

# 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*

With just one more month remaining in 2012, it seems like a good time to thank everyone for their support of KAB over the past year, and to encourage you continue to support the organization and its programs. Your 2013 dues will be coming up soon, so you'll want to be sure to budget for that.

Also, I'd like to urge you to continue support for our NCSA/PEP programs. Carrying through on your pledge to air those announcements insures that KAB will have the income to budget for all the great programs the association provides, including outstanding conventions, seminars, and the like. I can't overstate the importance of pledging time and carrying through on your pledge.

Kent and the KAB Board are always looking for ways to improve the service we provide our members, so please don't hesitate to contact any of us with suggestions.

## 2013 KAB Annual Dues

Following up on Gordon's comments, if you have taken advantage of any number of the KAB member services, then you know the tremendous value you receive from your annual dues. Whether it's the lobbying at the state and federal level, the FREE legal hotlines or FREE sales training, the KAB works hard to assure your membership is money well spent!

Shortly you will be receiving your 2013 dues application which will list the cost according to your revenue. These rates have not changed in several years – and won't again this year. Our request is that you complete the form as soon as possible and return it to the KAB office as soon as possible. You can send a check, call in a credit card number or ask for an invoice. Whichever is easiest for you.

In the meantime should you have any questions or concerns about your membership in the KAB, please contact Kent.

## 2013 PEP Pledge

As I hope most of you know, the Public Education Partnership (PEP) is the major source of revenue for the KAB. With dues making up about 8% of our budget, the PEP program is essential to robustness of the KAB and the services mentioned above. We appreciate all the stations who participate in running the spots and sending in the monthly reports.

We partner with non profits and government agencies to air statewide campaigns they could not afford to buy on a station by station basis. These are nontraditional organizations and we DO NOT take any campaigns that have advertised with our members. General Managers will be receiving their 2013 PEP pledge form in a week and I ask that you complete it, return it and follow up with the person responsible at your station for inputting the orders.

If you have any questions at all about PEP, please contact me so that I can more fully explain it and answer any questions you may have.

## Jayhawk Sports Marketing Account Executive David Webb Retires



David Webb of Jayhawk Sports Marketing and director of radio affiliate relations retired November 30 after 8 years with the network. Many of you have worked with David and he has been fixture at our conventions as a sponsor. As he stated in an email, "I have never been a part of anything I have loved more, believed in more, nor enjoyed more than working here at Jayhawk IMG Sports Marketing."

A principal reason he is leaving now is that later this spring they will be moving to Australia where their daughter resides with his soon to be 3 grandchildren.

David has been a great friend to the KAB and we will miss him. The good news is that Jayhawk IMG Sports Marketing is in excellent hands with Jason Booker at the helm!

## Journalists and the Courts Symposium



The annual Montgomery Family Symposium, put on by the Kansas Press Association, was a day for both broadcast and print journalists to discuss coverage of courts with members of the judicial branch. Subjects included the use of electronics in courtrooms – cameras as well as iPhones for Twitter and blogging – as well as getting access to court records and proceedings.

Panel participants included Liz Montano of WIBW Radio and Melissa Brunner of WIBW TV (pictured along with Supreme Court Justice Eric Rosen). Kent Cornish and KAB Hotline Attorney Mike Merriam served on separate panels later in the day.

As a reminder, Kansas Supreme Court hearings are being streamed live when they are in session at <http://www.kscourts.org/>



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Stephen Koranda

## Tower Light Outage Reporting

Should you need to report a tower light that is out to the FAA, the number is 877-487-6867. Also, here is a link to the FAA site with basic information about the tower light outage reporting procedure:

<https://oeaaa.faa.gov/oeaaa/external/content/lightOutageReporting.jsp>

## PSU Student Wins National Award

Brandon Sutterfield, a senior at Pittsburg State University, was chosen as the winner of the “Best Public Service Announcement” award in the College Broadcasters, Inc. national competition in Atlanta. Sutterfield was one of six PSU students who were finalists for a CBI national award.

The subject of the winning PSA was on sustainability. Dr. Troy Comeau, associate professor in PSU’s Department of Communication, said Sutterfield’s award shines a bright light not only on the student, but also the university broadcasting program. “I think this CBI award is a testament to the quality of students we have at PSU,” added Comeau.



## Toothless Commercials Don’t Work

I’ve been hearing salespeople complaining about their clients turning up their noses at effective advertising campaigns, opting instead for cliché-infested spots that are all about the advertiser and not about the consumer. Warning...this is a trap. Because when the campaign fails to deliver results, the client will blame the station, not the commercial.

Here are some examples of client objections to good commercials:

- “We don’t want to appear controversial. We just want to run regular commercials the way we’ve always done it.”
- “We don’t want to slam our competitors.”
- “I’m just not comfortable without my scripts.”
- “Nobody will come in unless we advertise the sale.”
- “People always comment that they LOVE seeing/hearing my 6-year-old in my commercials.”

The easiest thing to do of course is capitulate to the client and just run the client’s spots the way they want. Many broadcast salespeople take this approach, wrongly believing that the client is always right. Not in this case. By just blindly accepting what the client wants you to run, you may be committing the broadcast version of medical malpractice. And, by allowing the client to run ineffective ads, you’re simply delaying the inevitable “It’s not working,” or, “It’s not working as well as it used to.”

The onus to coach the client on the benefits of running commercials with “teeth” in them is the responsibility of the local direct salesperson. Here is how I have dealt with namby-pamby clients on creative.

“Really, the last thing you want to do is run a commercial that looks/sounds like the other commercials on the station, because instead of standing out, your spots just blend in until they become wallpaper. And, listeners/viewers have been trained to ignore wallpaper ads. Instead, focus on the elephant in the room...that very touchy issue that is on the minds of many of your potential customers...but

**NOBODY is talking about. Bring that issue up right away and show consumers how your business best deals with that.**

**Use your commercial to show consumers how you can best solve their problems. Make the commercial about them, not about you. Talk about the benefits you can bring to consumers that the national box store competitors just can't deliver. Show consumers how it's in their best interest to shop locally.**

**For example, 'We are aware that we have a high unemployment rate in (your state). That's why we try to only buy from suppliers who make their goods right here in (your state). We think people who live here deserve the jobs.' You want locals to know that because you are local, you can do things that your national competitor can't do. And, don't tell me that you don't want to say anything that might offend them, because they really don't care about you at all. In fact they are in business to put you out of business.**

**Stop beating your head against the wall trying to beat them at their best game, price. Instead, sell value. How specifically do customers benefit when they opt to do business with you, instead of the national chain? Talk about that. Value always trumps price, except for the lowest three percent of bottom feeders that would only shop you because you have the lowest price. Stop focusing all of your attention on the disloyal bottom-feeders and focus on building your brand with people that will stay loyal to you, even when they know they could get it cheaper elsewhere."**

**Why not have this conversation with your clients? It really is our "elephant in the room". If you don't educate them, who will? Your competitor? An advertising agency? You should be the expert on advertising creative, not the client. Especially in a rough economy, good creative could be the difference between success and a final "Going out of Business Sales Event".**

**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](#)**