



# 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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Greetings! It seems like November always flies by and before we know it, we're sitting at the starting line for a new year. I'm excited about 2020 and I hope you are as well. Broadcast continues to show strength, on its own, and when we add digital, the numbers get exceptional. Political will also give us a nice push in '20, which is always welcome. Make sure you're up to date on political rules going into the year, there are a lot of resources available if you have questions, including our KAB Hotline.

As 2019 winds down our KAB budget for 2020 is almost in place. With the Army National Guard back into our PEP program and with a few other clients, we have had a good year financially. With that being said the PEP pledge forms were recently sent out, and KAB is asking for your support. The PEP program funds nearly 80 percent of the KAB budget allowing for low dues and the ability to provide a multitude of services to every member. Please take a moment today to fill out and send in the forms if you haven't already done so. Please consider a modest increase in the bank of airtime you pledge. It makes a difference so that we don't walk away from any potential clients and we know we can fulfill the promises made to them. If you misplaced it or missed Kent's email, just ask and Kent will be happy to provide you with another one.

So, here we go into the final month of 2019. It's been a fast and furious year and I hope you all have done well. This is the time of year your KAB board begins looking at initiatives for next year, so don't be afraid to let your board members know of ideas you may have to help our industry grow. Have a great month, everyone!

## Meet the New KAB Board Members



**Justin Fluke - KNZA Radio, Hiawatha**

While getting a broadcast degree at Fort Hays State University, Fluke worked for Eagle Radio broadcasting sports and upon graduation took a full-time job with KNZA Radio Group in Hiawatha in 2001. It was that year that he added sales to his job description and then was promoted to the management team in 2013 before joining the ownership group for the five-station cluster in 2015. Fluke has also helped KAB coordinate phone lines for state basketball and been on the KAB scholarship committee for the past 10 years.



**Randy Goering – Eagle Radio, Great Bend**

Randy began his broadcast career during high school in McPherson. Broadcasting then took him to Hays, Liberal and Junction City before moving to Great Bend in 1984 and now running the 4-station cluster. He has been the play by play voice for Great Bend H.S. for 17 years and is the 2008 recipient of the Hod Humiston Sportscasting award.



**Mark Yearout – Southwind Broadcasting, Garden City**

Mark graduated from Kansas State University with a degree in Journalism and started his radio career in Wichita, Kansas 30 years ago. Since then Mark spent 14 years in Baton Rouge and New Orleans managing sports networks including the New Orleans Saints radio network and the LSU Sports Network. He returned to Kansas in 2005 to be nearer family and their farm.

## Thank You Senator Moran

As we have reported many times the KAB, along with the NAB, are asking Congress to let STELAR expire December 31. STELAR is an acronym for the Satellite Television Extension and Localism Act which comes up for review every five years allowing satellite companies to bring distant network signals into markets where there is no local affiliate available. It's our contention that rather than putting the nearest affiliate in their package they take the cheaper way by importing a local station from either coast – preventing viewers from getting local news, weather and advertising.



Earlier this month, the Chairman of the Senate Commerce Committee announced he would offer a bill renewing STELAR for another five years. Kansas Sen Moran joined two other senators in offering an amendment that would require a “good faith” provision permanently – beyond the five years, should STELAR be reauthorized. That language states both sides will negotiate in good faith when doing retrains deals. This was a terrific move on Sen Moran's part to show his support for Kansas (and all) broadcasters. We appreciate his effort and hope when you see him in your community that you will tell him thanks.

## 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](mailto: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](http://www.localbroadcastsales.com) Click on JOIN LBS in the top right corner. The access code is 2012ks

## 2020 KAB Dues Renewal

Earlier this month, GM's received an email and dues form to complete and return with payment. If you did not see it, please let Kent know and he will send another one. But we want to make sure you feel you receive value for the dues. Here are several of the services we provide our members.

- Lobbying at both the state and federal levels to protect your businesses both financially and in the areas of news coverage
- Legal hotlines to assist you in making important decisions
- FREE sales, management and HR training through two excellent companies – P1 Selling and LBS. We are very pleased with the number of stations and their sales staffs who utilize these tools
- On Line Job Bank to seek qualified applicants and to look at resumes
- Alternative FCC Broadcast Inspection Program to keep your stations compliant
- One-time scholarships to children of station employees entering their first year of college or vocational school
- Broadcast awards program highlighting the excellence of Kansas broadcasters

The KAB enjoys a strong membership of excellent stations that serve their communities. If you have not joined in the past, now is your opportunity!

## 2020 PEP Pledge Form

As Larry pointed out, the 2020 PEP pledge forms were also emailed to GM's earlier this month. Please consider a small increase in time pledged as we have a significant number of clients anxious to utilize PEP. If you can, we'd appreciate receiving those by December 15.



## Teens Still Tuning Into Radio

(Courtesy Inside Radio) Despite reports that young consumers are spending more time with streaming platforms, social media and YouTube, Nielsen says 91% of teens (12-17) in small and medium markets are tuning into radio on a monthly basis. Nielsen is out with its latest quarterly report focusing on small and medium markets.

The new report also says that 94% of 18-34 year old small and medium market population are tuning into radio monthly and 99% of that population between the ages of 25 and 54 tune into radio on a monthly basis. Throwing out the net over the 18+ demo, Nielsen says 98% of the small and medium market population is tuning to radio every month. In the Hispanic 12+ population, 99% tune to radio every month, and in the African American 12+ demo 98% tune in monthly.

## The Sales Process Is Taking Too Long



Sales managers in all-size broadcast markets are not only concerned about shrinking TV/Radio rates, but also about longer sales turnaround times. In other words, the time spent from prospecting local direct business, getting an appointment, putting together a proposal, making a presentation, handling objections and then finally closing the sale is just taking too long. Let's look at why, and what we could do to shorten that process.

Why is it taking so much to close a sale today as compared to say, ten or fifteen years ago? To begin with as I have mentioned in previous articles, it's much harder today than it was in the past to get in touch with a decision maker. There is so much telephone and email spam out there these days that nobody wants to take a call or open a message from any unfamiliar source (of course, this is also a problem for people in any sales area, not just broadcast sales).

Even if you do reach the decision maker, it seems to take longer to wrap up details and close. Why? Perhaps it's because instead of working face to face with the client, we have to engage with busier people via text message, email and voice mail. In other words, there is less direct contact with the people we need to reach the most.

Sales directors, like my friend Peter Tanz at Midwest Communications says, "How do we improve the 'speed' process?" Good question. How much do you want the meeting? How much are you willing to differentiate yourself from the rest of the local media pack?

- Get appointments faster by learning how to effectively use voicemail. Instead of using boring, "deer in the headlight" (OMG! I'm on Voicemail) messages, practice leaving a 10-second commercial with a sharp headline that's sure to get the client's attention.
- Go to the client. We're becoming afraid of dropping in on a client. But it still works. Who knows? She just might see you. It happens. If not, they might at least get a look at your face, so that next time you call them on the phone you'll be a little more familiar with you. Or if the decision maker isn't there, meet some of the employees. Ask them what's selling/not selling. Find out what you can about the client, what's he like? How does he prefer to be contacted?
- Send flowers or cookies or donuts or barbeque with a note. I've done that and I've gotten meetings as a result.
- Offer to take the client for a quick cup of coffee. I have found that there is still a kid inside of most people. I've called, sent a message saying, "Hey, let's get out for a minute. Can I come pick you up and take you out of the office for a cup of coffee?" One of my hard to reach clients loved cool cars. One day I borrowed a Porsche 911 from another client. I drove it to my other client's business, parked where he could see me through his office window, called his cell and asked him if he'd like to go for a test drive. We spent nearly 45 minutes together and he signed our agreement.
- Use your celebrity. Never forget you work in the entertainment business. Most people have never been to a radio or TV station. So, invite the client to the station for a tour, lunch and a brief proposal. When the client arrives, make sure there's a sign out in the lobby welcoming her.

**Austin advertising agency GSD&M found out that their biggest account, Southwest Airlines, was planning to leave them. They invited the CEO to the agency and every employee participating in singing their own version of “Baby Please Don’t Go” to him. The client started crying. GSD&M kept the account. Nowadays, you have to stand out from the clutter if you want to get things done.**

**(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)**