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Please route to

\_\_\_\_ General Manager  
\_\_\_\_ Sales Department  
\_\_\_\_ News and Sports  
\_\_\_\_ Programming  
\_\_\_\_ Production  
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\_\_\_\_ Engineering

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## Inside this Issue

Page 1

- **Chairman's message**
- **News workshop October 4**

Page 2

- **New ABIP agreement**
- **UMMA Media Job Fair**
- **EAS/AMBER tests**
- **2003 KAB deadlines**
- **New member**
- **News briefs**
- **THANKS to sponsors**

Page 3

- **Washington update**
- **FCC review of localism**
- **Fax rules stayed**
- **Pass inspection**

Page 4

- **KAB Convention details**

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 for the purpose of enhancing the success of Kansas broadcasters and helping them better serve the people of Kansas.

**Kansas Association of Broadcasters**  
1916 SW Sieben Ct, Topeka KS 66611  
(785) 235-1307\*FAX (785) 233-3052  
[www.kab.net](http://www.kab.net) \* e-mail: [harriet@kab.net](mailto:harriet@kab.net)

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Contact KAB for ShawPittman's  
July 2003 **Commercial**  
**Radio and Television**  
**Station Public Inspection**  
**File Advisory**



## Chairman's message

(*Kyle Bauer, KFRM/KCLY*)

The Board of Directors met recently at Clay Center. It is a tradition that the August board meeting is in the home town of the chairman. I have been on the board several years now. Maybe as many as six. Each year there are new faces. The new faces change the dynamics of the group but as the year goes on, I have gotten to know many great broadcast people across the state. It has been a great experience. They are an interesting group with varied backgrounds and always fun to be around.

There is a huge effort to keep diversity on the board of directors so that all will be represented. TV and radio. Large market and small market. East and west. Single market and multi-market. Wichita, Topeka and Kansas City. Women and men. Public broadcast and private ownership. Rural and urban. Educators and business people. You would think that would take 50 people but it is done with 12. Your board has to wear several hats in each meeting. I have not seen a time when each of those groups' point of view wasn't represented. Their decisions are thoughtful and made with the best interest of the state's broadcast industry in mind.

It is easy to see other radio or television broadcasters as your competitor. If I were your local newspaper, yellow pages, or print shop, I would want you to keep thinking that. We do compete, but we don't have to dislike each other and we should keep in mind that those other guys are probably taking more of your customers' money than you would like to admit.

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# Transmitter

Volume 42 No 7 August 31, 2003

## News workshop set for October 4

Al Tompkins of The Poynter Institute will conduct a one-day Broadcast News Boot Camp on Saturday, October 4, at Topeka's Holiday Inn West. Radio and television reporters, photojournalists and producers should attend.

Tompkins, a veteran journalist and author, is one of America's most requested broadcast journalism trainers. He uses many real life story examples and journalists will use what they learn in this workshop on their next shift.

Topics which Tompkins will cover include:

- **What Journalists Stand For - Our Mission**
- **Clearer, Stronger Writing**
- **Daily Does Not Mean Dull**
- **Get Online and Find News Fast**
- **Ethics - Tough Calls on Deadline**

A value-added feature for registrants is the opportunity on Friday night, October 3, to bring their work for feedback from Tompkins. He'll help participants become stronger storytellers.

Schedule and registration information have been sent to member stations. Registration fee for member stations is \$20 per person. Non-members will pay \$45 per person.

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**Mark your calendar**  
**2003 KAB Convention**  
**October 19-21 (Sunday - Tuesday)**  
**Wichita Airport Hilton**

## New ABIP agreement

Beginning September 29, 2003, KAB's Alternative Broadcast Inspection Program will be operated under a new agreement with the FCC's Enforcement Bureau in Washington DC. Our current agreement is with the FCC Kansas City Field Office. The new agreement will be the same in each state which has an inspection program. The National Alliance of State Broadcast Associations negotiated the new agreement with the FCC Enforcement Bureau. KAB will send the new agreement to all stations in the next couple of weeks.

The FCC will honor any Certificate of Compliance in force prior to the effective date of the new agreement of September 29, as long as the Certificate is properly posted at the station and is on file at the Kansas City Field Office.

Under the new agreement, a copy of your request to the KAB for an inspection must be posted in a prominent place in the station. Upon receipt of your request for an inspection (if on or after September 29), and with your consent, KAB will notify the KC Field Office that your request for inspection has been received. By giving your consent to notify the FCC, your immunity from a routine FCC inspection starts at that time. Should you not consent to notifying the FCC, you are subject to a possible routine FCC inspection even though your request to KAB is pending.

A 150-day time period is established under the new agreement - 150 days from the date KAB confirms receipt of your request to the completion of the inspection and any corrective measures necessary for the issuance of the Certificate of Compliance. Upon issuance of your Certificate of Compliance, you will be exempt from a routine FCC inspection for a period of three years, with the exception of targeted inspections for safety matters related to towers, investigation of complaints, political files, and EEO compliance.

Requests for inspections under the current agreement will be accepted until September 18. Fees will not change.

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## UMMA Media Job Fair September 17

United Minority Media Association (UMMA) will sponsor a media job fair on Wednesday, September 17, 10:00 am to 5:00 pm at Bruce R. Watkins Cultural Heritage Center, 3700 Blue Parkway, Kansas City, MO. It is open to radio and television, cable, newspaper, advertising/PR and new media. Fees to broadcasters to participate range from \$200 to \$500 depending on number of stations. Admission is free for job seekers. Stations should contact UMMA at (816) 822-1313 for a booth/table registration packet.

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### EAS / AMBER tests

Tues., September 9, 1:50 pm / EAS  
Tues., October 14, 10:50 pm / EAS  
Tues., November 11, 1:50 pm / EAS  
Thurs., Nov. 13, 1:50 pm / AMBER  
Tues., December 9, 10:50 pm / EAS

### 2003 KAB deadlines

- November 1, deadline for KAB Student PSA Contest (alcohol/ drug prevention - holidays)
- November 1, deadline for paid faculty and student internships (semester break and spring break)

## New member

A warm KAB welcome to new Associate Member **Kansas City Royals, David Witty**, VP of broadcasting and PR.

KALN/KIKS, Iola has renewed its membership since the last *Transmitter*.

~~~~~  
**United States Army Reserve**  
89<sup>th</sup> Regional Readiness Command offers careers in

### broadcast media

Education benefits      Travel  
Networking                Extra pay  
Career enhancement      Cool uniforms

Contact Public Affairs:  
316-681-1759 x 1329/1335

**The Army Reserve: The best kept secret in America!**

## News briefs

\*Hearst-Argyle's **KMBC TV**, Kansas City, has been the number one ABC affiliate in the top 50 markets in household delivery for the past four sweeps periods, with the exception of February 2003, when it finished second in rating but remained first in share. **KMBC** President and General Manager **Wayne Godsey** looks at news rating "as a function of a three-legged stool: on-air talent, promotion and community outreach"

\***KJIL FM**, Meade, is a finalist in NAB's Marconi Radio Awards for Religious Station of the Year. The awards are given for overall excellence in broadcasting and finalists were selected by a task force of broadcast professionals. Winners will be selected by Marconi Radio Awards Selection Academy and announced October 2 at NAB's Radio Show in Philadelphia. **Don Hughes** is KJIL general manager.

\***Lyman James** has been named operations manager for Clear Channel radio stations, KRBB, KKRK, KRZZ and KSZN, Wichita. At KKRK, **PJ** has been named program director; **Patti Masten** has taken on assistant PD responsibilities; and **Diego**, afternoon personality, is music director.

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## THANKS to these 2003 KAB Convention Sponsors

ASCAP  
BMI  
KS Electric Cooperatives  
Kansas Farm Bureau  
SalesReady - A Division of WireReady NSI  
U.S. Coast Guard  
Additional sponsorships available.

KAB Convention will be October 19-21, Wichita Airport Hilton. See details elsewhere in this issue.

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## Washington update

### At the FCC

\***Regulatory fees** are due at the FCC by September 24, 2003. Total 2003 fees for radio and television increased by 23% over FY 2002. In early August, the FCC mailed to stations "fee assessment postcards" which stated the population (radio), fee code and the amount of the fee. Go to [www.fcc.gov/fees/regfees.html](http://www.fcc.gov/fees/regfees.html) for information on how to calculate your fee and how to pay.

\*The **new ownership rules** are scheduled to go into effect September 4, unless a federal appeals court rules on Wednesday, September 3, to stay the new ownership limits.

\*The FCC has received approval for its **revised license assignment and transfer applications** (Forms 314 and 315). The FCC will accept applications for the transfer and assignment of broadcast licenses on the revised forms and will begin approving proposed sales once the new ownership rules become effective. The new forms may be accessed at [www.fcc.gov/formpage.html](http://www.fcc.gov/formpage.html) and must be filed electronically.

\*The FCC announced a settlement period for the long-pending mutually exclusive **Low Power FM (LPFM) applications**. Major change amendments from settling applicants will be accepted until October 31, specifying new FM channels to resolve technical conflicts and obtain construction permits. Broadcasters may wish to check the FCC's database after October 31 to determine if settling applicants have chosen a frequency that will cause interference.

### In Congress

\*In July, the U.S. House of Representatives passed 400 to 21, a **Commerce, Justice, State (CJS) funding bill** with a provision to preserve the 35% television ownership cap for at least one year. The Senate Appropriations Committee is poised to mark up its appropriations

## Review of localism on FCC agenda

Chairman Michael Powell announced a "Localism in Broadcasting" FCC initiative which will speed up the activation of low-power FM stations, set up a "Localism Task Force" and launch a Notice of Inquiry on localism.

The task force will undertake studies to measure localism, hold public hearings and make recommendations to the FCC and to Congress.

Stations are encouraged to begin tracking 2003 public service contributions in anticipation of the NAB/KAB survey on community service which will be mailed in January 2004. NAB has developed a tool to help track public service. It is available at [www.broadcastpublicservice.org/commiunity/](http://www.broadcastpublicservice.org/commiunity/)

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bill for CJS the week of September 1. It is anticipated that the 35% national television viewership cap will be either included in the base bill or offered as an amendment. It also is anticipated that an amendment will be offered to reinstate the newspaper-broadcast crossownership ban.

\*Senate Commerce Committee Chairman John McCain (R-AZ) introduced the "**Our Democracy, Our Airwaves**" Act, S.1497. Cosponsored by Senators Feingold (D-WI) and Durbin (D-IL), the bill is similar to legislation from the last Congress. It would assess a three-quarter billion-dollar tax on the gross revenue of radio and television stations in order to fund ad buys by Federal candidates and parties; it would mandate that all stations, regardless of size, air two hours of "candidate or issue" centered programming in the weeks leading up to an election; and the bill would provide candidates nonpreemptible ads at preemptible prices.

*(The source for much of this information is NAB).*

## Fax rules stayed

The FCC has extended until January 1, 2005, the effective date of their new unsolicited facsimile advertisement rules. The stay applies to the FCC's earlier determination that an "established business relationship" will no longer be sufficient to show express permission to receive an unsolicited fax ad. The order also stays the effective date of the requirement that the sender of a fax ad first obtain written consent.

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## Pass inspection

KPTS TV, Wichita recently passed a KAB Alternate Broadcast Inspection, gaining a three-year exemption from routine FCC inspections.

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Add Value

to your local radio newscast  
with KANSAS NEWS & KANSAS SOUND

**KFB**  
**RADIO NEWS** at 10

[WWW.KFB.ORG/RADIO.HTM](http://WWW.KFB.ORG/RADIO.HTM)

Kansas Farm Bureau  
Helping Feed the World

# KAB Convention Highlights

## Sunday, October 19

- Golf at Reflection Ridge
- Opening reception, presentation of KAB individual awards and Hall of Fame Inductions

## Monday, October 20

- Monday morning wake-up, *Stress Down With Humor*, John Madden (not the coach)
- Broadcasters and Educators meet to discuss trends in broadcasting and employment needs
- Marcellus Alexander, NAB TV, *Washington Update*
- Barry Umansky, *Legal and Regulatory Update*
- For Engineers - SBE Meeting, FCC Update, EAS/AMBER Update, Tower Safety (Radian Communications), ENG Masts and Safety (Wil-Burt), Radio and Television Audio Processors (Orban)
- Student Roundtables
- For Educators - Larry Hatteberg, *Broadcast Journalism Basics*
- KAB Annual Meeting
- Awards Banquet - Station Awards and Distinguished Service Award

## Tuesday, October 21

- Buffet breakfast, GREAT door prizes
- Edward Caleca, Sr VP Technology, PBS - *Digital Technology: Driving Broadcasting's and Cable's Transformation*
- Ken Werner, VP Distribution, WB Network - *Localizing Your Station's Brand*
- Governor Kathleen Sebelius (Invited)
- Chris Lytle - *Advanced Consulting Skills for Broadcast Sales People*
- Lorna Riley - *40 Mistakes Sales People Make*
- Dan O'Day - *How to Create Maximum Impact Radio Advertising AND Radio Commercial Feedback* (Bring a commercial you produced)
- Steve Gryzb. Media Consulting Division - *Television Creative That Sells AND Television Commercial Feedback* (Bring your creative ideas and commercials you produced)
- Bill Jacobs, Jacobs Media - *Getting More Out of Your Personalities AND 60 Promotions in 60 Minutes*
- Lorrin Palagi, Zapolean Media Strategies - *Maximizing Talent: How to Find, Coach and Lead Your Air Team to Greatness*

Join us in Wichita for great educational opportunities, great networking, great FUN!

**Schedule and Registration Form will be mailed soon!**

## Hotel Rooms / Airport Hilton

Reserve your room(s) at Wichita's Airport Hilton by calling (316) 945-5272, **no later than October 3**. Reservations after that date will be accepted based on availability, and at the best available rate at time of reservation. KAB's group rate is \$79 single or double, plus sales & guest tax.

## Registration Fees

Non Members **DOUBLE** the fees.

To qualify for Member fees, 2003 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 check and registration form must be **postmarked no later than October 1**.

**Stations may pay the station rate with no limit on number of people from the same station.**

|                     | After<br><u>October 1</u> | Early Bird<br><u>Discount</u> |
|---------------------|---------------------------|-------------------------------|
| <b>Station Rate</b> | \$250 per station         | \$150 per station             |

NO LIMIT on number of people from same station (meals NOT included)

**OR**

## Individual Rate

**(Meals Included)**

If only one or two from a Station/organization attend

|              |                  |                 |
|--------------|------------------|-----------------|
| - Both days  | \$130 per person | \$75 per person |
| - 1 day only | \$ 70 per person | \$40 per person |

## Retired KAB Members

(Pay meal prices only)

No charge

## Students

(Pay \$5 per meal but you must pre-register and pre-pay)

No charge

## Educators

(Pay meal prices only)

No charge

## Meal Prices

|                                |         |           |
|--------------------------------|---------|-----------|
| Opening Reception, Oct. 19     |         | No Charge |
| Continental Breakfast, Oct. 20 |         | No Charge |
| Monday Lunch                   | \$15.00 | \$10.00   |
| Awards Banquet                 | \$25.00 | \$20.00   |
| Tuesday Brkfst Buffet          | \$10.00 | \$ 7.00   |
| Tuesday Lunch                  | \$15.00 | \$10.00   |

## Golf, Sun. Oct 19

Reflection Ridge Golf Course

\$70.00

NA