



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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Hello all. I hope everyone is safe and healthy.

New normal... are we there yet? Doubt any of us will know until we've been in it for a couple of months. It's all about perspective. Your KAB delivers resources to help broadcasters positively move forward on our website www.kab.net. Take advantage of free sales training through P1 Selling's on demand courses. The *P1 Selling* training campus offers a complete set of training modules and services to meet the needs of your station anytime right at your computer. In addition, members all have free access to *LBS* which has over 600 videos from the nation's top sales trainers.

P1 Selling link - <https://p1learning.com/state-broadcasters/>

LBS link - <http://localbroadcastsales.com/>

The P1 session overview from the Failure Is Not An Option training module is very appropriate for all of us today:

Fifty years ago, the crew of NASA's Apollo 13 was charged with reigniting a crippled command module after spending four days exposed to the stress of deep space. They called it the "cold soak". They were given less than 20% chance of survival, yet Lead Flight Director, Gene Kranz promised that "Failure was not an option". You and your customers have been exposed to the business equivalent of the cold soak and now it's time to reignite your business. And once again... "Failure is not an option".

As always, stay strong and call if the KAB can help.

KAB Leadership Transition



This Monday we will welcome the new President/Executive Director of the KAB, Allison Mazzei. As you've read in previous emails from Chairman Brad Moses, the Board interviewed a variety of excellent candidates for the position, and Allison stood out with her experience in strategic planning and communication. She had four days to rest after finishing up as Sr VP with Pennington and Company in Lawrence, and is excited to get started at the KAB.

Kent will remain on as Vice President in a part time basis through the end of the year in assisting Allison with certain projects. While she will be the main point of contact going forward, Kent will be available as well. Also, Judy will stay on full time until August 1 and then help out on a part time basis through December.

KAB Awards of Excellence: Call for Nominations



The website is now open for you to submit your best work over the past 12 months in the KAB Awards competition. **The deadline is 11:59pm on July 1.** Last year we had 710 entries in both radio and television and handed out 95 first place awards in the various categories and market sizes. There are also awards for 2nd place and Honorable Mention. And one station from each market size will be selected as "Station of the Year."

You can find all the eligibility requirements, categories, and link for the contest website at <http://kab.net/KABAwards/BroadcastAwards/>

Please note: When you first log on you will be asked to register a new password in order to keep the site secure. We strongly encourage you to select a contestant manager for your station(s), and that he/she get on the site soon to make sure you don't have any problems or questions. Please don't wait until July 1.

Political Spending to Surge



(Courtesy Politico)

A new joint report from the ad tracking firm Advertising Analytics and analytics company Cross Screen Media projects that the total ad spending on the 2020 election cycle will reach \$6.7 billion, up 12 percent over their initial \$6 billion projection for the cycle. The bump is due partially to a record level of primary spending, but the coronavirus is also expected to help boost that total, according to the report, which was shared first with POLITICO. The new projection is a result, in part, of the lack of face-to-face campaigning driving higher shares of budgets to paid media.

Spending on the presidential general election is expected to make up about a third of total political ad spending in the cycle, at a bit under \$2.2 billion. Spending on congressional races is projected to account for \$2 billion, with the battle for the House expected to be slightly more expensive than Senate races. Traditional media is still expected to rule the day, even as campaigns increasingly turn their attention online. The report projects that \$4.9 billion will be spent on broadcast, cable and radio ads, with \$1.8 billion spent on digital videos. Much of that digital spend will be on Facebook and Google, which are still considered close to a duopoly in online advertising.

KAB Hall of Famer Bill “Ray” Passes



Longtime Salina radio personality Bill “Ray” Rowson, died suddenly this past Sunday. He began his career in Liberal during high school and later went on to work part-time at KSCB AM. After attending Emporia State University, he returned to Liberal starting a 34 year full-time radio career. Between 1973 and 1980 Bill worked at KLIB AM and KSCB AM respectively, in Liberal as air personality and program director. In 1980 Bill moved to Salina and he became Program Director and an on air personality at KINA AM/KQNS FM until 1987.

For the next ten years, Bill worked for KYEZ FM/KSAL AM in various capacities including on air personality, programming and operations. He moved to KINA/KSKG and in 2004 returned to KYEZ/KSAL to run operations and programming in addition to hosting the morning show on KYEZ until his retirement in 2014. Bill was on the Board of Directors for the KAB from 2006 - 2008 and was selected to the Kansas Broadcasting Hall of Fame in 2017.

One of the memorials established in Bill’s name is the KAB Foundation for student scholarships. Checks can be sent to the Ryan Mortuary in Salina, or in care of the Foundation to our office, 214 SW 6th Street, Suite 300 Topeka, KS 66603.

Regional Murrow Awards Announced



EDWARD R. MURROW
AWARDS
2020

The 2020 Edward R. Murrow Regional Awards included six KAB member stations who will be honored for outstanding achievements in electronic journalism by the Radio Television Digital News Association (RTDNA).

Since 1971, the organization has honored recipients who demonstrate the spirit of excellence that Murrow set as a standard for the profession of electronic journalism. Awards are going to:

KCUR FM – Kansas City for Continuing Coverage, Excellence in Writing and News Documentary

KMUW FM – Wichita for Sports Reporting

KMBC TV – Kansas City for Overall Excellence, Excellence in Sound, Excellence in Social Media, Multimedia and News Documentary

KCTV TV – Kansas City for Breaking News, Continuing Coverage, News Series, and Newscast

KSNT TV – Topeka for Continuing Coverage

KWCH TV – Wichita for Excellence in Sound, Investigative Reporting and Sports Reporting

Cord Cutting Hits New High

(Courtesy Next TV)

Traditional pay TV subscriptions fell by a record-setting 1.8 million in the first quarter, according to an analysis by Craig Moffett of MoffettNathanson Research. The 7.6% decline includes a 14.3% plunge for satellite, compared to a 4% drop for cable.

"With sports off the air, and with the pain of the tsunami of unemployment just beginning to hit as the quarter ended, all these numbers will get worse in Q2," Moffett said. But Moffett noted a surprising decline in subscribers to streaming virtual MVPDs like AT&T Now and Sling TV. Moffett said vMVPDs lost 341,000 subscribers in the first quarter and total pay-TV subscribers, including both traditional and vMVPDs, are shrinking at a rate of 5.3% per year.



Handling One on One Client Meetings During COVID 19



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

Back at the beginning of the year, my wife Nancy said she had a virtual happy hour date with her sisters and nieces and that I was not included. That evening, for about an hour, I heard cackling, snorting and laughing out loud from at least six women, all drinking wine, and they were all on display at the same time on their computer monitors. In reality, they lived all over the country, but virtually they were now partying together like it was 1999. "This is brilliant," I thought at the time. Later I found out that it was all from a new application called Zoom.us .

Soon enough, I discovered that these zoom happy hour parties were now all the rage. Why? Because you can see everyone on the call, ease of use and because of the high-quality video and audio Zoom provides. People like Zoom because they no longer have to deal with dial-ins. You don't have to spend valuable time dealing with ridiculous mismatches between sound and picture. You don't have to worry about people not being able to hear. It works great on mobile. And, it's technology that is here for us right now, when we really need it the most.

This pandemic has changed us, there is no question about that. Social distancing has made it impossible to see clients face to face. But now at this point, with most states opening back up from the pandemic hibernation, many of our local direct clients are just now fully "waking up" and finally getting more serious about what they need to do to attract business in a new Covid-19 world. And Zoom is the right tool at the right time.

For the most part people are still social distancing and direct face to face client meetings are still out of the question. And keep this in mind. It's not just our industry with no face to face meetings, it's all industries that are having to deal with these consequences. Companies with employees still working from home are using the Zoom app to stay connected. I am using the app to work with my radio and television station clients all over the country.

Here's the weird part. Although this technology is now widely available and getting better all of the time, it appears that a vast majority of broadcast media salespeople are still not using this valuable tool to set up one on ones with clients. Why? Because they're spooked by technology and they still won't try it. In fact, according to some industry research, it seems that less than 15 percent of radio and TV salespeople feel comfortable enough with apps like SKYPE, facetime or Zoom to use them on a regular basis.

This is nuts! I don't get it. We have a lot of very talented folks out there who are very good at closing business face to face. And social distancing now has them completely flustered, frustrated, in the dumps. These chat apps really work. All you have to do is send your client a link. Then all they have to do is click on it and the meeting is on.

Clients need us now more than ever. They need to know what we know in order to survive in this new frontier. Why would we give anybody any reason not to buy from us? We can learn this stuff. YouTube and Google have tons of information on how to use virtual meeting and video chat technology. Why not jump in and learn how to use it? Zoom...it's not just for getting snookered with your sisters anymore.

(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