



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! We're finishing up May and getting ready to head into June. This has definitely been a turbulent spring in the state of Kansas, and the entire Midwest for that matter. It seems like no one is being spared from heavy rains and flooding, as well as tornadoes. It's a good reminder of the vital role local television and radio plays, in protecting the people of our state, during severe weather. While people can have weather apps on their phones, it still doesn't come close to having a live person, with the latest information in front of them, walking us through the storm. Deaths from tornados and severe weather have continued to decline over the years due to better storm tracking and the ability to get that information to the public quickly and accurately. We have a huge responsibility in making sure that happens. I'm proud to say our Kansas broadcasters do an exceptional job of severe weather coverage.

Another important area, in being prepared for a potential disaster, is to make sure you have an Emergency Operations Plan in place. Earlier this month, Kent sent out a checklist of things you can do to make sure your facility and staff are prepared in case of a disaster. If you haven't done so, it would be a good idea to look the list over and check for any holes in your plan. With our state reservoirs filling to capacity, many of us may be put to the test in keeping people safe. Let's make sure we're ready.

So, we are quickly heading for the halfway point in 2019! I hope you're having a great year and will go into the second half with a lot of momentum! Have a great month!

KAB Awards of Excellence: Call for Nominations



The website is now open for you to submit your best work over the past 12 months in the KAB Awards competition. **The deadline is 11:59pm on July 1.** Last year we had 722 entries in both radio and television and handed out 95 first place awards in the various categories and market sizes. There are also awards for 2nd place and Honorable Mention. And one station from each market size will be selected as “Station of the Year.”

You can find all the eligibility requirements, categories, and link for the contest website at <http://kab.net/KABAwards/BroadcastAwards/>

Please note: When you first log on you will be asked to register a new password in order to keep the site secure. We strongly encourage you to select a contestant manager for your station(s), and that he/she get on the site soon to make sure you don’t have any problems or questions. Please don’t wait until July 1.

Sporties Gather at Sporting KC



The annual KAB Sports Seminar was held earlier this month at Children’s Mercy Park – home of Major League Soccer’s Sporting Kansas City. It was a new venue for the event after being held in conjunction with the Kansas City Royals at Kauffman Stadium. Sports broadcasters and students were treated to a series of round

table discussions related to sportscasting. In addition, they heard from Sporting KC’s Captain, Matt Besler, the only Kansan to play in a World Cup. He was part of a panel hosted by Nate Bukaty and included Sporting KC’s Vice President of Player Personnel.



The afternoon began by presenting the Hod Humiston Award for Sports Broadcasting to Brian Hanni, the Voice of the Jayhawks. He has been a sports director at KLWN, done play by play for Texas Tech baseball and basketball and heavily involved in several charities in Lawrence during his nearly 20-year career. Hanni was the first recipient of the award who previously earned a KAB Scholarship while attending KU (200 and 2001).

Local Broadcasters Optimistic About Future of Local Media

Though less optimistic than five years ago, local broadcast companies and news directors are overwhelmingly confident in the future of local radio and TV, including local news. The latest RTDNA/Hofstra University newsroom survey, shows that local news directors believe in the importance of local news and the unique position of local broadcasters to provide news and information the community needs.

88.1% of TV news directors say their companies are optimistic about the future of local TV, and

81.2% are personally optimistic about the future of local news. In radio, 80% of news directors' stations are positive about radio's future, and 76.3% are personally optimistic about local radio news's future, including 82.2% of public radio news directors. Survey respondents cite continued high levels of trust in local news, even as trust in media overall declines, and the opportunity to innovate thanks to new technology as reasons to be optimistic about local news.

The number of TV stations originating local news is up, and the number of stations running local news is close to last year's all-time high. In total, 1,069 TV stations ran local news in 2018, down three from the all-time high a year before. The decrease is due to fewer stations re-airing local news produced by affiliates.

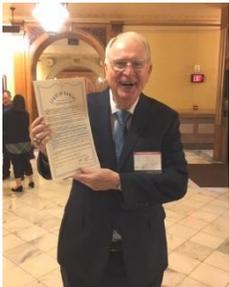
Mike Merriam Passing



For many years, Mike Merriam served as the legal hotline attorney for the KAB, providing timely advice to stations. Mike passed away earlier this month at the age of 66. He had retired from the practice of law.

He graduated from Topeka West High School, University of Kansas and went on to earn his Doctor of Jurisprudence degree from the Washburn University School of Law. He was admitted to the Kansas bar in 1976, and also admitted to practice before the U.S. District Court, U.S. Court of Appeals, Tenth Circuit and the U.S. Supreme Court. He was a member of the Topeka Bar Association, Kansas Bar Association, Topeka Lawyers Club, and Jayhawkers Club. Mike practiced business, media, communication and First Amendment law during his 40-year career and was a founding board member of the Kansas Sunshine Coalition for Open Government.

Hedrick Honored by Legislature



The Kansas Legislature recognized Tom Hedrick in early May for his more than 60 years as a sportscaster and teacher after calling his last football game this fall for Baker University. For those who don't know, Tom was on the mike for the very first Super Bowl in 1967. He would do two more, as well as 7 Cotton Bowls, served as voice of the Cincinnati Reds, Nebraska Cornhuskers and worked on ABC's *Wide World of Sports*.

Through all the glamour jobs, his favorite was being the voice of his alma mater Baker University football for the past 30 years. Tom also was a long-time professor at KU and Baker. He's in the Kansas Broadcast Hall of Fame and recipient of the Hod Humiston Sports Award from the KAB.



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You Can't Sell It If You Can't Tell It



I am an advocate of selling long-term local direct business. But when I say long-term, I'm not talking about a couple of months, one quarter or six months. I'm talking about a full year. And, I highly recommend that you try to sell the annual commitment in every single case, unless the client's business is a one-shot deal only, or that the account so seasonal that they only sell Christmas trees, for example.

I learned about selling long-term from watching local advertising agencies in my hometown. On occasion a local agency would come in and steal one of my local direct accounts. It always angered me when that happened, as I believed I had a good working relationship with the client, until it became clear to me that in reality, I did not really have the relationship I thought I had. In other words, I thought I had the client in the bag, but I was the one in the bag. Many of the clients I thought were just mine were actually in constant contact with reps from other stations, other media and even advertising agencies. After suffering through the loss of several accounts, I finally understood that I was vulnerable, and I began figuring out ways to protect myself.

Were these little advertising agencies more creative than I? I didn't think so. So many of their commercials were cliché-ridden, or sale-oriented. In many cases, the agency spots were some of the worst, most obnoxious ads I'd ever seen or heard. So how did they convince my client to choose them to begin with? It finally hit me. It was all in the pitch they were making to the client. They had the confidence to ask for long-term business. In fact, on my behalf I once recommended an agency I trusted to a client who really did need an agency. I sat in for his pitch. And, I heard him say this to my client, "Here's how we work. First, we don't do anything until we sign an agreement for a full year."

Brash? I would have thought so if that was all I had heard. But before the agency principle said that, first he hypnotized the client. I saw it happen with my own eyes. He gave a great presentation that covered a lot of ground, and by the end of his sermon, the client was nodding his head in agreement and was absolutely ready to sign. What did the agency man say to the client? A lot of stuff. But what it boiled down to was this. He fully convinced that client beyond a shadow of a doubt that his plan for the client's success was better than the client's plan. When I saw that happen, that's when I thought, "I can do that," and that's when I began working on completely changing my pitch to prospective clients. And you know...it worked.

I'm now working on a book called, "You Can't Sell It if You Can't Tell It." In it, I'm saying that we in broadcast need a better story to tell our local clients. In most cases, they don't care about your ratings, your format or how many watts your transmitter has. What they do need (and typically are not getting from people in our industry) are better ideas on how to make their cash registers ring without having to sacrifice their gross margins of profit.

We must tell a more compelling story than we have been telling in order to convince our local decision makers beyond a shadow of a doubt that our plan is better than theirs. One huge element in that story needs to be the importance of teaching them to communicate with our audiences over a long period of time. Years, not months. The commercials on the air need to be about the consumer, not about the advertiser. It is incumbent upon him, the advertiser to use our bully pulpit (stations) to make his most convincing argument to our audiences, on why they should be buying from him instead of his competitors.

The client uses talking points successfully every day in house, to convince potential buyers that buying from her is their best option. But rarely, if ever are those same talking points ever used in the client's commercials. Instead, we load up their 30 or 60 seconds with mindless clichés or "Hurry in Now" sales "events."

The client needs to buy us long-term in order to build a rapport with our listeners/viewers. It's in his best interest to talk to our audiences the same way he does when they're in the store...on the lot or showroom, over the phone or in person. One talking point per commercial...then we rotate commercials.

People don't like being "sold," but they don't mind being informed. Educated people buy more than uneducated people. So why not use commercial time to educate and attract new customers, instead of yelling at people over the air and then promising things that will call for disclaimers later?

I know my sales pitch well, and I'm like an evangelist in the way I tell clients my story, just like the agency guy I watched all those years ago. And now I'm never afraid to ask for the long-term commitment. Because I know it's in my best interest to do so, and it's also in the client's best interest. And if they don't close when I ask for the annual contract, I ask myself what it was that I said or didn't say that failed to convince them beyond a shadow of a doubt that a long-term agreement with me was in their best interest.

We want happy clients. And they'll be a lot happier with you once you lock them in on an annual schedule. Because then you're no longer a threat. Once the selling is over, you can work on creating even better ways to help the client make money, and that's how you catch and then keep a client for life.

Remember the movie "Meet the Parents?" Remember the Circle of Trust? I've always believed that there are two Circles. One with your close friends and relatives...the other with the professional people that have been in your life all your life. Your doctor, dentist, lawyer, insurance person, grocer, pharmacist, car dealer, etc. My entire effort, I tell my clients, is to get them into our audience's Circle of Trust. THAT'S why I always recommend the long-term campaign, as this will be an ongoing effort to educate and build that trust. And of course, as I'm explaining this to my customer, I'm doing my very best to become part of his Circle of Trust, just like the adman did with one of my clients years ago.

And if you don't close the annual this time? What will you ask for next time? The same thing. You keep working and changing your pitch until finally the client agrees that your plan is better. Tell it and sell it. But always long-term.

(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