills on both houses to legalize betting in Kansas, and I'm certain once the law is changed, broadcast advertising will follow. The main issue right now is whether to allow the Lottery to operate gaming and have sales at many of the same sites as lottery tickets. Or whether race tracks will be the place for people to wager on sporting events. There seems to be an appetite to change the law, but time will tell what the law looks like.

Audio/Video in Committee Rooms – HB 2067 would require both audio and video streaming in all legislative committee rooms at the statehouse. Currently most rooms are equipped for audio but adding video has been proposed each session for the past six years. Unfortunately, some in the legislature think the cost is prohibitive and is more important than transparency!

Political Ad Disclaimers - HB 2171 would only require the candidate's chairperson be listed instead of the treasurer at the end of the disclaimer. It would also require it for electronic communication (internet, email, websites) when the message advocates for or against a candidate.

TV Political Ad Disclaimers

(from Hotline Attorney David Oxenford)

We usually think of the FCC as the agency that sets the details of the broadcast disclosure obligations for political candidate's TV ads. But the Federal Election Commission has its own rules for political advertising that are binding on the candidates, rather than on the stations. But because these ads run on broadcast stations, stations need to pay attention to them to avoid getting caught up in arguments about whether candidate ads are legal, and because the FEC rules often get adopted by the FCC. The FEC has given notice of its receipt of a Petition for Rulemaking proposing changes to the textual disclosures made in TV political ads.

Right now, the written disclosures of the sponsor of political ads need to run at 4% of vertical picture height for not less than 4 seconds – the same requirement reflected in both the FEC and FCC rules. The proposal on which the FEC seeks comment suggests that the screen height requirements in the current rules are outdated in the digital television world. According to the Petition, current industry guidelines for a normal disclaimer size is 22 pixels (approximately 2% of the vertical picture height) using HD resolution. Thus, the Petition suggests that 2% be adopted as the standard for political disclosures when shown on high definition digital television transmissions, with the 4% obligation being retained for standard definition broadcasts. After receiving comments, the FEC will decide whether to commence a formal rulemaking proceeding. Comments on this proposal are due on or before Monday, April 15, 2019.

KCLY FM Named Crystal Award Finalist



THE NAB has announced the 50 finalists for the 32nd annual NAB Crystal Radio Awards, and KCLY FM in Clay Center is one of those. Since 1987, the NAB has recognized radio stations for their outstanding year-round commitment to community service. Ten recipients will be chosen by a panel of judges representing the broadcast industry, community service organizations and public relations firms. Winners will be revealed and the finalists honored at the "We Are Broadcasters Celebration," held during the 2019 NAB SHOW in Las Vegas this April.

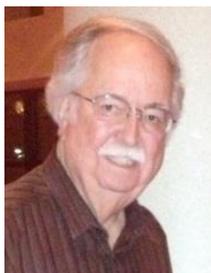
Hanney Earns Oscar Stauffer Award



Eagle Radio Salina's Devin Hanney was selected as the 2019 recipient of the Oscar Stauffer Sportscaster award by the KSHSAA. He is the play by voice of Southeast of Saline athletics and sports director for KINA. A committee of former Kansas sportscasters makes the selection from the entries. He will receive the award during the State High School Basketball Tournament in March.

Hanney began his broadcast career while in college at Cloud County CC doing sports play by play on the student radio station. His professional start came in Abilene in 1997 working at KABI. Hanney has been with Eagle Radio Salina for 10 years and in 2018 was named Kansas Interscholastic Athletic Administrators Association Sportscaster of the Year.

H. Pat Powers Passes Away



Pat died January 30 at the age of 84. With partners, he established KTPK FM Country 107 into a leading radio station for northeast Kansas. He was active in the KAB, serving on the board and as President in 1975. He was chosen as Broadcaster of the Year and later a member of the Kansas Broadcasters Hall of Fame. He also received the Grover Cobb Award from the University of Kansas, School of Journalism. Pat received top honors from Sales and Marketing Association and Advertising Federation of Topeka. He also served on boards for Topeka Community Foundation and the Greater Topeka Chamber of Commerce and took great pride in mentoring young leaders.

He loved plants and flowers but requested donations may be made to Cat Association of Topeka, 1719 SW Gage Blvd, Topeka, Kansas 66604; Kansas Association of Broadcasters Foundation Scholarship Program, 214 SW 6th Ave #300, Topeka, Kansas 66603; Topeka Keep America Beautiful, 3805 NW 25th St, Topeka, Kansas 66618 and any organization that benefits those in need.



Why Buy Local Broadcast Advertising?



Advertisers have more media choices than ever before. Here are some great reasons to buy broadcast. Include some/all of these in your presentations. Why buy local broadcast advertising? Here's why.

- Catch Your Fair Share of Fish - Logically and statistically (provided you don't have marketing problems), a percentage of the consumers loyal to our station(s) will buy from you or your competitor sometime this week. Don't ignore our potential customers. They deserve to hear from you before they make a buying decision. Educated consumers buy more than uneducated people. Use our station to influence their purchasing decisions. Reach out regularly and give our audience your best sales pitch.

- **Branding - Advertising with us is like putting money in the bank. For those not ready to buy from you today, you're starting the branding process. By the time they are ready to buy your product or service, they already know where to go, because you've invested in mind share on our station. Build a relationship with our audience. Get them to a point that they already feel like they know you before they even walk in the door or call you.**
- **Create New Customers - Before being exposed to your commercial, members of our audience may never even have considered buying what you're selling. Your ad could stimulate a remodeling job, or a new car sale, a new roof, a new Internet service provider. A new watch. Whatever you sell. All you have to do is show them that what you do for a living will make their lives easier, safer or more luxurious.**
- **Reputation Management Insurance - They say "Word of Mouth" is the best kind of advertising. Well, advertising with us is like buying insurance against bad word of mouth. Use us to "Keep the Good Word Out." Using us is one of the best ways to control word of mouth and help guard your reputation against on-line anonymous attacks and other negative situations.**
- **Control Public Dialogue - Your business may not be the biggest in your category, but a healthy advertising budget with us is a good way to become the biggest. Make us your bully pulpit. Talk about anything and everything having to do with your business. Own your category on our stations and be the biggest in the minds of our audience. You have an opportunity to control local dialogue about what you do for a living.**
- **Moral Obligation -Mr./Ms. Client, you're not just another "storefront." You're a local contributor, not just another national chain. You and your employees have a history of doing the right thing for the local community. Local people know you have a reputation for doing the right thing. Don't let them forget your local contribution. You're from right here. You live here. You have to do the right thing for your customers. The money spent with you goes right back into the local community, not out of town or out of the country. Use us to remind people daily that they do have a choice, to buy from you locally instead of from your national discount competitor.**
- **Do Something Positive About Showrooming - "Showrooming" is the term for people coming into your business, handling, even photographing your merchandise, wasting your employee's time with questions and then leaving empty-handed, buying what you're selling from somebody else far away cheaper online. Use our station to give people reasons that it's in their best interest to step away from the computer and come out to buy from you instead.**
- **Local Digital – (If your station has a digital platform, then make it irresistible to local advertisers.) A lot more people come to our website than come to yours. Not only do we broadcast over the air, we're also available on all-sized screens. It makes sense to link up with our digital network to reach out to people here, locally who are thinking about buying your product or service today. Give them a chance to buy from you, rather than from your online competitors.**
- **Best Entertainment Access in Town - Hey, we're in the entertainment business. When you advertise with us, you're also the beneficiary of anything extra that comes our way. When we have access to special events, tickets, music, restaurant openings and celebrities, we share that access with our clients.**

(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