

# KAB TRANSMITTER

Vol. 51 No. 3

March 31, 2012

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



## Chairman's Message:

*Gordon Johnson – KLEY AM/KKLE AM/KWME FM*

It would appear that spring has sprung early in Kansas this year. Along with all the pleasant things that brings...flowers, warm temperatures, sunshine and more....it also brings the beginning of the storm season in Kansas. As I considered how our stations would handle storm reporting this year, it occurred to me that as a whole, Kansas broadcasters do a pretty darn good job of keeping their listeners and viewers informed and hopefully safe during dangerous weather.

Can we do a better job? Sure. Every spring, we take a look at how we cover severe weather, and ask ourselves, how can we do it better. How can we make it more informative, more valuable, without being overly intrusive, or worse, just scaring people unnecessarily? It's important to be on top of the situation, but if we cry "wolf" too often, the public will simply begin to ignore us. Given the tendency of the National Weather Service to pull the trigger on warnings based on radar images, it seems to me that it's important for those of us responsible for storm coverage to have a basic understanding of what those warnings mean, and to try to pass that understanding to our listeners and viewers.

I'm no expert on meteorology. In fact, I don't have an expert on staff. But we do have experts in our communities in our local emergency management officials, fire departments or police departments. And it's important that in any way we can, to coordinate with those experts, and use their knowledge to help keep the public better informed.

I hope we don't have any weather warnings....or any other type of emergency warning....to issue this year. But, I won't count on it. So let's be as prepared as we can, and in turn, help the public be as prepared as possible. Even though we do a good job, let's be sure we do everything we can to do it even better.

## 2012 Legislature

The Kansas Legislature adjourned Friday for their spring break and return April 25 for the Veto Session. Most things that impact small business have been held off until then – including the proposed elimination/decrease of income taxes. The Senate and House have numerous differences and those will be played out in May.

This was a good session not to propose anything, as much time and energy has been tied up in tax and social issues. There is one bill which I have written about that could impact broadcast towers. The bill would more clearly define real property versus personal property. Currently, machinery and equipment that is used to produce a product is considered personal property and thus gets depreciated for a lower tax. However, an out of state appraiser hired by both Montgomery and Neosho counties has seized the opportunity to "define the rules" and move some personal to real. It has cost a couple of large manufactures MILLIONS (yes millions) in tax liabilities - which are on appeal.

Because of the shift this could have, leadership in both houses would prefer this be worked out between business and county appraisers rather than debating on the floor. The alternative is to get administrative rules written by the Department of Revenue that more clearly interpret the differences.

Just a reminder that anytime you want to contact your legislator, or don't know who it is, just click the link here. <http://www.ipsr.ku.edu/ksdata/vote/>



## **KAB Visits Capitol Hill**

The Executive Committee and two other KAB members traveled to Washington for the annual NAB meeting and then visited each of the Kansas Congressional offices. Joining Kent Cornish, were Gordon Johnson - Wellington, Jeff McCausland - Wichita, Monte Miller - Manhattan, Jim Ogle - Topeka, Rich Wartell - Manhattan, Danny Thomas - Pittsburg, and Bobby Totsch - Kansas City.

The delegation was able to meet for an extended conversation with both Senators Roberts and Moran. As a side note, those meetings took place in rooms outside the Senate chambers, as they were on the floor for votes that afternoon. The meeting with Senator Moran was actually held in the "President's Room" (see pictures above), which is where many Presidents signed legislation, including Lincoln's signing of the Emancipation Proclamation, until the 1960's. It is still where all newly inaugurated presidents gather for picture taking.

Because the House changed its calendar, the Representatives were not in town so meetings were held with members of their staff. As you know, they are the ones who conduct research and provide valuable input to their member of Congress, so the visits were still valuable. We are fortunate in Kansas that all of our Congressional members support the key issues facing broadcasters.



## **NAB President Signs on for 5 More Years**

Gordon H. Smith, President and CEO of the National Association of Broadcasters, has agreed to a five-year contract extension that keeps him at the helm of NAB through 2016. Smith, 59, joined NAB in November 2009 and oversees the advocacy efforts of thousands of local radio and television stations across America. He is a former two-term United States Senator from Oregon (1996-2008) and was a successful entrepreneur before launching his career in politics.

During his tenure in the U.S. Senate, Smith's committee assignments included the Senate Commerce Committee, the panel that oversees broadcast-related legislation. He also served on the Senate Energy and Natural Resources Committee, the Senate Finance Committee, and the Senate Foreign Relations Committee. Born in Pendleton, Oregon, Smith attended college at Brigham Young University and received his law degree from Southwestern University School of Law in Los Angeles. He practiced law in New Mexico and Arizona before returning to Oregon to direct the family-owned Smith Frozen Foods business in Weston, Oregon.



## **Wellbrock Named Hod Humiston Award Recipient**

Gerard Wellbrock of KAYS in Hays has been selected for the Hod Humiston Award for Sports Broadcasting in 2012. Wellbrock has been with KAYS (Eagle Radio) since 1992 and has been the "Voice of the Fort Hays Tigers" ten years. He previously worked for KKAN/KQMA in Phillipsburg.

He has received numerous sports play by play awards from the KAB and was honored three times with the Oscar Stauffer Award from the KSHSAA. In his community, Wellbrock serves on the board of CASA, is a member of the Hays Jaycees, an annual bell ringer for the Salvation Army and is an instructor in sportscasting at Fort Hays State University.

Gerard will receive his honor at the KAB Sports Seminar in Kansas City April 23<sup>rd</sup>.

## **2012 KAB Sports Seminar**

The annual get together for stations and students involved in sportscasting will be Monday, April 23<sup>rd</sup> at Kauffman Stadium in Kansas City. We will have a great variety of round table hosts and since the All Star game will be later in the summer at the “K”, we plan to have a special speaker to discuss everything surrounding this event. The Royals will also treat attendees to the game that evening against Toronto.

A TENTATIVE schedule (not all presenters have not been confirmed) and registration information can be found on our web site at <http://kab.net/events/>

## **FCC Reform Act**

Next week the House of Representatives is expected to consider H.R. 3309, the “Federal Communications Commission Process Reform Act of 2012” introduced by Chairman Greg Walden (OR-2). The bill is intended to make some changes to current FCC processes, such as requiring the FCC to conduct cost-benefit analyses, identifying specific market failures before adopting new rules, establishing time limits for consideration of acquisitions and publishing a full rule prior to a vote. NAB has issued a statement supporting this legislation.

“NAB supports legislative efforts by Chairmen Upton and Walden designed to modernize and reform FCC decision-making. Given the breakneck speed under which broadcasters and other media companies are reshaping the telecommunications landscape, it is entirely appropriate for Congress to update the rulemaking process and find ways to make it work faster and better.”

Although amendments have not yet been filed, they expect an amendment similar to one offered by Rep. Anna Eshoo (CA-14) at the bill’s Energy & Commerce Committee markup that would require broadcasters to collect additional information from entities that purchase political television spots. The goal is to provide enhanced transparency about the donors of political advertising in a station’s political file. It’s expected the amendment will be defeated on a party line vote, and there are early indications that the FCC Reform bill will not receive attention in the Senate Commerce Committee. While there is no exposure to broadcasters in this bill, we wanted to make you aware of it since you’ll surely read about it in the trades.

## **1Q Issues Due April 10**

A reminder that April 10 is the deadline for stations to place in their public files their first quarter issues and programming list for January, February and March. And for television stations, they also need to complete their Children’s Programming Report for programs aired in the first quarter.

## **Cornish Named to National Committee**

The National Alliance of State Broadcasters Associations (NASBA) has elected Kent Cornish, who is President/Executive Director of the KAB, to its Executive Committee. The election was held during last month’s meeting in Washington, DC. Cornish will serve as Secretary-Treasurer for one year and move in succession to Vice Chair, Chair-Elect, and Chairman by 2015.

NASBA is comprised of the state broadcast associations which represent radio and television stations in the fifty states, the District of Columbia, and Puerto Rico. NASBA, a non-profit organization, is a professional alliance formed for the enhancement and improvement of its members' professional development.

## KVOE Is Crystal Finalist

The National Association of Broadcasters announced the 50 finalists for the 25th Annual Crystal Radio Awards, and KVOE in Emporia is one of them. Since 1987, the NAB Crystal Radio Awards have recognized radio stations for their outstanding year-round commitment to community service.

Crystal Radio Award finalists were chosen by a panel of judges representing broadcasting, community service organizations and public relations firms. Finalists will be honored and winners announced at the Radio Luncheon, sponsored by ASCAP, on Tuesday, April 17, during NAB Show in Las Vegas.



*Kansas Health: A Prescription for Change*

### FREE Weekly Health Features for Your Radio Station

Subscribe to Kansas Public Radio's FREE, award-winning weekly health series and get:

- Reports about the health of Kansans.
- Easy Downloads
- No Commercials
- No Commitments

Contact J. Schafer at (785) 864-2246 or [jschafer@ku.edu](mailto:jschafer@ku.edu)  
Ask about KPR's Statehouse news coverage!

*From Reporter Bryan Thompson*

KANSAS  
**KPR**  
PUBLIC RADIO  
THE UNIVERSITY OF KANSAS  
[kpr.ku.edu](http://kpr.ku.edu)



## Magic Numbers for Local Broadcast Sales

A friend of mine forwarded a post that someone wrote about a big buy that went south, even after the client had initially said "Yes". The problem was that one of the salespeople on the call wouldn't shut up. She got so excited about what she was selling that she extended the length of the meeting by nearly an hour. She was so wrapped up in details that she never noticed the panicked expressions on the faces of her teammates. In the end the client, besieged with too much information, declined the offer.

I have found myself in a similar situation on more than one occasion. In one case, I was pitching the media buyer for a large soft-drink account. He said yes to my proposal to buy all of our stations. I got up to shake his hand and leave, but my sales manager who accompanied me on the call, insisted on showing the client reams of additional ratings data and color graphs. Again I tried to leave, but the manager wouldn't stop talking (he had spent a lot of time on his presentation and he wanted to show off every page). Suddenly, he showed a graph that illustrated a demographic weakness with one of our

stations. The client changed his mind and decided not to buy that station. I was livid, as my manager had just cost me 30 percent of the original buy.

Another time, as a very new seller, I was pitching the owner of a local office products business. I showed him three proposals, high, medium and low. To my surprise, he opted for the biggest schedule. I remember thinking that I should leave now, but instead, I engaged him in further conversation. In the middle of a story, he cut me off and said he'd feel more comfortable with the medium-sized package. Instead of leaving at that point, I stayed, thinking that perhaps I could get him to change his mind. Well, he did. While I was talking, he talked himself into taking the smallest proposal. Geez! I finally got out with what was left of my original proposal and with my tail between my legs. Had I stayed longer, I would have probably wound up owing him make-goods and a free remote.

Those two very expensive lessons taught me this. When the client says yes, it's time to get up and leave, because buyer's remorse sets in quickly. To heck with the rest of your proposal. **GET UP AND LEAVE.** I'll stand up and say, "Thank you, I'm going back to the station now so I can lock these dates and production times in for you." And you leave. Right then. No sticking around. No joking, no long goodbyes, BAM, you're gone. Or, you might say, "I know how busy you are. Thank you for your time and Thank you for your business. I'm headed back to the station so I can take care of this for you immediately." And then, you leave. As quickly as possible. As they say, "Quitting while you're ahead isn't quitting."

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](mailto:paul@paulweyland.com) or at [www.paulweyland.com](http://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](mailto:kent@kab.net)**