

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 was my privilege to preside over the awards banquet at the recent KAB convention, and I would like to again extend congratulations to all the award winners. It may seem like patting ourselves on the back, but there are many really good, quality broadcasters in Kansas, and these awards are well deserved. Kansas broadcasters should never take a back seat to anyone in the country. Here are this year's award winners.

Gary Bender – Hall of Fame

Marty Melia – Hall of Fame and Distinguished Service Award

Wayne Walker – Mike Oatman Sales Award

Joe Miller – Sonny Slater Award

Beyond that, it was a great convention, and I very much enjoyed the opportunity to visit with many of you. I sincerely hope you left the convention feeling renewed and encouraged about our industry. And if you were unable to attend, be sure to check out the convention photos on the KAB web site. Now, it's on to the holiday season!

2012 KAB Annual Convention



If you missed this year's convention, based on the evaluations of attendees, you missed a great one. Our lineup of presenters and speakers exceeded even my expectations. Virtually every topic covered – liquor advertising, music license fees, ethics in leadership, selling social media, license renewal updates, and new technologies – received excellent scores.

Even if you didn't experience it firsthand, you can find some of the power point presentations and numerous photos on our website at <http://kab.net/conventioninformation/>



Our second annual Silent Auction for the KAB Foundation raised \$2800, which is up from last year. We had 16 items for the silent auction. But the single largest bid was \$850 for a Gibson electric guitar signed by Vince Gill (donated by BMI). Items included sports tickets for KU, KSU, Chiefs, Royals and WSU, a weekend getaway at the DoubleTree Hotel, autographed football form Bill Snyder, kitchen appliances from MasterChef.

We'd like to thank the following stations and individuals who donated items for the auction.

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|--|------------------------------|
| Eagle Radio – St. Joe, Junction City and Manhattan | KSAS/KMTW TV |
| KWCH/KSCW TV | WDAF TV |
| Jayhawk IMG Sports Marketing | Manhattan Broadcasting |
| KCTV TV | Barry Umansky |
| K-State Sports Properties | DoubleTree by Hilton Wichita |
| BMI | |

We also had terrific participation from our sponsors (see below) who showed off new products and answered questions. Be sure to send any of these folks you spoke to a note of thanks. Their support is essential to the success of the convention.

Next year we will be in Manhattan October 20-22 at the new Hilton Garden Inn and Convention Center!

Thank You to These Convention Sponsors

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|------------------------------|------------------------------|-----------------------|
| Kansas Electric Cooperatives | Jayhawk IMG Sports Marketing | Kansas Radio Networks |
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| Heartland Video Systems | Kansas Action for Children | Broadcast Electronics |
| K-State Sports Properties | Wide Orbit | SESAC |
| Kansas Army National Guard | P1 Selling | AAA Allied Group |
| Test Equity | Flir | Agilent Technologies |
| Big Deals Media | Professional Video Supply | |

The Broadcasters Foundation of America

Somewhere in our state, or even at your company or station, a broadcasting colleague may be in desperate need of help but they don't know where to find it. The Broadcasters Foundation of America, a unique national charity for broadcasters, exists solely to provide that aid. The humanitarian mission of the Broadcasters Foundation is to give financial assistance to radio and television professionals in acute need.

Some of the broadcasters the Foundation has helped include: a 20-year broadcast veteran who died of a sudden massive stroke leaving two children and a wife who suffers from Multiple Sclerosis; a successful manager paralyzed from the waist down in a tragic motorcycle accident; an elderly couple with stellar broadcasting careers who lost their home and cannot keep up with exorbitant medical costs. The Foundation has helped these and other broadcasters who have fallen on hard times so extreme that it has rendered them destitute, unable to pay for necessary medications, or even support themselves.

Thanks to the generous support from individual broadcasters, broadcasting corporations, and state associations including the KAB, the Foundation can continue to provide aid to those who need it most. For more information, or to make an individual or company contribution, please contact the Broadcasters Foundation at 212-373-8250, info@thebfoa.org, or visit www.broadcastersfoundation.org.

Lloyd Mintzmyer Obituary

Lloyd E. Mintzmyer, 66, Hays, died October 14, 2012 in an automobile accident south of Glade, Kansas. He was formerly president of the Praise Radio Network, which included a number of Midwestern radio stations including KPRD in Hays.

He was born in Holdrege, Nebraska and married Karen Schluntz on July 22, 1972 in Huntley, Nebraska. Lloyd was the founding chief engineer for Smoky Hill Public Television in Bunker Hill from 1981-2004. He attended National Electronics School in Denver, Colorado prior to entering the U.S. Navy during the Vietnam War. He served in the Navy from 1966 until 1972 and was aboard the USS Monticello from 1967 until 1968. Prior to moving to Hays, he was the chief engineer for ABC channel 13 in Kearney, NE. He was a member of the High Plains Baptist Church, Hays, the Hays American Legion, Deacon and Missions treasurer at the High Plains Baptist Church, was a HAM radio operator and handyman, and loved to restore antique radios.

Survivors include his wife Karen, of the home in Hays, and daughters Tracy, Jody, and Katie Mintzmyer, all of Hays, and a sister Arlene Mintzmyer of Holdrege, Nebraska.



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The Tormented Lives of the Squirrel Chasers

I own a beautiful three-year-old border collie named Shiner. You might be aware that border collies are supposed to be the brightest of all dogs, but that's not the case with little Shiner. She's very sweet, but she's not so smart (she got skunked five times in six months). The bane of her existence is the Common Squirrel. She's so busy chasing them (to our knowledge she's never caught one) that she misses the more lucrative (to her) cats and deer that are in PLAIN SIGHT.

Her squirrel troubles remind me of some of the media salespeople I meet in my travels, because they are squirrel chasers as well. They spend all of their time chasing little bitty accounts with acorn-sized budgets instead of focusing on the bigger ones, the ones that could really make them and their stations some money.

Squirrel chasers are busy, busy, busy! They have to be because it's always the littlest accounts that require the majority of your time. Although they're small, squirrels bark the loudest. They fight you on rate. They complain the most about the times their commercials are running. They cancel for no reason at all. Their commercials have to be tweaked over and over. And...Uh oh! They're late paying you AGAIN.

But you LOVE them because you think they're cute and they are FACINATING to watch. They are like family (a dysfunctional family). So, you pamper them. But as you mother them they can smother you. Your time is your greatest asset and squirrely accounts can take up a majority of your precious time.

I understand that squirrel-sized accounts can sometimes turn into medium-sized accounts and medium-sized accounts can turn into big accounts. But often they don't. Many just stay the same, driving you crazy as you chase after them while they chase their own tails in a hypnotic but downward spiraling pattern.

The owner of a Chinese restaurant (squirrel) once killed our production director. I still feel like I was an unwitting accomplice because I should have seen it coming. After spending an incredible amount of time landing the squirrel, the real trouble began. He complained about everything. Nothing we did was right for him. We redid his commercial seven or eight times. Our production director Bill, a former Voice of America announcer, did a beautiful job reading the final script. But while I was playing the commercial to the client, the client insulted Bill's reading. "Paul, the script is good, but I hope you can find somebody MORE PROFESSIONAL to read it. Bill became so angry he turned beet-red and then he died of an aneurysm. I'm not kidding. And to top it all off, the client wound up cancelling a week after the schedule started. See? Squirrels can be bad for your health.

My advice, quit hoarding squirrels. Let some of them go (in somebody else's yard?). Instead of chasing squirrels, become a Big Game Hunter. Concentrate on big ideas for bigger businesses that can actually afford to run real schedules, clients that will actually buy you long-term instead of week-to-week. Come on, accounts with bigger budgets need your help just as much or more than the squirrels do. You'll learn to love big accounts just even more than you used to love your little squirrely ones.

You'll be surprised at how much easier and more lucrative your job becomes when you clear the squirrels out of your attic. Bigger accounts pay more, they actually tend to take up less of your time and they don't chew up your lawn furniture.

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