



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! As I'm writing this column, I'm looking out my window and big flakes of snow are coming down. Amazing how quickly the weather changes. But change is what keeps us challenged and focused, right? I hope you all were able to attend our Annual KAB Conference in October, and, with right at 350 attending, it looks like most of you did. It was a great conference from beginning to end with something for everyone.

My congratulations to all the station award winners and our newest inductees into the KAB Hall of Fame, Rick Mach and Dave "Lewis" Guthals. Both, very deserving recipients. Rick Mach also received the Distinguished Service award. I thought the sales sessions were tremendous and so did my staff. Today, I fear our salespeople are missing some important training opportunities that we had coming up through our careers. It seemed every few months, there would be sales training seminars available in Kansas City, Denver, Wichita, Oklahoma City or Omaha, where we would take the day, as a sales team, and learn from guys and gals like Norm Goldsmith, Pam Lontos, Jim Williams, Don Beverage and....the list could take up this full page. These were times when you focused on the message because someone else, other than your manager, was preaching....I know, it's frustrating, right? Beyond that, it was a time when salespeople, who were finding the daily grind, a tough pull, talked to others from different markets and realized we all struggled in the same way...we weren't crazy and we weren't alone. I saw that same scenario play out in the sales sessions at KAB this year and it makes me wonder, are we missing a strategy that is still viable today? Instead of one training session a year at our annual conference, could we put together one more or two more in different parts of our state each year? I would like to hear what you think about that idea and discuss the possibilities at our next KAB Board Meeting.

So, thank you all for attending this year's Annual KAB Conference. Here we are at the beginning of November when it feels like it should be June. I hope you have had a great year. This could very well be the best time ever to be in Radio or Television as we have so many tools, so many opportunities at our fingertips. Let's finish 2019 in grand style! **AND DON'T FORGET TO TURN BACK YOUR CLOCKS THIS WEEKEND!**

If You Missed a Little – You Missed A Lot



Kansas broadcasters gathered for the annual convention in Lawrence, and based on the evaluations, it appears most everyone left with new enthusiasm and ideas to take back to their stations. Two new members were inducted into the Kansas Broadcasting Hall of Fame, 94 first place awards were handed out and in between broadcasters had the chance to learn from some top people in news, sales, programming and engineering.



I'd like to thank Judy Clouse and Cathy Houghton who worked tirelessly at the registration desk and to make sure everyone had what they needed throughout the convention. And of course, it isn't top quality without the support of the great sponsors listed below. Many have been with us for years, while others participated for the first time. Please think of them when it comes time to consider those products or services.

If you'd like to re-live some of your time at the convention or just want to see what you missed, you can go to our website to view the photos. <http://kab.net/Events/ConventionInformation/>

For your calendars...mark October 18-20, 2020 for the convention in Wichita at a new location – the Marriott Hotel!

Kansas Electric Cooperatives
Heartland Video Systems
Nielsen Local TV and Audio
Kansas Radio Networks
Kansas Farm Bureau
Kansas Army National Guard
Evergy

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

Nautel
The Storm Report
SCMS Solutions
Southwest Audio/Visual
P1 Learning
Unisoft

Congress and FTC Looking At E-Cig Ads

(Courtesy of David Oxenford)

Even though advertising for e-cigarettes is not currently illegal at the Federal level, there are moves to change that position including the announcement of an anticipated ban on flavored vaping products. While changes to those rules have not yet been implemented, a recent set of letters from a Congressional committee to the manufacturers of e-cigs suggests that they stop marketing vaping products (or at least report to the committee whether or not they have stopped such advertising) while

various government reviews of health issues associated with vaping and the marketing of vaping products are taking place.

Among these reviews is a just-announced proceeding by the Federal Trade Commission to look at the marketing practices of e-cig companies. These Federal actions have been combined with announcements in many states looking toward significant regulation or even bans of the vaping industry. (Note: Kansas has had two deaths and the Governor has asked KDHE to study the issue).

Looking at all these actions, many media companies have already stopped accepting e-cig ads, even though some of these bans have been challenged by the manufacturers. With the legality of these products in question in many jurisdictions, media companies need to look at their advertising practices, react to avoid promoting products in jurisdictions where they are illegal, and watch carefully to see how events develop. While preparing their advertising budgets for 2020, broadcasters need to be cautious in counting on revenue from this industry to meet their goals.



Choal Joins KSHB TV



Kathleen Choal has joined KSHB TV in Kansas City as VP/GM. Choal, most recently served as vice president and general manager for KSBY in San Luis Obispo, California where she has been since 2011. She previously served as station manager and news director at KVOA in Tucson, Arizona, and spent time at KMGH in Denver, WCCO in Minneapolis, KPRC in Houston and KVVU in Las Vegas among other career stops.

A Wisconsin native, Choal received a degree in broadcast journalism at the University of Wisconsin at Eau Claire.

Making “WOW” Presentation



This article is going to show you how to make a presentation so awesome that your clients will still be talking about them when they go home.

First, let's start with the truth. Most broadcast sales presentations just don't "WOW!". And nowadays, the pressure is on. Broadcast is not the new, shiny media it once was. Decision makers are under considerable pressure to spend a vast majority of their advertising budgets on new digital platforms, or to hire agencies to handle the hordes of media salespeople who drop in on them daily. Many of our salespeople are new to the industry and new to making presentations.

Nowadays, to "WOW!" a client, you need to do your homework. You'll have to work harder to come up with ways to help the client sell her products or services in ways she would have never come up with on her own.

Here's how I get there. First, I always put myself in the listener/viewer's shoes. What could my potential client provide to our audience that would enhance their lives in these ways? Can my client make some of our listener/viewer's lives SAFER? Or more CONVENIENT? Or, more LUXURIOUS?

I know (and so will you, if you watch and listen to commercials more critically) that the talking points the clients use successfully every single day in real life to get their customers to say "YES," hardly EVER make it into their commercials. Why? Because the client, as well as us in media, believe that commercials are supposed to look and sound like...well, COMMERCIALS.

So, when you make the mistake of asking the client what he'd like to say in his commercial, his eyes roll up in his head and out come the clichés! "Well, we're family owned and operated." Or, "We must sell 50 units this week," or, "We have 15,000 years of combined experience," or, "Everybody here is A.S.S. certified," etc. But rarely if ever do the talking points that are already working for the client in real life...ever make it into the commercials we put on the air. THAT'S HUGE!

What I'm interested in is getting results for my client as quickly as possible. So, I need the talking points that the client is currently hiding from their advertised messages. That means doing research. And finding out how consumers might really benefit from buying from this client for example, instead of buying from Amazon Prime.

And, I get those talking points...by simply asking the client to open up about them. "When you say family owned and operated, what does that mean to ME, the consumer?" Or, "What do you do that you can't get when you buy online?" Or, "Why should I buy from you instead of your national competitor with the lower price?" I'm looking for the bare-bones truth. How will members of our audience directly benefit from working with our client? Can this client actually make our listener's lives safer, more convenient? More luxurious? How? And when I figure that out, I go back to the client for my presentation.

I'll begin with lighting up the room with a bold statement like, "I know something you don't know. And once I tell you what I've discovered, I don't think you'll ever be able to go back to the old-school way of advertising again. Here's what I know." And then I lean forward and I tell them the truth about the lack of talking points in virtually any commercial we watch or listen to.

Then, I begin bringing up talking points that the client SHOULD be using in their advertising (one talking point per commercial and then we rotate commercials). I mean, WHY on earth would we completely ignore the talking points the clients already use successfully every single day, and instead manufacture cliché-infested spots with NONE of those talking points? Essentially making ridiculous commercials that are in actuality gross, cartoon versions of who the client is?

I remind the client that she knows a LOT of things that our listeners/viewers don't know...but would like to know, in order to make a better buying decision. I tell the client that while people hate being SOLD, they don't mind being INFORMED.

We discuss that by advertising on our station(s) and digital platforms, we have the opportunity to build a strong bond between the client's business and our audience, using our platforms to help the client work their way into the audience member's circle of trust as quickly as possible...by simple telling the truth and selling value...the same way they do one-on-one every day in the store, on the lot, over the phone, in person in real life.

I ask the clients if they can think of a more "organic" way of reaching out to potential customers than by simply telling them the truth, and virtually all of them say that they can't think of a better way. Because there is no better way. The client is the expert. Our audience could really use the client's

expertise. The client, from this point onward, will listen much more carefully to their customers, and will start thinking for themselves. “Man, that’s the fifth time this week I’ve heard this from a customer. I need to remember this talking point for our next round of “To Sell the Truth” commercials with my rep from WXWY.”

Good ideas are worth real money. So, I finish my presentation by asking for per week what I’d normally ask for per month.

Imagine a presentation that fundamentally and indelibly changes the way your client thinks about how she advertises her product or service for the better. By showing clients how to use real talking points to convince listeners/viewers beyond a shadow of a doubt that the client’s plan for the consumer’s success is better than the consumer’s plan. By doing things in this organic way, client will earn the listener’s respect, and their money. “WOW!”

(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