



# 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:

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efforts.

**Hello all. I hope everyone is safe and healthy. This month has been more than challenging, but broadcasters have always risen to a challenge and this one is no exception! Broadcasters across the country and especially in Kansas have engaged our audiences with vital information, meaningful assistance and strong community support. The importance of what we do can't be over-stated. What you are doing matters! And how about that Kent Cornish?! Is he a fantastic resource or what! Thanks, Kent for all you're doing to help us broadcasters navigate this unprecedented time. You sure aren't acting like a short-timer and I know we all appreciate your**



**Our newly announced President/Executive Director Allison Mazzei is getting a great education on how to handle extraordinary events. Allison will start on June 1 and will continue to work with Kent the remainder of this year.**

**She is a communications and fundraising strategist who has worked with dozens of organizations during her career to connect and cultivate their constituent bases. She spent the past 12 years at Pennington and Company where she was recognized for outstanding customer service and for achieving fundraising milestones for multimillion-dollar campaigns. Allison holds a BS in journalism from the University of Kansas and resides in Lawrence, Kansas, with her family. Welcome Allison! As always, stay strong and call if the KAB can help.**

## KAB Supporting Members

As those of you on the front lines know best, many ways of doing business two months ago have gone out the window. You're learning to adapt and creatively thinking of ways to just stay on the air and serve your communities. I've felt our role as your association is to provide you timely information and resources you can use instantly. We just announced a mask distribution plan to get FEMA washable masks to Kansas broadcasters, probably later next week. Other KAB initiatives have included

- Our COVID-19 Resource Center <https://www.ksbroadcasterscovid19.com/>
- Sales Ideas webinars from Derron Steenbergen and Speed Marriott
- Crisis Management Webinar with Mark Levy
- Legal webinar on the Payroll Protection Plan and SBA Loans
- Legal webinars on FCC action during COVID
- Advocacy alerts with our Kansas Congressional Delegation to seek funding for broadcasters
- Working with PBS/NPR stations and Department of Ed to present daily content from teachers for students of all grade levels to watch and learn

## Majority of Congress Supports Journalism Funding



Local news and information on radio, television and newsprint is more in demand than ever, yet local media outlets are experiencing catastrophic losses in the advertising revenue that allows them to continue investing in providing that news to the public. Sponsored by four bi-partisan House members, a letter was sent to the White House encouraging the President to have Executive Branch agencies, who have a powerful opportunity to support local media and promote public awareness, by directing that federal spending on advertising be prioritized for local media outlets. Three of our Kansas House members, Sharice Davids, Roger Marshall and Steve Watkins joined 247 others in signing on to the letter.

On the Senate side, a letter was sent to the Office of Management and Budget asking that they make available federal funds to newspapers and broadcasters for advertising. Both of our Senators, Moran and Roberts signed that letter along with 72 other Senators.

Both efforts are so important to broadcasters not only in Kansas but across the country. I know of no other advocacy effort we've undertaken with Congress in my time, and certainly no issue has been as important to the life of our stations. My thanks to everyone who engaged with their member of Congress!

## KC Broadcasters Collaborate for COVID Support



Radio and TV stations in Kansas City joined forces for *One KC: A Digital Day of Giving* earlier this month in raising \$2 million – which included a dollar for dollar match from the Halls Family and Sunderland Foundations.

Throughout the day, stations featured many hopeful and uplifting stories, across all platforms, from local organizations who have been recipients of financial grants from the Kansas City Regional COVID-19 Response and Recovery Fund. Listeners and viewers were asked to donate to the Fund, which provides housing assistance, food, medical help and other critical human services.

## 2020 Kansas Legislature



Almost lost in everything else happening, the Legislature has been on spring break and may return next week. Before they adjourned back in March a hearing was held on a bill to require more transparency from law enforcement following the killing of a citizen by a law enforcement officer. It's apparent nothing will happen this session, but a possibility there could be a study of the issue this summer/fall.

The Secretary of State offered a bill that would have added two new exceptions to the Kansas Open Records Act for election security and cybersecurity. Refreshingly, we worked with their office and reached a compromise that simply added those two topics to an existing exception that deals with security.

Lastly a bill presented by the Press Association and supported by us, would control costs of records requests, but will die at the end of this session. We decided to back off when we were told by Kansas Attorney General Derek Schmidt in mid-March about guidelines he is writing in response to the egregious charges requested by the city of Frontenac for access to records of a purging of the city staff that led to the resignation of the mayor. Schmidt's office cited the Frontenac City Council after an investigation, calling the charges "unreasonable" and sanctioning the city for that and other shortcomings in its handling of public records requests. While we will work with the attorney general, we will also seek that his "guidelines" become Kansas law. Thanks to Doug Anstaett of the KPA for his hard work on this.

## FM "Zonecasting"



(From Hotline Attorney David Oxenford)

A petition for rulemaking has been filed by GeoBroadcast Solutions, proposing to use FM boosters to be able to provide targeted programming within an FM station's service area. The FCC last week issued a public notice asking for initial comments on the proposal – and those comments are due by May 4.

The FM zonecasting petition calls for a change in Commission rules that currently require FM boosters to simulcast 100% of the programming from their primary station. The proposed change in the rules would instead say that FM boosters would have to substantially duplicate the programming of the primary station but would allow commercials, news reports or other short content to be dropped into the programming on a booster that would be different than that programming on the main station. The proposal suggests that this would allow more targeted advertising within a market as well as more targeted news and information (including emergency information) within the market.

FM boosters (unlike FM translators) operate on the same frequency as their primary station.

In its petition, GeoBroadcast Solutions suggests that, through its technology, using directional antenna, slight offsets of the timing of the transmissions of the main station and booster and other techniques, the area of interference between the booster and the main station can be greatly reduced. The FCC's public notice asks whether the voluntary use of this transmission system should be allowed. If the FCC sees significant support, it would then have to propose specific rules for the service and advance them in a Notice of Proposed Rulemaking, which would itself be subject to additional comments and reply comments.

## Let AM Stations Go All Digital



In a letter to the FCC, the NAB is urging it to move ahead on the adoption of allowing all-digital on the AM band for those stations that want to adopt it. The NAB said that nearly all others who have commented to the commission have supported the idea. Some of the positive points of all-digital AM include reaching more listeners, improving signals, and allowing additional programming.

The NAB stressed that no additional testing is needed because it considers the all-digital MA3 mode as proven, based on field and lab tests as well as the experimental operation of a station in Frederick, Md.

## KSU Broadcast Students in COVID World

While all students have had to adapt to the COVID-19 situation, journalism and mass communications students at KSU are facing some unique challenges. Those working in student media have adjusted the way they get news to their audiences – including Wildcat 91.9.

Zandt Durham, morning show host and senior in journalism and mass communications, said he is especially proud of his friends at the radio station. K-State journalism and mass communications students recently did their “MHK All Day” broadcast using a unique application of Zoom software.

“In the midst of the chaos, our news team has had to become adaptive,” said Monica Diaz, senior in journalism and mass communications and “MHK All Day” news anchor. Dacey Hagedorn, junior and sports reporter/producer of the show, has had to come up with new ideas on “how to talk about sports without sports.” Steve Smethers, director of the A.Q. Miller School of Journalism and Mass Communications, said he is in awe of the work the school’s students are doing and how they are adapting.

## Tragic Accident Kills Don Hall



Longtime Wichita radio personality Don Hall died in a vehicle accident early Wednesday on his way to work at KEYN FM. He was 70. According to police another driver ran a red light and struck Hall’s car.

Don started his career at KSEK in Pittsburg while attending Pittsburg State University. He worked two years at KWBW in Hutchinson before going to KEYN in 1974. Don worked for KEYN, KAKZ, KKRK, KZSN and then back to KEYN, where he did the morning show with co-host Barbara Baan. Don worked over 45 years in radio. In his off-time, Don has been the arena announcer for WSU

Basketball for 36 years and was involved in as much charity work as possible including an American Legion Rider with the Kansas Patriot Guard.

The image shows a promotional graphic for the Broadcasters Foundation of America. On the left is the logo, which features a stylized American flag with a microphone in the center. Below the logo, the text reads 'BROADCASTERS FOUNDATION OF AMERICA'. To the right of the logo, the text says 'When broadcasters are in need, we're here to help.' Below this, it says 'Learn how to get help or give back at [broadcastersfoundation.org](http://broadcastersfoundation.org)'. At the bottom right, there are social media icons for LinkedIn, Facebook, and Twitter, followed by the handle '@BroadcastersFDN'.

## What Skeptical Business Owners Need to Hear From Broadcasters



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

I communicate with business owners on a regular basis, and I'm still in communication despite the pandemic. Of course, they're nervous. Some are panicking. Many are still in shock. After all, it's only been a month or so since their world, along with ours, was upended. Many local business owners aren't sure they'll reopen. And some are cancelling their broadcast schedules because they don't see the point in advertising at all right now.

We'll get some of that business back as states relax some of the harsher rules imposed on them since the virus darkened our lives. But in the meantime, here are some of the things we should be telling local business owners as we emerge from a situation that no one has ever been through before.

Consumers are still in shock as well. Local businesses could help soothe a still wary and nervous public by communicating precisely what they can do right now to make people's lives safer, more convenient or more fun/luxurious. In other words, businesses must disrupt the viral disruption by sharing good talking points in language that consumers absolutely understand. Well-communicated commercials have one job. To convince a portion of the buying public beyond a shadow of a doubt that the client's plan for their success is better than the consumer's own plan. Left to their own plans hatched out of panic and chaos, who knows what consumers will do with their money?

I tell small business owners that like the movie *Meet the Parents* made clear, consumers have "circles of trust." The first circle includes their close friends and relatives. The other circle contains those businesses that consumers already know and trust and still frequent, even though the business might have had big price increases over the years. Why do we keep these businesses in our "circle"? Because we think they've got our backs. I tell business owners that our stations could be their bully pulpits and that my job is to get their business into our listener's/viewer's "Circles of Trust" as quickly as humanly possible. That's what we do. We help build long-term relationships between consumers and our advertisers by teaching them value. We're uniquely suited for this job...even in a pandemic.

I remind business owners that when they're not communicating with our loyal listeners and viewers, even now in a crisis, that they're allowing their competitors and perhaps false rumors to define their futures for them. Consumers have a lot on their minds right now. As a business, you must remind them frequently who you are, what you do, how to get in touch with you and most of all, specifically why you should matter to them right now. It's a fact that many entrepreneurs know things and have things right now that would make people's lives easier. Safer. More convenient. In fact, they may hold the key that would allow nervous, stressed consumers get a better night's sleep. If, in a spot you could identify and solve a problem that has literally been keeping awake at night, that's more of a Public Service Announcement than just another "commercial."

As restrictions ease up, savvy local business owners have the opportunity to develop long-lasting relationships with our audiences. So that when it's appropriate for them to spend money, they don't have to go to google or Amazon. They already know where they can get what they need locally. And they feel like they already know the business before they even walk in the door or call.

(Paul Weyland is a broadcast sales trainer, author and speaker. You can reach him at [paul@paulweyland.com](mailto: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](mailto:kent@kab.net)