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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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## 2006

### Another great year for KAB!

A special thanks to Wayne Godsey who steps down as KAB Chair, and to Jackie Wise who leaves the Board of Directors – for outstanding service to KAB and the industry.

\*\*\*\*\*

### *KAB office moves*

New KAB address:  
2709 SW 29<sup>th</sup> St.  
Topeka KS 66614

Telephone/FAX remain the same:  
Telephone (785) 235-1307  
FAX (785) 233-3052

The new office is located in  
Brookwood Office Park/Shopping  
Center.



## Chairman's message



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

There's an old Chinese saying that goes like this: "May you live in interesting times." As broadcasters, we certainly do. As I write my last column as Chairman of the Kansas Association of Broadcasters, I consider myself fortunate to have served in interesting times...times which promise to get more interesting in the months and years ahead.

I was intrigued by a story that appeared in the *Kansas City Star* over the Thanksgiving Holidays. It detailed the economic challenges faced by the newspaper business and the recent sale of many nation's largest newspapers and newspaper companies, including the one that owned the *Star*. Any of us who work for publicly-held companies are aware of the pressures on the stock of media companies. Our businesses have weathered challenges from cable, satellite and the internet. All owners, public and private, are feeling the competitive impact of changing buying patterns as marketers experiment with alternatives to reach customers.

Over the coming months, the FCC is expected to release ten new economic studies that are being developed in collaboration with industry groups. The studies will explore a wide range of related subjects, including How People Get News and Information, Ownership Structure and Robustness of Media, News  
*(continued on page 2)*

# Transmitter

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Nov/Dec Issue

## Thanks for airing our NCSAs

Commercial broadcasters serving Kansas have been generous by pledging time to KAB's time bank and airing and reporting NCSAs (non-commercial sustaining announcements).

KAB has distributed a time bank pledge form for 2007. Many broadcasters have returned their form with a generous pledge. Many others have not yet responded. If you haven't yet made your pledge, please do so today. Our goal is to raise \$1 million in air time for the time bank, which we in turn will make available to non-profit and government agencies at discounted rates. To qualify for our time bank, agencies cannot be traditional advertisers and they must have an important message of interest and benefit to the people of Kansas.

While KAB station dues support KAB's lobbying efforts at the state and federal levels, NCSA funds are used for underwriting many of KAB's services and industry benefits:

- FREE Legal Hotlines
- EEO 1 Source – web based system for EEO compliance and record-keeping
- Professional training seminars for management, sales, continuity, programming, engineering, and students
- Alternative FCC Inspection Program - Pass our inspection and receive a three-year exemption from routine FCC inspections
- Broadcast Scholarships
- KAB Kids Scholarships
- Student Seminar/Awards program
- Career Fairs
- Online Job Bank
- Paid student internships
- Paid internships for broadcast educators
- Materials for broadcaster participation in Kansas AMBER Plan
- Co-founding of KS Sunshine Coalition for Open Government and continuing support.



**Merry Christmas!  
Happy Holidays!**

## Chairman's message continued

Operations, Station Ownership and Programming in Radio, News Coverage of Cross-Owned Newspapers and Television Stations, Minority Ownership (two studies) and Vertical Integration. The studies are apparently an attempt to create the economic rationale for FCC ownership decisions that a Federal Court reviewed and found wanting.

The studies have already come under fire from Democratic Commissioner Michael Copps, and are sure to be scrutinized by the new Democratic majorities in Congress. The findings will certainly be controversial, whether you believe that the FCC didn't loosen the rules enough or that the FCC went too far.

The point is that our business has changed and will continue to change. It is one of the primary reasons that local broadcasters need to support the work of the NAB and their state industry associations. These groups keep track of industry trends and changes and represent your interests in Topeka and Washington. Not only do local broadcasters need the information that comes through these organizations, but we need to maintain the political clout that thousands of local broadcasters can represent, both in their communities and in the Nation's Capital.

The Kansas Association of Broadcasters has been blessed with wonderful support from the vast majority of the broadcasters in the state. As I step aside after my term as your Chairman, I urge you to continue to be supportive of the associations that represent your interests. Stay informed and stay connected! Your business depends upon it.

#

## 2007 EAS monthly tests and

### AMBER test

Tues., January 9, 1:50 pm  
Tues., February 13, 10:50 pm  
Tues., March 13, 1:50 pm  
Tues., April 10, 10:50 pm  
Tues., May 8, 1:50 pm  
Tues., June 12, 10:50 pm  
Tues., July 10, 1:50 pm  
Tues., August 14, 10:50 pm  
Tues., September 11, 1:50 pm  
Tues., October 9, 10:50 pm  
Tues., November 13, 1:50 pm  
Tues., December 11, 10:50 pm  
**2007 Annual AMBER Test**  
Friday, May 25, Natl Missing Children's Day

## Call for entries – Stauffer Award for Sports Broadcasting

KSHSAA will honor a sports broadcaster with the Oscar Stauffer Sports Broadcasting Award at one of the state basketball tournament sites in mid-March, or at a venue of the winner's choice. The competition is open to any Kansas broadcaster who does play-by-play of high school sporting events.

An entry for the competition should be an actual aircheck (continuous play-by-play) of a high school (i.e. KSHSAA member school) sporting event during the 2006-2007 season. The aircheck should be no longer than five minutes in duration. Interviews or sportscasts should not be part of the entry.

Mail entry (**on cassette**) to KAB Sports Chairman Mike Sutcliffe, at KINZ FM, 117 S Grant, Chanute KS 66720. Questions should be directed at Mike by calling (620) 431-1333 or e-mail him at [mike@kinz.biz](mailto:mike@kinz.biz)

**Entry deadline is Friday, January 12, 2007.** Entries received after that date will not be eligible.

#

## More pass inspection

Several more stations have passed a KAB/FCC Alternative Broadcast Inspection, exempting them from routine FCC inspections for three years: **KTCC FM**, Colby; **KLBY TV**, Colby; **KANH FM**, Emporia; **KUPK TV**, Garden City; **KQLA FM**, Junction City; **KANU FM**, Lawrence; **KANV FM**, Oldsburg; and **KAKE TV**, Wichita.

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.

#

**Mark Your Calendar**  
KAB is returning to Harrah's  
Prairie Band Casino Hotel  
and Convention Center for the  
**2007 KAB Convention**  
October 21-23, 2007

## KSU conference focuses on community readiness communications

*By Justin R. Lessman*

All disasters are local and the media play a vital role in the transmission of information to prepare, inform and rally members of the community in crisis situations. That was the consensus of many of the speakers at "Community readiness communications: accurate messages in times of crisis," the Nov. 8-10 conference funded by the McCormick Tribune Foundation and sponsored by the A. Q. Miller School of Journalism and Mass Communications and the Huck Boyd National Center for Community Media at Kansas State University.

A summary of one of the nearly 20 sessions follows.

### "Communicating effectively at the local level"

While both are concerned with effective and accurate communication at the local level in times of crisis, Cathy Dawes, radio news director at Manhattan Broadcasting, and Steve Brown, head of K-State Research and Extension in Brown County, go about it somewhat differently.

Dawes, who terms radio the choice communication medium in times of crisis says the accurate and immediate conveyance of information when it is needed most is her top priority.

Brown says his goal and the goal of every other county extension agent around the state of Kansas is to prepare citizens for potential crises via long-term, sustained communication of in-depth information.

Though one can never be totally prepared for potential disasters or crisis situations, Dawes said, there are steps that can be taken to facilitate the flow of information under those circumstances. One is to keep and maintain a list of emergency contacts. The importance of cultivating relationships with those contacts in advance of crisis situations cannot be stressed enough, Brown said. This is not accomplished overnight, he said, nor is it accomplished easily. It requires time, effort and an investment in establishing relationships with citizens, he said.

*(Lessman is a graduate student in the Miller School of Journalism and Mass Communications at Kansas State University.)*

# KAB on your side

KAB has filed in numerous proceedings at the FCC on behalf of member stations.

Below is a run down of the FCC proceedings in which KAB, over the past year, joined other state broadcast associations in filing comments or reply comments on behalf of KAB member stations:

- Children's Television Obligations of Digital Television Broadcasters
- Review of Emergency Alert System
- Rules and Regulations Implementing the Telephone Consumer Protection Act
- Petition for a Low Power AM Radio Service
- Creation of a Low Power FM Radio Service
- Inquiry Regarding the Impact of Certain Rules on Competition in the Video Programming Distribution Market
- Rulemaking of the NAB to Permit AM Radio Stations' Use of FM Translators
- Recommendations of the Independent Panel Reviewing the Impact of Hurricane Katrina on Communications Networks
- Carriage of Digital Television Broadcast Signals

KAB also joined in state broadcast association comments at the FAA in the agency's rulemaking which proposes to expand its notification requirements to cover virtually every conceivable type of change in the almost 25,000 facilities that exist, including broadcast towers.

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## Media use up

The Census Bureau has released a report noting that U.S. consumption of the media is continuing its upward trend. According to *USA Today*, the average citizen will go from 3,333 hours a year in 2000 to an estimated 3,518 hours next year. The study reported that 1,555 hours will be in front of the television, with 43.6% of that time going to broadcast TV and 56.4% to cable/satellite. Radio will be up from 942 hours to 974. Internet use will go up from 104 hours to 195. Newspaper use will decrease from 201 hours to 175 and magazines from 135 hours to 122.

#

# 2006 KAB Year in Review

THANKS to the KAB Board of Directors and member volunteers who gave time and effort to KAB events and initiatives in 2006. Following is what they accomplished on behalf of Kansas broadcasters.

## 2006 KAB Events held

- January 5 **Legislative Luncheon** for SC KS delegation, Wichita
- February 3, **Legislative Luncheon** for Shawnee Co delegation, Topeka
- February 8, **Legislative Luncheon** for KC area delegation, Statehouse
- March 1 and 2, **KAB Calls on Capitol Hill**, Washington DC
- March 14, Member Stations/KAB Sponsored **Career Fair**, Wichita
- March 28, **Political Broadcasting Webinar**
- April 12, **Student Seminar**, Topeka
- April 18, Member Stations/KAB Sponsored **Career Fair**, Overland Park
- April 25, **Sports Seminar**, Kauffman Royals Stadium, Kansas City
- June 7, **Sales Seminar** with Joe Bonura, Wichita
- October 22-24, **Convention**, Harrah's Prairie Band Casino Hotel and Convention Center

## Other Activities and Projects

\*KAB lobbied at the national level on issues of vital concern to Kansas broadcasters. KABers called on our Washington DC delegation and attended NAB's Leadership Conference. KAB also coordinated member meetings in-state with Senator Sam Brownback and Kansas Congressmen Todd Tiaht, Dennis Moore and Jim Ryun, as well as Second District Congresswoman-elect Nancy Boyda.

\*KAB successfully lobbied the state legislature for property tax credits and exemptions on digital broadcast equipment and monitored the legislature for proposals detrimental to Kansas broadcasters. Legislation which the KAB opposed or supported on behalf of Kansas broadcasters dealt with open government, video services competition, and advertising disclosures on state agency advertising.

\*KAB worked with the NAB in conducting a community service survey of Kansas broadcasters. Stations reported a total of \$146 million contributed in public service time and fund raising efforts for charitable organizations and disaster relief.

\*KAB formed a for-profit subsidiary – Kansas Marketing Services, Inc. – as part of a plan to further serve Kansas broadcasters and to support candidates seeking seats in the Kansas Legislature who support broadcasters' interests.

\*Kansas broadcasters continued to give air time for the Kansas adoption and foster care effort. Total airtime reported since KAB's adoption/foster care on-air initiative began in late 1997, is more than \$1 million. Kansas Children's Service League reports they have finalized 3,000 adoptions since July 2000.

\*Continued involvement in Kansas AMBER Alert Task Force and helped coordinate with law enforcement, the Mock AMBER Alert statewide test on May 25, National Missing Children's Day.

\*Continued FREE legal hotlines to give members a reliable, quickly available source of expert legal advice.

\*Continued the Alternative Broadcast Inspection Program for radio and television stations.

\*Continued the NCSA time bank resulting in revenues to the KAB from NCSA participants: KS Army National Guard, KS Department of Health and Environment, KS Radon Program, Kansas Private Colleges, KS Department of Transportation, and The Crisis Center.

\*With other state broadcast associations, KAB filed comments in numerous FCC proceedings – AM Radio use of FM Translators, Review of the Impact of Hurricane Katrina on Communications Networks, Carriage of Digital Television Broadcast Signals, Children's Television Obligations of Digital Television Broadcasters, Review of Emergency Alert System, and Rules and Regulations Implementing the Telephone Consumer Protection Act. KAB also participated in a joint filing to the FAA regarding their rules on placement or alteration of broadcast towers.

\*KAB coordinated member stations continued commitment to employment nondiscrimination through outreach efforts as outlined in KAB's Broadcast Careers Program - career fairs, student broadcast seminars, scholarships, paid internships, and online Job Bank.

\*KAB continued to offer EEO1Source for member stations. EEO1Source is an online record keeping and compliance tool for EEO.

\*Sponsored broadcast awards for radio and television stations and broadcast students.

\*Awarded more than \$26,000 in 2006, through scholarships to future broadcasters and children of employees at broadcast stations and through its paid student and faculty internship programs. KAB awarded 11 broadcast scholarships and 10 KAB Kids scholarships.

\*Radio stations took advantage of KAB phone lines during state basketball tournaments.

\*Published a *Kansas Radio/Television Directory* and monthly *KAB Transmitters and* distributed numerous communiqués to members about regulatory and legislative issues.

\*Moved KAB office and began the hiring process of a full-time administrative assistant.

\*Outreach included the awarding of the annual Tony Jewell Award for the prevention of alcohol and drug abuse and \$500 honorarium to recipient's chosen organization; assisting with the selection of the winner of KSHSAA's Oscar Stauffer Award for Sports Broadcasting; and assisted in the distribution of numerous PSAs and news releases for organizations.

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## Washington update

### At the FCC

\*The FCC was scheduled to consider **video franchising reform** at its December 20 meeting. The FCC's consideration may include timelines requiring local franchise authorities to act quickly on requests for new franchises, limits on franchise fees and build-out requirements, and perhaps some requirements that cable programming be made available to new franchisees. (Source: Davis Wright Tremaine, LLP).

\*The FCC has extended the time for **filing reply comments in its multiple ownership proceeding**. The extension is in response to a request by Media General that the deadline be extended until after the FCC issues the results of the studies that it is conducting to assess the impact of media consolidation on the public interest. Although the Commission denied Media General's request, it did extend the comment deadline to January 16. (Source: Davis Wright Tremaine, LLP).

\*The FCC will require all **digital television and digital radio broadcasters to participate in all national EAS activations**, effective December 31, 2006. Participation in state and local EAS activations remains voluntary, but if broadcasters choose to transmit state and local EAS messages on their digital channels, they must do so on all program streams. (Source: NAB)

\*To reduce the risk of reversal by the US Court of Appeals, the FCC has **reviewed four indecency decisions**. In the review, the FCC confirmed two of its earlier decisions citing broadcasters for use of the F-word during live, unscripted broadcasts of the 2002 and 2003 Billboard Music Awards Programs. The FCC reversed two of its earlier rulings – one in the *The Early Show* decision, stating that the previous ruling had not properly accounted for the "news value" of the program. The other reversal was in the *NYPD Blue* decision in which a single viewer from Virginia filed numerous complaints against various ABC affiliates nationwide. (Source: Pillsbury Winthrop Shaw Pittman LLP)

\*The Commission has **revised the FM Table of Allotments and AM community of license modification procedures** in order to streamline the process. The revision compresses the two-step process for requests to change AM and FM station communities of license by eliminating the rulemaking step for FM requests and the auction application step for AM requests. The FCC will now process community of license changes for all radio services as minor change applications.

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## News briefs

\***WIBW TV** vice president and general manager, **Jim Ogle**, has been elected to a three-year term on the Greater Topeka Chamber of Commerce Board of Directors.

\***Carol Hughes** has been appointed to assistant program director for **KFDI FM**, Wichita. She is on-air daily on KFDI from 10 am to 3 pm and also serves as music director.

\***KFXJ FM** air personality **Ron Eric Taylor** has relocated to Louisville KY. Assuming his position on The Fox's long-running Jan and Ron morning show will be Wichita native and broadcast veteran, **Phil Thompson**. Thompson most recently was on sister station KICT FM, as half of the Phil and Hank Show.

\***KPTS TV**, Wichita has appointed **Vance Tyrell** as producer of *Kansas Week*, one of the longest running public affairs programs in Kansas. Tyrell recently retired from Hutchinson Community College where he taught a variety of broadcasting classes for more than 30 years.

\***KTQW CATV**, Wichita has been sold for \$427,500 to Great Plains Television Network LLC. **Kyle Bauer** is president of Great Plains and **Mary Knecht** is president/general manager of the seller, Knowledge L.C.

\*Although no one disputed that the station reported the truth, a Wichita jury ordered Emmis Communications/ KSNW TV of Wichita and news director Todd Spessard, to pay \$1.1 million in damages to a man it **named as a suspect in the BTK murders**. KSNW's defense attorney Bernard Rhodes said he would appeal the verdict, saying it was against the First Amendment and calling it the "wrong verdict based upon the wrong law." Subsequently, the man who successfully sued the station died a month after the jury's award. Under Kansas law, decisions in libel cases do not survive the plaintiff's death, according to KAB attorney Mike Merriam.

(Source: various media reports)

\*Former NAB President/CEO **Eddie Fritts** has been appointed to an FCC panel to help administer the Warning, Alert and Response Network (WARN) Act. The Commercial Mobile Service Alert Advisory Committee will work to disseminate emergency information to mobile devices.

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## KAB meets with Boyda

KAB member general managers from Topeka and Lawrence met with Second District Congresswoman-Elect Nancy Boyda in mid-December. The purpose of the meeting, held at Cumulus Broadcasting, Topeka, was to get acquainted with Ms Boyda and to acquaint her with some of the broadcast issues that will come up in the 110<sup>th</sup> Congress.

KAB Members at the meeting included: KTWU TV's Eugene Williams, KAB Chair-Elect; KAB Secretary-Treasurer Mark Vail, Eagle Communications; Cumulus Market Manager John Walker; WIBW TV General Manager Jim Ogle; KTMJ TV General Manager Dave Waters; KLWN AM Station Manager Hank Booth; and KAB President Harriet Lange.

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\*The **Oklahoma Association of Broadcasters** has announced that **Vance Harrison, Jr.**, former Oklahoma City radio executive, has been named to replace current OAB President **Carl Smith**. Starting January 1, Harrison will join the OAB as president designate and serve in that capacity until Smith officially steps down due to health reasons. Smith became executive director of the OAB in 1990 after a career in Tulsa radio. He has been recognized for his work on establishing the AMBER Alert program nationwide by the Justice Department, National Center for Missing and Exploited Children, and the National Alliance of State Broadcast Associations. Smith is a past chairman of the OAB and a member of the OAB Hall of Fame. Harrison is a past chairman, vice president and treasurer of the OAB. Since leaving radio, he has served as president/owner of Creative Marketing.

\***Political spending on broadcast television** totaled more than \$2.1 billion this year, an increase of \$1 billion over the last midterm election in 2002, according to Evan Tracey, COO of TNS Media Intelligence's Campaign Media Analysis Group, and as reported in Mediaweek.com. Most of the spending - 76% - occurred during the last 60 days leading up to election day; 52% of the total was spent in the last 30 days. Democrats outspent Republicans by \$20 million and ballot issues topped out at \$302 million.