

2021 JIM MANNING SOCIETY

The Jim Manning Society was established in 1982 by the Greater Montana Foundation and the Montana Broadcasters Association and 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 a number of 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 2020 (based on 2020 sales) are set at **\$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.** *The eligibility requirement for television is as follows: \$175,000 in total local direct sales and digital sales (Interactive/Internet) Television only volume during 2020 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 sales person 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 of 2020. 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. In order 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 2020 are not eligible.

Salespeople qualifying for membership on the basis of their 2020 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--2019 and 2020-- 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 in substantially 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 2021, on the basis of their records for 2020, have shown the greatest percentage of increase over their 2019 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 20, 2021

Must be received by the accountants
Anderson ZurMuehlen on or before that date.
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 20, 2021**. **Late applications can not be accepted.** ***If you wish to ensure that your applications are received, we suggest you send them certified, return receipt.***
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., in order 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 by 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.
- The application form must be mailed "return receipt requested" and *RECEIVED* by **May 20, 2021**: Applications should be sent to.

Angela Murdo
Anderson ZurMuehlen, & Co., P.C.
P.O. Box 1040
Helena, MT 59624

If you have questions please consult the "Frequently Asked Questions" sheet with this application or at www.mtbroadcasters.org/awards.phtml. Still have questions?

- **RULES or PROCEDURES, call:**

Dewey Bruce
Montana Broadcasters Association
406-431-2139

- **ACCOUNTING or ADJUDICATION, call:**

Angela Murdo
Anderson ZurMuehlen & Co., P.C.
P.O. Box 1040
Helena, MT 59624
406-442-1040



(Please Print or Type)

Name of Applicant _____
Station(s)/ Market(s) _____
Station mailing address _____
Station phone number _____

*This form must be mailed "Return Receipt Requested" and received at this address no later than May 20, 2021:
Angela Murdo
Anderson ZurMuehlen CPAs
P.O. Box 1040
Helena, MT 59624

The following are eligibility requirements for membership in the Manning Society. Please check the boxes indicating compliance by the applicant.

- I was employed as a full-time local advertising sales representative at the above station(s) for the entire calendar year of 2020.
- During 2020 I was not in a management position at this station.

My total "billing" to local advertisers during the year 2020 was in excess of:

- \$120,000, single radio station
- \$150,000, two radio stations
- \$180,000, three radio stations
- \$210,000, four or more radio stations
- \$175,000 / \$250,000 television stations (see rules for appropriate market category)

TOTAL BILLING AMOUNT LOCAL DIRECT \$ _____

Total billing for Television Local Direct and Local Digital only \$ _____

I have met all of the above requirements and hereby apply for membership in the Jim Manning Society.
I have been a member of the Manning Society for _____ consecutive years. (optional)

Signature of Applicant _____ Date _____

SALESPEOPLE OF THE YEAR--Please check the following criteria for eligibility.

- I was inducted into the JMS in 2019 and again qualify in 2020 based on my sales record.
- I am currently employed at a Montana station and, to the best of my knowledge, will be at the time the awards are presented in September.
- I am including a letter of certification from the station bookkeeper/comptroller verifying the data and the method used to calculate it.

Signature of Applicant _____ Date _____

I certify that I represent the applicant in the capacity indicated below and that I have examined the above requirements and that the applicant is in compliance with the requirements to the best of my knowledge and belief.

Station GM _____

Station Bookkeeper _____

Station Sales Mgr _____

(Print Name)

(Signature and Date)

JIM MANNING SOCIETY FREQUENTLY ASKED QUESTIONS

1. Are trade billings and/or production sales included in net billing amounts?
No.
2. Are billings to accounts that are acquired from another salesperson that is no longer working at the station included in sales figures?
Perhaps. Inherited billings should not be included; however, new business in an inherited account can be included.
3. Are accounts that are merely reallocated among salespersons included in sales figures?
Yes, as long as accounts are equally reallocated. As with question 2, only new business may be included.
4. Define “net billing.”
Net billing is less agency commission.
5. Does “in-state advertising agency” mean that the agency has to have a physical office in state?
Are agency sales included if the agency has offices in several different states?
Yes. But the “placing” agency must have a Montana office.
6. Some larger stations that are owned by an entity that has stations all over the country can sell advertising to out-of-state companies that have branches or divisions in state. Are these sales included?
No. Only sales placed in the “home market” for a station may be counted toward the Manning and SPOY awards. Out-of-state and out-of-market sales may not be counted.
7. Does a salesperson have to be employed as a salesperson at the time the awards are given?
No. As long as the candidate was a full-time salesperson in the qualifying year(s) and is employed full-time in broadcasting in Montana, they will qualify.
8. If a station changes its call letters, is that considered an addition of a new station?
No. A simple change of call letters does not constitute a new station.
9. If a station changes from AM to FM or from country to rock, is this a change in like situations?
Yes. A change in format, a move of location or a change from AM to FM or vice versa does constitute a new station and requires that a salesperson re-qualify for both the Manning and SPOY awards.
10. Define “local account listings.”
Anything that is neither regional nor national and is in the home-market is considered local.

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11. Define “same account listings.”

All new accounts generated by the salesperson qualify under this heading as does new business written on reallocated accounts (see question 2) provided that accounts have been reallocated proportionately among the sales staff.

12. If a new station comes on-line during the year, may an applicant submit two applications, one excluding the new station for comparison purposes for the salesperson of the year award and one to establish a new base year?

*Yes. In fact they **should** submit two applications in order to establish a new base for the SPOY award.*

13. Should “bad debts” be subtracted?

Yes.

14. Are Interactive/Internet sales included?

Only Television Digital sales may be included this year and will be included for Manning Society induction and for Television Sales person of the year. Radio will not include Digital.

15. Do the sales of commercial announcements actually have to be broadcast during the year?

Yes. Sales are counted in the year in which the spots actually air.

16. Can we count political and issue advertising?

No. Political and Issue Ads are excluded. Issue ads are defined as any advertisement involving a controversial issue of public importance. Such announcements generally apply to ballot issues, but not in all cases. The controversial issue can be of local, state or national importance and may include ads about elections that are not sponsored by candidate's official committees. Issue ads are not subject to the FCC's political broadcasting rules, but stations are liable for false and/or slanderous material. The fact that a station aired ads about an issue requires the station to place a list of the chief executive officers, executive committee or board of directors of the sponsoring group into the public file for a period of two years.

17. Does NTR count as billing?

No. Only broadcast sales count toward the Manning and SPOY awards.