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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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2007 EAS monthly tests

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

Annual AMBER EAS Test

Friday, May 25

National Missing Children's Day

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



Chairman's message



*Eugene Williams, CEO/General Manager
KTWU TV, Topeka*

As I'm sure most of you have noticed, competition in our industry is being defined and re-defined in various ways. I was once very sure of who the competition was-- now I'm not so sure. Even more, I was once sure of how to counteract the tactics of the competition, now I'm finding that the competitive barbs are coming from every direction and the tactics are not so easily recognized.

I just returned from the NAB show in Las Vegas. As usual, it was overwhelming. And as usual, it was choked full of discussions about our audience, the political environment, economic environment and new technologies.

As I talk with others in the broadcast industry, it seems as if we all have the same concerns; our audience is changing and the technology to reach the audience is changing even faster. My guess is that early on, most of us did not expect that we would be competing for the time and attention that individuals are giving to social networks and mobile technology. And even though broadcasters are developing strategies to become an intricate part of the new media landscape, the ubiquity of this new competitor is creating concern for our traditional methods of profitability.

Just a couple of weeks ago, the planning committee for the 2007 KAB

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Transmitter

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Haertl Humiston award winner

The 2007 Hod Humiston Award for Sports Broadcasting was presented to sportscaster, Bruce Haertl, during KAB's annual Sports Seminar at Kauffman Stadium in Kansas City, on April 24.

The Award is named for Hod Humiston of Hutchinson, now deceased. Humiston was the first television sportscaster in Kansas when he did play-by-play coverage of college games for KTVH (now KWCH TV), channel 12, Wichita. The KAB established the award in Humiston's honor in 1979, to recognize broadcasters who have made significant contributions to sports broadcasting.

Haertl is sports director at KWCH TV, Wichita. For more than 20 years, Haertl has guided the Eyewitness Sports team to be a market leader in Wichita. He has covered stories ranging from college bowls, World Series games, and Final Fours, to Kansas Eight-Man Football championships. He is the TV voice of the Wichita State Shocker men's basketball and baseball teams and he is a pre-game radio correspondent for the coverage of Kansas State University football.

In addition to his nightly sports reports, Haertl does "Sports Sunday", a 30-minute program which airs weekly on KWCH TV. His coverage of high school football, basketball and other high school sports is broadcast on "Prep Friday".

Six years ago Haertl launched "Sports Daily", a two-hour live sports talk show which airs week-days on KFH Radio. His radio show hosts a golf tournament every year with the proceeds going for journalism scholarships at Wichita State University.

Before breaking into television, Haertl was the play-by-play voice for the Wichita Wings soccer team on KFH. He began at KWCH TV in 1984.



Bruce Haertl (left) accepts the Hod Humiston Award from KAB Board Member and Sports Chair Mike Sutcliffe.

Chairman's message cont.

annual convention met. Jim Ogle of WIBW-TV, Topeka is the committee chairperson.

As the planning takes place for the next KAB annual convention, I hope you will give consideration to topics that will be helpful to all of us, as we compete in this new media landscape. I'm sure that your thoughts on topics will be well received by the committee. And I know that your willingness to jump in and assist Jim and other committee members will be more than welcome. The committee can use all the help it can get, so don't hesitate to contact me, Harriet or Jim about seminars that would be beneficial to you. The KAB annual convention is an excellent forum for developing strategies for our industry and our future.

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Sports seminar attracts 100

Kauffman Stadium in Kansas City was the site of the April 24 KAB Sports Seminar. About 100 students and Kansas sportscasters attended. KAB Board Member Mike Sutcliffe, KINZ FM, Chanute, chaired the seminar and was assisted by the Royals' Fred White.

The morning round table discussions were facilitated by Tom Hedrick on play-by-play; Wyatt Thompson and Kala Scheidt, K-State Sports Network/Learfield Sports; Bob Newton and Wes Lynch, Jayhawk Radio Network/ESPN Regional Sports; Ross Passantino and Bob Gretz, Kansas City Chiefs Radio Network; Gary Musselman, Kansas State High School Activities Association; Dave Mize and Bob Fidler, Kansas Shrine Bowl; and Curt Nelson, Kansas City Royals on Sport Promotions.

Appearing during the afternoon were Bob Davis and Wyatt Thompson; Dayton Moore, Royals General Manager; Buddy Bell, Royals Manager; Mike Swanson, Royals VP of Communications and Broadcasting; Paul Splittorff and Bob Davis, Royals Sports Television Network; and Royals Announcer Denny Matthews.

Tickets to the Royals and White Sox game were compliments of the Royals.

#

13 to receive KAB Kids Scholarship

Thirteen graduating high school seniors will receive a \$750 KAB Kids Scholarship. They are children of full time employees at KAB Member/Kansas broadcast stations. Following are the winners, the school they will attend, and their broadcaster parent.

***Lundee Beck**, Kansas State University Joyce Beck, KCLY/KFRM, Clay Center

***Danielle Decker**, Wichita State University Dennis Decker, KWCH TV, Wichita

***Kyle Thomas Hammerschmidt**, Cowley County Community College, Mark Hammerschmidt, Eagle Radio, Hays

***Raeley Hart**, UMKC, Shannon Hart, KMBC/KCWE, Kansas City

***Andrew E. Haut**, Missouri Southern State University, Jonathan Haut, KOAM TV, Pittsburg

***Emily Suzanne Hays**, Kansas State University, Richard Hays, KJRL, Herington

***Courtney Kincaid**, University of Kansas Steve Kincaid, KANU, Lawrence

***Sarah Midgorden**, University of Missouri at Columbia, Mark Midgorden, KMBC TV, Kansas City

***Abby Jo Nelson**, Pittsburg State University Jill Nelson, KOAM TV, Pittsburg

***Whitney Saporito**, Pittsburg State University, Shelly Saporito, KOAM TV, Pittsburg

***Dustin Schrag**, Hutchinson Community College, Doug Schrag, KWCH TV, Wichita

***Rachel Warman**, Park University David Warman, KMBC TV, Kansas City

***Caitlin Wise**, University of Kansas Jackie Wise, Entercom Radio, Wichita

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2007 KAB Events

- May 10, KAB Webinar on Music licensing/streaming
- May 22, KAB Broadcast Scholarship Interviews, Topeka
- May 24, KAB/MSTV DTV Transition Meeting, Emporia
- June 5, KAB Board of Directors Meeting, Wichita
- June 13 Sales Seminar featuring Paul Weyland, Wichita
- June 26, KAB/Member Station Hosted Career Fair, Wichita
- August 23, KAB Board of Directors Meeting, Topeka
- October 21-23, KAB Convention, Harrah's Prairie Band Casino and Convention Center, Mayetta
- November 6, KAB Executive Committee meeting, Topeka
- December 4, KAB Board of Directors meeting, Topeka

DTV transition topic of May 24 seminar

In conjunction with the Association for Maximum Service Television, Inc. (MSTV), KAB will host a seminar - *DTV Transition, The Rubber Meets the Road* - on May 24, 10:00 am to 3:00 pm in Emporia. Emporia was selected as the meeting site because of its central location to all of the television markets serving Kansas.

One of the primary goals of the seminar will be to generate discussion and move towards the development of a transition plan for KAB members.

MSTV is the leading technical trade association for the television broadcast industry. It has been integrally involved in all aspects of the DTV transition.

Congress has set February 17, 2009, as the last day for the broadcast of analog television service. As of May 24, 2007, there will be only 635 days until the deadline. Moreover, as presently envisioned, this Herculean task must be completed in one night.

A number of issues must be addressed in order to prepare for the transition. A significant number of stations will be moving to new DTV channels on this date. Many stations will not be able to move to their final DTV channels until other stations in the market or an adjacent market have moved. Most stations have, or plan to modify their current facilities. The demand for equipment will be significant. Moreover, installation may become difficult given the fact that there are relatively few tower rigging and construction companies.

David Donovan, President of MSTV, Inc. will lead the discussion on these transition issues:

- Industry data regarding transition: Update FCC activities, consumer equipment availability, DTV transition trends
- Data regarding channel election and moving to final DTV channels
- Discuss issues regarding equipment supplies and potential backlogs
- Interference discussions among stations in markets/adjacent markets
- Generate discussion with other video providers especially cable and satellite.

Registration fee to attend is \$15 per person for KAB members. Registration information is available at www.kab.net.

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KAB June 13 sales seminar in Wichita

Sales Trainer Paul Weyland will present *The Secrets to Selling More Local Direct Business*.

In this seminar Weyland covers local direct subjects including:

- Why it's in your best interest to ask for long-term local direct business in virtually every case
- Why it's in your client's best interest to have a long-term contract with your station regardless of rates or ratings
- Why clients don't like media salespeople and how to avoid their disdain
- How to explain modern marketing and branding to a local direct client
- How to explain the difference between good and bad advertising to a local direct client
- How to manage your client's expectations about results on your station
- How to get your client to double or triple what he "perceives" he should be spending on your station
- Where rate resistance comes from and how to deal with it
- Great new ways to prospect for local direct business
- Great new ways to get appointments with local direct clients
- How to get into your client's "circle of trust" and build life-long client relationships
- How to produce genius creative whether you're a creative genius or not
- How to calculate Return on Investment
- How to show a client that buying your station is a good, calculated risk instead of a crap shoot

Additionally Weyland will discuss how to sell long-term local direct contracts, how to handle broadcast objections, better ways to prospect, better ways to get appointments with decision makers, where rate resistance comes from and how to deal with it and how to show a client that buying your station is a good, calculated risk instead of a crap shoot.

Weyland also will present *How to Write Outstanding Copy That Really Stands Out*. In this session participants will learn:

- How to create an emotional headline.
- How to write clear benefits and results to your audience, without using clichés.
- How to make sure your call-to-action, what you want your listener or viewer to do, is crystal clear.

Registration information will be posted soon on KAB's web site.

285 attend April student seminar

The 2007 Student Seminar was held April 2 in Wichita. Approximately 285 students and educators from Kansas high schools and colleges attended the full day seminar. KAB Board Member **John Ewy**, Dodge City Community College, chaired the event.

Kansas broadcasters on a panel, "Jobs in Broadcasting, What the Future Holds", included KAB Board Members **Joan Barrett**, KWCH TV and **Rob Burton**, Journal Broadcast Group; **Jackie Wise**, Entercom Radio; **Kent Cornish**, KSAS TV/ KMTW TV; and **Cliff Shank**, Ad Astra per Aspera Broadcasting. The second panel, "The Real World of Broadcasting – Advice From Recent Grads", included **Josh Wells** and **Tonya Steventon**, Journal Broadcast Group; **Kenny Titus**, KVGB Radio, **Joel Ewy**, Eagle Communications; and **Christina Hein**, Cox Communications. Concurrently, high school students visited with representatives from Kansas colleges during the College Round Tables session.

During the afternoon broadcaster round tables the following Kansas broadcasters led discussions about various positions at radio and television stations: **Beverlee Brannigan** and **Eric McCart**, Journal Broadcast Group; **Tony Duesing** and **JJ Morgan**, Entercom Radio; **Cliff Shank**; **Steve Niemeyer**, KOTE FM; **Matt Stooks**, KJCK FM; **Mike Sutcliffe**, KINZ FM; **Terry Allred**, **Michele Gros**, **Cindy Klose**, **Kevin Rempe**, and **Mark Larson**, KWCH TV; **Matt Brown** and **Patrick Myers**, KAKE TV; **Josh Witsman** and **Mark Davidson**, KSNW TV; and **Harriet Lange**, KAB.

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More pass inspection

These stations have recently passed a KAB/FCC Alternate Inspection, exempting them from routine FCC inspections for three years: **KGCR FM**, Brewster; **KBSD TV**, Dodge City; **KBUF/KWKR/KSKZ/KSKL/KKJQ/KSSA/ KULY/KFXX**, Garden City; **KBSL TV**, Goodland; **KPRD FM**, Hays; **KBSH TV**, Hays; **KCTV/KSMO TV**, Kansas City; **KSCB AM/FM / KLDG FM**, Liberal; **KNGL/KBBE**, McPherson; **KTWU TV**, Topeka; **WIBW AM/FM**, Topeka; and **KWCH TV**, Wichita;

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KAB presents student awards

Kansas Broadcast Educators Association President Victor Miller, Pittsburg State University, presented 58 First Place, 37 Second Place, and 33 Honorable Mention awards to high school and college student winners. The KAB's student broadcast awards were presented during the Awards Luncheon at the April 2 Student Seminar in Wichita.

Award categories included PSAs, commercials, station promotion announcements, public affairs, entertainment, and documentary programs, complete newscasts, news and sports features, hard news and enterprise news packages, promotion event/activity, play-by-play, DJ personality, research papers, and student station web sites.

Student winners represented these schools: Garden City High School, Arkansas City High School, Chapman High School, Hays High School, Blue Valley USD 229, Blue Valley Northwest High School, Shawnee Mission Northwest High School, Leavenworth High School, Butler Community College, Baker University, Fort Hays State University, Kansas State University, Pittsburg State University, Sterling College, University of Kansas and Wichita State University.

Entries were judged by educators at Nebraska colleges. Kansas educators from Kansas State University, Pittsburg State University, and University of Kansas judged Nebraska's student entries. Kansas State University produced the student awards video. Go to www.kab.net for a complete list of the winners.

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2007 KAB deadlines

- May 1, deadline for KAB Broadcast Scholarship applications
- May 1, deadline for KAB paid summer student internships
- May 1, deadline for KAB paid summer educator internships
- July 2, deadline for KAB station awards entries
- August 13, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Sonny Slater Award, and Mike Oatman Award.

**Watch your e-mail
for details on KAB's
next Legal Webinar
May 10 – 10:00 am.**

Topic will be music licensing
and streaming.

Legal brief

By David Oxenford, KAB Hotline
Attorney, Washington DC



Recently, the popular press and the broadcast trade magazines have been filled with stories about possible new content regulations on broadcasters. Less than 20 years ago, the FCC backed away from much of its content regulation, clearing away the regulatory "underbrush," doing away with specific requirements about the types of broadcast content that had to be aired by stations, and generally leaving programming restrictions to marketplace forces. Now, FCC Commissioners and Congressional leaders from both political parties seem to be urging the return of programming restrictions on broadcasters in many areas, including many areas that have not previously been subject to such restrictions.

Most recently, this trend was manifested in an FCC report to Congress suggesting that Congress should pass laws to regulate violent programming in the same way that it regulates indecent programming. The report goes so far as to suggest that violent programming could be regulated not only on broadcast TV, but also on cable and satellite – perhaps by allowing families to subscribe to only the specific programs that they wanted without having to pay for channels with violent content. The FCC acknowledged that defining prohibited violent content might be difficult, but thought that it could be done by using the indecency standards – prohibiting programming that was offensive applying contemporary community standards for the broadcast medium.

But we all know how well the FCC has done in setting the limits on indecent programming. Where would lines be drawn? How does one even define "violent programming" so that broadcasters know where that line is? For instance, many of the most popular programs on television are medical programs (e.g. Grey's Anatomy, ER, House). All feature very detailed and sometimes disturbing visuals of medical procedures - though rarely are there detailed depictions of what most people would characterize as "violent" actions - shootings, stabbings, etc. Would these medical shows fall under any restrictions? And how would rules deal with broadcasts such as "Saving Private Ryan," which has already received a dispensation from the FCC for its indecent content which, in other programs, would have resulted in FCC fines. Would its violent content also receive such a pass?

All this talk about new regulations is based on the need to protect children from bad

Roger N. Wilson

Roger N. Wilson, 70, Topeka, died April 5 at a Topeka hospital. He worked in broadcasting for 35 years, starting in 1953 as a high school student with a puppet show on a Kansas City television station. Wilson worked in radio news at KCKN in Kansas City; KCLO in Leavenworth; KTOP in Topeka; and KLEO and KFH in Wichita. After 15 years at WIBW Radio/TV, Wilson returned to Wichita working at KFH, KWCH TV and KSNW TV. When he retired from the Wichita Chamber of Commerce, he moved to Newton where he was the director of the Harvey County Historical Society. He moved back to Topeka in December 2006.

He is survived by three daughters and four grandchildren. He was cremated. A memorial service was held April 10. Memorial contributions may be made to the American Cancer Society. (Source: *Topeka Capital Journal*).

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influences. That same thought is behind efforts to restrict advertising in children's programming that promotes the sale of unhealthy foods. Again, there is a real definitional problem as to what products would be permitted and which would be banned. Yet Congressional leaders have urged the FCC to take action – perhaps even finding that unhealthy food ads themselves violate the existing restrictions on children's television advertising. The FCC has recently initiated a proceeding to study compliance with the children's television rules, so comments from all parties will no doubt be triggered by this proceeding.

Ads for prescription drugs have also been under Congressional review, and ads for gambling websites were effectively banned by legislation passed by Congress last year. Review of the political broadcasting rules continues to be mentioned as another possible area for Congressional review, and proposals to resurrect the Fairness Doctrine have even been introduced in Congress this year. And the FCC still has outstanding a proceeding to bring back or reintroduce some form of mandated localism – from requiring coverage of local event to playing some amount of local music on the radio.

Any sort of content regulation always ends up with constitutional battles, and often leads to unintended consequences. Restrictions and limits are very hard to define, and confusion among broadcasters as to what is permitted and what is prohibited always results. While this has in the past acted as a brake on Congressional and FCC action, we seem to be already in the middle of the 2008 Presidential campaign, where a number of candidates have made these issues into prominent planks in their campaign platform. In this highly politicized atmosphere, we should all watch carefully how these issues develop during the coming year.

News briefs

***NRG Media** has sold its 14 small market Kansas radio stations to **Rocking M Radio**, owned by **Doris and Monte Miller** of Manhattan, and son, **Chris Miller**. KAB Board Member **Mike Fell** is Rocking M Radio's vice president and director of operations. He will continue to manage **KXXX/KQLS** in Colby, as well as oversee the entire 14-station operation. The other stations in the group include: **KGNO/KOLS/KZRD**, Dodge City; **KZLS FM**, Great Bend; **KSSH FM**, Ingalls; **KNNS/KGTR**, Larned; **KYUU/KSLS**, Liberal; **KQNS FM**, Lindsborg; **KILS FM**, Minneapolis; and **KWLS AM**, Pratt.

***Kansas Broadcast Educators Association** elected new officers during KAB's April student seminar. **Paul Green**, Kansas Wesleyan University was elected president; **Leo Hudson**, Pittsburg State University was elected vice president, and **Bambi Landholm**, Kansas State University was elected secretary.

***Denise Sherman, KSJM FM**, Wichita, has been selected to the Class of 2007 Leadership Kansas program. She is one of 40 Kansans selected. The *Leadership Kansas Program* is an affiliate of The Kansas Chamber in its 28th year. Its mission is to inspire persons to maintain involvement in the social, business and political fabric of Kansas's communities.

***KPTS TV**, Wichita, has won two Bronze Telly Awards for its productions of *Kansas Health Watch: Obesity* and *Kansas Health Watch: High Tech Medicine*. The KPTS team responsible for the programs include **Rik Dubiel**, production manager; **Gabe Juhnke**, producer; and **Dale Goter**, former public affairs editor at KPTS. The Bronze Telly is the second highest honor that Telly awards for outstanding production.

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2007 station renewals

Thanks to these stations which have renewed their membership for 2007 since the March *Transmitter*:

RADIO – **KLWN/KLZR/KMXN**, Lawrence; **KFNF FM**, Oberlin; and **KJTY FM**, Topeka.

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Washington update At the FCC

*The FCC released a **Report to Congress on violent television programming** and its impact on children, asking Congress to pass legislation that allows the FCC to regulate violence on broadcast television. The Report also asks Congress to pass legislation that allows consumers to purchase cable channels “a la carte” so they can choose more family-friendly cable networks. According to the Report, violence on television has been shown to increase aggressive behavior in children, and that industry efforts to restrict children’s exposure to violent programming, including the V-chip, have failed. It’s not clear in the Report how the FCC proposes to restrict violent programming without violating the First Amendment.

*The FCC has proposed **regulatory fees for fiscal year 2007** to meet Congress’ mandate that the FCC collect \$290.3 million to recover regulatory costs associated with the FCC’s enforcement, policy and rulemaking, user information and international activities. The total is a decrease of 2.84% from 2006. Fees for some regulated entities will increase while others will decrease. The payment window will open in mid-August. For a copy of the Commission’s 2007 fee proposal, go to:
http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-07-55A1.pdf

*The filing deadline for the first quarter Form 398 – **Children’s Television Programming Report** – has been postponed from April 1-10 to June 1 through June 10, 2007. A revised Form 398 reflecting new children’s television obligations of digital television broadcasters will be available on the FCC’s web site by May 15. The form must be filed electronically and also placed in the station’s public inspection file.

*The FCC has adopted new rules that will **require retailers to label analog tuner-only television sets** that will not work after the transition to digital. The Commission also proposed other new rules designed to ensure **broadcasters complete construction of post-transition facilities before the statutory deadline** of February 17, 2009. The Commission will require stations to file a form by December 1, 2007, detailing the status of the station’s digital transition and a plan

for how the station intends to meet the deadline.

*To **ensure that all cable subscribers have the ability to view all must-carry broadcast stations** after the digital transition, the FCC is **proposing that cable operators must either** carry the signals of all must-carry stations in an analog format to all analog cable subscribers, or for all-digital systems, carry those signals only in digital format, provided that all subscribers have the necessary equipment to view the broadcast content. The Commission also reaffirmed that cable systems must carry high definition broadcast signals in HD format.

*The FCC soon will launch a new web page for the **electronic filing of complaints related to unlicensed radio broadcasting**. The form will be for use by the broadcast community to report pirate radio stations.

In Congress

*The Senate Health, Education, Labor and Pensions (HELP) committee that oversees the Food and Drug Administration (FDA) approved **S. 1082 - the Food and Drug Administration Revitalization Act**. **The bill would give FDA powers to regulate commercial speech in the form of advertising** by banning ads for new or modified drugs for up to two years and it would authorize the Secretary/Commissioner to insert warning language in any ad. **Kansas Senator Pat Roberts offered an amendment** in the HELP committee to strike from the bill the two-year ad ban, the mandated speech warnings and the pre-submission of ads associated with a drug. His amendment was defeated 12 to 10 on a party line vote. The full Senate is expected to vote on the bill during the first week of May. According to NAB, S. 1082 is the biggest threat to commercial free speech in the last decade.

*Senators Mary Landrieu (D-LA) and Ted Stevens (R-AK) have introduced the **First Response Broadcaster Act**. It would designate radio and television stations providing disaster-related programming as “first response broadcasters” and open access to federal supplies of fuel, water and food and it would help prevent the government from seizing broadcasters’ supplies needed to stay on the air, such as fuel used for generators and electricity. The bill also would give broadcasters access to a disaster area in order to restore

Quotes from satisfied KAB members

KAB periodically receives comments from KAB members about how KAB has helped them in their business. Here are recent quotes from two radio members, one having to do with our EEO legal seminars and webinars, the other with the sales tax exemption on the purchase of broadcast equipment and last year’s repeal of the business machinery and equipment property tax and credit on digital equipment.

This from a broadcaster who recently expanded his coverage area and rebuilt his FM: “I realize you are not responsible for my tax advice, but I don’t pay sales tax on anything for this new tower and transmitter, right? If that is true the sales tax on the generators alone is \$1,940. God bless KAB. . . In total, “the sales tax exemption saved me \$18,000 and the property tax savings will be about \$9,000 per year. Tell me the KAB hasn’t been a great investment . . . “

This from a broadcaster who underwent an FCC EEO audit: “Thanks to the series of KAB seminars since the revised (EEO) rules were implemented, I saved a boat load of paper. It took me about an hour and a half to organize the paper trail. Providing we successfully come through the audit, I’d be glad to share our experience for future auditees. I can solely credit KAB’s training sessions for preparing us for this audit. Thanks to the KAB for preparing us.”

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transmitters and other key facilities, and it would authorize a matching grant program to upgrade infrastructure. KAB supports the bill and is especially appreciative of the Senators’ recognition of the critical role which local broadcasters play in a disaster or emergency – by granting priority status for essential supplies to broadcasters and access to disaster areas. NAB and several state broadcast associations also support the legislation.

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