



TRANSMITTER

Vol. 57 No. 12

December 20, 2018

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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We're just about ready to put the wrap on 2018 and get into a fresh, New Year. 2018 has been a year of challenges for broadcasters, but also a year of revitalization. We will always face challenges, whether it's part of our local business or change on the national level. One thing I've learned, as a 38-year broadcast veteran, if you're in broadcasting, you're both resilient and resourceful. And...you work for an industry that is making resurgence. We have so many opportunities today that were unheard of when many of us started our careers. The key to our continued success is to make sure we take advantage of those opportunities and continue to look for and develop new ones.

Today, we face a shortage of young people who understand the career opportunities available to them in Radio and Television. We are the generation who has the responsibility to educate this younger generation on the benefits of a career in broadcasting. If we leave without creating a renewed desire to be part of our industry, who will take our place? The KAB Foundation was developed to help us push that message and develop young, talented people to be professionally equipped to deal with our rapidly changing industry, getting the message of excellent broadcast career opportunities to college bound students and helping them through college with scholarships opportunities.

The KAB Foundation also invests in training and development of tomorrow's broadcasters with a limited number of internship grants, available to broadcasters, helping to offset your investment in providing internships for young people trying to get their feet wet in our business. With our workforce diminishing, the Foundation is more important than ever, and we need your help. If you agree, we need to prepare and bring the next generation of broadcasters on board, please consider making a pledge or gift to the KAB Foundation. It truly is an investment in our future.

So, here we go, we're going to put 2018 to bed and get ready for a fantastic 2019. Thank you all for your support of KAB. Thanks to our KAB Board of Directors. They are a very special group of broadcasters, committed to our industry, and are a true pleasure to work with. A special thank you to Kent Cornish, whom we are truly blessed to have working for all of us. Merry Christmas, Happy New Year and we'll see you in 2019!

Compliance With FCC On Line Public File Requirements

Earlier this month the FCC sent out email notices to stations across the country regarding deficiencies in their on-line public files. The emails asked stations to acknowledge receipt of the notice and set a date for corrective action. (A number of errors involved failing to upload the stations Quarterly Issues Programs list.)

If you received an email from the FCC, do not ignore it. You should consult your communications counsel and take the corrective action. At this point, it looks like the FCC is “encouraging” compliance. Failing to act, however, may result in fines or significant problems at renewal. Stations not receiving an email should take this as a warning. Make sure your on-line public file is in order. The on-line public file system has given the FCC a powerful enforcement tool allowing the them to examine every station’s public file in great detail without leaving its DC offices. You can be sure the FCC will make use of this technology.

The FCC has issued several notices reminding stations of this obligation. Information regarding the public file obligation can be found at: <https://publicfiles.fcc.gov/about-station-profiles/>. A list of common questions can be found at the FAQ page <https://publicfiles.fcc.gov/faq/>.

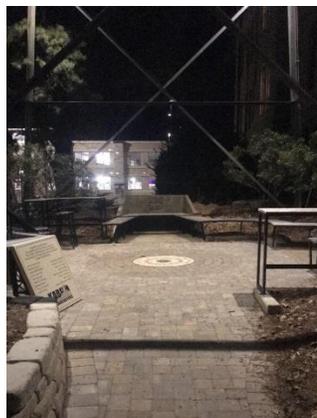
Are you Taking Advantage of your KAB Membership?

In addition to the Alternative Broadcast Inspection Program, Legal Hotlines and lobbying, we offer members FREE sales and management training. Forty one percent of employees who receive poor training – or no training – leave their jobs within a year.

P1 Learning provides hundreds of courses in sales for the beginner, the shorter-term veteran and the long-time veteran. These are 7-10 minute videos that also include a quiz at the end for sales managers to review results. In addition, they offer management courses on leadership and HR. If you are not registered, it’s simple. Email katey@p1learning.com

We also offer LBS Sales Training. They have hours and hours of videos on nearly every prospective business out there – auto, furniture, medical, etc. These are hosted by most of the leading sales trainers in America. Again, very simple to register if you haven’t already. Go to www.localbroadcastsales.com Click on JOIN LBS in the top right corner. The access code is 2012ks

Grover Cobb Memorial Restoration Completed



You will recall in 2017 we undertook a project to restore the Cobb Memorial located on the K-State campus under one of the historical towers. The new design was produced by students and the work done in time for a re-dedication in October of 2017 attended by many of the Cobb family. With a few thousand dollars left over in the fund, a small committee was formed, and we engaged a lighting engineer to come up with something to light up the memorial at night.

I’m pleased to report the lights have been installed and when they come on at dusk, it really makes the memorial a focal point and much more secure. Thanks to the committee of Rich Wartell, Mark Trotman, Ed Klimek and from K-State Steve Smethers, Chip Winslow and Mark Taussig.

Richard Baker to Retire



Richard Baker, host of *Perspective* for more than 40 years, is retiring at the end of the month. His final two programs will be released later this week for airing the weeks of 12-24 and 12-31. As a result of Richard's retirement, *Perspective* will no longer be produced after more than 2000 programs. Baker is a longtime news director for the K-State Radio Network where he produced daily news plus the weekly *Perspective* radio program. He has also been an instructor in the Department of Communications and Agricultural Education for 16 years.

KAKE Engineer Larry Means Passes Away



Larry Means, Assistant Chief Engineer at KAKE TV, died unexpectedly in early December at the age of 67. As a 46-year member of the KAKE engineering staff, he installed and maintained broadcast equipment at both the studio and transmission facilities. He especially enjoyed working on RF transmitters where he developed technical skills that have been recognized as being one of the highest levels in our industry.

Larry was born and raised near Lawrence. He attended Lawrence High School and the University of Kansas and then Electronic School in Kansas City.



So What's the Best Schedule for A Local Client?



“What is the best schedule to recommend to a local direct client? I heard it was about 35 commercials a month or so, or OES.” That’s the question I was recently asked. Here are my thoughts on that subject. And I welcome your responses.

Back in the early ‘80s, the Ratings Industry introduced us to a revolutionary idea called, “OES” or, “Optimum Effective Schedule.” The recommended schedule was based on the old “frequency of three” theory, which assumes that a listener or viewer would have to be exposed to a commercial at least three times before they can process that information.

Why three times? Because a psychologist named Herbert Krugman, who was working for G.E. back in the 1960s was trying to explain how people responded differently to TV ads than they did to print. But his research was misinterpreted by television executives who thought Krugman was saying that because of all of the advertising clutter (way back in the early ‘60s) the target consumer would have to be exposed to a TV advertising three times before the message would sink in.

And to this day, you hear advertising agencies and media companies reciting to befuddled clients, “We MUST achieve a frequency of THREE! Thou shalt achieve a frequency of THREE!”

The obvious question is this; here we are, at least 50 years later, and in all of those years...do you think that advertising clutter has gotten better, or WORSE? Well, it doesn't take a rocket surgeon to figure out that one out. I mean, after five decades, wouldn't it make sense that today, in a much more cluttered media world, we should be striving to reach a frequency of eight or twelve? And, that's assuming Krugman wasn't underestimating the needed frequency way back then.

But wait, there's MORE! Does frequency of three refer to the effect of a great ad, a mediocre ad or an ad that sucks? Here's what I mean. Let's say that you owned a store and one day you completely lost your mind and advertised that, "Today ONLY, we're giving away \$100,000 each to the first thousand people who walk into our store." Gee, I wonder how many times you'd have to run THAT commercial. Do you think just once? And that would be a frequency of much less than three. So, ad content certainly has a great deal to do with the success or failure of a campaign.

A couple of years ago on behalf of a local direct decision maker, I called a media rep from a large cluster. I told that rep that the client had a large budget and I was looking for a schedule with a lot of frequency. The rep responded with another computer-generated report that gave me a frequency of one. I reminded the rep that I was looking for a much larger schedule. The rep then said, "Well, ONE is the new THREE." Huh? When I asked him to explain, he said, "That's what they TOLD us to say." Whatever.

So, what kind of schedule SHOULD I recommend to my clients? I've been around long enough that I believe in running enough commercials to break through the noise. I believe that clients have the right to know how much it would cost them to own their category on your station. They might not necessarily be in a position to spend that much today, but they do have a right to know where they stand with regard to what their competitors are spending. And, by letting them in on the truth, we set the table on schedule cost. We don't want to leave that part up to them. After all, we're supposed to be the experts, not them. If we don't take the wheel in a calculated effort to raise the bar on what our clients spend, who will? The client? The agency? Your competitor?

By knowing your client's gross margin of profit and average sale along with what their competitors are spending, we can make a reasonable diagnosis and then prescribe an appropriate schedule. In other words, we begin by telling THEM how much they should be spending. Because if we ask them what their budget is, we'll almost always get lowballed. Value almost always trumps price. Educated people buy more than uneducated people. Therefore, it's incumbent on us to create value in the client's mind and then set the rate and sell a higher frequency schedule. Because if we leave it up to the client, we're no longer in charge. We're just order takers. It's up to us to convince them that advertising with our stations is not gambling, but instead a good calculated risk.

And regarding Optimum Effective Schedule and Frequency of Three? Baloney. You still may have to continue to play that bogus game to get agency buys, but for local direct decision makers? An emphatic NO. Please don't introduce them to this nonsense. Use common sense, not mumbo jumbo contrived back in Madmen times.

(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