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The *Transmitter* is free to members and available to non-members by subscription for \$25 per year. KAB's mission is to provide professional lobbying and governmental representation, efficient communication and effective recruiting, education and training for Kansas broadcasters, and to promote free over-the-air broadcasting, for the purpose of enhancing the success of Kansas broadcasters and helping them better serve the people of Kansas.

**Kansas Association of Broadcasters**  
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**\*June 17** – Lowest Unit Charge period began for August 1 Kansas Primary

**\*June 24** – Lowest Unit Charge period began for August 3 Missouri Primary

### 2006 KAB deadlines

- **July 3, deadline for KAB station awards entries**
- August 11, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Sonny Slater Award, Mike Oatman Award, and Tony Jewell Award

### Mark Your Calendar

**2006 KAB Convention**  
**Harrah's Prairie Band Casino**  
**Hotel and Convention Center**  
Mayetta (20 minutes north of  
Topeka on Hwy 75)  
**October 22-24, 2006**



## Chairman's message



*Wayne Godsey, President/General  
Manager, KMBC TV / KCWE TV  
Kansas City*

While many radio and television operators have already lined up their interns for the summer, it is not too early to begin planning for next year. What's more, Kansas students and broadcasters have the opportunity to have their internships underwritten by the Kansas Association of Broadcasters.

The paid Student Internship Program is yet another benefit of membership in the KAB. It is designed to help interested and qualified students prepare for a career in broadcasting by receiving hands-on experience at KAB-member stations. It also provides station management the opportunity to observe the skills and work habits of these aspiring young broadcasters, with an eye toward future employment.

To be eligible for paid KAB Student Internships, students should be entering their junior years at a Kansas four-year college or university or be starting their sophomore year at a two year institution. They must be enrolled in a broadcast related program. The institution must provide college credit for the internship and a faculty member must supervise it.

Students, not stations, apply to the KAB for the internships prior to May 1 (for a summer internship) or prior to November 1 (for a semester break or spring internship). Students must receive approval both from their college advisor and the KAB member station prior to making application. They must complete

*(Continued on page 2)*

# Transmitter

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## Kansas broadcasters gave \$146 million in 2005; U.S. broadcasters' community service totaled \$10.3 billion

Results from the community service survey of radio and television stations serving Kansas, conducted jointly by NAB and KAB, reveal that stations contributed \$146 million in service to their communities in 2005. The response rate of Kansas broadcasters was 52% with 83% of television stations reporting and 50% of radio stations. The data were collected, tabulated and analyzed by Public Opinion Strategies of Alexandria VA.

Public service time contributed in 2005 by Kansas broadcasters totaled \$69.2 million - \$53.8 million by radio and \$15.4 million by television. Television stations averaged 109 PSAs per week while radio stations averaged 119 PSAs per week.

Fundraising for charitable organizations totaled \$67.7 million - \$44.2 million by radio and \$23.5 million by television. Contributions raised for disaster relief totaled \$8.9 million - \$5.9 million by radio stations and \$3.0 million by television stations.

Some of the many topics covered by public service and public affairs programming in Kansas included alcohol and drug abuse, drunk driving, anti-crime, anti-violence, children's issues, and homeland security issues.

A similar survey was conducted in each of the 49 other states. According to NAB's National Report on Broadcasters' Community Service, commercial radio and television stations across the nation, contributed \$10.3 billion in public service time and fund raising during 2005.

The community service survey of the nation's broadcasters has been conducted every two years by NAB and state broadcast associations since 1997.

#

## Chairman's message cont.

an internship application form provided by their educational institution. The application should be accompanied by a letter explaining how the experience will contribute to the student's career goals. Upon completion of the internship, the student is required to submit a written report detailing the experiences and the student's assessment of what was accomplished.

KAB Student Internships provide students a stipend of \$200 for each hour of college credit earned in the program. The stipend is paid at the end of the Internship, upon receipt of the student's written report. In return, the student must provide 40 to 60 hours of participation for each hour of college credit earned.

Like KAB Scholarship applications, KAB paid Student Internship applications are reviewed by the KAB scholarship committee, which then notifies applicants of the committee's decision.

KAB Internships offer a wonderful opportunity to expose Kansas students not only to our industry, but to your individual businesses. They also provide you an opportunity to observe them first-hand and get the first crack at those you believe have promise. Some of the students that interned in our station have become our best employees. If you would like additional information about this program, contact Harriet Lange at (785) 235-1307.

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## 2006 KAB Events

\*August 31, KAB Board of Directors Meeting, Kansas City

\*October 22-24, KAB Convention, Harrah's Prairie Band Casino and Convention Center, Mayetta

\*November (date TBA), KAB Executive Committee meeting

\*December 5, KAB Board of Directors meeting, Topeka

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## New member and station renewal

A warm KAB welcome to new station member, **KIBB FM**, Wichita. **Brian McDonough** is general manager of this new Connoisseur Media station.

Since the publication of the May **KAB Transmitter**, Topeka television station **KTMJ TV** has renewed its membership in KAB for 2006.

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## Call for nominees - DSA, Hall of Fame, Jewell, Slater and Oatman awards

During the October convention, KAB will present its Distinguished Service Award and induct an individual(s) into Kansas Broadcasting Hall of Fame. Other awards will include the Sonny Slater Award, Mike Oatman Award and Tony Jewell Award.

**To nominate someone for any of the awards, send to KAB by August 11**, your nominee's name and address and a brief description of why he or she is deserving of the award. The KAB Board will make the selections during the August 31 board meeting in Kansas City. **Past recipients of these awards appear elsewhere in this issue.**

If you made nominations last year for any of these awards, please confirm to KAB that you want the nominee considered this year.

The **Distinguished Service Award** is KAB's highest award to recognize a Kansas broadcaster who has made significant contributions to the industry and their community.

The **KAB Broadcasting Hall of Fame** nominees must have worked in the broadcasting business and will be recognized based on substantial contributions to broadcasting and the state/nation. Individual broadcasters may be Kansas natives and have made contributions in other states or at the national level. Individuals who are NOT Kansas natives are eligible, but they must have worked in Kansas broadcasting. They may be recognized for major contributions in Kansas, in other states or on a national level.

The **Sonny Slater Award** will recognize a Kansas broadcaster who has provided exemplary service to his or her station and community. The award is named for Sonny Slater, now deceased, who worked at KSAL Radio in Salina for more than 40 years. The KAB established the award in 1992.

The **Tony Jewell Award** recognizes contributions to alcohol/drug abuse prevention or treatment. The award is named for Tony Jewell who died earlier this year and who was a past president of KAB and first chairman of the KAB's Alcohol/Drug Abuse Committee. Past winners have included community volunteers, judges, representatives from law enforcement, and health professionals working in the alcohol/drug field.

The **Mike Oatman Award**, established in 2003, recognizes outstanding achievement in Kansas broadcast sales, sales management and mentoring others to sales success.

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## What is the state of your emergency preparedness?

According to a recent survey conducted by NAB, more than 800 television stations and more than 6,000 radio stations now have a written disaster recovery plan. These numbers represent more than a 50 percent increase for television and more than a 200 percent increase for radio since 2003.

Help is available for Kansas broadcasters who have not yet developed a disaster plan for their station. The Media Security and Reliability Council (MSRC) has created a **Model Disaster Recovery Plan for local broadcast radio and television**, local cable systems and Direct Broadcast Satellite. Copies are available on MSRC's Website:

<http://www.mediasecurity.org/documents/index.html>. Copies of the MSRC **Best Practices** are also available on the MSRC Website at <http://www.mediasecurity.org/archive/index.html>.

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## President orders update of EAS

President George W. Bush has ordered the Department of Homeland Security, Department of Defense, Commerce Department, and the FCC to overhaul the Emergency Alert System. The executive order calls for expanding alerts beyond broadcast media to include cell phones, pagers and handheld computers and PDAs. The program would be managed by the Federal Emergency Management Agency.

Congress has set aside \$25 million over three years for study of public alert efforts.

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## More pass inspection

**KVGB AM**, Great Bend, passed a KAB/FCC Alternative Broadcast Inspection, exempting it from routine FCC inspections for three years.

Stations interested in a KAB alternative inspection should go to KAB's web site to download the "Request for Inspection" form and return it with payment to KAB. To download the form go to [www.kab.net](http://www.kab.net) and click on "Legal and Regulatory" on the left side menu of options

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## Washington update

### At the FCC

\*With a full complement of commissioners following the confirmation of Robert McDowell, FCC Chairman Kevin Martin had planned for the June 21 commission meeting, **consideration of a mandate that cable carry all digital multicast signals of local television broadcasters**, reversing an earlier FCC decision. However, the chairman withdrew the item from the June 21 agenda.

\*The FCC rejected CBS's **appeal of the \$500,000 fine resulting from the 2004 Super Bowl Halftime Show**. The commission rejected claims that the Janet Jackson "wardrobe malfunction" was not legally indecent, and that the FCC's indecency rules are unconstitutionally vague and overbroad.

\*On June 7, the FCC mailed the second group of its **EEO audit letters for 2006** to randomly selected radio and television stations. Each year approximately five percent of all stations are selected for random EEO audits. In Kansas, the June audit letters were sent to KHCH FM, Salina (licensed to Hutchinson Community College); KHOK FM, Great Bend; and to KHST FM, Pittsburg.

\*The commission has **reopened its review of media ownership rules**. The 3<sup>rd</sup> Circuit Court of Appeals rejected two years ago, the commission's last attempt to loosen the rules which govern local television and radio ownership and newspaper/broadcast cross-ownership.

### In Congress

\***Cong. Todd Tiahrt**, Kansas 4<sup>th</sup> district congressman, has signed on as a co-sponsor to HR 998 – the **satellite radio bill** which would hold the national satellite radio companies to the terms of their national licenses. Cong. Tiahrt's action came after a group of KAB Wichita member GMs met with him in Wichita. Cong. Tiahrt joins Kansas Congressmen Jerry Moran and Dennis Moore as co-sponsors. The bill now has 131 co-sponsors.

\*On June 7, the U.S. House of Representatives passed by a vote of 379 to 35, the Senate version of the **indecency measure which allows the FCC to impose fines as high as \$325,000** per violation. President Bush subsequently signed the bill into law.

\*The **U.S. House passed** the Communications Opportunity, Promotion

## Coalition urges DTV awareness plan

NAB, along with a coalition of broadcasters, technology companies and other groups, is offering guidance, support and assistance to the National Telecommunications & Information Administration (NTIA) in implementing the agency's \$5 million consumer DTV awareness campaign. NTIA is administering a program to supply coupons for DTV-to-analog converter boxes to American households, so they can receive a signal on analog sets when the country switches to digital-only broadcast in February of 2009.

The coalition urged the adoption of a comprehensive, coordinated and harmonized consumer education effort. The coalition also proposed an Internet voucher system for DTV-to-analog converters, underscoring that an online process employing electronic debit cards rather than paper vouchers would cut down on fraud.

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and Enhancement Act of 2006 - its version of the **video franchise bill**. The House bill includes primarily issues dealing only with streamlining the video-franchising process to facilitate telco competition for cable in video distribution services. On June 28, The **Senate Commerce Committee** passed out a video franchising bill – S 2686, the Advanced Telecommunications and Opportunity Reform Act - which is much broader in scope. Sen. John McCain was successful with his amendment to **allow for low power FM stations** on third adjacent FM channels. Another amendment which was approved, was offered by Sen. Ben Nelson of Nebraska and would **exempt non-network owned television affiliates** from fines proposed against network programming that they had not had time to review or had not been warned had inappropriate content. The committee also **approved broadcast and audio flags**, giving the FCC specific authority to write regulations that protect digital TV content and setting up a process for preventing indiscriminate redistribution of audio content on digital radio. The Senate bill **also includes** money for emergency communications, unlicensed wireless devices in the broadcast band, and labels for analog TV sets.

\*The anticipated amendment by Cong. Maurice Hinchey of New York, to deny funding for the FCC to proceed with its **media ownership rulemaking** was withdrawn when the U.S. House considered HR 5672, the Science, State, Justice and Commerce Appropriations funding bill.

## News briefs

\*Two radio broadcasters with Kansas connections have been named to *Radio INK* magazine's list of The 50 Most Influential Women in Radio. **Entercom Radio's** market manager in Kansas City – **Cindy Schloss** appeared on the list, as did **Mary Quass**, president and CEO of **NRG Media** which owns and operates the former Waitt radio stations in Kansas.

\*Kansas Radio, Inc., **Marty Hill**, president, has purchased **KANS FM** in Emporia. Seller is C & C Consulting, Inc., Ed Lipson, president.

\*Dierking Communications, **Bruce Dierking**, president, has purchased **KDNS** and **KZDY** in Glen Elder from Herb and Ruby Hoefflecker. Dierking also owns **KNDY AM/FM**, Marysville and **KQNK FM/FM** in Norton.

\***KLKC AM/FM** has moved, returning to downtown Parsons. The station held an open house on May 26 and station manager, **Lynn Meredith**, and traffic director, **Karen Cantrell**, cut the ribbon to officially open the station in its new location. The studio has been named in honor of Karen's late husband, long time Kansas broadcaster, **Gary Cantrell**. Southeast Kansas Independent Living Center owns **KLKC**.

\***KOAM TV / KFJX TV** in Pittsburg have launched a program, 4-State Heroes, to honor men and women of the 4-state area who have or are serving in the Armed Forces. Viewers are encouraged to nominate "heroes" – veterans who are living or deceased who served during wartime, or who are currently serving in the armed forces, and who were born in or lived in the stations' viewing area. Heroes are honored during a station newscast and are part of a website dedicated to 4-State Heroes. The program was announced by station managers **Danny Thomas**, **KOAM TV** and **Darren Dishman**, **KFJX TV**.

\***Kansas Broadcast Educators Association** elected new officers during the April KAB Student Seminar in Topeka. **Vic Miller**, Pittsburg State University, was elected chair; **Mel Hanks**, Fort Hays State University, was elected vice chair; and **Bambi Landholm**, Kansas State University, was elected secretary/treasurer. The organization has a membership of Kansas high school and college broadcast educators.

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## KAB Awards – past winners

KAB is accepting nominees for these awards for 2006. Awards will be presented during the KAB convention's Hall of Fame reception on Sunday evening, October 22 at Harrah's Prairie Band Casino, Mayetta. **Deadline for nominations is August 11.**

\* Deceased

## KAB DISTINGUISHED SERVICE AWARD

The KAB's highest honor, awarded for service to the community, state and broadcast industry.

1969 \*George Gow  
1970 Bob Wells  
1971 \*Grover Cobb  
1972 Bob Schmidt  
1973 \*Olaf Soward  
1974 \*Alf Landon  
1975 \*Thad Sandstrom  
1976 \*Arden Booth  
1977 \*Fred Conger  
1978 \*Robert Pratt  
1979 \*Sherwood Parks  
1980 \*Martin Umansky  
1981 Kay Melia  
1982 \*Ed Mason  
1983 \*Tony Jewell  
1984 \*Dale McCoy, Jr.  
1985 \*Bob Hilgendorf  
1986 Lowell Jack  
1987 Jerry Holley  
1988 Robert Fromme  
1989 Ed Hundley  
1990 Hank Booth  
1991 \*John Mileham posthumously  
1992 Bill Bengston  
1993 H. Pat Powers  
1994 \*Mike Oatman & \*Mike Lynch  
1995 \*Lynn Higbee posthumously  
1996 Stuart Melchert  
1997 George Logan  
1998 Bill Miller  
1999 Merle Blair  
2000 Max Falkenstien  
2001 Ken Jennison  
2002 Jack Sampson  
2003 Ed O'Donnell  
2004 Joe Engel  
2005 Richard Wartell

## KAB SONNY SLATER AWARD

The Sonny Slater Award was established in 1992 to honor Sonny Slater – long time farm broadcaster at KSAL, Salina - and to recognize a Kansas broadcaster, who is not an owner or general manager, for service to his or her station and community.

1992 \*Sonny Slater posthumously  
KSAL/KYEZ, Salina  
1993 \*Dan Willis  
KKOW AM, Pittsburg  
1994 \*Bob Kearns  
WIBW Radio/TV (retired), Topeka  
1995 Tad Felts  
KKAN/KQMA, Phillipsburg  
1996 Don Engelhardt  
KSAL/KYEZ, Salina  
1997 Wilma "Perky" Perks  
KWBW AM, Hutchinson  
1998 \*Abram Burnett  
KHOK FM, Great Bend  
1999 Mike Cooper  
KAYS/KHAZ, Hays  
2000 \*Claude Hughes  
KNGL/KBBE, McPherson  
2001 Larry Hatteberg  
KAKE TV, Wichita  
2002 Larry Moore  
KMBC TV, Kansas City  
2003 Lloyd Mintzmyer, KOOD TV  
Smoky Hills PTV, Bunker Hill  
2004 Laverne Goering, KWCH TV  
2005 Marlena Adkison, KTPK FM

## KAB MIKE OATMAN AWARD

The KAB Mike Oatman Award was established in 2003 to recognize a Kansas broadcaster for outstanding achievement in Kansas broadcast sales, sales management and mentoring others to sales success. The award is named for a Kansas broadcaster now deceased – Mike Oatman – who set the standard for broadcast sales success, business acumen and community service. Mike Oatman was part owner with Mike Lynch of Great Empire Broadcasting Inc. until his retirement and the sale of the group's 13 radio stations to Journal Broadcast Group in 2001.

2003 \*Mike Oatman posthumously  
2004 \*Mike Lynch – posthumously  
2005 Mike Hill, Ad Astra per Aspera  
Broadcasting, Hutchinson

## KAB Tony Jewell Award

The KAB Tony Jewell Award was established in 1987 to recognize an individual (volunteer or professional) who has made a significant contribution to the prevention, intervention or treatment of alcohol and/or drug abuse in Kansas. The award includes a plaque for the recipient and a check for \$500 to an alcohol/drug organization of the recipient's choice. The award is named for Tony Jewell who was a 40+ year veteran of Kansas broadcasting and KIUL, Inc. in Garden City and a past president of the KAB. Because of Tony's commitment to seeking solutions to the alcohol/drug abuse problem, it is only fitting that this award be named for him. His accomplishments included serving as the first chairman of the KAB's Alcohol and Drug Abuse Committee, during which time the KAB was recognized by the President's Citation Program for Private Sector Initiatives for Kansas' efforts in combating alcohol and drug abuse, and he served on the National Association of Broadcasters Alcohol/Drug Abuse Task Force.

1987 Judge Herb Rohleder, Great Bend  
1988 William Leipold, Ph.D.  
Valley Hope Association, Norton  
1989 Andrew O'Donovan  
Kansas SRS Alcohol and Drug Abuse Services, Topeka  
1990 Judge Robert Theissen, Wichita  
Municipal Court/Wichita  
Intervention Program  
1991 Bernice Hutcherson, Professor Emeritus of Social Work, WSU  
1992 Cal Cormack, Ewing Marion Kauffman Foundation, Kansas City  
1993 James DuBois, Saline Co. Sheriff's Department, Salina  
1994 Judy Donovan, Kansas Alcohol and Drug Abuse Services, Topeka  
1995 James Nugent, Coordinator, Drug Alcohol Wellness Network, FHSU  
1996 Ike Walter, Hoisington  
1997 Harold & Ruth Keeling, Oxford House, Mission KS  
1998 Judge John Barker, Abilene  
1999 Fern Rosenberg, Topeka United Way  
2000 Kristine McKechnie, SE KS Regional Prevention Center  
2001 Bryan Thompson, Kansas Public Radio  
2002 KJIL FM, Meade  
2003 Dennis Gilhousen, Valley Hope Association, Norton  
2004 Dr. Merlynn Colip, Norton  
2005 Rice County Coalition for Children and Families/Meth Watch Work Group

## KAB Broadcasting Hall of Fame

The KAB Broadcasting Hall of Fame nominees must have worked in the broadcasting business and will be recognized based on substantial contributions to broadcasting and the state/nation. Individual broadcasters may be Kansas natives and have made contributions in other states or at the national level. Individuals who are NOT Kansas natives are eligible, but they must have worked in Kansas broadcasting. They may be recognized for major contributions in Kansas, in other states or on a national level.

### 2000 Inductees

**These initial inductees are all past recipients of KAB's Distinguished Service Award. Years indicate year of receipt of DSA.**

\* Deceased

1969 George Gow*	1978 Robert L. Pratt*	1987 Jerry Holley	1995 Lynn Higbee*
1970 Bob Wells	1979 Sherwood R. Parks*	1988 Bob Fromme	1996 Stu Melchert
1971 Grover C. Cobb*	1980 Martin Umansky*	1989 Ed Hundley	1997 George Logan
1972 Bob Schmidt	1981 Kay Melia	1990 Hank Booth	1998 Bill Miller
1973 Olaf Soward*	1982 Ed Mason*	1991 John Mileham*	1999 Merle Blair
1974 Alf M.Landon*	1983 Tony Jewell*	1992 Bill Bengtson	2000 Max Falkenstien
1975 Thad Sandstrom*	1984 Dale W. McCoy, Jr.*	1993 H. Pat Powers	
1976 Arden Booth*	1985 Bob Hilgendorf*	1994 Mike Oatman* and	
1977 Fred L.Conger*	1986 Lowell Jack	Mike Lynch*	

### 2001 Inductees

Harold Ensley\*, Overland Park  
Tom Hedrick, Lawrence  
Ken Jennison, Salina  
Tom Leahy, Wichita  
Dev Nelson\* (posthumously), Manhattan

### 2002 Inductees

Frances and Wendell Elliott\* (posthumously), Dodge City  
Jack Sampson, Hutchinson

### 2003 Inductees

Tom Bashaw\* (posthumously), Wichita  
Bill Kurtis, Chicago  
Harriet Lange, Topeka  
Ed O'Donnell, Topeka

### 2004 Inductees

Len Dawson, Kansas City  
Joe Engel, Hays  
Elmer Gunderson, Topeka  
Denny Matthews, Kansas City  
Fred White, Kansas City

### 2005 Inductees

Rod Cupp\* (posthumously), Ottawa  
Dan Dillon, Wichita  
Larry Hatteberg, Wichita  
Mike Kennedy, Wichita  
Richard Wartell, Manhattan