



TRANSMITTER

Vol. 58 No. 6

June 30, 2019

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

Facebook [kansasassociationofbroadcasters](https://www.facebook.com/kansasassociationofbroadcasters)

Twitter [@ksbroadcasters](https://twitter.com/ksbroadcasters)

Chairman's Message:

Larry Riggins

Alpha Media, Topeka

larry.riggins@alphamediausa.com



Greetings Everyone! We're at the halfway point of 2019! I hope you're having a great year so far and it continues through the rest of the year. We held our June KAB Board of Directors meeting in Russell last week. Many thanks to Barbara White and her staff for inviting us and hosting our meeting.

One of the items for discussion was a "First Amendment" campaign developed by the Nebraska Broadcasters Association. They're offering the use of their Radio and Television production to broadcast associations across the United States, at no charge, beginning this summer. The campaign was developed after one their members saw a 2018 study that showed one-third of people surveyed could not even state one single freedom guaranteed by the first amendment. There are five. By the way. We're going to look at the commercial content involved with the campaign and will update you as we know more about the opportunities to us this campaign along with other states.

As members of KAB, we can work together to find new and innovative ways to address problems and issues. That brings me to my next point. At our annual convention in October, we will be electing officers to the KAB board. Serving as a KAB board member is a great way to use your knowledge and ideas in making Kansas broadcasters stronger. It's also an excellent way to get to know other broadcasters throughout our state. If you're an owner or manager, please consider joining us. The deadline is August 1st, so give some thought to how you might serve our great industry. As always, Kent and I, or any of our board members are open to ideas and solutions so don't be afraid to pick up the phone or shoot us an email. Have a great July everyone!

2019 KAB Convention – Here Before You Know It!



We have lined up fresh and creative presenters for this year's convention, which is October 20-22 at the DoubleTree by Hilton in Lawrence. Our sales presenter is Derron Steenbergen of the Swagger Institute and one of the most in demand trainers in the U.S. Our Tuesday luncheon speaker is Bill Fromm, who founded the Barkley Ad Agency and has authored several books on customer service. Engineers will have a day of information filled presentations from Larry Wilkins of the Alabama Broadcasters Association. And a

returning presenter for news people will be Al Tompkins of the Poynter Institute.

This is the time to get it on everyone's calendars and to find the budget for managers, engineers, account executives and news staff to attend. No one will be disappointed! We are very pleased to have the following sponsors already on board:

Kansas Electric Cooperatives
Heartland Video Systems
Nielsen Local TV and Audio
Kansas Radio Networks
Kansas Farm Bureau

Kansas City Royals
Marketron Broadcast Solutions
K-State Sports Network
Jayhawk IMG Network
RCS

Nautel
The Storm Report
SCMS
Southwest Audio/Visual

KAB Accepting Individual Award Nominations

Each year, the KAB honors outstanding Kansas broadcasters through the Distinguished Service Award, the Hall of Fame, Mike Oatman Award for Sales Mentoring and the Sonny Slater Award for Service to Station and Community.

If you know of someone deserving of any of these awards, please go to our website and read about these awards and how to send in a nomination. <http://kab.net/KABAwards/KABIndividualAwards/>
The deadline is August 1.

Preparing for the 2020 Election



2020 will no doubt be a very active year for political advertising. To help broadcasters sort out the confusing rules they need to follow in connection with such advertising, Hotline Attorney David Oxenford has updated the *Political Broadcasting Guide*. The revised guide is much the same as the one that we published two years ago, formatted as Questions and Answers to cover many of the issues that come up for broadcasters in a political season. This guide is only that – a guide to the issues and not a definitive answer to any of the very fact-dependent legal issues that arise in election season. But we hope that this guide at

least provides a starting point for the analysis of issues, so that station employees have a background to discuss these matters with ad buyers and their own attorneys.

To download a copy, go to <http://kab.net/LegalandRegulatory/> and click on Political Broadcasting Guide.

Quarterly Issues Report Due July 10



Federal
Communications
Commission

The FCC requires each broadcast station to air a reasonable amount of programming responsive to significant community needs, issues, and problems as determined by the station. The FCC gives each station the discretion to determine which issues facing the

community served by the station are the most significant and how best to respond to them in the station's overall programming.

To demonstrate a station's compliance with this public interest obligation, the FCC requires the station to maintain and place in the Public Inspection File a Quarterly List reflecting the "station's most significant programming treatment of community issues during the preceding three-month period." This is due July 10.

Commercial television stations are also required to file their Children's Television Programming Report by July 10.

Pai Asks FCC to Change Kid Vid



FCC Chairman Ajit Pai has signaled the FCC will vote at its July 10 meeting on an item revamping its KidVid rules, providing broadcasters more flexibility in meeting their children's educational and informational [E/I] programming requirements under the Children's TV Act. The FCC voted last June, along partisan lines, to approve a notice of proposed rulemaking (NPRM) that would loosen or eliminate some of those KidVid rules. This would be a vote on an order to do that.

Those rules currently require broadcasters to provide three hours per week of long form, regularly scheduled, generally non-preemptible (or not without making it up) educational and informational children's programming on all their free programming channels, primary and multicast. The NPRM proposed to eliminate the requirements that mandatory children's educational and informational programming be at least a half-hour long and regularly scheduled, that it must air on a TV station's primary channel, and that TV stations must file quarterly children's TV reports—the item suggests annually is sufficient—and seeks input on other ways to streamline reporting requirements.

Gordon Johnson Passing



Past KAB Chairman Gordon Johnson died May 30 at the age of 81. He graduated from Cathedral High School and received a Bachelor of Arts degree from Wichita State University, a Juris Doctorate from Washburn University School of Law, and advanced studies at the New York University tax program. Gordon started his career with Southwest National Bank where he was the Senior Vice President/Trust Officer and served the bank and their customers for 25 years.

Upon leaving the bank, he purchased four radio stations in Wellington and Winfield, Kansas where he operated them until last year. Gordon served on the KAB Board from 2009-2013 and as Chairman in 2012. He was very involved in the communities, participating in events and clubs as well as broadcasting sports events for the stations. He was still taking history classes at Wichita State, attending class the week of his death.

Bernie Koch Obituary



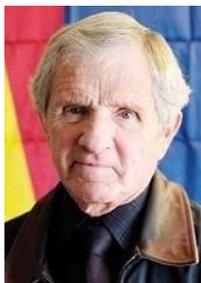
Bernie Koch who for many years covered the statehouse for four television stations, and later served as a lobbyist for two organizations passed away late last month at the age of 70. He was a graduate of Missouri Southern College. Working his way through college at a TV station in Joplin, MO began his career in broadcast journalism. Bernie worked for KTVH (KWCH), WIBW (Topeka) and KAKE TV.

Bernie Spent 21 years as Vice President of Government Relations for the Wichita Area Chamber of Commerce. He retired in 2018 as Executive Director of the Kansas Economic Progress Council. (Editor's note. Bernie was one of the first people I met when I interned at WIBW in 1975 and was a great help at the statehouse when I headed to the statehouse my first year in this job).

Memorials have been established with KPTS TV, 320 W. 21st St. N., Wichita, KS 67203 and Dear Neighbor Ministries, an outreach of the Sisters of St. Joseph, 1329 S. Bluffview, Wichita, KS 67218.



Former Kansas Broadcaster Honored



Loy Engelhardt, who did play by play for KABI and KSAL in Salina before buying a radio station in Winslow, Arizona has been inducted into the Arizona Broadcasters Hall of Fame. Since 1978 he has been the “Voice of the Winslow Dawg’s” on Winslow’s radio station KINO. According to the ABA website, “Engelhardt is owner and general manager of the station, but his role goes far beyond that. Through the decades, Winslow has lost its local newspaper and daily circular; however, Loy has remained dedicated to providing Winslow and the surrounding community with multiple local newscasts daily as well as delivering the play by play of more than 100 local high school games annually.”

9 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 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 about the client’s time. However, if the client wants to continue talking, that’s great. 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?** 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 OK 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 they believe consumers perceive about them. Also, it gives them 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 stations 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 the sales from an average day and divide by the number of paying customers. This figure (along with gross margin of profit) will help you establish a realistic budget as well as manage the client's expectations about results from their advertising campaign.
- 8. What is your gross margin of profit?** Net profit is what's left over after all the 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 the business. Together with average sale, knowing the client's gross margin of profit can help you manage their 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.

(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