



# Oklahoma Association of Broadcasters

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www.oabok.org

## 2006 Annual Convention

Plans are already underway for the OAB Annual Convention in Oklahoma City on March 31 and April 1 at the Sheraton Hotel.

A multitude of topics are expected to be addressed in the two-day meeting. With the choices listeners and viewers now have, what does the future hold? How can we use the new technologies? How do we retain audience and enhance revenues? The competition is real. Are you up-to-date with all that is coming down the pike? If not, you better plan on being at the convention.

**What does  
the future  
hold?**

Radio and television broadcasters from New Orleans and Biloxi will be with us to discuss disasters.

**March 31**

Good management and employee practices will be covered. **Roy Stewart** from the FCC Media Bureau plans on being there as does our legal counsel, **David Oxenford**. New NAB President **Dave Rehr** has been invited.

**April 1**

It's going to be a full and informative convention agenda.

## Year-Long Sales Training Offered

Starting in January the OAB will offer to member stations a year-long in-house sales training program *free-of-charge*. The program is a completely revised and updated version of the **Paul Weyland** program offered two years ago. The new program will include video clips for each session.

The program is designed to provide the materials for 26 sales meetings during the year.

Each month two sales session packets will be emailed to participating stations. The packet will include a Facilitator's Guide, Meeting Agenda, Sales Personnel Worksheets and a video clip. The program is not only designed to train, but to track sales personnel as well. Meeting preparation time will be minimal for sales managers.

Based on the development of long-term direct business, some of the topics to be covered are prospecting, call reluctance, mastering creative, handling objections, getting appointments, proposal writing and many more elements of successful selling.

The first two E-Lessons will be emailed the first week of January. To sign-up for the program, all a station needs to do is provide Nancy or Carl the email address of the individual designated to receive the materials.

## Weyland Sales Seminar February 15

On February 15, 2006, **Paul Weyland** will conduct a one-day sales seminar, "AE Boot Camp." The Boot Camp is designed specifically with entry level broadcast sellers in mind, but seasoned vets find the seminar a great refresher course.

Registration fee for the one-day seminar is \$20 and includes lunch and refreshments. Full details on the seminar will be sent to member stations later.

Making his third trip to Oklahoma, Weyland has 21 years experience in broadcast sales as an account exec, sales manager, general manager and training exec for Clear Channel in Europe. The Television Advertising Bureau recently contracted him for training programs for their members.

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## A Very Good Year

This has been a pretty eventful year for the OAB. We've had a full agenda of issues in Washington and a very active program for our members.

In Washington we've had the FCC and Congress kicking around digital television conversion, satellite radio, indecency, payola and a number of other items. We've got a new FCC Chairman and Commissioners that are bound to offer new regulatory philosophies.

In-state we started the year in February with the master, **Chuck Mefford**, presenting outstanding sales seminars in Oklahoma City and Tulsa. It was a great convention in Tulsa featuring outstanding sessions on yellow page and cable advertising. Both drew record attendance for a convention session. Despite threatening weather, the June Foundation Golf Scramble at Oak Tree brought us together for an afternoon of fun and fellowship.

A June RTNDF Ethics workshop and a **Mary Scott** news writing seminar in August addressed the needs of our news people. The August Sports Day program went quite well and the Small Market Radio Programming workshop was outstanding. Rob Russo returned in November to wrap up the year with a repeat of his cable presentation.

The office also kept us up on a variety of other issues and the lottery in particular.

It was a very good year and we hope to top it in 2006.

Happy Holidays!

—Wes Milbourn, OAB Chairman, 2005–2006



## Events Calendar

### January 1

Paul Weyland In-House E-Lesson Training *begins*

### January 10

Board of Directors Meeting

### January 17

Awards Entry *Deadline*

### February 1

TV License Renewal Filing *Deadline*

### February 15

Weyland AE Sales Boot Camp  
Oklahoma City

### Feb. 27–March 1

NAB Legislative Conference  
Washington D.C.

### March 2–4

State High School Basketball Championships  
Class A & B

### March 9–11

State High School Basketball Championships  
Class 2A thru 6A

### March 31–April 1

OAB Annual Convention  
Sheraton Hotel–Oklahoma City

### March 31

OAB Annual Membership Meeting 4:00 PM  
Sheraton Hotel, Oklahoma City

### March 31

OAB Hall of Fame Dinner

### April 1

OAB Awards Recognition Dinner

### April 23–27

NAB Convention  
Las Vegas



## Board of Directors

Wes Milbourn	Chair	KFOR-TV, Oklahoma City
Roger Harris	Chair-Elect	KADA AM/FM, KYKC, Ada
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Pat Baldwin		KTUL-TV, Tulsa
Bill Coleman		Team Radio, Ponca City/Perry/Blackwell/Stillwater
Dan Lawrie		Cox Radio, Tulsa
Michael Kronley		KJRH-TV, Tulsa
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Carl C. Smith	President and CEO	
Nancy Struby	Executive Assistant	

The **Oklahoma Association of Broadcasters** is comprised of commercially FCC licensed radio and television stations organized for promoting the interest and welfare of the broadcast industry.

The Association publishes the OAB Newsletter four times each year. Advertising rates are available upon request. Articles, pictures and letters to the editor should be mailed to OAB, 6520 North Western, Suite 104, Oklahoma City, OK 73116.

**Telephone**— 405-848-0771 **Web Site**— www.oabok.org  
**FAX**— 405-848-0772 **Email**— smith@oabok.org

## Big Hit with Attendees

### Small Market Programming Workshop

Over 40 small market broadcasters thoroughly enjoyed the OAB's first ever programming workshop geared for the non-metro markets. Much of the credit goes to ABC Radio Network Vice President **Phil Hall** who moderated the day-long program. Hall established a relaxed open discussion with all panels throughout the day. The morning sessions featured Tulsa's **Drew Anderssen** and **John Durkee**, KRMG; Oklahoma City's **Tom Travis**, Clear Channel; **Terry Monday**, Perry Broadcasting; **Kevin Christopher**, Tyler Media; and **Steve O'Brien & Buddy Wiley**, Renda. Broadcast Electronics' **Steve Schott** covered HD radio for the group following the luncheon.

Arbitron's **Gary Marince** gave the group a real insight to the Arbitron ratings service and received high marks from those attending.

Wrapping up the day were three morning personalities from the ABC Radio Network in Dallas. **Jonathan Doll**, **Richard Stevens**, and **Charlie Derek**—Hot AC, AC and Country Coast to Coast formats respectively—not only informed but entertained the group quite well. A talented group. A special thanks to **Phil Hall** for his excellent work.

### Congressional Luncheons

During the holiday season the OAB office has been attempting to schedule breakfast or luncheon meeting with the members of the Oklahoma Congressional delegation. In late November, we met with Congressman **Tom Cole** and have a breakfast meeting set on December 20 with Senator **Tom Coburn**. The primary topic of the meetings is the digital conversion provisions of the Budget Reconciliation legislation. We have no objections to the Senate version, but have numerous objections to provisions addressed by the House.

Congressman Cole was knowledgeable of the House version and its negative impact on the consumer. He offered his advice and assistance.

HR 998, the House legislation that prohibits satellite companies from carrying local radio programming now has 91 co-signers to the bill. All of Oklahoma's delegation except Representative **Ernest Istook** has signed on. We have provided the "Governor-wannabe" everything he has requested, but he has not come through as a co-signer.

### Have you ever checked the OAB website?

You might be surprised what you find there. Want to know about advertising lotteries, tattoo shops, tobacco? It's all on there and more under Advertising Issues. What should be in the Public File? Check out Legal & Regulatory. The State EAS Plan and monitoring assignments? They're on the OAB website. How about the personnel at another station? Check out the Membership Directory. Have a job opening? List it on the Job Bank and check the Job Bank for prospects. Is the data correct for your station listings? If not take a moment to indicate the changes.

We enjoy your calls, but often times the info can be found on the website. It's [www.oabok.org](http://www.oabok.org). If you need the Member ID and Password, give us a call.



**Steven Johns** is the new GM of the Mahaffey Group of stations in Stillwater. At one time he was in the Ardmore market.

**Jon Phillips** is the new manager of KHTT/KBEZ, Tulsa. Jon moves from the Dallas market and was formerly with Cox Radio-Tulsa.

**John Rossi** has assumed the helm of KOKH/KOCB, Oklahoma City. John came to OKC from Salt Lake City.

**Marcia Baker**, KTUL-TV, was named one of the Top 20 Sales & Marketing Women Who RULE in Radio and Television by AWRT nationally.

**David Byland**, Oklahoma Baptist University professor, has been elected President-elect of the national Broadcast Educators Association.

**Griffin Communications**, owner of Oklahoma City's KWTV, and Tulsa's KOTV, is acquiring KWBT-TV of Tulsa.

**The New York Times** organization, owners of KFOR-TV, Oklahoma City, has acquired KAUT-TV, Oklahoma City.

**Wright Wradio** has sold KWEY-FM, Weatherford to Tyler Media. The station has been moved Blanchard.

**Ralph Lynch** ended a long and illustrious career in Tahlequah radio at the end of October. Except for a ten-year hiatus from the stations in the 90's, Ralph had been associated with KEOK/KTLQ since 1969. Not retiring, Ralph is joining his Please turn to page 4

old boss, **Galen Gilbert**, who has purchased KUOA in Siloam Springs, where they both keyed their first microphone.

**Joyce Reed**, Griffin Communications, received a fellowship to the NAB Education Foundation 10-month Broadcast Leadership Training program at Georgetown University.

**WWLS**, the Sports Animal, in Oklahoma City, is the first AM station to go digital. Citadel began digital broadcasting on WWLS on December 6.

## Sports Day Program

The OAB Sports Day in early August was well received with approximately 30 in attendance. The morning sessions highlighted the University of Oklahoma broadcast team of **Bob Barry** and **Merv Johnson**, and from Oklahoma State **Dave Hunziker** and **John Holcomb**. The open dialogue between the crews and attendees made for excellent sessions. **Jim Riley**, former OU All-American and member of the Miami Dolphin undefeated Super Bowl championship team gave a truly inspirational message at the luncheon.



### Seasonal Food for Thought



One evening an old Cherokee told his grandson about a battle that goes on inside people. He said, "My son, the battle is between two wolves inside us all.

One is Evil. It is anger, envy, jealousy, sorrow, regret, greed,

arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority and ego.

The other is Good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity,

truth, compassion and faith."

The grandson thought about it for a minute and then asked his grandfather:

"Which wolf wins?"

The old Cherokee simply replied, "The one you feed."



*Peace on Earth, Goodwill to All*



*Carl, Nancy, & Tina*



Oklahoma Association of Broadcasters  
6520 N. Western, Suite 104  
Oklahoma City, OK 73116

# Paul Weyland's Year-long Sales Training *Coming in January!*