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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.

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***September 8** – Lowest Unit Charge period begins for November 7 General Election

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Chairman's message



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

After a nine year legal battle, EchoStar has agreed to a \$100 million settlement with the ABC, NBC, CBS and Fox Affiliate Associations. EchoStar had been facing a federal court order that would require it to end delivery of distant network service to all subscribers.

EchoStar had previously settled with the ABC, NBC and CBS networks and O&O groups, along with many other station groups. The only remaining holdout is the Fox network and its owned stations. Not coincidentally, the parent company of Fox is the controlling shareholder of EchoStar's only satellite TV competitor, DirecTV.

A Federal Appeals Court had issued a ruling that required EchoStar to end all delivery of distant network signals, even to subscribers who qualify under the law, because it had been so egregious in violating the rules in the past. Last week, the US Supreme court turned down EchoStar's request for an appeal.

This may mean that local broadcasters are nearing the end of a long road in their fight with the satellite provider. Broadcasters and affiliate associations had taken EchoStar to court over its practice of offering local customers the signals of broadcast stations in other markets, in violation of federal law. Not only is EchoStar

(Continued on page

Transmitter

Volume 45 No7

August 31, 2006

September is Preparedness Month

September is National Preparedness Month. "Kansans care, so we prepare", is the theme of Preparedness Month in Kansas. Throughout the month of September, Kansas communities, businesses, families and individuals are urged to make, review and practice emergency plans and check emergency supplies to be better prepared for natural disasters, potential terrorist attacks and other emergencies.

For a calendar of events planned in Kansas during the month of September, go to

<http://www.citizencorps.gov/citizenCorps/eventCalendarMap.do>

In support of National Preparedness Month, PSAs produced by the Department of Homeland Security and the Ad Council, are available at www.nab.org/publicservice/Ready.asp and

www.nab.org/publicservice/Ready_business.asp. The PSAs focus on the resources needed to prepare and respond to acts of terrorism, natural disasters, and other emergencies.

Help also 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>

Information about a November conference at Kansas State University on community readiness communications appears elsewhere in this issue. The goal of the conference will be to develop a media checklist for covering emergencies.

#

Chairman's message continued

paying \$100 million, but the settlement commits it to adding more local-to-local markets, going from 165 currently to 175 by the end of this year.

"For the relatively small number of EchoStar's subscribers who must discontinue receiving distant network signals, the settlement provides plenty of time for subscribers to switch their viewing of network programming to their local network affiliates," said a joint statement by the four affiliate associations.

While it is still possible that Fox's rejection of the agreement could derail the entire settlement and force EchoStar to seek legislation, that is a time consuming process with an uncertain outcome.

In a statement urging the court to accept the settlement, NAB CEO David Rehr said, "Broadcasters remain committed to minimizing disruption to viewers and NAB will work to ensure consumers are aware of their many options to receive the broadcast network programming."

If the court does accept this settlement, it will be a big win for local broadcasters and the communities they serve. Just as with the current battle between local radio stations and satellite radio providers, local broadcasters must continue to protect the integrity of their markets and their local economic base in order to preserve the resources that allow them to serve their audiences.

#

New members

A warm KAB welcome to new station members in **Carter Broadcast Group** – **KPRT/KPRS**, Kansas City, **Michael Carter**, president and general manager, and **KSJM FM**, Wichita, **Don Sherman**, general manager. New professional member – **Jim Merriott**, engineer/board operator, **KFNH**, Oberlin.

#

More pass inspection

KWBW AM, **KHUT FM** and **KHMY FM**, Hutchinson; **KALN AM** and **KIKS FM**, Iola; and **KPTS TV**, Wichita, have passed a KAB/FCC Alternative Broadcast Inspection, exempting them from routine FCC inspections for three years.

Marketing HD radio

Radio Ink magazine recently reported on the HD Digital Radio Alliance marketing campaign to accelerate the rollout of HD radio.

A new branding initiative, "Discover It!" and a \$200 million advertising initiative provide the foundation of the campaign which invites consumers to discover new, free, digital quality radio programming and new "stations between the stations" available with HD digital radio. Other elements of the campaign include online marketing elements and the involvement of new retail partners.

The campaign initially can be heard on radio stations in 43 of the top 50 markets.

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HD radio revenue projected; stations currently broadcasting

Kagan Research, in a new study – "Radio Financial Databook" – predicts HD radio will generate \$1.6 billion in revenue by 2011, with most of it to come from advertiser based secondary channels. Kagan reported that "as of Q1 2006, there were 748 stations broadcasting in HD in 141 markets with more than 170 stations multicasting a second channel."

Ibiquity Digital Corporation, the developer and licensor of HD technology, reports that there currently are 970 licensed HD radio stations across the United States. There currently are 16 stations in Kansas and Kansas City, licensed to broadcast on a second and third HD channel: **KANU FM**, Lawrence and sister stations **KANH FM**, Emporia and **KANV FM**, Olsburg/Junction; **KRPS FM**, Pittsburg; **KMXN FM**, Topeka; Clear Channel stations – **KRBB FM**, **KTHR FM**, **KZCH FM**, **KZSN FM**, Wichita; Entercom stations – **KQRC FM**, **KRBZ FM**, **KUDL FM**, **KYYS FM**, **WDAF FM**, Kansas City; and Cumulus Media Partners station – **KCFX FM**, Kansas City.

#

KSU to host November conference on community readiness communications

Kansas State University will host a conference on community readiness communications, November 8-10. It is sponsored by the McCormick Tribune Foundation, the A.Q. Miller School of Journalism and Mass Communications and the Huck Boyd National Center for Community Media.

The conference will bring together members of the media, public officials, health and safety experts, military personnel, and others to address what to do before, during and after a disaster or emergency so communications will be timely, informed, accurate, non-sensational and trustworthy.

The goal is to generate a media checklist that will include:

- 1) knowing who to contact to get accurate information
- 2) understanding how the emergency and disaster response system operates and what roles emergency personnel play
- 3) developing emergency preparedness plans for media, including knowing how to cover your community when an emergency or disaster occurs.

Some of the topics to be discussed are:

- Disaster on deadline: media and disaster preparedness
 - Health and safety: how to give — and get — accurate information in a crisis situation
 - Military interaction with emergency management and crisis communications
 - Media's ethical responsibilities in times of crisis: examining the impact of crises on victims, families and schools
 - Food safety and security and Kansas State University's Biosecurity Research Institute
 - Community issues in crisis situations
 - When crisis strikes: how to communicate effectively with the public
 - Corraling technology in times of crisis
- Registration for the conference will be \$100 or \$50 per day. More details will be available in the fall.

For further information, contact Gloria Freeland, director of the Huck Boyd Center, gfreela@ksu.edu, or 785-532-0721.

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Washington update

At the FCC

*FCC **regulatory fees for FY 2006** are due at the FCC's Pittsburgh PA address by 11:59 pm, September 19 to avoid a 25% penalty. All payments must include the licensee's FCC registration number and a completed FCC Form 159 Remittance Advice. The fee schedule is available at

<http://www.fcc.gov/fees/regfees.html>.

Congress has mandated that the FCC collect \$288.8 million in regulatory fees for 2006. The total is a 6.67% increase over 2005 fees.

*The FCC has released its **Further Notice of Proposed Rulemaking on media ownership**. The Commission is seeking comment on all of its broadcast ownership rules, with the exception of the national TV ownership cap, which Congress exempted from the quadrennial review process. The comment period has been extended to 120 days, with initial comments due September 22. For information on the Rulemaking, go to <http://www.fcc.gov/ownership>

*The FCC's **Junk Fax regulations** adopted in April went into effect on August 1, 2006. The rules generally prohibit entities from sending facsimile "advertisements" to recipients that have not given their "prior express invitation or permission." However, the new rules provide that where the sender of a fax advertisement maintains an "established business relationship" with the intended recipient, the ad will not be deemed "unsolicited".

In Congress

***Cong. Jim Ryun**, Kansas 2nd district congressman, has agreed to sign 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. Ryun's action came after a group of KAB Topeka member GMs met with him during the August recess. Cong. Ryun joins Kansas Congressmen Jerry Moran, Todd Tiaht and Dennis Moore as co-sponsors.

*Reps. Dan Lipinski, D-ILL and Tom Osborne, R-NEB, have introduced the Family Choice Act, which would mandate **cable operators abide by the same indecency standards** that govern broadcast TV from 6 am to 10 pm – or else offer a pay-per-channel or an a la carte option so that subscribers may pay only for those channels they want to receive.

#

News briefs

***Bob Newton**, longtime engineer for KLWN/KLZR and more recently part-time technical director, left the stations on July 1. He remains producer/engineer/affiliate coordinator for the Jayhawk Radio Network and part-time technical director for KJHK FM at KU. Newton also is a part-time duty officer for Douglas County Emergency Management. **Mike Mayfield** was appointed full-time technical director for the stations. He comes to Lawrence from Zimmer Radio operations in Columbia MO.

***David Lawrence** has assumed a new role on the **Jayhawk Football Radio Network** moving from sideline reporter to the broadcast booth as analyst. **Nate Bukaty** will serve as sideline reporter. The two will work with play-by-play announcer Bob Davis and producer-engineer Bob Newton.

***KJIL FM**, Meade is a finalist in NAB's Marconi Awards 2006 Religious Station of the Year. Great Plains Christian Radio, Inc. owns the station. President/CEO is **Don Hughes**.

***Pittsburg State University** student broadcasters are finalists in Collegiate Broadcasters, Inc. 2006 National Student Production Awards. **Troy Comeau**, director of broadcasting at PSU reported that student **Trent Kling** is a finalist for Best Sports Play-By-Play and **Kevin Pickman** is a finalist for Best Special Broadcast.

***Jeff Stensland** has been hired as a reporter for **KOAM TV** and **KFJX TV**, Pittsburg. He previously worked for KPHO and KNXV in Phoenix. **Rebecca May** has been hired as sales account executive for **KFJX TV**. She previously was marketing director at the Joplin Family YMCA.

***KRSL AM** and **KCAY FM**, Russell have been purchased by White Communications, LLC (Fred and Barbara White) from West Central Radio, Inc. The Whites plan no changes in management or personnel at the stations. **Wayne Grabbe** is general manager.

***Dale Goter**, public affairs editor at **KPTS TV** will become the lobbyist for the City of Wichita on September 5. He had been at KPTS for 17 years, moderating the station's programs dealing with Kansas issues.

*Media General has sold its Kansas television stations to Schurz Communications for \$73 million, as reported in *Broadcasting & Cable*. Included in the sale are **KWCH TV**,

Turnover in television GMs

***KSNT TV** president and general manager, **Ken Selvaggi**, has taken a position as general manager of WSFA TV in Montgomery Alabama. He had been at KSNT TV for 3 1/2 years. General Sales Manager **Jean Turnbough** has taken over management of the station.

***KTKA TV** general manager, **Jim Evers**, has moved into a consulting role at the station, while The World Company/Free State Communications, owner of the station, seeks a replacement. Interim General Manager is The World Company's **Patrick Knorr**.

*KAB Board Member **Eric Lassberg** has accepted a position as president and general manager of LIN TV's KXAN (NBC) and KNVA (WB) in Austin, TX. Lassberg had been at **KSCW TV**, Wichita, since the station went on the air in 1999. KSCW TV is owned by Banks Broadcasting.

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Wichita; **KBSD TV**, Dodge City; **KBSH TV**, Hays; and **KBSL TV**, Goodland. KAB Board Member **Joan Barrett** is general manager of the stations.

***Tara Adams** has joined Clear Channel Radio, Wichita as an account executive for **KZSN FM**.

***Kansas Sunshine Coalition for Open Government** (KSCOG) has received an \$8,500 grant to produce a new video about Kansas open government laws and the importance of openness in a democratic society. The grant is funded by the Knight Foundation through the National Freedom of Information Coalition. KSCOG will distribute the video to Kansas elected and public officials and will be made available for showing at local community and citizens groups.

***Michael O'Neill** has been appointed senior vice president of licensing at **BMI**. He joined BMI in 1995 as director of group and national accounts and most recently he was vice president sales and administration of media licensing.

#

Wendell Wilson

Wendell D. Wilson, 80, Concordia, died Aug. 29, 2006, at Salina Regional Health Center. He and wife, Bonnie, operated a small two-way radio business for several years in Concordia. He worked at KNCK for 30 years before retiring in 1989. He served in both the WWII and Korea. He held many offices for the local Amateur Radio Relay League. He was a member of the Episcopal Church of the Epiphany, Concordia Chamber of Commerce, the North Central Kansas Chapter of SCORE, the American Legion Post #588 and VFW Post #76.

Wendell was preceded in death by his wife in 1996. Survivors include three daughters, six grandchildren, five great-grandchildren and two brothers. Funeral services will be at 11 a.m., September 2, at the Episcopal Church of the Epiphany in Concordia. Burial will be in Pleasant Hill Cemetery with military graveside honors by VFW Post #588 and American Legion Post #76.

Memorials may be made to the American Cancer Society or the St. Ann's Guild of the Episcopal Church and sent in care of Chaput-Buoy Funeral Home, 325 W. 6th St., Concordia, KS 66901. (Source: *Concordia Blade Empire*)

Butch LaBelle

Butch LaBelle, 39, died August 13, at Via Christi Regional Medical Center, Wichita. A McPherson resident since 2003, he was a sports broadcaster. During his broadcast career he was sports director of KDMM Radio, Herington; he owned and operated Star 95 Radio, Salina; and he worked for KNGL/KBBE as sports director and operations manager. Most recently, Butch was in partnership with Kathy Kessler-Smith in Starcom Sports, and Central Kansas News Magazine and Sports Extra.

Butch belonged to St. Joseph's Catholic Church, McPherson, and was a member of Sons of American Legion Post 24, and Knights of Columbus, Lindsborg.

Survivors include five sons, a daughter, his father, three brothers, two sisters, a grandmother and a grandfather. (Source: *Hutchinson News*).

Robert Lee Calvert

Robert (Bob) Calvert, 52, of Morgantown WV, formerly of Topeka (KSNT TV), died unexpectedly on July 9. He was vice president of sales for West Virginia Media Corporation and previously he was sales manager at KSNT TV. He is survived by his wife, Marcy Taylor Calvert, three children, his mother, a sister and a brother. (Source: *Topeka Capital Journal*).

#

REGISTRATION INFORMATION

KAB Convention

October 22-24, 2006

Harrah's Prairie Band Casino,
Hotel & Convention Center
12305 150th Rd, Mayetta KS

Hotel Rooms / Harrah's

Reserve your room(s) at Harrah's by calling (785) 966-7777, **no later than Sunday, October 1**, to assure our group rate. KAB's group rate is \$69 for Sunday night; \$79 for Monday night; single or double, plus sales tax.

Registration Fees

Please make your check payable to KAB, complete the registration form and return to KAB, 1916 SW Sieben Ct, Topeka KS 66611.

No refunds on cancellations received after October 11.

Non Members DOUBLE the fees.

To qualify for Member fees, 2006 KAB dues must be current or paid in full. SBE members may attend the engineering sessions at the member rates. To qualify for the **Early Bird Discount**, your registration form must be **postmarked no later than October 2**. Please, no exceptions!

Stations may pay the Station Rate with no limit on number of people; OR, depending on how many wish to attend, you may get a better deal by paying the Individual Rate

Station Rate After Oct 2 Early Bird

No limit on # \$350/stn \$250/stn
of people (meals
NOT included)

OR

Individual Rate After Oct 2 Early Brd (Meals included)

Both days \$150/person \$125/person
1 day only \$ 90/person \$ 60/person

Retired KAB Members

No charge
(Pay meal prices only)

Students

No charge
Attend any sessions of interest FREE of charge
(Pay \$ 10.00 per meal but you must pre-register and pre-pay)

Educators

No charge
Attend any sessions of interest FREE of charge
(Pay meal prices only)

Meals

(Indicate all that you will attend on registration form).

After Oct 2 Early Bird

Sunday, Oct 22		
Hall of Fame Reception	NC	
(Light hors d'oeuvres; Cash bar)		
Mon. Cont. Breakfast	NC	
Monday Lunch	\$23.00	\$18.00
Awards Banquet (Sit down hot plated meal)	\$39.00	\$30.00
Tues Brkfst Buffet	\$20.00	\$15.00
Tuesday Lunch	\$23.00	\$18.00

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SESAC*
Additional sponsorships available.

Convention Schedule of Events

Sunday, October 22

7:00 – 9:00 pm Hall of Fame Reception
(Light hors d'oeuvres; Cash bar)

Presentation of Individual Awards and Hall of Fame Inductions

Tony Jewell Award – to recognize outstanding contributions to the prevention and treatment of alcohol/drug abuse in Kansas

Mike Oatman Award – to recognize outstanding achievement in Kansas broadcast sales, sales management and mentoring others to sales success.

Sonny Slater Award – to recognize outstanding commitment and contributions to station and community.

Hall of Fame Inductions – to recognize substantial contributions to the profession of broadcasting and the state/nation.

Monday, October 23 (Sessions for managers/dept heads, engineers, educators)

8:00 – 9:30 am Continental Breakfast

Speaker – **Stephen Ortiz**, Director of Marketing, Harrah's Prairie Band Casino *The Hotel and Casino - Economic Impact and Business Model*

9:30 – 12:00 *Session for managers/station department heads
How Effective Managers Coach, **Dr. Gerald Graham**, WSU

9:30 – 12:00 *Session for Educators, **KBEA Meeting**
Discussion topics include: Spring student seminar and student awards; Attracting high school students; Tenure through the creative achievement process; Media research - a highlight of attendee's current research agendas; Attending and presenting at media conferences; Promoting our college graduates to media professionals

9:30 – 12:00 *Session(s) for Engineers
9:30 – 10:00 SBE Meeting
10:00 – 11:00 *FCC Update* – **Bob McKinney, Ron Ramage**, FCC, Kansas City
11:00 – 12:00 *Digital EAS*, **John Lawson**, Association of Public Television Stations (TBC)

12:00 – 1:30 Convention Luncheon
Business, Technology, Multi-Platforms: How Are We Coping?
Patrick Knorr, The World Company
Mike Starling, National Public Radio

1:30 – 3:30 **Joint Managers/Engineers Session**
Radio and Television Convergence, IT and New Technologies – Meeting the Challenge and Taking Advantage of the Opportunities
*What the Future Holds: **Marcellus Alexander**, Executive Vice President – Television, NAB
*Regulatory Challenges: **David Oxenford**, Davis Wright Tremaine LLP
*Radio's Challenges and Opportunities: Panelist to be confirmed
*Television's Challenges and Opportunities: **Jim Evers**, Consulting for The World Co. and former television GM

3:45 – 5:00 *Break-out Session(s) for Radio and Television Engineers
RADIO: *HD Radio – RF Transmission Techniques and Data Applications*, **Ted Lantz**, HD Radio Products, Broadcast Electronics
TELEVISION:
3:45-4:15 *The 2 Ghz Relocation Project*, **Jeff Madox** and **RJ Russell**, Sprint/Nextel
4:15-5:00 Presentation by Microwave Radio Corporation

3:45-5:00 ***KAB Annual Meeting** – elections, committee reports and Lobbying Tutorial for Broadcasters – *Ten Ways to Get Involved in the Political Process*

5:30 – 6:15 Awards Reception (Cash bar)

6:15 – 7:30 **Awards Banquet** (sit down dinner) Presentation of Distinguished Service Award; Video of winning station entries

7:30 – 8:30 Award winners pick up awards, photos

7:30 – 9:00 Chairman's Hospitality – Dessert and Cordials

Tuesday, October 24 (Full day of concurrent sessions 1) for Radio/TV sales; 2) Radio programming; and 3) for Television managers, dept. heads and engineers (multi-platforms technology, business models)

7:30 – 9:00 Breakfast Buffet

8:00 – 9:00 *The Governor's Race - Candidate Forum*
Moderator – **Dr. Bob Beatty**, Associate Professor of Political Science, Washburn University
Senator Jim Barnett, Republican Candidate
Governor **Kathleen Sebelius**, Democratic Candidate (invited)

9:00 – 4:00 Concurrent Sessions
*Sales Seminar - *Making Money with Interactive Web Sites, Streaming and Podcasting* **Dave Casper**, Radio Advertising Bureau

*Radio Programming Seminar – *How to Stay High-Touch In A High-Tech World*, **Jaye Albright** and **Mike O'Malley**, Radio Consultants

*Television Roundtable – *Doing Business in a Multi-Platform Agnostic Environment*
9:00 – 10:15 **TV Roundtable I** – *Nielsen Media's A2/M2 – Anytime, Anywhere Media Measurement (TBC)*

10:15 -10:30 Refreshment Break

10:30 – 11:45 **TV Roundtable II** – *The Convergence of Business Models Among Competing Industries*
Nick DiPonzio, Cox Communications
Michael Pandzik, National Cable Television Cooperative
Mike Scott, AT&T/SBC

12:00 – 1:30 Convention Luncheon
The Race for Attorney General - Candidate Forum
Moderator – **Bob Beatty**, Washburn University
Attorney General **Phill Kline**, Republican Candidate
Johnson County DA **Paul Morrison**, Democratic Candidate

1:45 – 4:00
*Sales Seminar continues
*Radio Programming Seminar continues
*Television Roundtable continues - *Doing Business in a Multi-Platform Agnostic Environment*
1:45 – 2:45 **TV Roundtable III** – *The Regulatory Environment*
David Oxenford, Davis Wright Tremaine LLP

2:45 – 3:00 Break

3:00 – 4:00 **TV Roundtable IV** – *Next Steps, Solutions, Suggestions*
Panelists TBC - General discussion among participants

4:00 **ADJOURN**

