



TRANSMITTER

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

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Chairman's Message:

Brad Moses

KWCH - TV, Wichita

bradley.moses@kwch.com



Hello all. I hope everyone is safe and healthy. We will get through this tough time and I know this because broadcasters always step-up big in times of need. We're all juggling our businesses and trying to help our customers, viewers, listeners and users juggle their businesses and lives at the same time. Please know you're not alone. The KAB has created a resource page for you that has some great information. It's right on our home page <http://kab.net/> Kent continues to send nearly daily updates on State orders and ways stations can work through this.

Your KAB board also met with Governor Kelly via Zoom this past week for what I believe was a very productive conversation. The Governor was open to our suggestions for concise communication from her office. She understands how important our airtime is to sharing news, information and sales and long press conferences can sometimes hamper our efforts. She is looking into a consistent and hopefully shorter format to speak to the state that will allow us all to plan our days more effectively. Governor Kelly also thanked all broadcasters for our efforts and pledges to continue effective lines of communication as we navigate this outbreak. Again, it was a good conversation and the board really appreciated her time, her thoughts and her efforts.

Also, the board held a full day of interviews with candidate for the President position. We have several good candidates and are working hard to fill the big shoes Kent is leaving in a timely manner. It's been a busy month. Thanks again for all your efforts. Stay strong and call if we can help.

Help for Broadcasters from Feds

The \$2 trillion package passed by Congress and signed by the President provides relief for people as well as businesses. Here are a few key points:

- Loan size of up to 250 percent of average monthly payroll up to \$10 million
- Eligibility restricted to small businesses, nonprofits and veteran organizations with 500 or fewer employees, self-employed and “gig economy” individuals, as well as other specific industry sectors
- Forgivable where used for payroll, payroll related costs (continuation of benefits, separation, furlough assistance, employee leave, mortgage interest payments, rent, utilities) with some individual caps
- To the extent the loan is used for non-forgivable purposes (i.e. a mortgage principle payment), payments on the loan would be deferred at least six months and possibly longer at the direction of the lender
- The amount of the loan forgiven will be reduced proportionally by any reduction in employees retained compared to the prior year and reduced by the reduction in any pay of any employee beyond 25 percent of their prior year compensation
- Allows employers to defer payroll taxes incurred through the end of 2020
 - Half of the deferred amount must be repaid by December 2021
 - Half of the deferred amount must be repaid by December 2022
- Full Net Operating Loss (NOL) carryback
 - Five-year carryback of NOLs from 2018, 2019 and 2020 to offset previous income
 - Removes taxable income limitations to allow NOL to fully offset income in 2020
- Increase in interest deductibility in 2019 and 2020 to 50 percent of adjusted taxable income instead of current 30 percent

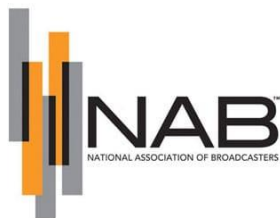
You can apply for emergency disaster loans from the U.S. Small Business Administration (SBA). The disaster declaration applies to all 105 Kansas counties. [Click here](#) to register and apply for a loan.

Student and Sports Seminars Cancelled

With school closings and emergency declarations from the State of Kansas and Shawnee County, the decision was made to cancel the annual Student Seminar – scheduled for April 7 in Topeka. We were able to complete the Student Awards judging and have posted the results. We will later this month get the plaques to the schools and download all the first-place winners into a You Tube channel.

We also had been in discussions with the Royals about resuming the Sports Seminar at Kauffman Stadium. But we decided to cancel that event as well.

NAB Cancels Vegas Show



Due to the coronavirus, the NAB has canceled the annual show that takes place in Las Vegas and typically attracts over 100,000 attendees. NAB CEO Gordon Smith stated, “In the interest of addressing the health and safety concerns of our stakeholders and in consultation with partners throughout the media and entertainment industry, we have decided not to move forward with NAB Show in April. We are currently considering a number of potential alternatives to create the best possible experience for our community.”

Smith added, “We are still weighing the best potential path forward, and we ask you for your patience as we do so. We are committed to exploring all possible alternatives so that we can provide a productive setting where the industry can engage with the latest technology, hear from industry thought leaders and make the game-changing connections that drive our industry forward.”

Hanney Selected Hod Humiston Award Recipient



Devin Hanney of Eagle Radio Salina, has been selected for the 2020 Hod Humiston Award for Sports Broadcasting. The award honors an individual who has made significant contributions to the field of sports broadcasting as well as work in the community. It’s named for Hod Humiston who was the first television sportscaster in Kansas when he did play-by-play coverage of college games for KTVH, now KWCH TV.

Hanney has worked in sports broadcasting since 1994 when he began at Cloud County Community College student radio station KVCO, calling basketball games. He went on to work in the Abilene area for EBC, Inc. broadcasting area high school sports from 1997 through 2009. In 2009, Hanney became the Voice of Southeast of Saline High School for the Rocking M Network and helped with coverage for Bethany College and Salina South High School. Since 2011 he has called Southeast of Saline High School athletics for KINA radio and Eagle Communications in Salina. Hanney was the recipient of the KIAAA Sportscaster of the Year Award in 2018 and the Oscar Stauffer Sportscaster of the Year in 2019.

O’Reilly Nominated for Another FCC Term



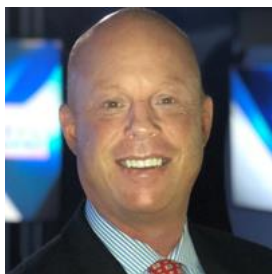
Michael O’Reilly has been nominated for another term as Commissioner of the FCC. O’Reilly’s nomination for an additional five-year term was sent by the White House to the Senate this month. He joined the FCC in 2013.

NAB President and CEO Gordon Smith said, “NAB strongly supports the renomination of Michael O’Reilly to the FCC. Without question, Commissioner O’Reilly has served in this position with class, integrity and distinction. On a personal note, I’ve known Mike since his days as a Capitol Hill staffer, and I am so pleased with this reappointment. I urge my former colleagues in the Senate to swiftly confirm him.”

KSU Students Earn National Awards

Two students at K-State’s student station, Wildcat 91.9 have been honored with Awards of Excellence from the Broadcast Education Association. Unfortunately, due to the cancellation of the NAB Show, they won’t be heading to Las Vegas to pick up their awards. Zach St Clair earned his in the Educational Program category for “Boston, Hip-Hop, and its Home: The Story of Lecco’s Lemma”, and in the Specialty Program category, Bri Womack won for “Women in...Podcast.”

Henrich New GM at KCTV TV



Charlie Henrich Jr. has been named vice president and general manager of KCTV and KSMO, in Kansas City effective April 1. He replaces Chuck Poduska whose retirement is effective on March 31. Henrich currently is VP-GM of WHNS, Meredith's Fox affiliate in Greenville, S.C. Prior to WHNS, Henrich spent five years in Kansas City as VP of operations for Newport Television, overseeing multiple station. He also was GM of KMEG and KPTH Sioux City, Iowa, and VP-GM of WFTX Fort Myers, Fla. Henrich earned his Bachelor of Arts degree in speech communications from the University of Minnesota.

Former Broadcaster and Press Secretary Passes



Bob Murray, who was a familiar face around the Statehouse working with many journalists passed away earlier this month at the age of 68. He was a television news anchor at WIBW in Topeka during the late 1980's, and before that at stations in Lincoln and Omaha, Nebraska. He worked on the advance teams for several political campaigns including presidential campaigns for Dan Quayle, Steve Forbes and John McCain, and served in the White House for Vice President Quayle.

Murray had a dual role during the gubernatorial terms of Sam Brownback and Jeff Colyer serving as a communications officer working with the media and planning many state events.



Using Headlines to Get Appointments



(Paul Weyland will be our sales presenter at this year's convention)

If it seems a lot more difficult to get prospects to return your calls these days, it's because it IS a lot harder. Phone, texts email messages...the rate of return calls or positive messaging from prospects is dropping. and it's not just us in the broadcast industry, it's any seller in any industry just trying to get appointments with decision makers.

Of course, one huge reason is spam. These days, I don't even answer my phone unless I know the caller. Do you? Probably not. I figure that if it's important enough they'll leave a message for me. And then I warily scan my messages...all of them, phone messages, text messages and email.

So that's why this article is about using better headlines in your messages to get people to return your calls, texts and emails. In the limited eye or ear time you've got in your voice mail, text or email, you've got to provoke an immediate response. If not, you won't get an opportunity to set an appointment. So, here are some of my favorite ways to get prospects to return my calls or messages.

1. **“Hello, my name is Paul with WSSQ and I have a way that you haven’t considered yet that when people think about (plumbers, banks, car dealers, whatever) they will only think about your business.” Please call and I’ll tell you what I know (then leave name and number)**
2. **Hello, my name is Sam with KKNN, and I have found a hole in your competitor’s marketing and advertising strategy that B-52s could fly through. I’d like to share what I’ve found and show you how to take advantage immediately (again, leave name and number clearly).**
3. **Hello, my name is Doris with KQQQ TV, and I believe I have an idea easily worth a million dollars to you and your business over a five-year period. Please give me a call back and I’ll tell you what I know (remember...One Million dollars over five years breaks down to about 700 extra dollars per day).**
4. **Hello, my name is Sandy with WWWW, and I can show you very quickly how to calculate return on investment on any advertising you buy, whether you buy it from me or not.**
5. **Hello, my name is Bevis with KURP and I have discovered something about the way you market and advertising that is so huge and profitable that after I tell you, you’ll never be able to go back to your old strategies again. <https://radioink.com/2014/08/20/to-sell-the-truth/>**
6. **Hello, I’m Troy from Radio Marketing Partners and I have a great idea that I’m certain would help you and your staff get through this difficult period by making your register ring, even in the middle of a pandemic.**

The secret to these headlines? They’re all about the client! Not about us. No more awkward “deer in the headlights” headlines like, “Hi, My name is Paul with WELP and I just wanted to see if I could meet you and learn more about your business and show you our package and tell you more about our format/program and see if you’d be a good fit.” Those “headlines” would be about YOU.

(Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at paul@paulweyland.com or by phone at (512) 236 1222.

If you have anything you would like to place in the newsletter send it to kent@kab.net