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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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### Convention Deadlines

- **October 1** to reserve your room at Harrah's to get the group rate
- **October 2** to qualify for the early bird discount on your convention registration
- Go to [www.kab.net](http://www.kab.net) for the schedule and registration information

## Thanks to these Early Bird Convention Sponsors

*The Kansas Lottery  
Koch Industries*

*Kansas Farm Bureau  
Kansas Electric Cooperatives  
SBC/AT&T*

*Heartland Video Systems  
ASCAP*

*BMI  
University Relations / KU  
Arbitron*

*Jones Radio Network  
Kansas Children's Service League  
Kansas City Chiefs Radio Network  
SESAC*

*Kansas Radio Networks  
Stations Participating in KAB's NCSA Program*

Additional sponsorships available.



## Chairman's message



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

With the fall of the year, the colors of Kansas trees begin to turn and thoughts turn to the upcoming KAB Convention. This year the event will take place October 22-24 at Harrah's Prairie Band Casino Hotel and Convention Center, north of Topeka.

KAB Conventions are not only a wonderful once-a-year opportunity to catch up with old friends and colleagues, but to plug into the latest trends in sales, engineering and programming. This year will be no exception.

Convention activities begin Sunday evening, October 22, with a reception that will feature the presentation of a number awards and the induction of sportscaster Bob Davis, recently retired Kansas City broadcaster Noel Heckerson and Jim Hollis of Topeka into the Kansas Broadcasting Hall of Fame.

Thanks to our Convention Committee, the individual sessions promise to be nothing short of outstanding. The focus will be the changing technological and business landscape for broadcasters. Among the presenters will be Dr. Gerald Graham on how managers can become effective coaches and Dave Casper of the RAB on how to make money with your website. For television, an entire day will focus on the new multi-platform environment and how television broadcasters can meet the challenge – covering a range of topics from Nielsen's new media measurement tool - A2/M2, to competing industries and potential business models, to the regulatory environment.

With the Convention only a couple of

*(Continued on page 2)*

# Transmitter

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## Convention headliners

Pictured are some of the headliners participating in *KAB 2006*.



**Phill Kline**



**Paul Morrison**



**Jim Barnett**



**Dr. Gerald Graham**



**Marcellus Alexander**



**David Oxenford**



**Jaye Albright**



**Mike O'Malley**



**Bob McKinney**



**Mike Starling**



**Michael Pandzik**



**Patrick Knorr**

## Chairman's message continued

weeks before this year's election, attendees will witness a candidate forum featuring Attorney General Phill Kline and Johnson County District Attorney Paul Morrison, who is challenging for the office. Dr. Bob Beatty of Washburn University is scheduled to moderate. Also scheduled is a forum with Senator Jim Barnett, the Republican candidate for Governor and Democratic Governor Kathleen Sebelius (Barnett has confirmed; Sebelius, to date, has declined.)

One of the highlights of this year's convention will be the presentation of this year's Distinguished Service Award to Harriet Lange, our long-time President. This will take place Monday night, October 23, at the Awards Banquet.

Special thanks for this year's convention planning goes not only to Harriet Lange, but to Convention Chair Eugene Williams of KTWU-TV in Topeka. His committee members were Jim Ogle of WIBW-TV, Ken Selvaggi, formerly of KSNT-TV, Jim Evers, formerly of KTKA-TV, Duane Loyd of KTWU-TV, Roy Baum of WIBW Radio and Vic Miller of Pittsburg State University. Special thanks also go to retired KAB member Charles Frodsham for his work in selling convention sponsorships.

If you have not yet registered for the convention and reserved your room at the Prairie Band Casino Hotel, there is still time to do so. Go to the KAB website at [www.kab.net](http://www.kab.net) for registration information and forms.

See you at the Convention!

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NATIONAL  
FREEDOM OF  
SPEECH  
W E E K

## "Congress shall make no law ... abridging the freedom of speech..."

The NAB Education Foundation and The Media Institute are encouraging broadcasters and all Americans to participate in the observance of National Freedom of Speech Week, October 16-22, 2006.

Each year, the third full week of October is designated as a time when all Americans can celebrate this fundamental freedom.

For information and ideas on how to participate go to:

<http://www.nfsw.org/about.html>.

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## Paid internship deadline

November 1 is the deadline for KAB paid student and educator internships at KAB Member stations for a semester break or spring semester internship. For details on how to apply, go to [www.kab.net/Programs/StudentServices/default.aspx](http://www.kab.net/Programs/StudentServices/default.aspx).

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## KSU to host November conference on community readiness communications

Terrorist acts, tsunamis and hurricanes have shown us that communities and media must better prepare for disaster situations. In response, Kansas State University will be host for "Community Readiness Communications: Accurate Messages in Times of Crisis," November 8-10.

The conference – 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 – will bring together journalists, public officials, health and safety experts, military personnel, public relations specialists and others to address what to do before, during and after a disaster or emergency.

The primary goal will be communications that are informed, timely, accurate and trustworthy. But the conference will also help you in other ways —

- Knowing whom to contact to get accurate information.
- Understanding how the emergency and disaster-response system operates, as well as the roles of emergency personnel.
- Developing emergency-preparedness plans, including knowing how to cover an emergency or disaster — and how to help your community prepare and cope.

Registration for the conference will be \$100 or \$50 per day. If you would like to register, please print out the conference brochure at: <http://jmc.ksu.edu/conf/jmcreadinessbrochure.pdf>. Or, you may call Vanetta Brumbaugh at 785-532-3928 or e-mail her [brumbauv@ksu.edu](mailto:brumbauv@ksu.edu) to request a brochure.

For information about the conference program, contact Gloria Freeland, director of the Huck Boyd Center, [gfreela@ksu.edu](mailto:gfreela@ksu.edu).

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## New research on radio advertising

The Radio Ad Effectiveness Lab (RAEL) has released new research that examines the emotional attributes and consumer perceptions of advertising on four media – radio, the Internet, TV, and newspapers.

*Personal Relevance Two: Radio's Receptive Ad Environment* is the fourth study from RAEL and reveals through "virtually all the data – that radio listeners appear to be especially receptive to the advertising they hear on the medium."

The study reveals that radio connects with consumers at a very high emotional level; radio advertising is perceived as much more personally relevant to consumers than advertising on other media; and receptivity to radio advertising is greater with consumers than advertising on other media.

The RAEL study and executive summary is available at [www.RadoAdLab.org](http://www.RadoAdLab.org).

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## November is lung cancer awareness month

NAB and the American Legacy Foundation have launched *Code Blue for Lung Cancer*, a public service campaign to raise awareness about lung cancer during Lung Cancer Awareness Month in November.

NAB has sent to stations a public service guidebook with information about the disease, programming ideas and script PSAs. The *Code Blue* campaign, in both English and Spanish, includes a 30-minute documentary and PSAs in both standard- and high-definition (available in October) and an accompanying online component at [www.americanlegacy.org/codeblue/](http://www.americanlegacy.org/codeblue/). To order additional guidebooks, call (202) 429-5448 or go to NAB National Campaigns at [www.nab.org/AM/Template.cfm?Section=Resources&CONTENTID=6716&TEMPLATE=/CM/ContentDisplay.cfm](http://www.nab.org/AM/Template.cfm?Section=Resources&CONTENTID=6716&TEMPLATE=/CM/ContentDisplay.cfm)

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## Drunk driving PSAs

NAB has sent to radio stations a CD with 89 PSAs that encourage your audience to prevent a friend from driving drunk with the landmark tagline, "Friends Don't Let Friends Drive Drunk." A collaboration of NAB, RADD, the Ad Council and the US Department of Transportation, the bilingual PSAs feature Aerosmith, Black Eyed Peas, Faith Hill, NASCAR's Carl Edwards and many more. The PSAs also are available on NAB National Campaigns at

[www.nab.org/AM/Template.cfm?Section=Resources&CONTENTID=6716&TEMPLATE=/CM/ContentDisplay.cfm](http://www.nab.org/AM/Template.cfm?Section=Resources&CONTENTID=6716&TEMPLATE=/CM/ContentDisplay.cfm)

## Washington update

### At the FCC

\*An FCC task force will investigate the **effect media has on children's health and obesity**. The task force will be led by Kansas **Senator Sam Brownback**, FCC Chairman Kevin Martin, and Commissioner Deborah Tate. The task force with representatives from the FCC, Congress, advocacy organizations, policy groups, and the private sector will meet throughout 2007 and issue a report detailing voluntary steps and goals for the public and private sectors in the fight against rising rates of childhood obesity.

\*The Commission has launched the **Public Safety and Homeland Security Bureau**. The events of September 11, 2001 and last year's hurricane season underscored America's dependence on an effective national telecommunications infrastructure. The new Bureau is designed to provide an efficient, effective and responsive organizational structure to address matters related to public safety, homeland security, and emergency management and preparedness. The bureau is responsible for the combined public safety-related functions that were previously dispersed among the other bureaus and offices.

### In Congress

\*The Senate has passed a bill that requires a **study to examine the effects television, computers and video games have on the cognitive development of children**. The Children and Media Research Advancement Act was sponsored by Senators Sam Brownback (R-KS), Hillary Clinton (D-NY); and Joseph Lieberman (D-CONN). The legislation calls for the Centers for Disease Control and Prevention and the National Academy of Sciences, to examine existing research and set new research priorities. CDC also will issue grants over six years to researchers to examine the impact of media on a child's social, cognitive and physical development.

### In the Courts

\*The federal appeals court in New York **granted the FCC's request to delay broadcasters' challenges to recent television indecency decisions** for 60 days while the FCC reconsiders them. The court also stayed the FCC's enforcement of these decisions, which involved the fleeting use of four letter words.

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### 2006 EAS monthly tests

Tues., October 10, 10:50 pm  
Tues., November 14, 1:50 pm  
Tues., December 12, 10:50 pm

## News briefs

\***Andrew Dierks**, general manager and program advisor for **KJHK FM**, Lawrence, is leaving KU's student-run station on October 6 to go to work for a software company in Kansas City. One of Dierks' responsibilities while at KJHK was to oversee the station's administrative move from the School of Journalism to the Kansas Union.

\***Geoff Cornish** has been hired as weekend meteorologist and reporter for **KOAM TV / KFJX TV**, Pittsburg. He previously was meteorologist at Penn State University in the Weather Communications Group.

\***Kathy Mohn** will become **KTKA TV's** general manager on October 9. She comes to Topeka from WLSL TV in Roanoke VA where she is vice president/general manager and convergence group leader for Media General Inc. Prior to her move to Roanoke, Mohn was general manager for KWCH TV and general sales manager at KAKE TV, Wichita. She succeeds Jim Evers, who continues as a consultant for the station.

\***Patti McCormick**, marketing director for **KTKA TV**, has left the station and is pursuing other production, promotion and consulting projects. Prior to joining KTKA TV, McCormick was general manager of KIND Radio, Independence and served on KAB's Board of Directors.

\***Dick Harlow**, vice president and general manager of **Clear Channel Radio**, Wichita has taken over management of Clear Channel stations in Raleigh NC. Replacing Dick in Wichita on October 2 will be **Tim Glade**, who currently is general manager at Clear Channel in San Antonio. In other news, **Vicky Gutierrez** has been promoted to business manager of Clear Channel Radio, Wichita.

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### New member

A warm KAB welcome to new associate member **Media Services Group, Bill Lytle**, Overland Park.

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### More pass inspection

**KKOW AM/FM** and **KBZI FM, Pittsburg**, have passed a KAB/FCC Alternative Broadcast Inspection, exempting them from routine FCC inspections for three years.

Broadcasters 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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## KJIL religious station of the year

KJIL FM, Meade, was named Religious Station of the Year during NAB's Marconi Awards Banquet, September 21 in Dallas. Accepting the award for the station was Michael Luskey, station manager.

According to general manager, Don Hughes, the station competed against stations in Los Angeles, Indianapolis, Peoria and Louisville.

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### Recent FCC fines

\*The FCC fined a South Carolina radio station \$4,000 for violating commission rules which require licensees to "fully and accurately disclose the material terms of a contest . . . and conduct the contest substantially as announced or advertised." The station ran a contest involving a drawing where contestants were required to be present at the drawing in order to win. The drawing occurred a few minutes before the announced time rendering contestants who arrived at the announced time ineligible.

\*A Puerto Rico radio station was fined \$3,200 for violating public inspection file rules. FCC field agents inspected the station's public file and determined that it did not contain any quarterly issues/programs lists for the period from January 1, 2004 through December 31, 2005.

\*A number of broadcasters, wireless providers, and tower owners have been cited for failing to post their Antenna Registration Numbers "in a conspicuous place so that it is readily visible near the base of the antenna structure" using materials that are "weather-resistant and of sufficient size to be easily seen at the base of the antenna structure." (Source: Pillsbury Winthrop Shaw Pittman).

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### KAB Convention

October 22-24 Harrah's

Prairie Band Casino Hotel

*Radio/TV Management Sessions*  
*Engineering Sessions*  
*Radio Programming Seminar*  
*Radio/TV Sales Seminar*  
*Station Awards/Stations of the Year*  
*Hall of Fame Inductions*  
*Distinguished Service Award*  
**Go to [www.kab.net](http://www.kab.net)** to download schedule, registration information and registration form.