



# TRANSMITTER

Vol. 58 No. 3

March 29, 2019

*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! And, just like that, first quarter is done! I hope it was a great one for you and your staff. This is the first time in many years that I've consistently heard people talk about how tough of a winter it was. It instantly makes me want to go into the "Well, when I was growing up in Nebraska" mode, but I stop myself because I really don't want to show my age!

We held our first Board of Directors meeting of the year at the State Capitol Building in Topeka. It was a productive meeting and we had the opportunity to meet with our new Governor, Laura Kelly. We took the time to show her the important role Radio and Television plays in our local community. Each board member discussed different public service projects and services we provide to our communities across the state of Kansas. We also welcomed new board members Sarah Smith - KMBC/KCWE TV, Kansas City, Phil McComb - My Town Media, Wichita, Cliff Shank - Ad Astra Radio, Hutchinson, and although unable to attend, Time Metcalf - KRPS FM, Pittsburg. I'm happy to report that everything is solid at your Kansas Association of Broadcasters. As always, Kent has done an excellent job with the PEP program, and we thank you for supporting this vital program with your donations of air-time. The majority of our operating revenue comes from PEP, so your support is greatly appreciated.

In our vision to always look for ways to help broadcasters in Kansas, on June 1st of this year, KAB will make available, at no charge to all KAB member stations, a new report from Nielsen called the "Power of Broadcast Media." This custom report is unique in the fact that it is developed specifically for Kansas broadcasters with demographic and psychographic information pertaining to Television viewers and Radio listeners in Kansas. Your sales staff can use this presentation, or any part of it, to show advertisers the power of broadcasting to get their message to consumers. Keep your eyes and ears open for more details as we get closer to rolling out this information.

So, here we go, into a brand new month and a brand new quarter. Enjoy the green up of spring and that great feeling of warmer weather. Have a great month everyone!

## **Kansas Legislature**



Spring break has nearly arrived for the 2019 Kansas Legislative session as it will begin Friday, April 5. A few conference committees will meet over the next month to try and iron out differences between the House and Senate.

Our issues have been somewhat minor so far this session. We have testified in support of transparency in open meetings and open records, which meant we were both proponents of two bills (video streaming in committee rooms and requiring all government meetings be recorded) and opposed one other (allowing law enforcement to approach scenes without lights, sirens and possibly dash cams). None of those bills have made it to the floor and possibly won't before adjournment later this spring.

We also supported the Attorney General's proposal to remove the state mandate that his office defend any state employee who is charged with violating KOMA or KORA when his office is responsible for prosecuting them (conflict of interest don't you think?). It passed the Senate and will probably pass the House as well. We also testified in support of a bill to create a data base at the KBI for tracking scrap metal sales that may have been the result of theft, giving law enforcement another tool. Following a few amendment attempts on the floor, it passed the Senate and will have new hearings in the House.

## **Cord-Cutting Doubles in 2018**

(from MULTICHANNEL NEWS)

The top 11 U.S. pay TV operators lost 2.87 million customers in 2018, nearly double the 1.5 million the domestic ecosystem shed in 2017. These are the latest quarterly findings by Leichtman Research Group (LRG), which measures the leading operators covering 95% of the U.S. market. The big negative drivers were the two satellite TV companies, DirecTV and Dish Network, which lost a ton of customers on the linear side, but this time couldn't make up for it with gains by their low-margin virtual pay TV services.

The two satellite carriers lost a combined 2.36 million linear customers in 2018, about 7.5% of their collective base, compared to 1.55 million in 2017. Meanwhile, MVPDs Sling TV from Dish and DirecTV Now from AT&T added only 641,000 subscribers last year, compared to growth of around 1.6 million in 2017. Meanwhile, video cord cutting among the top six cable TV companies was up, albeit slightly—910,000 compared to 680,000 in 2017. The big factor here was Comcast, which lost 371,000 pay TV users in 2018 vs. 151,000 in 2017.

## **Quarterly Programs/Issues Report Due April 10**

All usual quarterly reports are due April 10 including the Children's Programming Report. Just a reminder, stations will have these uploaded to the FCC site and they will be able to check and see if stations have met the deadline from the comfort of their offices. So don't miss the deadline!

## **Sports Seminar Changing Venues**

The annual KAB Sports Seminar will be held Tuesday, May 7 starting at 1pm. But we are moving this year to Children's Mercy Park at Sporting Kansas City! Watch for more details soon.

## Hanni Selected for Hod Humiston Award



Brian Hanni, the Voice of the KU Jayhawks, has been selected for the 2019 Hod Humiston Award for Sports Broadcasting. The award honors an individual who has made significant contributions to the field of sports broadcasting as well as work in the community. It's named for Hod Humiston who was the first television sportscaster in Kansas when he did play-by-play coverage of college games for KTVH, now KWCH TV.

Hanni has been in his current position since 2016. He was sports director for KLWN in Lawrence from 2002 – 2012, where he also did play by play for KU Baseball and Women's Basketball. He served as basketball and baseball play by play announcer at Texas Tech for four years before returning to Lawrence. A graduate of KU, Hanni founded the *Rock Chalk Roundball Classic* 11 years ago, a celebrity charity basketball game that raises money each year for local families battling pediatric cancer. He is also a two-time recipient of the Oscar Stauffer Award for sportscasting from the KSHSAA.

## April Fool's Warning



David Oxenford warns...If you are planning any on-air pranks on Monday for April Fools' Day, think twice. As we do every year about this time, we need to play our role as attorneys and ruin the fun by repeating our reminder that broadcasters need to be careful with any on-air pranks, jokes or other bits prepared especially for the day. The FCC's rule against broadcast hoaxes, prevents stations from running any information about a "crime or catastrophe" on the air, if the broadcaster (1) knows the information to be false, (2) it is reasonably foreseeable that the broadcast of the material will cause substantial public harm and (3) public harm is in fact caused.

This rule was adopted in the early 1990s after several incidents that were well-publicized in the broadcast industry, including one case where the on-air personalities at a station falsely claimed that they had been taken hostage, and another case where a station broadcast bulletins reporting that a local trash dump had exploded like a volcano and was spewing burning trash. In both cases, first responders were notified about the non-existent emergencies, actually responded to the notices that listeners called in, and were prevented from responding to real emergencies.



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## Nine Questions for Local Direct Customers



There are basic questions I like to ask new clients. I ask these questions whether I already know the answer or not, because I want to hear the answers straight from the client's lips. It is sometimes telling how little some clients really know about marketing and advertising their own business. Educated people buy more than uneducated people. So, if we understand precisely what they don't know, we can work on specific ways to get them on board with us and perhaps turn them into clients for life.

By getting the client to answer these questions I usually get all of the information I need to put together a long-term creative campaign and a realistic budget. I limit my questions to these few in the interest of being conscientious of the client's time. However, if the client wants to continue talking, that's great. But here are my nine basic questions I use in the course of normal conversation.

- 1. Regarding marketing and advertising, what are you doing (or what have you done in the past)?**  
Perhaps the client still uses the newspaper or Facebook, whatever. Let's find out precisely how the client is spending (or not spending) on advertising and marketing.
- 2. Why are you doing that (kind of advertising)?**  
The client might say, "Our family has always used the newspaper. We're familiar with it, we create our own ads, we like the newspaper." Fine. We can deal with that later.
- 3. Who are you trying to reach?**  
And you'd be surprised to hear how many business owners will respond with, "We're trying to reach EVERYBODY." Of course, that's impossible. No advertising campaign can reach everybody. Again, that's okay for now. We can discuss more realistic demographics later.
- 4. What do people know about your business now?**  
I love this question because it gives the client room to open up about what he/she believes that consumers perceive about them. Also, it gives him a chance to discuss challenges, for example, how a new competitor might be affecting their business.
- 5. What do you want people to know about your business?**  
This is the wish list question, and you can glean a lot of information from it. The client might say something like, "We've been here for three generations. We know the outdoor business. We know what the fish are biting and where they are on the lake. Our employees are knowledgeable and actually use the equipment we sell. The people that work at the new box store don't understand what they're selling." Many ideas for commercials and long-term campaigns come from questions 4 and 5.
- 6. How do people find you online?**  
Nowadays, you should be asking this question. Hopefully, your station(s) already have an online presence or you're working on one. But the fact is our clients need help in this area. I remind clients that a lot more people come to our website than come to theirs, so it makes logical sense to tie in with ours. Even if you don't have an online presence, you can become an expert in Google Analytics by taking a course from Google online. Then you look like an expert to the client, showing her how she might quadruple the number of people visiting her site. Selling a client on better website results can always be a back door to selling more broadcast advertising.
- 7. What is your average sale?**  
Add up all of the sales from an average day and divide by the number of sellers. This figure (along with gross margin of profit) will help you establish a realistic budget as well as managing the client's expectations about results from his advertising campaign.
- 8. What is your gross margin of profit?**

Net profit is what's left over after all bills have been paid. It's what the owner puts in their pocket. It's rude to ask what net profit is. That would be like saying, "How much money do you make?" Gross margin is what's left over after either the cost of materials or labor, but not both...that the client could reinvest back into her business. Together with average sale, knowing the client's gross margin of profit can help you manage his expectations about results on your station. It can also help you build a strong case for asking for more money.

**9. How else do you make money?**

This question might help you unlock other budget sources from the same client. For example, a golf course might want to advertise for new members. But if you ask, "How else do you make money," you might find that they do weddings on the course as well.

Try this approach the next time you meet with a local client. Or, pick and choose questions from this list to add to the needs analysis you're already doing. If you need help understanding more about calculating Return On Investment for your clients, just write or call me. I'd be happy to explain how that works.

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