



TRANSMITTER

Vol. 58 No. 9

September 30, 2019

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

Facebook [kansasassociationofbroadcasters](https://www.facebook.com/kansasassociationofbroadcasters)

Twitter [@ksbroadcasters](https://twitter.com/ksbroadcasters)

Chairman's Message:

Larry Riggins

Alpha Media, Topeka

larry.riggins@alphamediausa.com



Greetings! As we gather in Lawrence in three weeks for our annual convention, I don't want us to forget the importance of the recognition we give to all the people who will receive awards on that Monday evening. We had 710 entries this year from our employees who work in news, production, public affairs and promotion. From the smallest station to the largest group in Kansas, broadcasters produce an incredible amount of content for communities to listen and watch. A small portion of that work will be honored with plaques and recipients applauded by their peers for their outstanding efforts.

But to the best of my knowledge, no one works their tails off in this business simply to be recognized. They do it because they love their work and know that there are viewers and listeners who like - and in some cases need - the information provided. However, like all humans, good people do need to be recognized and honored and I hope when they return to your stations following the convention, those awardees are given the appropriate acknowledgement they deserve. As you well know, employees are the most important asset other than a license. See you in Lawrence!!

2019 KAB Convention in Lawrence



Although the "Early Bird" pricing deadline ends TODAY, you still have a couple of weeks to get registered. We're meeting October 20-22 at the DoubleTree by Hilton in Lawrence and it's your chance to listen, learn and network with your fellow broadcasters. In addition to honoring individuals and stations for outstanding work, we have the following sessions:

SALES – Derron Steenbergen with "Surviving to Thriving in Sales."

MANAGERS – "The Formula for Effective Leadership in Today's Workforce" and David Oxenford's update on the regulatory landscape in Washington.

NEWS – Al Tompkins and his wife will conduct a session “Surviving Newsroom Traumatic Stress” and Al’s tips on “How to Be A Story Idea Machine.”

ENGINEERS – Updates on ATSC 3.0, EAS, Timing and Black Burst and a closed-door meeting with the FCC Regional Director Lark Hadley.

PROGRAM DIRECTORS – Vance Harrison will lead the group on “Ways to Monetize Programming” and we have an Oklahoma broadcaster who will give a hands-on tutorial on the equipment necessary and the software required to distribute cutting edge video streams.

For more information go to <http://kab.net/Events/ConventionInformation/>

We are very pleased to have the following sponsors already on board:

Kansas Electric Cooperatives	Kansas City Royals	Nautel
Heartland Video Systems	Marketron Broadcast Solutions	The Storm Report
Nielsen Local TV and Audio	K-State Sports Network	SCMS Solutions
Kansas Radio Networks	RCS	Southwest Audio/Visual
Kansas Farm Bureau	Jayhawk Sports Network	P1 Learning
Kansas Army National Guard	Throwback Nation	Unisoft
Evergy	BMI	

Political Rules Apply Even in Off-Year Elections

(Courtesy of David Oxenford)

While next year’s federal elections are already receiving most of the publicity, I’ve been getting a surprising number of calls about elections this November. While most broadcast stations don’t think about the FCC’s political broadcasting rules in odd numbered years, they should – particularly in connection with state and local political offices. As we have written before, most of the political rules apply to these state and local electoral races so broadcasters need to be paying attention.

Whether the race is for governor or much more locally focused, like elections for state legislatures, school boards or town councils, stations need to be prepared. Candidates for state and local elections are entitled to virtually all the political broadcasting rights of Federal candidates – with one exception, the right of reasonable access which is reserved solely for Federal candidates. That means that only Federal candidates have the right to demand access to all classes and dayparts of advertising time that a broadcast station has to sell.

For state and local candidates, on the other hand, stations don’t need to sell the candidates any advertising time at all. But, if they do, the other political rules apply. That means that if a broadcast station decides to sell advertising time to one candidate in a state or local political race, they must sell it to all candidates for the same race – and be prepared to make available equal amounts of time in equivalent time periods. Stations can decide to make available advertising only in certain dayparts (or on certain stations in a cluster) for state and local races. They can even make different dayparts (or stations) available for different political races, as long as all candidates for the same race are treated the same.

Similarly, if a station on-air personality decides to run for state or local office (anything from the school board or local planning commission to governor or state legislature), the station needs to consider whether to take that personality off the air, or risk having to provide equal time to all competing applicants – for free – in amounts equivalent to the amount of time that the employee-candidate appeared on the air, even if the employee never mentions his or her candidacy at all.

Upload Those Quarterly Program Lists – Or Else

We've been warning for the last two years that, with all public inspection files now being available online, we could see more fines during this license renewal cycle for stations that had not completed and uploaded all their Quarterly Issues Programs lists. The FCC's Audio Division released its first decision in the current renewal cycle addressing that problem, proposing to fine an AM station in Virginia \$15,000 for not having any issues programs lists in its online public inspection file. The decision should serve as a warning to make sure your online files are complete and up to date.

In this case, the station was owned by a 92-year-old man, who was stated to have run the station almost entirely on his own. He was not computer literate and thus did not know how to upload materials to the online public file. The FCC said that his age was no excuse, and the violation was more serious as he had admitted to not having prepared Quarterly Issues Programs lists during the station's last renewal as well as during the current license period. Thus, the Commission's staff was recommending a \$15,000 fine and a short-term renewal for only two years, rather than the normal 8.

PSU Students Earn National Honors



The Broadcast Education Association Super Regional competition honored Pittsburg State students with several awards. Winners of the BEA Super Regional Competition were: Senior Shelby White, Senior Vanessa Tapia and CAPS 13 Sports Broadcasting II for their entry in Best Sports Production "PSU vs. UCO MIAA Baseball Tournament". Graduate student Trae Brown will also be recognized in two categories for Best Video Promotion "Pride of the Plains Marching Band Recruitment Video" and Best Entertainment/Narrative Production "The Day I Tried to Live". They will receive these awards during the Super Regional Conference in Boulder, Colorado on October 11.

In addition, students are being recognized by the National Collegiate Broadcasters. May 2019 graduate Hannah Short is a national finalist in the category of Best Audio DJ. This is the second year in a row that PSU has finished as a national finalist in the Audio DJ category. Stephanie Powers finished fourth in the category last year. PSU senior Ty Goss is also a national finalist in the category of Best Feature News Reporting for "PSU Family Day".

Salespeople: Stop Looking for Trouble



Selling — and this is my definition — is simply the modification of the behavior of another person, without that person's necessarily knowing that his or her behavior is being modified, in order to arrive at a mutually beneficial conclusion. Would you go along with that? In other words, it's practicing psychology without a license. And when media is what you're selling, if you're good at it and you're involved with creative, now you're practicing psychology without a license on a massive scale!

So, if you're into this for a living, why would you unintentionally drop bombs into your presentations that make it seriously more difficult for you to arrive at that mutually beneficial conclusion? Understand that I have hardly ever met a local direct decisionmaker who is an expert at creative, much less an expert at media buying. *You're* supposed to be the expert, guiding the client toward better advertising campaign ideas, as well as guiding her toward a sufficient schedule so that the commercial can reach the people who need to see or hear it the most.

But instead, here's what salespeople, even some with decades of experience, will say when it's time to talk about the creative. "OK, what do you want to say in the commercial?" *Honk!*

Noooooo! Again, the local direct decisionmaker is most likely not an expert at creative. Look, they have the same lifetime of experience watching television and listening to the radio that we have. So they think commercials are supposed to sound and look like commercials. When you ask them what they want to say, out will pop the same old tired and meaningless and mediocre ad-speak cliché words and phrases they've heard all their lives.

“We’re family-owned and -operated, sons Ed and Rick both work here [yeah, we want to know where those little criminals are every minute of the day], we’re all A.S.S.- certified [whatever that means], blah, blah, blah.” We dutifully write all that crap down, take it back to the station, mix in some of our own favorite clichés, and then give that to production. The production person takes that information and generates another CrapMaster commercial that looks or sounds just like everyone else’s spot.

In the meantime, we don’t use any of the successful talking points the client uses day in and day out to make sales on the showroom floor, on the lot, on the phone, in the client’s office. No. Those jewels are absolutely absent from the copy. Nor does the spot convey the client’s moral obligation to do the right thing for his customers. In other words, it’s doomed to work marginally at best, and at worst to cause failure, despair, hard feelings, and cancellations. The commercial turns out to be all about the client and not about identifying and solving everyday consumer problems. We must control the creative, and we need to make that creative all about the consumer, not about the client.

You know, value almost always trumps price. People don’t like being “sold,” but they don’t mind being informed. So let’s say you know something extremely valuable that the client does not know. Say, how to make commercials that really work for the client and make his cash register ring, without the client’s having to sacrifice his gross margin of profit. And let’s say that your plan is so good that the advertiser is now absolutely convinced beyond a shadow of a doubt that your plan for his success is better than his. To the point that he’s ready to hand you the keys and say, “You drive.” And then you screw it up with this question.

“Well, what’s your budget for this?” *Honk! Noooooo!* You don’t ask them what their budget is, because they’re skeptical and they’ll low-ball you almost every single time. Provided you’ve already done some homework, you do an ROI analysis based on their average sale and gross margin of profit, and you *tell* them how much it’s going to cost. Go high. Take what you’d normally ask for a month and ask for that much a week. You can always come down when negotiating, but after that it’s really hard to go up.

I tell local direct decisionmakers what it would cost to own their product or service category (even if they can’t afford that right now), because they have a right to know how much the Cadillac Plan could cost. Now they can aspire to get to that point someday. You should set the bar by telling the client how much this great idea will cost. You raise the standard. But don’t blow it again by saying: **“OK, we’ll run this for next month.” *Honk! Noooooo!*** Always sell long-term. I tell clients, “I’m here to help you set up a five-year marketing and advertising plan. What we’ll do is break this down into annual increments so we can measure progress.”

If the idea is good enough, the client will nod, because it looks like someone who knows what they’re doing is on board. Heck, let’s be honest. Most of these clients don’t have a five-month plan. Many don’t even have a five-week plan. That’s why they jump around from medium to medium to eventually nothing at all.

(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