

KAB TRANSMITTER

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Chairman's Message:

Gordon Johnson – KLEY AM/KKLE AM/KWME FM

It's a new year....and I hope it's off to a good start for all of you. I'm privileged to serve in the capacity of Chairman of the KAB Board for 2012. My thanks to the board and the membership for their faith in my ability to lead the board and I shall do my best to live up to your confidence in me.

I own and operate KLEY-AM, KKLE-AM, and KWME-FM in Wellington and Winfield, after buying the stations in 1989. Needless to say, I have learned much over the last 23 years, not the least of which is how to do high school basketball play-by-play. Buying the stations was my first venture into broadcasting...and, as I remember, a real trial by fire. But radio has been good, and I can't think of anything else I'd rather be doing right now.

Looking back over the newsletters from previous chairmen over the past few years, one of the overriding themes has been change in our industry. That seems to have become a way of life for broadcasters, large or small, across the nation, and I would expect it to continue. That's one of the reasons this organization is so important to all of us. KAB is a strong advocate for our industry, and a strong organization, run by good people. It is my hope that you will become involved in helping to make it stronger and more vital. The best ideas often come from the membership, and your opinions, needs and thoughts are essential if we are to continue to grow. Many people say that America's strength comes from our diversity. I also believe our strength comes from the common goals and desires that unite us. No matter what part of this industry you are a part of, you and I have at least one thing in common....to see this industry grow and thrive. I ask you to join me in doing everything we can to accomplish that.

I look forward to serving you, and getting to know more of my fellow Kansas Broadcasters.

2012 Legislature

The legislature is three weeks into the 90 day session and the fireworks have begun. While all the committees are meeting and there are numerous other issues, the Governor's tax plan takes center stage as it impacts EVERYONE in some fashion. His proposal to reduce personal and small business income tax is the headline for this story. But the details are where the discussions have begun.

It's how you pay for that loss in revenue that will tell us how good this plan ends up. The idea of eliminating many or all tax exemptions is still in play – although the Governor's plan would not. Those exemptions include no taxes currently for advertising. However it is one of the “services” that always comes up in discussion. What would a nearly 10% tax on advertisers placing money with you do to your ad revenue? If you have a chance to visit with your area legislator (Senator or Representative), tell him/her to oppose any elimination of the advertising exemption. If you are not sure who your legislator is, you can always go to the site below and put in your zip code. These people are used to hearing from constituents, and they LOVE talking to their local radio/TV stations.

<http://www.ipsr.ku.edu/ksdata/vote/>

One other bill of note concerns the disclosure statement at the end of a candidate OR committee ad. The proposal is to require the candidate or chairperson/treasurer of a campaign committee or PAC to state their name and the organization and that they approved the ad. It's known as the "Stand by your ad" bill. The only impact on stations is that, if passed, you would need to double check (as I'm sure you already do) all ads to make certain they have the proper language.

2012 KAB Annual Dues

Our annual notice regarding KAB dues was sent out prior to the holidays. Many of you have returned your form and payment and we thank you very much. For those of you who received it and simply forgot, we'd sure appreciate you completing the form as soon as possible. If you did not receive the notice or can't find it, just let us know and we can re send it to you. Thank you for your support.

Revised EAS CAP Rules

The FCC released its long awaited decision regarding the integration of the Common Alerting Protocol (CAP) into the Emergency Alert System (EAS). The Report and Order also formalizes the integration of EAS with the Federal Emergency Management Agency's (FEMA) Integrated Public Alert and Warning System (IPAWS) and details the requirements necessary for broadcasters to receive and process federal alert messages.

Among other things, the FCC:

- Reaffirms that broadcasters and other EAS participants must have CAP-capable equipment installed and operating no later than June 30, 2012.
- Eliminates the so called "Governor's Must Carry" requirement. That is, EAS Participants are no longer required to broadcast emergency messages initiated by state governors.
- Requires broadcasters to interface with and monitor FEMA's IPAWS server for federal CAP-formatted EAS messages, but did not specify a particular technology, thus allowing broadcasters the flexibility to adapt to whatever technology FEMA might implement in the future
- Adopts a requirement that, effective June 30, 2012, broadcasters must use the enhanced text data in the CAP-formatted message - when available - to create the visual display elements (i.e. text crawl) of an EAS alert.

You can read the entire R&O by clicking here.

http://transition.fcc.gov/Daily_Releases/Daily_Business/2012/db0110/FCC-12-7A1.pdf

KAB Kids Scholarship Deadline

One of the many benefits of membership is the KAB Kids Scholarship program. We provide a one time scholarship to graduating high school seniors whose parents are employed full time at a member radio or TV station. They must have been employed at least since July 1 of last year. The amount depends on the numbers of applicants but it around \$400.

The applications must be postmarked by April 1. Eligibility and guidelines for applying, as well as an application is available on our web site at <http://kab.net/programs/memberservices/default.aspx> (scroll down to KAB Kids Scholarships

FM Radio Chips In Blackberry's

Some models of Blackberry smartphones already have FM radio receivers built in – but they haven't been activated. Until now. Blackberry manufacturer Research in Motion (RIM) announced at the Consumer Electronics Show in Las Vegas that the FM radio receivers are being turned on.

“Customers with a BlackBerry Curve 9360 or 9380 smartphone will find a nice surprise with the BlackBerry 7.1 OS update in the form of an FM radio.

The FM radio circuitry is already built in to the Curve 9360 and 9380 models and BlackBerry 7.1 provides users with a new app that allows them to tune in and enjoy local FM radio stations.

AND...Listening to the FM radio does not require a data plan or use data.



Remembering Kim Setty

Following two battles with cancer, longtime KWCH TV anchor/reporter Kim Setty died in early January. She began her career at WIBW TV before moving to KWCH where she worked the past 24 years. Kim received several KAB awards for work as a reporter and anchor while at KWCH.

In 2005, Kim told viewers she'd been diagnosed with breast cancer. Through sickness and losing her blonde hair, she worked as much as possible. After recovering from surgery and treatment, she returned to anchoring as a redhead. Five years later, Kim let viewers know she was battling cancer once again.

Through more surgeries, radiation and chemotherapy, she worked as much as she could. She insisted on working until doctors told her she must stop, in the summer of 2011.

Because of the example she set, KWCH management created a Kim Setty Spirit of Excellence Award to recognize outstanding employees like her.

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Statehouse News

Stephen Koranda

Ruby Hoeflicker Passes Away

Former Marysville radio station co-owner, Ruby Hoeflicker, died in late December in Missouri. She and her husband Herb moved to Marysville in 1969 and owned/operated KNDY for nearly 20 years.

The Hoeflickers put KNDY FM on the air in 1974. For a time they also owned and operated KFRM in Salina and KRFS AM/FM in Superior, Nebraska.

In 1994, they started KDNS FM in Downs and KZDY FM in Cawker City hit the air in 1999, Ruby and Herb operated the stations from Glen Elder until they retired to the Missouri Ozarks in 2006.

Their daughter, Debra Sasser, is owner and operator of KREP FM in Belleville, Kansas.

Do You Have Any Radio Stickers???

Cliff Shank has been collecting window stickers his entire radio career. Over the past 38 years he has collected over 3,000 window stickers. Most of the stickers were radio station stickers, some were political, and some were from tourist attractions like Wall Drug and the Rock & Roll Hall of Fame. Prior to the fire last September, the walls of his conference room were covered with stickers, and he even started putting stickers up in the entry way to the radio station. The entire collection of window stickers was lost in the fire.

He is trying to re build his collection. If you have any, please send them to:

Cliff C. Shank Ad Astra per Aspera Broadcasting, Inc. 10 East 5th Ave., Hutchinson, Kansas 67501



Robb Rose Joins KTPK FM

Robb Rose joined KTPK late last year as Program Director and Afternoon Drive duties. He grew up in Chicago, but left in 1989 to begin his radio career in Peoria, IL. He comes to KTPK with 22 years of on-air and managing skills; he most recently was on-air for Rewind 100.3 in Chicago.



Advertising Good Deeds Makes Local Clients Rich

“Be prepared, and be careful not to do your good deeds when there’s no one watching you.” -Tom Lehrer

As a former Webelos Scout, www.meritbadge.com, I can assure you that doing good deeds are always more advantageous when someone is watching you. Local clients in every product/service category do good deeds for consumers every day, but few people know, because the clients don’t tell anyone. That’s too bad, because it is precisely these “good deeds” that should make up the majority of your client’s advertising efforts.

For example, instead of identifying and solving problems for consumers, the typical auto dealer’s commercials are usually only about the car dealer. “We sell more Fords than ANYONE. We’re number one! We’re three generations of _____ family excellence! All of our mechanics are A.S.S. Certified! You’ll love our beautiful new showroom! We MUST sell 50 units THIS WEEK! Plenty of EAGER salespeople to assist you! We’re blowing out all 2011 models to make room for 2012!”

But when you drill deeper, you’ll find that most dealers have dozens and dozens of stories about how they helped customers beat the manufacturer in sticky warranty situations. These stories are worth gold in building consumer confidence toward the dealer. Drill even deeper and you’ll find even more good deeds the dealer has done for customers. Why is he hiding these stories?

Funeral homes are typically horrible advertisers. They love talking about their new facilities, the fact that they are family owned and operated, about their easy “lay-away” plan and that their “sons Ed and Rick both work here.” Their ads are about as exciting as, well, a funeral home.

But dig deeper (sorry), and you find that most funeral directors have dozens of great stories about extraordinary things they’ve done to help families plan extraordinary funerals. Recently I spoke with a funeral home owner who was a real empath. He told me stories about customers who led wonderful lives, but had small funerals because they outlived their friends and relatives. He said, “It’s a shame. People should hear their stories.” I said, “Exactly. So, why aren’t you telling these stories in commercials?” These commercials would make him sound sympathetic, empathetic and very special to living people with similar life stories. “At _____ Funeral Home, we remember.”

Family Grocers are becoming extinct. I met with an owner of seven stores. She has gigantic corporate competitors and every year she’s losing more market share to them. Her advertising consisted of very typical newspaper grocery ads and flyers, plus a little cliché television.

I dug deeper and she liked what we discovered so much she fired the newspaper, freeing up hundreds of thousands of dollars for radio and television. Some of the good deeds she does? Well, she still delivers groceries to senior citizens. The corporate grocers in her city don’t do that. She buys meat, produce, eggs, milk, everything she can from local farmers, because her state has high unemployment numbers and she believes in keeping local people in jobs (that one thing alone would get me to quit my grocer and come to her). Her corporate competitors don’t do that. She gives generously to local charities, like Safe house for battered women. She helps her customers with recycling. Her employees will come out to your car, take your recycling inside and sort all of the cans and bottles for you so your hands don’t get wet and sticky. Then they bring you a voucher you can use toward your grocery purchase. The corporate stores don’t do that, either.

How many times have you been completely frustrated by a repairman who tells you that he’ll be there “sometime between 7:30AM and 6PM”? Could you please be more or less specific? For cripes sake, I have a job! I can’t afford to wait all day for the repairman to show up. Well, in the course of conversation an air conditioning/heating contractor revealed to me that he has dozens of customers who trust him so much they just leave their key under the mat for him. This is great for consumers, as they don’t have to wait for him. Why isn’t he advertising that? He’d make a customer out of me. In fact, he already has.

My 91 year-old mother-in law had a stroke. Suddenly all of her children are freaking out. Will she need to move to a nursing care facility? Can she afford home health care? Who pays? How expensive could this be? What about Medicare, Medicaid? Must she be indigent to take advantage of government care? What are her options? A million questions. Conflicting answers. My wife and her sisters are all over the Internet looking for concrete information.

The following week I’m talking to the administrator of a nursing home facility about marketing. Her advertising is all about the nursing home and not at all about people like me, old enough to have elderly relatives “circling the drain”, so to speak. I tell her about the questions my wife’s family is having. She says, “Oh, we get those questions every day. I have all of the answers.” I ask her why she doesn’t address the questions in her advertising, put a FAQ up on her website and then direct people to the website through her commercials. What a godsend that would be for people like...well, like my family. She loved the idea. She’s doing it.

A local hardware store advertises sales on television. He reads from a script. Every possible cliché appears in his commercials. He looks horrible and so fake. I ask him if, because of the economy, people are trying to do more home projects themselves. He says yes, he and his employees are always

coaching people through doing things themselves. In fact while I'm standing there I hear an employee talking to a customer about replacing a commode. "Buy the biggest, thickest wax ring you can find or you're going to have problems," he says to the customer. I suggest to the store owner that every one of his commercials should revolve around teaching consumers how to do home repairs themselves. Introduce a project (in conversational vignettes, no scripts), and give the consumer a tip on how to make the job easier. Then send them to your website for step-by-step instructions. The hardware store owner is ready to begin his new campaign. He's so convinced that this is the correct strategy that he's ready to spend more money than he ever did before.

Perhaps the best good deed you could do for your clients would be in helping them discover and promote the good deeds they're already doing for their customers, but are keeping secret from the rest of us. Good luck fellow Scouts, and don't forget to "obey the law of the pack."

Originally printed in *Radio and TV Business Report*. (Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at paul@paulweyland.com or at www.paulweyland.com or by phone at (512) 236 1222. Read Paul's book *Successful Local Broadcast Sales*, available on line or at bookstores)

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