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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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(785) 235-1307 * FAX (785) 233-3052
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Chairman's message



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

I've been watching with interest all of the varied things that are happening in our current business and investment environment. Like me, you've probably noticed that the term "private equity" is the new buzz phrase. I like to think of this new buzz term as meaning lean, liquid and lively. Private equity investments are everywhere and they seem to love communication properties.

For some time now, Congress has been pressuring the FCC to investigate whether it is in the public interest to allow the purchase of broadcast companies and some other traditional media to private equity firms. It goes without saying that private equity firms, in their current iteration, have tons of money and are looking to buy a variety of properties in a variety of industries. Most private equity firms are extremely lean, having very little company "fat" but having a brain trust that rivals any Washington think tank. Additionally, they are exceptionally liquid (plenty of cash) and can structure deals in record time. Lastly, private equity firms are now on the prowl, lively looking for prey and properties to buy. They are upfront about their expectations - they are looking for properties that meet certain criteria then they purchase them and manage them for a short period of time (hopefully increasing the property's value) only to sell them for a lucrative profit, later. Just as an aside, it will be interesting to see what happens with

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Transmitter

Volume 46 No 7

August 31, 2007

September is Preparedness Month

"Kansas Preparedness Month" will kick-off with Kansas Preparedness Day, Monday, Sept. 10. at the Sedgwick County Courthouse, 525 N. Main, Wichita, from 9 a.m. to 2 p.m. The event is open to the public and attendees will be urged to take steps to protect themselves and their families during a disaster, whether natural or manmade.

Featured displays, equipment and informational booths will be provided by a variety of local, state, federal and non-profit emergency response agencies.

Information about disaster preparedness and relief is available on NAB's web site, as well as public service announcements. Go to:

http://www.nab.org/AM/Template.cfm?Section=Public_Service1&CONTENTID=10187&TEMPLATE=/CM/ContentDisplay.cfm

Information about community and family preparedness also is available on the Kansas Emergency Management web site at:

<http://www.kansas.gov/kdem/planning/preparedness.shtml>

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 radio and television stations. Copies are available on MSRC's web site:

<http://www.mediasecurity.org/documents/index.html>. A copy of the **MSRC Best Practices** is also available on the MSRC web site at:

http://www.mediasecurity.org/documents/MSRC_I_Best_Practices.doc.

The topic of disaster planning for stations will be addressed at the KAB convention as well, during an October 22 session.

#

Lange announces retirement

KAB President Harriet Lange has announced her retirement effective December 31, 2007. The KAB Board of Directors has appointed a search committee to find a replacement. Those interested in applying may go to www.kab.net to download the job announcement and information about the application process. Deadline for applications is September 24.

In her announcement to the KAB Board and KAB membership, Lange said her husband's decision to retire this summer was a major factor in her decision, and "with the Foundation newly invigorated and Kansas Marketing Services up and running, now is a good time to bring in someone new to take the KAB, the foundation and KMS, Inc. each to their next level". She continued, "It's been my honor and privilege to serve the KAB and the broadcast industry in Kansas these past 25 years . . . I've had the opportunity to work with and get to know some wonderful broadcasters". Lange says of the position, "Its diversity in responsibilities has made every day interesting. The position has allowed me to work with a broad cross section of people, representing a broad cross section of professions and fields of endeavor."

Lange was hired by KAB in 1982 as the first full-time executive director. She has been responsible for government relations and advocacy, planning KAB's seminars and conventions, KAB publications, overseeing KAB's Alternative Broadcast Inspection Program, scholarship and paid internship programs, station broadcast awards, broadcaster participation in the Kansas AMBER Alert program, KAB's public service and outreach initiatives, and management of KAB affiliate organizations – KAB Foundation and Kansas Marketing Services, Inc.

Lange currently serves as treasurer of the Kansas Sunshine Coalition for Open Government, and she is a member of the State Emergency Alert System (EAS) Committee and the Attorney General's Amber Alert Task Force. She is a past president of Kansas Society of Association Executives (KSAE) and the National Alliance of State Broadcast Associations. Lange is a 1985 graduate of Leadership Kansas and earned her CAE

News, talk webinar September 19

KAB's third quarter webinar on September 19, 10:30-11:30 am, will highlight issues that may arise for radio and television broadcasters in their news and talk programming, including defamation claims (who brings them, what they have to prove to collect damages, and how you can prevent these claims); other privacy claims to watch out for; issues regarding confidential sources, taping, and the reporter's privilege; and tips on how to avoid liability for newsgathering issues like intrusion and trespass.

Amber Husbands, a colleague of hotline attorney, David Oxenford, in the law firm of Davis Wright Tremaine will be the principal speaker.

Registration information will be distributed and posted online, soon.

#

(certified association executive) designation that same year from American Society of Association Executives. In 1992, the radio/television faculty at the University of Kansas presented Lange the Grover Cobb Award for Broadcasting Service. She was named Association Executive of the Year in 1998 by KSAE. Also in 1998, she was appointed by then-Governor Bill Graves to serve on his Grant Advisory Committee for Substance Abuse Prevention. KAB inducted Lange into the Kansas Broadcasting Hall of Fame in 2003 and recognized her with the KAB Distinguished Service Award in 2006.

Lange's home town is Linn, Kansas. She attended Kansas State University and graduated from Washburn University in 1970 with a B.A. degree in economics. She went to work for the Kansas Department of Economic Development (now Department of Commerce), where she worked in research, industrial development promotion, and finally as director of travel and tourism from 1977 to 1980. From 1980 to 1982 she was director of sales for a Lawrence hotel. She was a charter member of Kansas Travel Industry Association of Kansas and received the tourism industry's Individual Achievement Award in 1980.

Lange is married to Mike Nowak who just retired from USD 501 in Topeka.

Chairman's message cont.

Chrysler, now that Cerberus has a majority of the ownership interest in that company. But I digress...

Back to my point-- I'm sure that a number of us working in Kansas are already familiar with this recent phenomenon. The one thing that we may have not grasped though is the "why" of it all. In my limited wisdom, I've surmised that even though it is far from complete, private equity firms recognize the intangible assets of digital television and digital radio and don't want to be on the sidelines. As with any good investment strategy, you have to know when to buy, how long to hold and when to sell. Of course, private equity firms not only wrote the book on this topic but now they are rewriting it. My guess is that we will see a lot more activity from private equity firms in our industry over the next year or two. If we don't, it will be a total surprise to me.

#

Radio history symposium at KSU

The Great Plains Radio History Symposium—Take Two is scheduled for Friday, September 21 from 10 a.m. to 4 p.m. at Kansas State University. It's free and broadcast professionals are especially welcome to attend. Pre-registration is encouraged by contacting Dr. Dave MacFarland, Associate Professor in the A. Q. Miller School of Journalism and Mass Communications, at dmac309@ksu.edu. The only expense for the day will be lunch - a buffet in the K-State Union.

This year's papers include a history of the beginning of the modern country radio format by Ted Cramer of KCKN and WDAF, Kansas City; the origins of telephone talk in the Great Plains on Storz's WHB by Storz historian Dick Fatherley; how radio stations in the region were impacted by battery and receiving tube shortages in World War II by Mark Smith of Truman State University; a survey of radio station ID jingles used on Great Plains radio stations from the 50s through the 70s by radio marketing consultant Chris Abercrombie; and these four topics - Top 40, Johnny Carson's radio career, the evolution of a collegiate sports radio networks, and how newspapers responded to the threat of radio.

#

Attn: Member GMs – watch your mail for a **KAB Foundation survey** – to help us determine the feasibility of raising a \$1 million endowment to fund KAB scholarships and internships. Response deadline is September 19.

Washington update At the FCC

*The FCC has announced **regulatory fees for fiscal year 2007**, which must be received by the FCC no later than 11:59 pm (EST) on September 19. Congress has mandated that the FCC collect \$290.3 million in regulatory fees for 2007 to recover the costs associated with the FCC's enforcement, policy and rulemaking. For more information go to: <http://www.fcc.gov/fees/regfees.html>

*The FCC will have a final vote on the **"Viewability" Order** at their September 11 meeting. The Order is designed to ensure that cable customers will receive all must-carry local television stations after the DTV transition.

*The FCC Office of Engineering and Technology (OET) has announced the **results of the initial testing of four portable/personal devices submitted by Microsoft Corporation and Philips Electronics designed to operate in the unused, or white spaces, of the television broadcast bands**. The OET stated that "the sample prototypes submitted to the commission for initial evaluation do not consistently sense or detect TV broadcast or wireless microphone signals. Our test also found that the transmitter in the prototype device is capable of causing interference to TV broadcasting and wireless microphones."

*The FCC released a Public Notice to remind television stations and other video programmers that a **new rule requiring more extensive closed captioning goes into effect on January 1, 2008**. The new rule applies to "pre-rule" programming, or programming that was first published or exhibited before January 1, 1998. Under the new rule, 75% of all nonexempt English pre-rule programming must be captioned per channel, per quarter. The benchmark applies to both analog and digital programming. The current rule requires only that 30% of pre-rule programming adhere to the captioning rules.

*The FCC has set January 16, 2008, to begin **auctioning TV spectrum (700 MHz band) reclaimed by the government in the switch to digital broadcasting**. Some of the spectrum will be set aside for a public-private emergency communications network and for providing open access for a new national wireless network. The 700-MHz band will provide 1,099 licenses for auctioning. Proceeds from the auction,

2008 Political windows

Kansas primary election for state and Congressional offices is scheduled for Tuesday, August 5, 2008. The general election will be Tuesday, November 4.

The lowest unit charge (LUC) window for the state primary is June 20, 45 days before the election. The LUC window for the general is September 5, 60 days prior to the general election.

#

estimated to be as much as \$15 billion, will help pay for the digital-to-analog converter box program, programs to help first responders, and for deficit reduction.

*The FCC **did not seek a review by the full Court of Appeals of the Second Circuit's ruling that its "fleeting profanity" findings** against Fox were "arbitrary and capricious." The FCC could still decide to appeal the decision directly to the U.S. Supreme Court.

In Congress

*The Senate Appropriations Committee on July 12 rejected an amendment by Kansas Senator Sam Brownback that would have **allowed the FCC to adopt a policy imposing fines for "fleeting expletives."** However, on July 19, the Senate Commerce Committee accepted on a voice vote, a similar proposal by Senator Jay Rockefeller (D-WV).

*The House Judiciary Committee, on August 1, approved HR 2102, the **Free Flow of Information Act of 2007**. The bill would provide a reporters privilege in protecting confidential sources in federal proceedings.

*Rep. Elliot Engel (D-NY) has introduced the National Digital Television Consumer Education Act, to create a **DTV transition Federal Advisory Committee** to coordinate consumer education of the transition across industries and government agencies. The bill also would provide more money for the education effort.

#

Welcome new members

A warm KAB welcome to new Station Member **KGPT TV 49, Wichita - John Pappert**, general manager; and new Associate Member **Kansas Action for Children - Stephanie Mulholland**, Director of Communications.

#

KAB meets with Congressional delegation during August recess

Congresswoman Nancy Boyda, Congressman Todd Tiahrt, Congressman Jerry Moran, and Congressman Dennis Moore met with KAB members during the August congressional recess. Additionally, Senator Pat Roberts Legislative Assistant Sean Farrell, met with KAB Chair Eugene Williams and President Harriet Lange in the KAB office.

Issues discussed in the meetings included the DTV transition, retransmission consent, unlicensed devices in the television band, performance tax, XM-Sirius merger, and AM on FM translators.

Meeting with Cong. Nancy Boyda in her Topeka office were Kathy Mohn, KTKA TV; John Walker, Cumulus Broadcasting; Richard Wartell, Manhattan Broadcasting; and Harriet Lange.

KAB Board Member Joan Barrett, KWCH TV/KSCW TV, coordinated the meeting with Cong. Todd Tiahrt at KWCH TV. Other Wichita broadcasters who attended included Jackie Wise, Entercom Radio; Tom Glade, Clear Channel Radio; Eric McCart, Journal Broadcast Group; Doug Downs, KIBB FM; Al Buch, KSNW TV; Terry Cole, KAKE TV; and Kent Cornish, KSAS TV/KMTW TV.

KAB Past Chairman Wayne Godsey, KMBC TV, coordinated the meeting with Cong. Dennis Moore. Other broadcasters attending were Janet Campbell, KANU FM, Lawrence; Kirk Black, KCTV; Craig Allison, KSHB TV; KAB Chair-Elect Mark Vail, Eagle Radio; and Harriet Lange.

KAB Board Member Mike Fell, KXXX/KQLS, Colby, coordinated the meeting with Cong. Jerry Moran in Hays. In addition to Mike, broadcasters attending were Mark Vail, KAB Board Member John Ewy, Dodge City; Joy Haverfield, KSHB TV, Hays; and Gary Shorman, Eagle Communications.

#

More pass inspection

These stations have recently passed a KAB/FCC Alternate Inspection, exempting them from routine FCC inspections for three years: **KJCK AM/FM**, Junction City; and **KSDB FM**, Manhattan.

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 and click on "Legal and Regulatory" on the left side menu of options.

#

KMBC TV goes high def with newscast

KMBC TV, Kansas City, launched its local newscast in high definition on August 23, from its new facility at 6455 Winchester Avenue. The station will commemorate the grand opening of the first Kansas City HD facility with a celebration on September 6. ABC Anchor Charles Gibson will be the special guest. Immediate Past Chair Wayne Godsey is station president and general manager.

#

Buzenberg to deliver Boyd lecture at KSU

Bill Buzenberg, the executive director of the Center for Public Integrity in Washington, D.C., will be the speaker for the eighth annual Huck Boyd Lecture in Community Media at 10:30 a.m. Thursday, September 20 at Kansas State University. The purpose of the lecture is to recognize the role of community journalists in helping to keep their communities strong. The lecture will be in Forum Hall of the K-State Student Union.

A graduate of K-State, Buzenberg became executive director of the watchdog investigative journalism organization, the Center for Public Integrity, in January 2007. He has been a correspondent, editor, and news executive at newspapers and in public radio for more than 35 years.

Buzenberg will discuss the critical need for the public to hear from diverse sources of information.

#

Religion and media panel at K-State on September 20

With the increased presence and diversity of religious influence in our lives, it is important to discuss how well the media are doing in reporting and explaining religious matters.

"Religion and the media," a panel discussion sponsored by the Huck Boyd National Center for Community Media in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University, will explore how well media organizations cover religion and will offer tips on how media might improve their religion coverage.

The panel, which will be from 1:30-3:30 p.m. Thursday, September 20, in Room 212 of the K-State Student Union, will be moderated by Bill Tammeus, the faith columnist for the Kansas City Star. Other panelists will come from a variety of faith groups on the K-State campus and in the Manhattan community.

REGISTRATION INFORMATION

KAB Convention October 21-23, 2007

**Prairie Band Casino & Resort
12305 150th Rd, Mayetta KS**

Hotel Rooms

Reserve your room(s) at Prairie Band Casino by calling (785) 966-7777, no later than Sunday, September 30, to assure our group rate. KAB's group rate is \$69 for Sunday night; \$79 for Monday night; single or double, plus sales tax. **When making your reservation, be sure to give this group code: S10KSAB.**

Registration Fees

Please make your check payable to KAB, complete the registration form and return to KAB, 2709 SW 29th St, Topeka KS 66614

No refunds on cancellations received after October 10.

Non Members DOUBLE the fees.

To qualify for Member fees, 2007 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 1**. 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 1 Early Bird

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

OR

Individual Rate (Meals NOT included)

After Oct 1 Early Bird
Both days \$75/person \$60/person
1 day only \$50/person \$ 40/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).

	<u>After Oct 1</u>	<u>Early Bird</u>
Sunday, Oct 22		
Hall of Fame Reception		NC
(Hors d'oeuvres; Cash bar)		
Mon. Cont. Breakfast		NC
Monday Lunch	\$23.00	\$18.00
Awards Banquet	\$39.00	\$30.00
Tues Brkfst Buffet	\$20.00	\$15.00
Tuesday Lunch	\$23.00	\$18.00

Thanks to these Convention Sponsors .

- ASCAP
- BMI
- Heartland Video Systems
- Jones Radio Network
- KS Children's Service League
- KS Electric Cooperatives
- KS Farm Bureau
- Koch Industries
- Patrick Communications
- SESAC
- **Additional sponsorships available**

Convention Schedule of Events

Sunday, October 21

5:00 pm Convention Registration – Pre-convene area, Prairie Band Casino Convention Center

7:00 – 9:00 PM **Hall of Fame Reception** Presentation of Sonny Slater Award, Mike Oatman Award and Hall of Fame inductions

Monday, October 22

8:00 – 9:00 am Continental **Breakfast**

9:00-12:00 noon CONCURRENT SESSIONS

9:00 – 10:00 *Joint Session for **Broadcasters** (managers and dept.heads) **and Educators** – “**What Every Student & Instructor Should Know About Broadcasting**”

Broadcaster panelists:

Jon Janes, news director, WIBW TV

Mark Vail, Eagle Radio

Bill Ray, Operations Manager, Salina Media Group

Additional TV panelist TBC

***Engineering Sessions** - SBE meeting and FCC Update

10:00 – 12:00 ***SESSIONS** for managers, department heads, mid-level managers

10:00 – 11:00 ***How to Avoid Personnel Problems in the Workplace*** - KAB Topeka Hotline Attorney Mike Merriam and Kristin Scott of Creative Business Solutions, will touch on work-place challenges, procedures and do's and don'ts of hiring and firing, overtime rules, wage and hour rules, and other issues related to your work environment.

11:00 – 12:00 ***How to Stay Free From FCC Fines*** - David Oxenford, Davis Wright Tremaine LLP KAB's Washington Hotline Attorney will review what's going on at the FCC and how broadcasters can stay free of FCC fines. Come prepared to ask a lot of questions.

10:00 – 12:00 ***Engineering Session** - TC Electronics and Dolby

***Educators Session** and KBEA meeting – TBC

12:00 – 1:30 pm Luncheon / Speaker – Larry Beam on ***Managing Generations***
Managers today, for the first time in American history, are faced with managing employees working side by side who span four generations. Larry, who is senior corporate trainer for Blue Cross Blue Shield of Kansas, will discuss the challenges and opportunities found in “managing generations”.

1:30 – 3:15 pm TWO CONCURRENT SESSIONS

***Managers/Department Heads**

****Disaster Planning: Developing a Business Continuity Plan***

Kansas Adjutant General Tod Bunting and a radio GM and TV GM from hurricane alley will discuss what broadcasters should do to prepare for a disaster.

***Engineers session** – Pentadyne presentation (TBC) and session on Digital EAS (TBC)

- 3:30 – 5:00 TWO CONCURRENT SESSIONS
 *Super session for **Radio GMs and Engineers – HD Radio** (Panel of broadcasters and experts TBA)
- *Super Session for **Television GMs and Engineers – DTV Transition - Educating the Consumer** – **David Rehr**, President/CEO, National Association of Broadcasters
- 5:30 – 6:15 **Awards Reception** (cash bar)
- 6:15 – 8:00 **Awards Banquet** / Presentation of Tony Jewell Award for Community Service, Distinguished Service Award and Station Awards
- 8:00 – 9:30 pm **Chairman’s Hospitality** (Desserts, coffee, cordials)

Tuesday, October 23

7:30 – 9:00 AM Breakfast **Buffet / Annual KAB Business Meeting** Attend this breakfast and **hear from Kansas Marketing Services (KMS) media buyer – Gary Fish** of The Fish Agency, Inc. KAB annual business meeting will include committee reports and election of officers and directors.

- 9:00 – 4:00 pm CONCURRENT SESSIONS
- **SALES - RAB** – *Converting Cable and Newspaper Advertisers to Broadcast*
 RAB’s “**Doc**” **Holliday** will cover the state of the newspaper and cable industries – their strengths and weaknesses, how they are sold, how to position radio and broadcast television against newspaper and cable, how to generate new leads that will add up to BIG MONEY for your stations, and tools and resources available to you.
 - **RADIO PROGRAMMING - Valerie Geller - Creating Powerful Radio**
 Based on **Creating Powerful Radio** philosophy of “Never lose a listener”, Valerie’s Powerful Radio workshop offers proven methods to get, keep and grow your audience based on the three principles of **Creating Powerful Radio** – Tell the truth; Make it matter; and Never be boring! PDs and air personalities will learn proven techniques to develop powerful content, even on the dull days, through compelling storytelling. There are no boring stories, only boring storytellers! Identify and develop your true strengths and areas of effectiveness as an on air personality, programmer or manager. Secrets of hiring right. Find out: Are you a Generator or a Reactor? And learn proven methods to increase your audience through power programming.
 - **YOUR STATION’S WEB SITE - DESIGN, CONTENT, and GENERATING REVENUE** – Presenters TBA

12:00 – 1:30 **Luncheon - Broadcasting and a New Era of Advocacy**
 NAB President and CEO **David Rehr** will share with Kansas broadcasters the current political landscape in Washington, focusing on the legislative and regulatory issues affecting broadcasters, as well as NAB’s efforts to educate policy makers and the American people about the industry’s role during the digital revolution.

NOTE: David’s presentation is NOT for “managers only”. All Kansas broadcasters should aspire to become effective advocates for the industry. Come and learn what issues are facing the industry in which you work.

1:30 – 4:00 Concurrent sessions continue

4:00 ADJOURN

Registration Form

2007 KAB Convention

October 21-23

Prairie Band Casino and Resort



Kansas Association of Broadcasters
 2709 SW 29th St, Topeka KS 66614
 Tel. (785) 235-1307 FAX (785) 233-3052
 E-mail: harriet@kab.net
 Web site: www.kab.net

To qualify for the Early Bird Discount, registration form must be postmarked no later than October 1.

Please type or print legibly for name badges.

Station/Organization _____ Contact Person _____ E-mail: _____

Address _____ City / St / Zip _____ Tel.(_____)_____/_____

Names	Indicate each session you will attend	Indicate each meal that you will attend (for meal tickets)
--------------	--	---

(Copy as needed for additional names)

Mon	Mon	Mon	Tues	Tues	Tues
Mgrs	Engr	Educ	Sales	Radio Prog.	Web Site Design

Sunday	Mon	Mon	Mon	Tues	Tues
Receptn	Brkf	Lunch	Awards	Brkf	Lunch

_____	_____	_____	\$ _____
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_____	_____	_____	\$ _____
_____	_____	_____	\$ _____

If using Station Rate option, be sure to include meal prices and the station fee of \$250; or \$350 if after October 1.
 If using Individual Rate option, be sure to include meal prices.

Total Enclosed \$ _____

NOTE: If you have any disability which requires special services, please contact KAB.