



# TRANSMITTER

Vol. 58 No. 4

April 30, 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! It's hard to believe we're almost into the month of May already! I hope you're having a great second quarter. A quick reminder, the annual KAB Sports Seminar is Tuesday, May 7<sup>th</sup>. This year it will be held at Sporting Kansas City's Children's Mercy Park. This will be a great event, so if you haven't registered yet, please take a minute to do so and we hope to see you there.

I read a great article this morning from Inside Radio with the headline, "With Store Openings Flourishing, Retail's Demise Is Greatly Exaggerated." The basis of the article is our local retail brick and mortar businesses are not giving in, or giving up, to pressure from online giants such as Amazon. A new study shows only 7% of these companies plan to have fewer locations than they had in 2018, while 36% expect to have more locations than they did in 2018. The majority reported they anticipate having roughly the same number of stores as last year.

Now, we all know and understand that these numbers vary from market to market and are influenced by the size of market and location, but the good news is, overall, we're not seeing the tremendous shutdown of retail business that seems to be the talk on the street. We as local broadcasters have the opportunity, or I'll go as far as saying, the responsibility to help our local retailers with great marketing and advertising advise, creative ideas, and exceptional follow-thru. You are the eyes and ears of your community; you give your community a voice to encourage consumers to support local businesses. Let's keep that voice loud and do our part to keep our main streets thriving. Have a great May, everyone!

## Radio On Line Public File Compliance

Ensuring that your station's online public file is online and complete takes on added importance as we enter the license renewal cycle - even if it is two years away. Renewal applications require stations to either certify that their public file has been complete and up-to-date at all times during the license term or disclose violations. In addition to substantial fines, an incomplete online public file can lead to extensive delays in the license renewal process.

Of particular concern is the failure to upload the quarterly issues/programs lists, which demonstrate how a station has addressed the needs and interests of its community. These lists must be placed in each station's online public file on a quarterly basis, going back to the start of the current 8-year license term. Failure to comply can be extremely costly. The FCC recently fined five radio stations \$10,000 to \$12,000 each for lacking copies of the issues/programs lists in their online public files. In addition to the issues/programs lists, stations should promptly upload their annual EEO public file reports, political broadcasting information, and all other required materials.

If you have questions, please contact your station's legal counsel or the NAB legal department at 866.682.0276.

## 2019 Student Seminar and Career Fair



Over 100 college and high school students attended this year's Student Seminar, held at the University of Kansas. They heard from a panel of managers about preparing for and getting into the broadcasting business, as well as round table discussions from 15 Kansas broadcasters from varying jobs.



Fourteen station groups from across Kansas participated in the college career fair which allowed the students opportunities to leave resumes and hear about full time and internship openings. The day concluded with the awards luncheon where 89 first place plaques were handed out to high schoolers and collegians. Judging for the awards was done by college educators for the high school entries, and former broadcasters reviewed the college entries.

Our thanks to the many volunteers who spent time meeting with and mentoring these potential future broadcasters!

## Sports Seminar Changing Venues



Our annual Sports Seminar is Tuesday, May 7<sup>th</sup> beginning at 1pm. The location is moving from the Royals to Sporting Kansas City and Children's Mercy Park. We will still have a great afternoon of round tables and speakers and a tour of one of the finest professional sports stadiums in the country. The Royals were unable to accommodate us this year, but very excited for the opportunity to meet at SKC.

Registration is only \$10, and the seminar will run from 1pm – 4:30pm. (Sorry, no game afterwards.) The deadline to register for this year's Sports Seminar is this Thursday, May 2<sup>nd</sup>. Click here on our website to download a registration form. <http://www.kab.net/events/>

## P1 Learning in KSU Classroom



Students in Jana Thomas's *Analyzing Media Audiences* class at Kansas State are utilizing sales training videos from P1 Learning, just like many Kansas broadcasters. As part of the AQ Miller School of Journalism curriculum, they watched and discussed in class 15 sales topics over several weeks. Students included strategic communications majors with a few journalism students sprinkled in. So, for some, this was their first (and hopefully not last) exposure to broadcast sales – which is the reason KAB sponsored the P1 program at KSU.

The students will receive a certificate of completion which can be beneficial for students when they talk with potential employers.

Earlier this month Scott Olesky and Sladana Hudson of Eagle Radio in Manhattan, Speed Marriott of P1 and the KAB's Kent Cornish met with the students to share a high-level overview of audience measurements and how that information is used to promote/sell stations and create content for audiences.

## Annual Tech Survey from Jacob's Media

(With Thanks to Jacobs Media Strategies)

More than nine in ten respondents spend at least one hour a day with radio and/or television, according to a survey of 50,000 radio listeners and revealed in Jacobs Media Strategies 15<sup>th</sup> annual survey. It shows a sustained pattern of increased digital listening continues to take place in radio's traditional listening locations – the home, the car, and the workplace. Other highlights included:

- Consumers continue to love broadcast radio for the music, personalities, and emotional drivers, such as companionship and mood elevation. However, seven in ten (71%) say the fact it is easiest to listen to in the car is a main reason they enjoy listening to the radio
- Fully 86% of respondents agree that “one of radio's primary advantages is its local feel.” This is up from 77% three years ago.
- Smart speakers (Amazon Alexa, Google Home, etc.) are now owned by more than one in four respondents (27%), up from 11% just two years ago.

About Jacobs Media Strategies - Jacobs Media Strategies is a Detroit-based consulting and research firm, specializing in radio, television, new media, podcasting, and the connected car in commercial and public media.

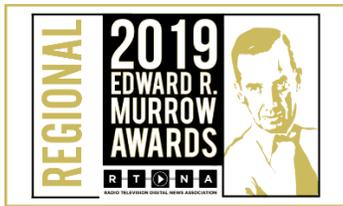
## Alcala Receives Sunshine Award



The Kansas Sunshine Coalition for Open Government presented its 2019 Friend of Open Government Award to State Rep. John Alcala, whose legislative district includes portions of Topeka and rural Shawnee County. The award is for promoting open government throughout his career in public service. Most recently, Rep. Alcala introduced and followed through on legislation that makes videos of police-involved deaths available to victims' families. That legislation was adopted last year. This year, Rep. Alcala introduced legislation requiring video and audio-recording of public meetings. While the latter bill has not been adopted, the citizens of Kansas owe a great debt of gratitude for his important work in pressing for its enactment.

The Sunshine Coalition (KAB is a member) is a statewide coalition of media organizations, journalism and law professors, representatives of the news media and private citizens committed to promoting open government in Kansas.

## Regional Murrow Awards Announced



The 2019 Edward R. Murrow Regional Awards included six KAB member stations who will be honored for outstanding achievements in electronic journalism by the Radio Television Digital News Association (RTDNA).

Since 1971, the organization has honored recipients who demonstrate the spirit of excellence that Murrow set as a standard for the profession of electronic journalism. Awards are going to:

**KCUR FM – Kansas City for Excellence in Sound**

**KMUW FM – Wichita for Newscast**

**KMBC TV – Kansas City for Overall Excellence, Excellence in Sound, and Feature Reporting**

**KSHB TV – Kansas City for Investigative Reporting, News Documentary, and News Series**

**KCTV TV – Kansas City for Newscast**

**KCPT TV – Kansas City for Multimedia and News Documentary**



## LJ Trant Obituary



Larry “LJ” Trant, a long-time radio voice in Northeast Kansas passed away earlier this month at the age of 62. He spent several years on air with Larry Steckline in southern and western Kansas, and worked at station WNAD/WWLS 640 AM, in the Oklahoma City Market. LJ also worked in Salina and Pratt Kansas before starting his 32-year career at KNZA in Hiawatha. Over the years, he earned numerous awards through the Kansas Association of Broadcasters, including 4 first place awards in categories from News Reporting to Commercial Advertising.

Memorial Services are planned for 1 p.m., May 2 at the First Baptist Church Family Life Center, 210 Lodge Rd, Hiawatha

## Local Banks and Credit Unions



Banks have image and communication problems that we can quickly help them fix. A bank manager in the Midwest recently told me she stopped advertising on radio because she had run out of ideas for commercials. All her recent efforts had revolved around jokes, but she hadn’t heard any good jokes lately, so she quit advertising. I’m not kidding. She was terrible about communicating the great things she does for people every single day.

I personally do not think that lying awake at night worrying about financial problems is very funny to begin with. But that’s just me. Just imagine the number of people in your audience that can’t sleep because they’re worried about finances. Worried that they can’t afford to put their daughter through college. Worried that their 12-year old car won’t start tomorrow morning. Worried that they can’t

pay their mortgage payment. Worried that they don't have enough cash to make payroll. Worried that they won't be able to retire when they want.

Remember the movie "Meet the Parents?" Remember Robert De Niro's "Circle of trust?" I believe we have two circles of trust. One would be our friends and relatives and the other would be those professional people who have been in our lives...all of our lives. I've had the same doctor for 40 years. Same dentist for 15 years. Same insurance agent for 35 years. I've had the same attorney for 15 years. Same HVAC company for 20 years. A banker has now joined my circle. I'd recommend him to anyone.

People like to do business with people they like. My regional banker friend helped me finance the construction of our dream vacation home. The process was seamless, and he helped me get exactly what I wanted. He helped me qualify for one of the lowest interest rates in the history of this country with payments we can afford. I couldn't be happier. I really appreciate my banker and his fine team for their expertise and their willingness to work with us.

I discuss advertising and marketing with regional banks and credit unions across this country. Like other industries, most are brilliant about discovering ways to help individuals and businesses solve financial problems. And like other industries, most of these financial institutions are clueless about how to go about effectively marketing their skills and good work. Why the huge disconnect between financial institutions and the people who need them the most? Because they are oblivious to something I know, and they don't know. I know the best way to create customers for them, and they always need new customers.

The Midwestern bank manager was eager to learn new ways to attract customers. I asked her if it was true that she was an expert in finding ways to solve people's biggest financial problems. She lit up. She began filling my ears with real examples of how she helps people solve money problems every single day. She was animated as story after story came out, describing real-world problems and how she and her staff come up with creative ways to help consumers get what they want. She was, frankly, fascinating. Every story was a commercial. In each case I could take the words that she said...her words...with her passion...and edit them into 30-second ads. No scripts necessary. Scripts are hard to write because they're fake. But there was nothing fake about this woman's real stories.

She talked about home equity loans. She talked about how easy it is to finance things that make lives safer, more luxurious, more fun. She also pointed out that because they're a local bank she can really get to know her customers. And she had quite a bit to say about the differences between her bank and the big banks that created the 2008 financial crisis. Then she told me that she has dozens upon dozens of customers who wouldn't think twice about recommending her to others. Imagine all the commercials we could do.

Banks need to show that they are real human beings when they advertise. We can help them by teaching them how to provide our listeners/viewers with information that they need to know in easily digestible, conversational unscripted "glimmer of warmth" vignettes.

(Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at [paul@paulweyland.com](mailto: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](mailto:kent@kab.net)**