

2024 JIM MANNING SOCIETY

The Jim Manning Society was established in 1982 by the Greater Montana Foundation and the Montana Broadcasters Association. The Jim Manning Society honors exceptional performance in local direct radio and television sales by employees of Montana broadcast stations.

The program is named in honor of Jim Manning, a long-time salesman, sales manager, friend, and employee of E.B. Craney, a pioneer of the Montana broadcasting industry. As the owner of several Montana stations, Mr. Craney knew that good salespeople are key to the success of any radio or television enterprise. The Montana Broadcasters Association now operates and funds the program.

Membership in the Society is extended to those salespeople who achieved a high level in total billing to local advertisers in the past year while employed for the entire calendar year by Montana-based stations.

- Eligibility levels for 2023 (based on 2023 sales) are set at:
 - **Radio:** \$120,000 for a single radio station; \$150,000 for combo radio stations; \$180,000 for three radio stations and \$210,000 for four or more radio stations.
 - **Television:** \$175,000 in total local direct sales and digital sales (Interactive/Internet) Television only volume during 2023 for those selling in Great Falls only; Kalispell only; Butte only; Helena only; Bozeman only; and Glendive. For those selling in Billings, Missoula, Missoula-Kalispell, Butte-Bozeman, Great Falls-Helena, or any other multi-market combination the base is \$250,000. A salesperson selling in multiple markets may apply for the single market category by subtracting out any sales not directly in that market.
- In addition, we will again recognize **Top Sellers** and **Super Sellers**. A top seller in radio or television is someone who has at least two times the sales of the base eligibility rate and a Super Seller is someone with at least three times the sales of the base eligibility rate.

“Billing” is defined as the amount of revenue generated as a result of sales and commercial announcements actually **broadcast and paid** by advertisers between January 1 and December 31, 2023. Billing must be for “like situations” and for a full year. If a new station comes on-line during the calendar year, that billing must be deducted from the full-year base. Major programming changes, i.e., wholesale format change, studio location change, etc., should be treated the same as a new station. Local agency billing is given credit toward sales. “Local advertisers” include in-state advertising agencies. To be considered “in-state,” an agency must have a Montana office. Use “Net Billing” when figuring agency sales. Only sales in the home market count toward these awards. Out-of-market and out-of state sales do not count toward the Manning or Salesperson of the Year awards. Each year of membership in the Jim Manning Society becomes a base year for the next year’s competition, and the awards are presented in the following year.

Those serving in management positions with their stations during any part of 2023 are not eligible.

Salespeople qualifying for membership based on their 2023 production will be recognized for their achievement during the annual MBA Sales Clinic.

THE SALESPEOPLE OF THE YEAR AWARDS

Salespeople inducted into the Jim Manning Society for two consecutive years - 2022 and 2023 - are eligible for the Salespeople of the Year Awards. Two cash prizes are given: \$3,000 to the Salesperson of the Year - Radio and \$3,000 to the Salesperson of the Year - Television. A runner-up prize of \$500 each will be presented in each category as well. These awards recognize those salespeople generating the greatest percentage of sales increase during the second year substantially in the same local sales area and accounts listing (and at the same station) over the first or base year.

This year's awards will be given to those people who, having become members of the Manning Society in 2024, based on their records for 2023, have shown the greatest percentage of increase over their 2022 sales and have again applied for membership. Award winners are not necessarily those who generate the highest total dollar volume of radio or TV sales, but those who improved upon their own records by the greatest percentage.

Eligibility for this year's awards further requires that the applicant be currently employed by a Montana station (although not necessarily the station at which the sales documented for the competition were generated).

DEADLINE FOR ENTRIES

May 23, 2024

Must be received **on or before** May 23, 2024

Chris Siders
Nichole Christensen CPA PLLC
1040 Partridge Place, #2
Helena, MT 59602

No late entries will be accepted.

PROCEDURES

1. Entry: Complete the application form for annual membership in the Jim Manning Society and submit in accordance with the mailing instructions on the form. If you are eligible for the Salesperson of the Year Award, please complete that section also. The criteria must be met without exception, and satisfaction of criteria must be certified by the station's sales manager, general manager, and bookkeeper, and by each individual's signature and date. Any irregularity may serve to disqualify the applicant. Remember that applications are due at the office of the program's CPA by **May 23, 2024**. **Late applications cannot be accepted.** ***If you wish to ensure that your applications are received, we suggest you send them USPS certified and return receipt or via FedEx.***
2. Notification: The accounting firm commissioned to adjudicate the project will notify the MBA as to eligibility criteria satisfaction by the applicants and provide a listing of Manning Society members for formal induction during the annual MBA Sales Clinics.

3. Adjudication: *All applicants establishing eligibility for the Jim Manning Society for the second consecutive year - thus becoming eligible for the Salesperson of the Year Award - must have the station's bookkeeper or comptroller furnish a letter attesting to the dollar amount of the billings for the two years under consideration and outlining the procedures used in establishing those figures.* If necessary, the MBA's accountant may ask for additional information pertaining to sales areas, assignments, clients, listings, etc., to assure that a sales "gain" used for comparison purposes was drawn from substantially the same local account listings. In other words, a change of assignment, expansion of sales area, change of responsibilities (such as inclusion of FM radio when earlier assigned to AM only or addition of a station mid-year), etc., would disqualify the first year of performance for comparison purposes. The accountant for the project will further request certification from the station's Certified Public Accountant of the data provided for those entrants who are clearly finalists for the awards. The station making the submission is responsible for the cost of its own accounting in all matters pertaining to these awards.
4. Announcement: Salespeople and the runners-up in each category will be announced at the luncheon during the annual Sales Clinic. This year, the winners will each receive a \$3,000 check and a Trophy, and the runners-up will receive a \$500 check and a Trophy.

DEFINITIONS

- Certified by the station's sales manager, general manager, and bookkeeper, and by each individual's signature and date.
- Disqualification: An action taken by the adjudicator in whose judgment a Manning Society member's performance cannot be professionally analyzed or compared, or for whom appropriate data was not provided.
- *It is recommended you plan wisely to ensure your application arrives prior to the deadline as late entries will NOT be accepted. This application form must be received on or before May 23, 2024.* You are encouraged to utilize USPS "Certified and Return Receipt" or via FedEx.

Chris Siders
Nichole Christensen CPA PLLC
1040 Partridge Place, #2
Helena, MT 59602

If you have questions, please consult the “Frequently Asked Questions” sheet with this application or at [The Jim Manning FAQ's](#). Still have questions?

- **For RULES or PROCEDURES questions, please call:**
Dewey Bruce
Montana Broadcasters Association
406-431-2139
- **For ACCOUNTING or ADJUDICATION questions, please call:**
Chris Siders
Nichole Christensen CPA PLLC
1040 Partridge Place, #2
Helena, MT 59602
406-495-9411