



# 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! Here we are, just five months left in 2019. I truly hope you're all having a great year.

Several months ago, the Nebraska Media Association developed an all media campaign called "Think F1rst Amendment." The idea of this campaign came about when one of their members read a survey showing 37% of the respondents could not name even one of the 5 freedoms guaranteed in the First Amendment of the United States Constitution. Freedom of Religion, Freedom of Speech, Freedom of the Press, Freedom to Peacefully Assemble, and Freedom to Petition the Government.

Because of that, the "Think F1rst Amendment" Campaign was developed to inform and remind American citizens of these rights. The campaign is being distributed to all broadcast and print associations across the United States. Last week, Kent sent a link, giving your stations free access these materials to use as you see fit. There is no charge and no need to document the number of times you run them. This is completely voluntary on your part, but I would encourage you to look at, and listen to, the ads produced, and give some thought to joining Radio and Television stations, along with Newspapers, across our country, in creating awareness for our First Amendment Freedoms. This campaign kicks off August 1st and continues through the end of this year.

The link to the TV spots is at <https://we.tl/t-TWXyla6gND>

The radio spots can be found at <http://kab.net/Programs/RadioPSAsMP3/>

So, off we go into the final five months of the year. It won't be long before we're at the Double Tree in Lawrence for the 2019 KAB Convention. Make sure you have it on your calendar for October 20th - 22nd. Have a great month everyone!

## 2019 KAB Convention in Lawrence



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 presentations on ATSC 3.0, proper grounding techniques, digital audio and more from Larry Wilkins of the

Alabama Broadcasters Association. And a returning news presenter, Al Tompkins of the Poynter Institute, has a new session on "Surviving Newsroom Stress."

This is the time to get it on everyone's calendars - managers, engineers, account executives and news staff. No one will be disappointed! **The EARLY BIRD discount deadline is September 30.** Click here for a schedule and registration form. <http://kab.net/Events/ConventionInformation/>

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 Army National Guard

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

Nautel  
The Storm Report  
SCMS  
Southwest Audio/Visual  
P1 Learning

## Keeping the Kansas Delegation Informed



July was a great time Kent and the KAB to get in front of some members of the Kansas Congressional delegation and discuss issues facing broadcasters. Our first meeting was with Congressman Estes of Wichita where 4 general managers (Brad Moses, Jim Baronet, Don Pollnow and Steve South) along with some others in the advertising industry, talked about the importance of keeping advertising a deductible expense. As Congress looks for ways to generate revenue through tax loopholes, some have suggested this might be an appropriate grab. We disagree, and Congressman Estes, who sits on the Ways and Means Committee that will review the tax code, seems to agree that removing the deduction for advertising could hurt businesses and the economy in general.



Kansas City GM's Tracy Brogdon-Miller, Sarah Smith, Chuck Poduska and Eben Fowler joined Kent to meet with 3<sup>rd</sup> District Congresswoman Davids while she was back home. It was an excellent opportunity to update her on the Local Radio Freedom Act (Performance Tax) and ask for her support opposing any move by the record industry to charge stations for playing music.

She was also briefed on the Advertising Deductibility issue and the reasons broadcasters want STELAR (Satellite Television Extension and Localism Act Revitalization) to expire at the end

of this year. Not only have its provisions become unnecessary but it harms viewers who are being denied access to their local television stations. Even the U.S. Copyright office recommended to Congress that STELAR should expire.

STELAR was also the focus of a meeting with Sen. Moran's staff in Washington attended by Sarah Smith, Brad Moses and John Hoffman. He sits on the Commerce Committee that will create legislation to either extends it or allows it to sunset. Sen. Moran has been a great supporter of broadcast issues and is gathering information to provide the committee chairman as this gets debated during the fall.

## **KidVid Rules Relaxed**



The FCC voted earlier this month to give broadcasters more flexibility in providing educational/informational (E/I) programming for children. It is the first major update of the rules since they were implemented over two decades ago. The Report & Order (R&O) preserves the three-hour-per-week mandate for E/I programming but allows a third of that to be aired on a multicast channel, rather than on the primary channel, as the rules had required.

It also gives broadcasters an extra hour (now starting at 6 a.m.) in which E/I programming satisfies the three-hours-per-week requirement and gives broadcasters the ability to count a "limited" amount of non-regularly scheduled weekly programming toward the requirement. However, the ruling still requires the "majority" of that programming to be regularly scheduled weekly, and allows a "limited" amount of short-form programming--PSAs, interstitials--but most still required to be at least a half hour.

One additional change broadcasters pushed for is that the FCC will now allow a regularly scheduled E/I program to be preempted by a non-regularly scheduled locally produced news program without requiring it to reschedule the episode. And noncommercial stations will no longer have to use the E/I symbol on their children's programming.

## **EAS Test August 7**



FEMA, in coordination with the FCC, will conduct a nationwide test of the Emergency Alert System (EAS) on Wednesday, Aug. 7, 2019 beginning at 1:20pm CDT. The test is being conducted through FEMA's Integrated Public Alert and Warning System. This year, the test message will originate from designated radio stations, known as Primary Entry Point stations, which participate in a component of IPAWS called the National Public Warning System.

This test will evaluate the readiness of the national alerting capability in the absence of internet connectivity. According to FEMA, the test will be approximately one minute long, have a limited impact on the public with only minor interruption of radio and television programs, and will be similar to regular monthly EAS tests. Both the audio message and text crawl should be accessible to people with disabilities. The test will not include a message on cell phones via Wireless Emergency Alerts.

## Max Falkenstien Passes



The legendary 60-year voice of the Jayhawks died yesterday at the age of 95. He called KU football and basketball games from 1946-2006. He has received many honors and awards during his lifetime and broadcast career, which included stops at WREN and WIBW in Topeka. He was inducted into the Kansas Broadcasting Hall of Fame in 2000, received the KAB's Hod Humiston Award for Sportscasting in 1982, and served as KAB Board President in 1962.

Kansas Athletics honored Falkenstien by making him the only non-player to have his "jersey" (60) honored in the rafters of Allen Fieldhouse. The Naismith Basketball Hall of Fame paid tribute to him in 2004 with its Curt Gowdy Award, and the College Football Hall of Fame honored him in 1996 with its Chris Shenkel Award. The Sporting News in 2001 named Falkenstien "the best college radio personality in the country," and television's Dick Vitale selected Bob and Max to his "Sweet 16" of the best college basketball announcing teams in the country.

Stealing a quote from another Hall of Famer Bob Davis and published in the Topeka Capital Journal, "Max was a member of the greatest generation," said Davis, a Topeka native. "A pioneer sports play-by-play broadcaster in Lawrence and Topeka, and just a fun guy to be around. In the years we worked and traveled together we spent much of our time laughing. He once said we should have been married. In all these years I don't think we'd ever had an argument, so I guess we couldn't have been married!"

## Woodall-Evensvold Obituary



A popular news radio voice in Coffeyville has passed. Debra Jean Woodall-Evensvold died earlier this month at the age of 46. After graduating from Pittsburg State with a degree in Journalism, Debra began her broadcast career for KOTV News and KRMG Radio in Tulsa, Oklahoma. Later she worked at WIBW Radio and the Kansas Information Network in Topeka and moved to Coffeyville in 2004. Debra later began working for SEK Media as News Director of KGGF, KUSN, and KQQF Radio Stations until last November, when her health required her to do part time reporting. She

loved her work and those she worked with, she especially enjoyed mentoring newcomers to broadcast news.

She earned several awards from the KAB during her career. Debra was a member of Cornerstone Church of Caney, served on the Coffeyville Regional Medical Center Board of Trustees, and was an associate member of Blue Star Mothers.

## How to Get Prospects to Return Your Calls



One of the top five questions I get from broadcast sellers is, "Why won't prospects return my calls, emails or texts?" The answer is simple. In their minds you haven't given them a good enough reason to respond. Fact: In most cases, prospects will return your calls only when they are convinced beyond a shadow of a doubt that it is in their best interest to call you back.

New prospects may not know you from Adam Ant and you're calling them, texting or emailing them and leaving a message out of the blue. What have you got to offer them that would give them reason to call you back?

**Put yourself in your prospect's shoes. What do you listen for when you go through your voicemail? Imagine that the prospect isn't that much different from you. Most people, including your prospect, listen for the caller's name, their phone number and very important, especially if it's a stranger, the reason for the call. What do you do when strangers contact you?**

**It's a spammy world out there and it seems to get worse daily. How many spam calls, emails and texts do you get on your personal phone on a daily basis? I have a business phone line and unless I recognize the caller, I almost always let phone calls go straight to voice mail.**

**The method in which you initially contact your prospect can either be your best friend or your worst enemy. Your voicemail/email/text message is so important to get an appointment in today's over-tele marketed world that it cannot be overemphasized. It may literally be the key that unlocks the vault for you. It's your opportunity to leave your prospect a perfect 15-second commercial and there is no room for mistakes, so don't try to "wing it."**

**Start with your name, who you're with and your telephone number. If you need practice, write your message down so you can refer to it and not forget to say something. Leave your name and number again after you deliver your message.**

**These are the kinds of messages prospective clients are most likely to respond to.**

**1. Referrals-Did you get the prospect's name from her friend or an associate? "Hello, \_\_\_\_\_, Dave Arlington suggested I call you because I have an idea created to generate a lot more business activity for you. My name is \_\_\_\_\_ and you can reach me at \_\_\_\_\_. Again, my name is \_\_\_\_\_ with KAXY and my number is \_\_\_\_\_. Oh, and Dave says to tell you hello."**

**2. Big Headline- Why do newspapers use headlines? To get your attention. My clients know the importance of using headlines to get appointments. Don't be afraid to say something bold in your opening statement, as long as you can back your statement up. Here are some headlines that I use successfully.**

- "I have found a hole in your competitor's marketing and advertising strategy that B-52s could fly through. I can show you how you could easily take advantage of the mistake they're making."**
- "I know a way that when people think about (plumbing, for example) they will only think about your company. Call me and I'll tell you what I have discovered for you."**
- Here's another headline. "Every time you advertise, I notice you're always knocking 20-30 percent off your price. I have an idea that focuses on value and does not involve having to sacrifice your gross margin to attract new customers. In fact, I think my idea could help bring 20-30 percent back to your bottom line."**

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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)**