



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. Political season is upon us and this month I am going to do a little campaigning. Not for myself, but for the KAB. The board will have two open seats this fall, and we will be holding elections to fill these openings.

My stump speech is simple. Being part of the KAB board is both professionally and personally rewarding. Professionally, you will dive deeper into important broadcast issues that impact our businesses while getting a broader perspective on our industry.

You will have input into KAB's voice here in Kansas and in Washington, D.C. and you will work side-by-side with industry peers that will make you a better broadcaster. Personally, you will be working closely with a great group. During my time on the board I've made some true friendships, people who I can depend on for advice and support. So, if you are an owner or general manager, I recommend you consider running for the KAB board this fall. It will be well worth your time.

For more information about the board and these open seats, give me or Allison a call.

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

KAB Convention Moving to Virtual Platform

The KAB Board has decided to cancel the 2020 Convention, scheduled for October in Wichita, due to COVID-19 and replace it with an engaging and valuable online experience. After conducting our survey of members, talking with other state associations and in consultation with the hotel, it became obvious that holding an in-person conference was truly not feasible under the current conditions.

The good news is we will still provide excellent speakers and presentations – but in a virtual setting so you can safely participate from your home or office. We are working on all those details, including an exciting station awards event to still honor the outstanding work by individuals over the past year!

KAB Accepting Individual Award Nominations

Each year, the KAB honors outstanding Kansas broadcasters through the Distinguished Service Award, the Hall of Fame, Mike Oatman Award for Sales Mentoring and the Sonny Slater Award for Service to Station and Community. If you know of someone deserving of any of these awards, please go to our website and read about these awards and how to send in a nomination.

<http://kab.net/KABAwards/KABIndividualAwards/>

The deadline is August 1. However, due to the cancellation of the in person annual convention, individual award recipients will be announced in late August, but the formal presentation will be delayed until 2021 when everyone can attend.

COVID-19 Website Resource



If you have not had an opportunity to look at and use the resource, we have on the KAB website, I encourage you to do so. It is filled with valuable information and links to many resources including KDHE, Poynter Institute newsletters, the NAB Resource kit and much more. Simply go to our home page <http://kab.net/> and click

on the COVID logo at the top.

FCC Supports Internet Broadcasting



The FCC has voted unanimously to help promote broadcasting as a new ancillary/competitive broadband service by making it clear that legacy broadcast TV attribution and ownership regulations do not apply to broadcast-delivered internet services like over-the-top.

Per the declaratory ruling, TV stations can enter into lease agreements with any other station, or stations, in a single market to offer internet services without triggering the FCC's broadcast ownership and attribution rules. It does not eliminate the requirement that broadcasters have to deliver a TV signal on their primary channels. Commissioner Brendan Carr, who spearheaded the item, was all in for the "broadcast internet" rebrand, saying it could indeed be as new competitive broadband pipe, saying the term captures new applications that are part of a broader new competitive landscape. He says ATSC 3.0 will allow broadcasters an even greater role in that competitive market and talked up the one-to-many architecture in his statement.

988 – Suicide Hotline Proposal



Chairman Pai has announced that the FCC will vote at its July 16 Open Meeting on final rules to establish 988 as the new, nationwide, 3-digit phone number for suicide prevention and mental health crisis counseling. This announcement comes at a time when suicide in America is at epidemic levels, particularly for vulnerable groups like veterans, LGBTQ youth, and black teens. If adopted, the order would require all telecommunications carriers and interconnected Voice over Internet Protocol (VoIP) service providers to begin directing all 988 calls to the existing National Suicide Prevention Lifeline (1-800-273-TALK) and complete that transition within the next two years, by July 16, 2022.

National EAS Test Postponed



FEMA has announced there will not be a national IPAWS test of EAS this year due to the impact COVID has had on broadcasters and cable systems. The next test will be in 2021 as the agency has to test it at least every three years.

In its announcement, FEMA stated, “Although systems remain in place for rapid automatic transmission of the test message by broadcast and cable operators, the follow-on reporting activities associated with a national test place additional burdens on technical staff that are already quite busy maintaining as close to normal operation as possible.”



Don Hogg Obituary



Retired TV broadcast engineer, Don Hogg passed away May 31. He was 87. After serving in the Army, Don attended Wichita Technical Institute – then taught there for 17 years - and worked for KSN Engineering Services in Wichita from 1975-1978 where they were manufacturing low cost character generators and time base correctors. He then went to work as Chief Engineer at KSNW TV, and in 1988, accepted the position of Associate Director of Engineering at the Educational Communications Center for Kansas State University. There he built the television studio and wired classrooms of Dole Hall as it was being constructed from the ground up and retired from there in 2002.

Don was heavily involved in the Society of Broadcast Engineers serving as SBE-3 Region Chair of the Nominations and Elections Committee for many years, and served as Vice Chair in 1980, 1995 and 1996.

How to Avoid Client Cancellations



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

Someone invited me to a surprise party for an elderly person with acute heart problems. The inviter's intentions were good, but I mean, come on. What could go wrong? Surprise! I hate surprises, even the good ones, but especially the bad ones. For broadcast account executives, nothing is worse than suddenly discovering that a local direct account you thought you knew well is suddenly cancelling and going with an advertising agency, or to another medium or station.

Panic sets in. *What the...What am I going to say to my sales manager?* "I'm sorry, but I never saw it coming. I really thought we had a great relationship. I don't know what happened." Yes, now we can see the depth of your client "relationship," up close and personal. You thought you had this account in the bag and now we discover that you were the one in the bag.

Here are some things you can do to ensure that you minimize your exposure to bad surprises in the future:

1. Don't be naïve. Why would you think for a minute that as soon as your new account airs for the first time that other media people, including some agencies, wouldn't swoop down on your new client and begin forming relationships as well? And why would you assume that the client would automatically phone you and tell you about these calls? The client has absolutely no obligation to tell you about the other stations, media, and agencies that she is talking with.

2. Recognize this elephant in the room and discuss it with your client. "I have an obligation to tell you that as soon as your new commercial begins running, you may be deluged by nuisance calls from other media people. If you'd like, you could refer all of those calls to me. I'll save you time by sifting through them and if I find something that might be of use to you, I'll bring it to your attention so that you can decide whether or not that is something you might want to explore further." You'd be surprised (Ha!) at how many times I get this response. "Wow. You'd do that for me? Thank you. I hate having to deal with all of those people."

3. Some of the advertising agencies in your area might not be what you would consider creative geniuses, but I'll tell you one thing: they are typically much better than us when it comes to retaining long-term business. If you think that they're not having some form of the above conversation with their clients, then you're naïve indeed. Let's learn from what agencies do well and implement what we learn. Perhaps we'll save ourselves the disappointment of a surprise cancellation later on.

4. Convince the client to sign an annual agreement with you as soon as possible. There are many reasons why it's in your best interest to do so and many reasons for the client as well. Let's start with why it's in your best interest to always ask for annual business from your local direct client.

— It gives you some immunity from other media vultures that want the accounts you've worked so hard to procure.

— It allows you to move past the monthly "shakedown." "You did something with us last month. Do you have anything for us next month?" Without an annual contract and an annual plan, every time the client sees you, you look like you're shaking them down for money. In the decision-maker's eyes you look more like a pest than a resource.

— Since you're not constantly hitting them up for money anymore, you have the opportunity to build a long-term relationship, perhaps a lifelong relationship, with your clients.

Here's what's in it for the client to have a long-term agreement with you:

— Locked-in rates and guarantees that spots will run when you say they'll run.

— All of the perks that a priority client deserves, including tickets to concerts and invitations to important events.

— A year to give your audience good reasons to shop him instead of his multinational competitor, without necessarily having to give up his gross margin of profit to attract them. In other words, value almost always trumps price. I have clients that never ever have to advertise sales. Instead, they use their commercials to teach value.

— An insurance policy against “bad word of mouth” advertising. Consumers may hear something negative about your client from a friend or a website posting. But since the client, through his long-term commitment with you, has invested in building a long-term trust and relationship with members of your audience, consumers may give your client the benefit of the doubt.

— The client doesn’t have to lie when he tells other media reps, “I’ve already made my advertising plans for the year.”

5. Neglected customers cancel. Neglected customers cancel. Neglected customers cancel. Neglected customers cancel. Don’t neglect your customers. Clients complain that once they’re sold by a media executive they hardly ever see them again. Bad idea. Some sellers are literally afraid to go back, afraid that when they do the client will complain or find a reason to back out of the agreement. Make it a point to see your clients on a regular basis. Promise them that you’ll check in with them once per week to make sure that spots and schedules get tweaked if necessary, to check on the status of the campaign, to meet with the client’s salespeople and talk about the promotions coming up — any good reason to regularly see your client is a good idea. When little fires come up, you can easily put them out. But little fires grow quickly into larger ones, ones that can get out of your control. Keep in touch with your clients.

Stay vigilant and protect your work. Don’t assume anything and perhaps you’ll avoid another “SURPRISE!!!!!!”

(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