



TRANSMITTER

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Chairman's Message:

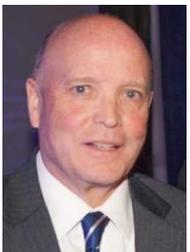
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Hello all. I'm excited to be Chair for the Kansas Association of Broadcaster in 2020. It's an honor to serve. I'm looking forward to working side-by-side with the board to build upon the great foundation this organization as set. Thank you, Larry Riggins, for successfully leading this board the past two years. Together with Barb White as Chair-Elect, plus new KAB board members Randy Goering, Justin Fluke and Mark Yearout, I know the entire board is looking forward to a very productive new year!



As I previously announced to the membership, Kent Cornish will be retiring as President full time from the KAB later this spring. He informed me that following 40 years in the broadcast business – the past 12 at the KAB - of his desire to spend more family time with his family, and with the Association in excellent shape, felt it was time to relax. While I wish we could have him around for much longer, I completely understand his decision and fully support it.

The board has formed a search committee and will post the position very soon. Please join me in congratulating Kent on 12 years with the KAB!

Looking back on 2019 your KAB board worked hard on federal issues and that effort is bearing fruit. Here are a couple of legislative examples:

- The PIRATE Act unanimously passed the House of Representatives in February 2019 and the KAB applauds the recent Senate passage of the PIRATE Act. This legislation provides

stronger resources to help the FCC combat illegal pirate radio operations, which not only interfere with licensed radio stations but also public safety communications and air traffic control systems. We look forward to the President signing the PIRATE Act into law.

- Both NAB and KAB strongly supports key pro-consumer provisions in the appropriations bill that address the expiring Satellite Television Extension and Localism Act Reauthorization (STELAR). The provisions in the appropriations bill related to STELAR:
 - Makes permanent a requirement that pay TV providers and broadcasters negotiate in 'good faith' during retransmission consent discussions
 - Requires pay TV companies to adhere to truth-in-billing fee disclosure
 - Establishes May 31, 2020 as the deadline under which DirecTV must deliver local TV signals to an additional 12 'unserved' rural television markets. Once compliant, DirecTV may continue to import distant TV signals to RVs, truckers, tailgaters and 'short markets' that do not have a full complement of local ABC, CBS, NBC and FOX-affiliated TV stations.

Looking forward, the KAB will continue efforts to Prevent Harmful Changes to Advertising Tax Treatment, defend against a Radio Performance Tax and Prevent Harmful Changes to Advertising Tax Treatment. I know this is cliché', but these are challenging times for Broadcasters and it's going to take a real team effort to meet these challenges head on. To all members, your feedback, advice and counsel is needed. Please stay active and let's make 2020 a fantastic year!

FREE Membership Service

As KAB members, you have FREE sales training right at your desk! We offer two programs that you and your staff should be taking advantage of – P1 Learning and LBS. Each of these video centric programs are filled with hundreds of short clips that are ideal for sales meetings or one to one training. All you have to do is click either/both links below to get signed up. Or if you are already signed up, then this is a reminder to keep using it.

<http://p1learning.com/> then click on contact us and tell them you're a KAB member
www.localbroadcastsales.com Use the access code: 2012ks

Ed O'Donnell Retires as ABIP Inspector



After 62 years in broadcasting as a manager, engineer, play by play announcer and Alternative Broadcast file inspector for the KAB, Ed O'Donnell retired December 31st. Many of you have known Ed as the ABIP Inspector the past 20 years, but he had a long and very successful career at WIBW Radio and at KSEK in Pittsburg before that.

Ed served as Chief Engineer and Operations Manager until his "first" retirement in 2005. He was instrumental in establishing WIBW as the flagship station for the Royals Radio network and many other innovations still used today. In his spare time, he was the voice of the K-State women's basketball team and even provided play by play for high school games when needed. Ed was honored with the Distinguished Service Award and inducted into the KAB Hall of Fame in 2003. He served on the KAB Board of Directors from 1992-96 and set up the high school basketball tournament phone line program still being used today.

Ed has been a great friend to broadcasting and the KAB and we wish him well as he takes time to relax!



For the time being Art Morris has agreed to serve as our ABIP Inspector. Art lives in southwest Missouri and since 2008 has been doing inspections in Missouri, Nebraska and Oklahoma. His nearly 50-year broadcasting career has had him wearing many hats at different stations, but engineering was always his passion. Art is also a consulting engineer, attended most KAB conventions and is well known among engineers in the Midwest.

Johnson New GM at Summit Media



Todd Johnson has been named VP-GM of the Wichita station cluster that includes KFDI, KICT, KYQQ and KFTI. He has been GSM for the group the past three years and has 34 years of sales and management experience in Wichita.

He replaces Beverlee Brannigan who served as GM the past six years as she has been promoted to SVP for Programming at Summit. She also served on the board of the KAB from 2016-2018.

NASBA Attorney Zaragoza Retires

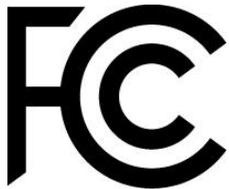


While many of you may not have met Dick Zaragoza, his impact on the KAB as well as all the other state associations was profound. For over 35 years he served as legal counsel for the National Alliance of State Broadcast Associations (NASBA) before retiring December 31. Dick wrote the first Army National Guard PEP contract over 20 years ago and is the main reason we have a new contract still today. He provided counsel to state association executives and his law firm spent countless hours researching and advising associations on many different aspects of station operations.

He earned many honors during his legal career with prominent DC law firms who specialized in broadcast law. He also represented a few Kansas stations during his practice and all that knew him would describe Dick as extremely professional, bright and fun to be around.

NASBA, for whom I had the pleasure of serving as President in 2015, remains in good hands as Dick's law partner, Scott Flick, has taken on the NASBA duties.

Are You Telling the Audience If A Program is Recorded?



(Courtesy of David Oxenford – KAB Hotline Attorney) Did you know that the FCC has a rule that requires a broadcaster notify its audience that a program has been pre-recorded when the program “creates the impression” that it is live? This week the FCC's Enforcement Bureau entered into a Consent Decree with Salem Media Group, in which Salem agreed to pay a \$50,000 penalty and set up a monitoring and compliance plan for 3 years, after admitting that it violated this FCC rule.

The program that led to the Enforcement Bureau action was called *HealthLine Live*, airing on Saturdays on over 20 Salem stations. The FCC noted that because the word “Live” was in the title of the program, and because the program featured listener calls, the program gave the impression that it was being broadcast live. The FCC began its investigation as a listener complained to the FCC that the program could not be live as the host had died before the program was broadcast. In response to

the FCC's investigatory letter, the licensee admitted that the program was in fact prerecorded, and that the host was indeed dead.

With the warning provided by this case, broadcasters need to make sure to review all of their programming to be sure that they are not airing programs, or segments of programs (including any network programs), that appear to be live but are in fact not live, without providing notice to their listeners or viewers. Don't re-run a talk show when the host is on vacation without mentioning that the program was recorded at an earlier date. Don't include pre-taped phone calls in a program without providing notice that the calls have been prerecorded. If you include some live and some prerecorded calls in a program, disclose at the beginning of the program that portions of the program have been prerecorded. With the explicit warning that the FCC has provided in this Consent Decree, broadcasters need to be vigilant to avoid problems that can result in a costly lesson.

KAB Job Site



On the KAB website is a section for members to post job openings and to see resumes posted by job seekers. Many of you utilize this excellent tool, but if you haven't, it's quite easy to register and place your opening on our site. The site walks you through the steps where you can place as much information as you want. I encourage you to explore it at <http://kab.net/JobBank/>



Setting the Table For A Long-Term Direct Sale



When I was in college, I got a job at a store selling men's clothes. My boss, the owner, was the consummate salesman. And one of the first things he taught me was to stop saying to customers, "Hi, may I help you"? Why? Because if you're trying to sell something, it's the worst thing you could say. Put yourself in that situation as a customer. If a salesperson says, "Hi, may I help you"? What is your immediate reaction? "No, thanks. I'm just looking." See? We all know that script.

And when the customer in that store says, "No, thanks, I'm just looking..." he's saying NO to you, and NO to the store. You've put yourself in a corner. My boss said that instead, you make a suggestion. If the customer says no to that, she's not saying NO to you or NO to your organization, she's only saying NO to that suggestion.

In Media Sales, we run into a similar conundrum. When we approach clients, we're all about talking about the station...the ratings, the format, the program, the "special rate package." And consequently, when the client says NO, he's saying NO to broadcast. No to your station. No to you. Why put yourself in that corner? Let's focus instead on specific ideas.

I've always believed that Media Sales was a thinking person's game. And that if I can come up with an idea that the client would never come up with on her own, an idea so good that the client becomes convinced beyond a shadow of a doubt that your idea for her success is better than hers, that I'll eventually walk out with an annual buy.

So, let's set the table for success, instead of allowing the client setting the table for us.

- **Do your homework-Research your client. Watch/listen to the advertising he has already done. Talk to his employees and find out what's selling and what's not. Use the Internet to find out as much as you can about his product/service category. Ask his gatekeeper how the client prefers to communicate. Phone? Email? Text? In-person?**
- **Have an idea before you call-Come up with a great idea...one that makes sense, one that will make the client's register ring, that the client has not used before. A much better commercial that focuses on the client's customer needs would be a good start. Do the client's current ads make the listener's life safer? More convenient? More luxurious? Consider pitching one idea per commercial, and then we rotate commercials, avoiding clichés, and avoiding making the commercial all about the client, instead of making commercials that identify and solve specific listener/viewer problems.**
- **Use a Headline to get an appointment-No more "Hi, my name is Paul and I just wanted to come by and introduce myself and see if I can learn more about your business and find out if you'd be a good match for our audience." NO. Instead, "I've found a hole in your competitor's marketing and advertising strategy that B-52s could fly through. Let me show you what I've found and show you how you could take advantage immediately." Or, "Every time you advertise, you're always knocking 20-30 percent off your prices. I have a way that we can make sales without having to give up your gross margin and bring 30 percent back to your bottom line." Or, "I've come up with a strategy so good that every time our audience thinks about plumbers, they will only think about you." Headlines like these will get you appointments.**
- **Get the client out of the office if you can- Do what you can to determine a neutral location to make your pitch. Try to get the client away from his desk and away from interruptions.**
- **Be ready with a one-page proposal- As we say, "He/She with the agenda controls the meeting." The proposal does several things.**
 1. **Serves as your notes, so you don't forget to say something important and so that you don't stray off topic**
 2. **Shows that you have done original work**
 3. **Serves as a vehicle to draw out any client objections**
 4. **Draws the client to a logical conclusion**
- **Ask for the business-Once you've gone through your presentation, ask for the long-term agreement. If the client says NO to this idea, find out why. And leave with something. Another appointment...a production date, a stapler (just kidding), something.**
- **If the client says no to a good idea, don't ditch the idea-If your idea is sound and the client just won't buy it, take it to other businesses in the category until you sell it.**

When the client says NO to your idea, she's not saying NO to your station, you or to broadcasting. Just NO to that idea. Listen, learn, fine-tune and change your pitch, until the client finally says YES. The goal of every client meeting is a long-term contract. And if you can get the client to say, "Wow, I've never thought about it that way," you're close to achieving your goal.

(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