

# KAB TRANSMITTER

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*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*

By now you have probably seen the schedule of Annual Regulatory Fees from the FCC. And, thanks to Kent for getting that information out to us. For most of us, the fees will include an increase for the second year in a row.....BUT, it could be worse. For those of you who have been around for a while, you can likely remember when the regulatory environment in broadcasting was much more burdensome....and expensive...than it is today.

In many ways, today's broadcaster is much more free to attend to business than he was, say, in the days when you had to have an engineer with a first class license on duty during the entire broadcast day. That's not to say that there aren't efforts afoot to re-regulate broadcasting which could result in higher costs. The most recent that comes to mind is the requirement for television stations to convert their entire public inspection files from paper to electronic files available online. But again, it could be much worse.

All this is to emphasize one point. It is only through the political and lobbying arms of our broadcast associations that we are able to let those in Washington know what the effects of their decisions are on our industry. Our continued support of the efforts of KAB and NAB on our behalf is vital to the health of broadcasting. Whether it's monetary support, the KAB Public Education Partnership (PEP), or just giving your time to help, everything you do in support of our association is extremely valuable. So this year, as you write that check for the FCC's Annual Regulatory Fees, think about what you can do to lend your support.



## 2012 KAB Annual Convention

The KAB convention will be returning to Wichita October 21-23 at the DoubleTree by Hilton Wichita Airport. This is the same great hotel we have used in the past – just a name change. Click on our web site for a tentative agenda and to download a registration form. <http://kab.net/conventioninformation/>

**EVERYONE** – Awards dinner and reception will feature a performance from one of the top songwriters courtesy of BMI.

**MANAGERS** – a session on liquor advertising, along with regulatory updates from Hotline Attorney David Oxenford

**SALES** – Stephen Warley, a leading counsel to local broadcasters, will conduct an all day session on digital sales strategies.

**NEWS** – Al Tompkins of the Poynter Institute returns with news sessions on how to protect the integrity of the newsroom using social media and how to become a powerful reporter.

**PROGRAMMING** – We are close to announcing a leading expert on implementing actionable social media strategies as well as playing a key role in digital revenue generation.

**ENGINEERS** – There will be an update on EAS and CAP compliance, as well as Q&A with FCC regional director Ron Ramage and ABIP Inspector Ed O'Donnell.

## **Thank You to These Convention Sponsors**

Kansas Electric Cooperatives	Jayhawk IMG Sports Marketing	Kansas Radio Networks
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Heartland Video Systems	Kansas Action for Children	Broadcast Electronics
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## **We Need Great Silent Auction Items!**

Last year, we were able to raise over \$2500 for the KAB Foundation during the silent auction at the convention. We would like to double that this year. But in order to accomplish that objective, we need auction items that have a minimum value of \$250. Tickets to college and pro sporting events as well as concerts are always excellent items. Pair them up with a restaurant gift card and it becomes even more valuable.

Memorabilia – if it is something special – also was popular. Use your contacts at the TV Network or record companies/programmers to get autographed items. Your imagination will increase the value to someone looking for a unique item. Please send Kent an email with your ideas. The actual items can be sent later.

## **FCC Commissioner Says They Can Help in Job Creation**



In his first major speech as a member of the FCC, Ajit Pai (Kansas native) proposed the creation of an office for expediting the reviews of new technologies and services. Pai, who joined the FCC in May, accused his agency of moving too slowly and stifling growth in the communications industry. He admitted that while it might seem odd that businesses would complain that an agency isn't regulating fast enough, but he said because companies need the FCC's approval for new devices, services and transactions, delays at the commission can hamper growth.

He said the FCC should create an Office of Entrepreneurial Innovation to ensure that the commission decides whether to approve new technologies and services less than one year after their applications are filed. He said the new office would also be tasked with assessing whether proposed regulations would slow down innovation.

"Entrepreneurs need an advocate at the FCC— one that will hold us accountable if we delay, rather than decide. And if OEI succeeds in its mission, we will see faster innovation, greater investment, and more job creation," he said.



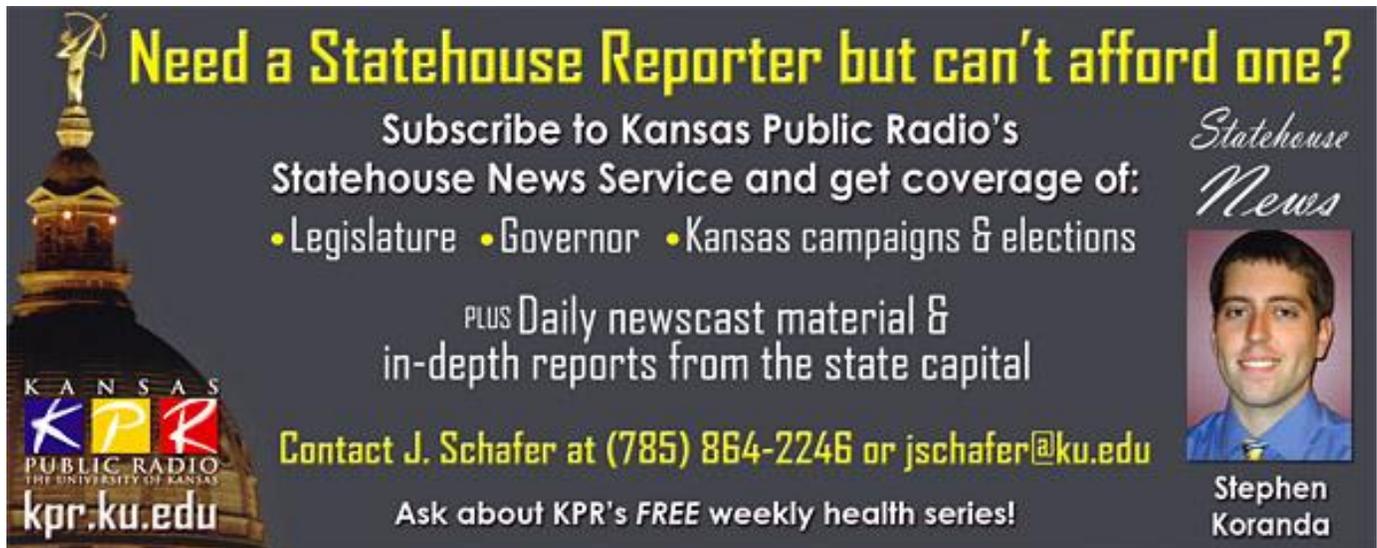
## **Vrabac Set to Retire**

After nearly 40 years in the broadcast television business, Mike Vrabac, Vice-President and General Manager for KSHB-TV/KMCI, Kansas City, announced his retirement. He joined the NBC affiliate in 2010.

“There are advantages to being 62 years old: you qualify for Social Security and you’re at a point in your life where you can see the window closing, and still have a chance to do things that are stimulating and interesting, including time with grandchildren,” said Vrabac.

Vrabac has had two tours of duty totaling over 28 years with E.W. Scripps, the station’s ownership group. Under his leadership, KSHB added 6.5 hours of news per week, saw its news ratings increase, and just added 5 hours of local programming.

A University of Kansas Journalism graduate, Vrabac helped build the Scripps station in Tulsa, KJRH, serving as its General Manager for four years before moving to Kansas City in 2010.



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## Great Plains Radio History Symposium

Two legendary Kansas broadcasters will be featured speakers at the seventh annual Great Plains Radio History Symposium, October 12, at the Campus Holiday Inn at Kansas State University. Kansas sports broadcaster Tom Hedrick, who still broadcasts games for his alma mater, the Baker University Wildcats, is one of few living sports announcers who produced baseball re-creations. Hedrick will present a session on this lost production art form to lead this year’s symposium.

Another speaker will be Bill Miller, who still hosts a syndicated radio show on 80-plus affiliates throughout the country. Miller has also been a leader in Kansas broadcasting industry, having served two terms on the KAB Board of Directors and is a member of the KAB Hall of Fame. He was a longtime program director and disc jockey for KGGF in Coffeyville, and has been on the air for over 60 years.

The annual Richard Ward Fatherley Luncheon will honor affiliates of The Bill Miller Show. Additionally, the symposium will honor Hutchinson broadcaster Cliff Shank by presenting the Huck Boyd Community Service in Journalism Award, an annual honor bestowed by the Huck Boyd National Center for Community Media. Cliff is also a member of the KAB Hall of Fame and former board member.

Tickets for the symposium presentations are \$15 and may be purchased online beginning August 15 at <http://jmc.ksu.edu> or at the door. Reservations for the Fatherley Luncheon must be made by October 5 online or by sending a check to the A. Q. Miller School of Journalism and Mass Communications, 105 Kedzie Hall, Kansas State University, Manhattan, Kansas 66502.

## Emmy to KTWU TV

KTWU Television has won an Emmy® Award in the 2012 competition for "2011 Washburn University Holiday Vespers." KTWU's award from the Heartland Chapter of the National Academy of Television Arts and Sciences is in recognition of the Vespers presentation in the special event coverage category.

"Everyone says that 'it is just a great honor to be nominated', but trust me, there is even greater honor in winning," said Eugene Williams, KTWU General Manager and CEO – and Executive Producer. The Emmy® award-winning program was directed and edited by Jim Kelly. Producers for the television program are Ann Marie Snook, chairwoman of the music department; Kevin Kellim, director of the choir, singers and women's chorus; Christopher Kelts, director of the orchestra; and KTWU staff members Val VanDerSluis, Dave Kendall, Doug Barrington and Kevin Goodman.



### Get It Off Me!

The last four words you'd ever want to have to say at the end of your life would be, "GET IT OFF ME!" I don't care whether it's an animal, someone else's precious bodily fluid or a huge winged bug. This article is about another bad thing to keep off you this summer. It's the Number One Killer of local direct sales.

The summer could always be better for local direct broadcast sales. One of the reasons it's not as good as it should be has nothing to do with rates, ratings or the economy. In fact, a lot of the reason business is down is purely psychological. It's called call reluctance, and it is what it's called, the sudden inability to get on the phone or start the car and go make sales calls.

The summer is typically worse for sellers than other seasons of the year. The warm weather is distracting, or just flat uncomfortable. People are thinking about taking vacations. Children are home for the summer. Whatever, but the fact is that call reluctance is the single biggest obstacle in getting more local business on the air. In this article, we discuss the warning signs of call reluctance and effective ways of dealing with it.

First, let's look at the elephant in the room, literally. For some sellers, call reluctance is just a way of life. For them, they would rather spend a day doing anything other than making sales calls to local direct decision makers so they invent other things to keep themselves busy. There is a name for their activity. It's called busywork. Don't confuse effort with production. If you're not seeing clients, you're not making new sales. Take an honest look at your daily routine. Do you have a daily plan? Amazingly, many sellers do not. If you don't have appointments and calls on your daily planner, then you do not have a plan. Instead, you are "winging it". Get a plan and work your plan. Go on, make the calls. Force yourself to do it.

Other reasons for call reluctance include actual burnout. Even usually high-production salespeople slip into this mood. You feel overworked and you actually do need a break. Solution-Take a vacation. Get rested so you can get back to your higher level of activity.

A lot of account executives hit what they feel is a bad streak of luck. Hearing "NO" over and over again makes you feel a little gun-shy. The solution may be as easy as changing your sales pitch. If what you're doing now isn't working, reevaluate your approach. Change your opening pitch so that it is more about the client than it is about you. "Hi, I'm just here to talk to you about your advertising," or "Hello, I'm your new rep and I'm here to see if I can learn more about your business," or "Hello, It's me and I know you're running on that other station so I wanted to show you our package," are all about you. Solution-Make your pitch about THEM, not you. Come to them with an idea that will help

them take advantage of a competitor's marketing mistake. Show them a better angle to reach out to potential customers. Make it about them, not about you.

When you feel the symptoms of call reluctance, act quickly. Change poor work habits. Avoid negative thoughts or beliefs. Psychologist Abraham Maslow once said, "I can feel guilty about the past, apprehensive about the future, but only in the present moment can I act. The ability to be in the present moment is a major component of mental wellness." I live by that quote.

Again, discipline yourself to make more calls. Get your rear-end up out of that chair and go talk to a client. Distance yourself from negative people and office gossip. If you had a disagreement with a client in the past, perhaps a promise you made but did not keep, deal with it now. Make amends. Call the client, talk it out and apologize if you must.

Change the way you think about your closing ratio. I always believed that the old adage, "Call on ten, get three appointments, close one sale," seemed bleak. So, I changed my closing ratio to 9 out of 10. Here's what I mean. If I believe that I can help a client and that client has the resources to allow me to help, I'll close that client eventually. Maybe not today or tomorrow, maybe not even this quarter, but sooner or later I'm going to close that sale.

Call reluctance? Nope, not anymore. Once you know it's happening to you, do something, before it jumps up and bites you on the rear end. **GET IT OFF YOU**

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)

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