



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! The end of August means Fall is just about here with cooler days and Football! Most important, it means we're getting close to our annual Kansas Association of Broadcaster Convention! This year's event takes place October 20th-22nd at the Doubletree by Hilton in Lawrence. Kent has put together an outstanding line up of presenters for everyone on your team. Take note, the "Early Bird" discount ends September 30th, so don't wait, go to KAB.net and get your crew registered for what will be a great convention.

While we promise great information for your staff, I also want to remind you about our recognition of great Kansas Broadcasters with the inductions into the Kansas Broadcasting Hall of Fame, plus the Distinguished Service Award, the Sonny Slater Award for service to station and community, and the Mike Oatman Award for Sales Excellence.

I truly hope you are all having a great year. While we still face daily challenges, the broadcast industry has so much more to offer our listeners, viewers and advertisers, through programming and sales, than at any other time in history. We continue to be the ever-present local voice in our communities, and the first source for entertainment and information to those we serve. Let us never forget that responsibility. Digital brings a new partner to our cause in helping us develop our audience and create an advertising combination that is unmatched in any other media. Let's finish summer strong! Have a great September!

2019 KAB Convention in Lawrence



By popular demand (and because he's just a darn good guy), James Slater will return as our performer during the awards dinner on Monday night, October 21!

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 Steenberg 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 Solutions
Southwest Audio/Visual
P1 Learning

KAB Individual Award Recipients Announced

Two new broadcasters will be inducted into the Kansas Broadcasting Hall of Fame October 20 – with one being honored with the Distinguished Service Award. They will be joined in the ceremony by the recipients of the 2019 Sonny Slater Award for Service to Station and Community and the Mike Oatman Award for Sales Excellence.



HALL OF FAME and DISTINGUISHED SERVICE AWARD

Rick Mach, Salina – For 39 years he was the afternoon drive air personality on KSAL until he retired in 2001. After graduating from Kansas State University, Rick went back to his home state of Nebraska where he worked in York, Fairbury and Lincoln before joining KSAL in 1969. In 1994 the station switched from music to news talk and he started the first full length talk show in Salina.



HALL OF FAME

Dave Lewis, Manhattan – He is known as much for his broadcast career as he is for the many sporting events and fundraisers he emcees and announces in Manhattan. Dave’s first taste of broadcasting began as a board op and DJ in 1979 at KNCK/KCKS in Concordia. He is currently the Program Director and morning announcer at KMAN where he has spent 19 years in two stints, and like all great Kansas broadcasters, exemplifies the best qualities in a broadcaster whose on air presence is matched within the community as a man very much respected.



SONNY SLATER AWARD FOR SERVICE TO STATION AND COMMUNITY

Curtis Duncan, Goodland – He had many early stops throughout his 47-year broadcast career including Topeka, Ottawa, Colby and was even a TV anchor in Scottsbluff, Nebraska where he was dubbed “The Poor Man’s Willard Scott.” But since finding a home at KLOE/KKCI in Goodland 22 years ago, listeners in Northwest Kansas have heard him broadcast the weather, news, sports, markets and he still has time to support the Red Cross, VFW, American Legion and many more community organizations.



MIKE OATMAN AWARD FOR SALES EXCELLENCE

John Emrich, Pittsburg/Joplin – He was a late starter in the TV sales business, but 29 years after starting with a small list and growing it to well over a million dollars, John has been a mentor to countless account executives and was promoted to local sales manager in 2009. He is not only respected by the advertising community, but also by his peers, both co-workers and competitors.

Congratulations to the 2019 Stations of the Year

These stations earned this prestigious distinction through the “Awards of Excellence” competition judged this past month. These and the first-place awards will be presented during our convention dinner on Monday, October 21 in Lawrence. Congratulations! For a complete list of award winners, go to <http://kab.net/KABAwards/BroadcastAwards/>

Small Market Radio	KCLY FM, Clay Center
Medium Market Radio	KANU FM, Lawrence
Large Market Radio	KMUW FM, Wichita
Non-Metro Television	KOOD TV, Bunker Hill
Medium Market Television	WIBW TV, Topeka
Large Market Television	KAKE TV, Wichita
Major Market Television	KCTV TV, Kansas City

How Open is Kansas Government?



Kansas Attorney General Derek Schmidt’s office has dismissed an open meetings complaint that was filed by the KAB, Sunshine Coalition for Open Government and Kansas Press Association over the closing of the state Senate gallery and removal of the news media from the chamber during the last day of the 2019 Legislature. Schmidt’s office rejected the Coalition’s contention that the Senate violated the Kansas Open Meetings Act (KOMA) when the public and the news media were removed from the chambers amid protests over the Senate leadership’s decision to not debate Medicaid expansion. The nine members of the group were escorted from the Senate by the Capitol Police upon direction of Senate President Susan Wagle.

The complaint, besides alleging violations of KOMA, contended that the removal of the news media from the Senate Chambers violated media’s First Amendment rights to a free press guaranteed by the state and federal Constitutions. In a letter to the organizations, the AG’s office said it could find no evidence that Senate business was conducted during the May 29 recess, and further that the Senate has adopted rules under their authority in the Kansas Constitution that allow that body to depart from the general requirements of KOMA – thus “...the Senate did not violate KOMA...” The letter does caution other governmental entities that they do not have the authority “to carve out a similar path.”

Think F1rst Amendment Campaign



Were you aware there are 5 freedoms guaranteed to all Americans in the First Amendment of the U.S. Constitution? A recent study indicated 37% of those surveyed could not name one of them. By the way, they are *Freedom of Religion, Freedom of Speech, Freedom of the Press, Freedom to Peacefully Assemble, Freedom to Petition the Government.*

For that reason, the Nebraska Media Association (broadcasters and press) started the “Think F1rst Amendment” campaign to remind citizens of these rights. They created generic radio and TV spots, along with print pieces available for free to the rest of the state broadcast and press associations. The KAB board of directors reviewed them and we had them tagged with both of our associations as sponsors for your stations to air as you see fit. This is voluntary on your part. Newspapers are running ads with our logos as sponsors at the bottom. Many other states are joining in the campaign as well.

I know some stations are airing these, but if you haven’t and would like to, there are four radio spots and two television spots (see links below) that can be rotated evenly – or you can select to air any number of them. Unlike PEP spots, you do not need to report them to us. But these are only good through December 31, 2019.

TELEVISION - <https://we.tl/t-TWXYLA6gND>

RADIO - <http://kab.net/Programs/RadioPSAsMP3/>

National EAS Test Follow Up



The good news is anecdotal evidence suggests the fifth national test of the Emergency Alert System reconfirmed the decades-old daisy chain system still works to distribute alerts to radio and TV stations. The not-so-good news is some broadcasters reported the sound quality was less than ideal.

But the main reason audio quality may not have been as good as in previous EAS tests is this fifth-ever national activation was designed to put the daily chain system for distributing messages during a national emergency to the test. Rather than using the internet-based Integrated Public Alert and Warning System (IPAWS) and the better audio that it provides, stations only received their alerts from messages originated at the five dozen Primary Entry Point or “PEP” stations. Those messages were then relayed to local primary stations that other stations monitor in a specific city or geographic region. We thank all the work from station engineers in making this test successful. All stations should have filed Form One prior to the test, Form Two after the test (same day), and Form Three by Sept. 23. That’s the more detailed data submitted post-test that allows the Commission to determine how the nationwide test performed.

Rajewski Named KAKE TV GM



Lockwood Broadcast Group has announced the appointment of Mike Rajewski as General Manager of ABC Affiliate KAKE-TV in Wichita. Rajewski will replace Neal Davis, who became GM of Lockwood’s Knoxville duopoly (WTNZ/ WKNX). Rajewski brings more than 25 years of professional broadcast experience to KAKE.

Most recently he was Director of Sales for COX Media Group in Jacksonville, Florida, and prior to that served as D.O.S. for WPEC in West Palm Beach. Rajewski is graduate of Miami (Ohio) University

Shooting Ourselves in the Foot



Last week a rep lost a potential account simply because she included a signal coverage map in her Station Information packet. The map showed that she covered the areas the client needed to cover, and areas the client did not want to pay for. “But you’re getting these areas for FREE,” she told the client. Unfortunately, it didn’t matter what the AE said, the client was adamant about not buying her because of those coverage areas. Now she absolutely regrets including those maps and says she won’t ever do it again unless the client specifically asks for it.

I have had my own problems with supplying clients with too much information. On occasion, clients did not buy me because of a problem with the map. In other instances, they didn't like the format, or wanted to see additional ratings information that didn't favor our stations. So finally, I quit distributing those information packets unless the client specifically requested that information and guess what? That problem disappeared.

In presentations with local direct decision makers, I'm more focused on specific ideas I can bring to the client to make her register ring, and I put less focus on format or program, signal strength and coverage areas and ratings. So, if the customer says "NO," they're not really saying no to me or my stations or our programming, they're only saying no to the idea.

Once upon a time, Coca Cola invited us in for a presentation and the busy decision maker said yes to the proposal to buy both our AM and our FM. But then suddenly, as we were shaking hands and preparing to leave, my sales manager, THE BOSS, pulled out a notebook and began showing the client the slick presentation he'd made for that meeting. The client looked at me with a confused expression on his face, as our manager began to talk the client out of buying the AM. I couldn't believe it! I eventually managed to resuscitate the two station buy and in the car on the way back to the station, I asked my boss why he had done that when the client had already said yes, and he replied, "Because I'd worked really hard on that presentation and I wanted him to see it."

Why initiate a contentious situation with any client? Why give a client any reason not to buy? Why volunteer what your formats are without knowing in advance whether or not the client is a fan of that kind of format or program? I've seen clients at a TV station say yes to an idea, and then change their minds after the sales manager went granular on what specific shows the decision maker would be running in. Turns out that the client personally hated "The View," and spent the next 30 minutes arguing with the sales manager about that show.

I've seen radio clients go negative on a big sale when their rep, unasked, blurted out that the cluster package they were selling had to include spots on a very controversial radio talk show. And once, while bragging about our station instead of the idea, I brought up a new morning DJ we were bringing in. It turned out that the client had lived in the DJ's previous market and the client absolutely hated our new hire. "Well, I don't want to run on THAT station," he said.

Speaking of shooting yourself in the foot when you don't have to...why do some people still introduce ratings to local direct clients? Will we ever learn that when we live by THE BOOK, we could also die BY THE BOOK? Early in my career I personally made that mistake and it didn't end well for me. The client, who turned out to be the analytical sort, was initially excited by an idea I had pitched. But then I started bragging about some good ratings we had just gotten. And suddenly to my surprise, the client suddenly had a LOT of questions about ratings methodology, Gross Rating Points and reach vs. frequency. In fact, the client became so obsessed with ratings that he eventually hired an advertising agency, because buying us direct was "too complicated."

Stay focused on big ideas that will help the client sell more product or services. Stay away from traps. Otherwise, just when you think you've got the client's business in the bag, you realize you're the one in the bag.

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If you have anything you would like to place in the newsletter send it to kent@kab.net