

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

It's hard to believe that summer is almost gone. But here we are facing September, and for many of us, that means a busy time of year. High school football has been very important to our stations for a very long time. So we'll be devoting a good share of our time making it all happen.

It's also that time of year for the annual FCC fees. Just a reminder...the FCC will not send you a reminder of how much you owe. But they will expect them to be paid by September 13th, and there's a significant penalty if they're late.

One other thought while I'm musing here. A good number of television stations were required to post their public inspection files on-line in August, and now it appears the FCC is considering requiring radio stations to do the same. It seems to me that, in the end, that's what will happen, so we're going to try to be a bit proactive by converting as much as we can to electronic files ahead of time. For many of us, this is going to be quite a chore...and an extra burden of time and effort. But it seems likely to come to pass.

FCC Commissioner Ajit Pai will be in Pittsburg next Friday, September 7 and is meeting with broadcasters at 11am. If you are near that area, I encourage you to attend this meeting and express your thoughts about this and other regulatory subjects impacting your station.

Here's hoping fall is a great season for everyone.



2012 KAB Annual Convention

YOU HAVE ONE MONTH TO SAVE MONEY BY GETTING THE EARLY BIRD REGISTRATION RATE!

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 – Paul Jacobs, founder of Jacobs Media and consultant for many top stations, will conduct a session use of social media AND how to have a winning program strategy.

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.

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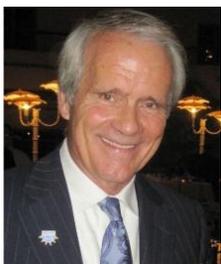
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Melia to Receive DSA – Bender to Join Hall of Fame



The KAB Boards of Directors has selected longtime northwest Kansas broadcaster Marty Melia as this year's Distinguished Service Award recipient. He started his career in Goodland while still in high school and owned/operated stations for 38 years before selling the stations in 2008. Through the years he could be heard doing high school play by play, covering severe weather and serving on numerous community boards. Marty is currently regional sales manager for Eagle Communications Broadband in Goodland. As a recipient of the DSA, Marty also becomes a member of the KAB Hall of Fame.



The other inductee into this year's Hall of Fame is Gary Bender. He began his broadcast career in 1962 doing Wichita University (now Wichita State) football games after a shoulder injury forced him to end his playing days. His first full time job was with KWBW in Hutchinson. That launched his more than 40 years of sports broadcasting which took him around the world. After Hutchinson he became the voice of KU sports, moved on to do Green Bay Packers games and Milwaukee Brewers baseball games in the 70's and began a network career with CBS ABC, and TNT Sports. Last year he retired as the voice of the Phoenix Suns NBA team after

20 years and returned to Kansas City where lives now.

The Mike Oatman Award for Sales goes to Wayne Walker, whose career in broadcast sales began in Wichita 28 years ago following his football playing days at Washburn. During that time, he has operated stations and held a variety of sales management positions while mentoring scores of account executives. Wayne is currently sales manager of KCSP in Kansas City where he has been the past 13 years.

This year's recipient of the Sonny Slater Award for Service to Station and Community is Joe Miller. He has worked in the Wichita market for several stations including general manager with KSAS TV and controller at both KAKE TV and KWCH TV – his current position. Joe, like many great broadcasters, is deeply involved in the community. He founded the Wichita Kennel Club Dog Show, is a trustee of the Botanical Gardens and Wichita Arts Council, served on the board of the YWCA and is on the finance committee (go figure) of his church.

All of these people will be honored in ceremonies at the KAB annual convention beginning at 6pm Sunday, October 21 in Wichita.

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 is 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.

Station Awards Announced

Seven Kansas stations have been honored as “Station of the Year” in their respective market size. Along with the other KAB Awards to individuals, these will be handed out at the convention Monday, October 22 in Wichita. The Stations of the Year are

**KDNS FM, Glen Elder – Small Market
KANU FM, Lawrence – Medium Market
WIBW AM, Topeka – Large Market
KBSH TV, Hays - Non-Metro TV
KSNT TV, Topeka – Medium Market
KWCH TV, Wichita – Large Market
KCTV TV, Kansas City – Major Market**

For a complete list of award recipients, go to <http://kab.net/kabawards/broadcastawards/default.aspx>

Bill Kurtis to Leave WBBM TV

KAB Hall of Famer Bill Kurtis and his co-anchor Walter Jacobson announced they'll be handing off the 6 p.m. newscast in February. The longtime TV news co-anchors will relinquish their duties on March 1, 2013, when Rob Johnson and Kate Sullivan, who already anchor the station's weekday 5 and 10 p.m. newscasts, will take over. Kurtis and Jacobson previously anchored WBBM's 10 p.m. news from 1973 to 1982. They reunited for WBBM's 6pm News September 1, 2010.

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Bryan Thompson



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Hall of Famer Honored By Another Hall of Fame

Len Dawson, who was elected to the Pro Football Hall of Fame in 1987, is being honored again by the Hall of Fame, this time for his career in radio and television. The popular broadcaster and Hall of Fame quarterback is the 2012 recipient of the Pro Football Hall of Fame's Pete Rozelle Radio-Television Award. The award given annually by the organization recognizes "long-time exceptional contributions to radio and television in professional football." Dawson will receive the award on Friday, August 3 at a dinner honoring the Pro Football Hall of Fame Class of 2012.

Dawson, a member of the KAB Hall of Fame, began his broadcasting career in 1966 as a sports anchor with KMBC Radio and sports director for KMBC-TV while still playing quarterback for the Kansas City Chiefs. Following his retirement as a player in 1975, Dawson joined NBC-TV as a color analyst on NFL games from 1976 until 1982. Also in 1982, he joined the Chiefs Radio Network as a color commentator, a position he continues to hold. He is the longest tenured sportscaster in Kansas City radio and television history

Get What the Consumer Really Wants to Hear from Your Client



As a responsible radio or TV account executive, part of your job is to act as an interpreter between your local direct client and his potential customers. So, when gathering information to make a commercial, don't just take what the client gives you and leave. Ask questions. When the client tells you mention in the commercial that the business is family owned and operated, find out what that specifically means to viewers or listeners. When the client says, "We have the best service in town," find out what that actually means to consumers. Does the client have some specific examples for you? You might get an answer that sets your client apart from

all of his competitors.

I asked a jeweler what "best service" really meant and he mentioned that he sizes engagement rings and wedding sets in the same day. "I know she does not want to wait a week to get that ring back on her finger," he said. That was the basis for an entire commercial. He also mentioned, "Especially in this economy, we are very mindful of a customer's budget. If the customer says their budget is \$1,000, we never try to up sell them." That became the basis for another commercial.

A local truck rental company advertised that people should rent from them because they're "locally owned and operated". "But what does that mean for the consumer," I asked. The manager thought

about that and said, “We know what you’re going to be using our trucks for, so we’re a little more lenient regarding minor damage, like scratching the beds, than our national competitors.” He also told me that unlike his competition, he rents to 18 year olds with valid driver’s licenses. And, you don’t need a credit card to rent from his company. All of these points make great commercials, differentiating him from his competitors. He also said, “Doing business with us is like owning 50 different vehicles...you have access to them when you need them, but you don’t have to pay insurance on them.”

The owner of a garden supply store in the Midwest is concerned that people will buy from her national discount competitors without even thinking about visiting her first. When I asked her how I as a customer would benefit from shopping with her, she said, “Because we’re family owned and operated.” When I pressed further she said, “We’re from here and we know what grows here and what doesn’t. Our soil is different and we have extreme weather conditions. We don’t sell people things that don’t grow in Southwestern Michigan.” There is a great commercial there. She also said, “We have lots of parking right here at the doorstep and we carry your purchases to your vehicle and load them up for you so you don’t have to do it yourself.”

The owner of a chain of convenience stores told me that people like her stores because they are family owned and operated. When I asked her to explain what that meant to potential customers, she said, “Well, that means that we have the cleanest rest rooms you’re ever going to see in a convenience store.” Okay, so I inspected her men’s room. I was astounded. It looked like the bathroom in a model home. Not only was it spotless, it was beautifully decorated. “Our employees use the same restroom as our customers, so we like to keep them nice.” Nice? She wasn’t kidding. Her restrooms were so nice you would likely go back to the car and tell somebody else, “You have GOT to see their restroom, Wow!” There is a differentiating commercial in that.

I visited a furniture store in Wisconsin. You guessed it...they wanted to be known for being family owned and operated. I began asking questions. The husband and wife opened right up and told me that when they buy, they are thinking about their local customers at home. “We look for high-quality furniture at fair prices that feels as good as it looks. We won’t buy a couch until we’ve personally tested it to make sure it’s nap-worthy.”

When asked what good service meant to a customer, he told me, “It means that I live here in this town. We’re not one of those shady companies that come in from out of town after a storm blows through. We have a reputation to protect. We know you we do good work and we do it quickly because we know you don’t want us here all week. If you don’t need an entire new roof, we don’t try to sell you one. We’re very mindful of picking up after ourselves. And we even use magnets to make sure we don’t leave nails that you’ll mow over later.”

When you ask good questions, you get good answers. Dig around and help your clients show consumers why it really is in their best interest to shop locally.

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