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Transmitter

Volume 42 No 6

July 9, 2003

Chairman's message

(Kyle Bauer, KFRM/KCLY)

Recently, I was installed in a two year term as chairman of Clay County Growth and Development Coalition (the local Eco Devo group). Having served on the committee for the last 5 years, the experience has been enlightening. The preconceived notion most people have of Eco Devo is that you go out and find some big manufacturing plant to move to town. Also, I have to ask myself, "Does the time I am spending on Eco Devo detract from my business?" And you are asking, "What does this have to do with KAB?" Well I will tell you.

You are or should be the center of your community. You probably have more daily contact with people in your area than your local newspaper. If your community is healthy, your business has a much better opportunity to grow. Eco Devo in your community is multifaceted. In Clay County we're working on: New Business Creation, Business Retention, Business Attraction, Tourism/Visitor Attraction, Retiree Attraction, Retail/Commercial Development, Bedroom Community Development, and Agribusiness/Value Added Development.

Depending on the size of your community, all of these might be too much for your company to get personally involved with, but grab one of those and make it your issue. Your sales staff, your news staff, your promotions people can be a huge asset to a community. Take your community's development personally. It is not someone else's job. Your business future growth and prosperity will probably depend on the growth and prosperity of your clients and

(continued on page 2)

NWS gearing up for AMBER

At the recent meeting of the Kansas AMBER Plan Task Force, it was reported that the National Weather Service anticipates being ready - by September - to distribute AMBER Alerts on the NWS NOAA Weather Radio network. In order for the new system to work, the NWS requires that stations be able to receive AMBER alerts under the new Child Abduction Emergency (CAE) code. This has been the plan all along - to use the NWS Network when the NWS was able and when stations had upgraded their equipment to send alerts under the Child Abduction Emergency Code.

Consequently, it will be necessary for stations who wish to participate as AMBER partners after September 1, to upgrade their **EAS equipment to receive AMBER Alerts under the CAE Code by September 1**. Until then, the ADMINISTRATIVE (ADR) code will be used for AMBER.

All EAS equipment manufacturers now have their upgrades available. If you have not yet upgraded, the link below provides access to the EAS manufacturers, and has information about EAS upgrades.

<http://www.sbe24.org/eas/encode.asp>
The site is maintained by the SBE chapter in Madison WI. Contact the manufacturer of your equipment for assistance in making the upgrade.

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An AMBER update . . .

44 states and 47 cities or counties now have AMBER plans in place. A total of 77 children have been recovered safely through the AMBER program.

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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 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 * e-mail: harriet@kab.net

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

Broadcasters help kids, add advertisers

Since 1996, KAB and its member stations have backed efforts to recruit adoptive and foster homes for children in the child welfare system by distributing and airing public service announcements. Some broadcasters are taking this initiative a step further by profiling individual children or sibling groups during evening newscasts and morning drive time shows. What they are finding is that this is not only good for kids, but can also be a way to attract new advertisers through underwriting opportunities.

Profiles of children awaiting adoption are currently being aired in all Kansas television markets, according to Tina Long, director of marketing for the Kansas Children's Service League (KCSL) which manages the statewide *Coming Home Kansas* Family Recruitment Campaign. "We are pleased to have partnerships with WIBW TV-13 in Topeka, KSHB/NBC Action News in Kansas City, two Wichita stations - KAKE TV-10 and KSAS FOX-UPN, and our newest KOAM TV-7 in Pittsburg," she said. "Of those, three stations have successfully found sponsors for their spots."

"Except for those aired by Wichita's KSAS, the profiles feature the child(ren) engaged in an activity and talking about themselves and what type of family they would like to be a part of," according to Long. Some of these kids really do a great job of 'promoting' themselves and the reporters enjoy themselves as well!"

Long said there were several factors that necessitated the KSAS profiles be done differently, but the solution opened up a new avenue for reaching would-be parents. "When we first met with KSAS we knew we weren't talking about doing a 'traditional' TV profile," said Long. "But, KSAS was committed to doing something to help these kids."

"After meeting with us, Kent (Cornish - General Manager) contacted Tracy Cassidy, morning anchor at B-98 FM - KSAS' Clear Channel sister station. Together, they developed a program featuring static photos of children with Tracy providing the voice over, reading a short profile about the child. These same profiles are also aired on B-98, with listeners directed to their website to view a photo of the child," she said.

"Until we began working with the Clear Channel group, we hadn't considered radio for profiles due to the limitation of actually being able to see the child. What we have found, however, is people are responding to these profiles - consistently generating 2-5 referrals a month." Currently, KCSL is partnering with one other radio station - KMAJ 1440 AM (Let's Talk with Jim Cates) - and in the planning stages with another - E105.1 FM KFME in Kansas City - and would like to add more.

"We would like to add five to seven radio stations to our list of partners this year. We consider this a win-win-win proposition. There are benefits for the station, a potential underwriter, and most importantly the kids."

The radio and TV partnerships, combined with the KAB's backing, are paying big dividends, according to Long. "Not only has the quantity of calls increased (averaging 250 per month), but the quality of calls as well. Historically, many of the calls we received were from prospective parents interested in adopting an infant or young child. Now, we are getting significantly less of these types of calls because callers are more aware of the type of children we serve or they are inquiring about a specific child."

This has translated into increased permanencies for children. In 2002, 499 adoptions were finalized and 590 adoption placement agreements (the step prior to finalization) were signed, compared with 432 and 508 in 2001. As of May of this year, 233 adoptions have been finalized with 193 adoption placement agreements signed.

While all this is good news, Long is quick to note there are still a lot of children who need forever families. "Currently, there are more than 800 children awaiting adoption for whom there is no identified family resource," she said. Of these children, 65% (or 535) are aged 11 or older; 40% (or 330) are aged 14 or older; and 563 are part of a sibling group that must be adopted together.

Because of this, Long stresses the importance of the support of the KAB and its member stations. "We are truly blessed to have the backing of the KAB and broadcasters across the state. Without their help, our effectiveness to find families for kids would be greatly diminished - and directly impact the lives of hundreds of children."

Chairman's message cont.

your community.

It is good business to get involved in eco devo, to take the growth personally, to do something more than point out shortcomings and "things" that need improving. If you're not taking a leadership role in your community's development, now is the time to start. My dad always said, "Do something even if it is wrong". I will bet you know your community well enough that it won't be the wrong thing.

Have a good summer. We will visit with you the end of August.

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EAS / AMBER tests

Tues., August 12, 10:50 pm / EAS
Thurs., August 14, 1:50 pm / AMBER
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

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## 2003 KAB events

- July 14-25, KAB Office closed
- August 27, KAB Board of Directors Meeting, Clay Center
- October 4, KAB News Workshop, Topeka Holiday Inn West
- October 19-21, KAB Convention, Wichita Airport Hilton
- November 18, KAB Executive Committee Meeting, Topeka
- December 11, KAB Board of Directors Meeting, Manhattan

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For more information about partnership opportunities or to learn more about the *Coming Home Kansas* campaign please contact Tina Long at 785-539-3193 ext. 14 or tlong@kcsll.org. If you or someone you know is interested in becoming an adoptive or foster parent, please call the *Coming Home Kansas* toll-free line at 1-877-530-5275 or visit them online at www.cominghomekansas.org.

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Call for nominees -

DSA, Hall of Fame, Jewell, Slater, Tourism awards

During the October convention, KAB will present its Distinguished Service Award and induct an individual(s) into Kansas Broadcasting Hall of Fame. Other awards will include the Sonny Slater Award and Tony Jewell Award. The KAB's Tourism Award will be presented at the Kansas Tourism Conference in the fall.

To nominate someone for any of the awards, send to **KAB by August 11**, your nominee's name and address and a brief description of why he or she is deserving of the award. The KAB Board will make the selections during the August 27 board meeting in Clay Center

Nominations are considered to be active for two years. For example, if more nominations are received than selected for an award, the others remain as nominees for the following year.

The **Distinguished Service Award** is KAB's highest award to recognize a Kansas broadcaster who has made significant contributions to the industry and their community.

The **KAB Broadcasting Hall of Fame** nominees must have worked in the broadcasting business and will be recognized based on substantial contributions to broadcasting and the state/nation. Individual broadcasters may be Kansas natives and have made contributions in other states or at the national level. Individuals who are NOT Kansas natives are eligible, but they must have worked in Kansas broadcasting. They may be recognized for major contributions in Kansas, in other states or on a national level.

The **Sonny Slater Award** will recognize a Kansas broadcaster who has provided exemplary service to his or her station and community. The award is named for Sonny Slater, now deceased, who worked at KSAL Radio in Salina for more than 40 years. The KAB established the award in 1992.

The **Tony Jewell Award** recognizes contributions to alcohol/drug abuse prevention or treatment. The award is named for Tony Jewell, a past president of KAB and first chairman of the KAB's Alcohol/ Drug Abuse Committee. Past

More pass inspection

These stations have recently passed a KAB Alternate Broadcast Inspection, gaining a three-year exemption from routine FCC inspections: KBUF AM, Garden City; KLOE/KKCI/KWGB, Goodland; KOFO AM, Ottawa; and KULY AM, Ulysses.

#

Self-inspection checklists updated

Ron Ramage with the FCC's Kansas City office has updated the agency's Self-Inspection Checklists for AM, FM, LPFM and TV. The update clarifies the logging of all EAS activations and the substitution of severe weather alerts for weekly tests.

Go to the FCC's web site to download the updated checklists: www.fcc.gov/eb/bc-chklists/

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2003 KAB deadlines

- August 11, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Sonny Slater Award, Tony Jewell Award, and Tourism Award
- 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)

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winners have included community volunteers, judges, representatives from law enforcement, and health professionals working in the alcohol/drug field.

The **KAB/Governor's Tourism Award** has been presented annually since 1983 to recognize outstanding contributions to the tourism industry in Kansas.

Send your nominations to KAB by August 11.

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EEO - 2 or 4 menu options?

During the recent KAB EEO seminars, Attorney Barry Umansky pointed out that station employment units with 5 to 10 full time employees and SEUs with 10 or more fulltime employees but located in "smaller markets" need to complete at least two broad outreach menu options each two years. SEUs with more than 10 employees and NOT located in "smaller markets" must complete 4 menu options each two years. In Kansas, stations/SEUs with more than 10 employees and licensed to the Wichita or Kansas City metro areas must complete 4 menu options, while all others with more than 5 employees must complete 2 menu options each two years.

A "smaller market" station or SEU is licensed to a community that is in a county outside of a metropolitan area or is in a metro area with a population of less than 250,000. Metropolitan areas in Kansas with more than 250,000 in population include the Wichita and Kansas City markets. Stations/SEUs licensed to all other areas are considered to be in "smaller markets".

For a copy of Barry's EEO hand-outs, contact KAB.

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Congressional family PSAs available

NAB is making radio PSAs available which feature congressional family members. TV PSAs were made available by satellite feeds on June 24 and July 1. Radio stations may download the PSAs at NAB's web site: www.nab.org/publicservice

Stephene Moore, wife of Kansas 3rd district Congressman Dennis Moore, is featured in PSAs dealing with child safety and volunteer service. Catharine Ryun, daughter of 2nd district Congressman Jim Ryun, is featured in PSAs dealing with physical fitness and volunteer service.

Washington update

At the FCC

*NAB reports that **the FCC has sent questionnaires to certain television broadcasters** on DTV build-out, cable carriage, PSIP and DTV promotional issues. The information will be used in assessing and developing DTV policy initiatives. NAB encourages TV broadcasters who received the questionnaires to respond.

In Congress

*The **Senate Commerce Committee approved S 1046** with the 35% television ownership provision intact but adopted amendments eliminating the grandfathering provisions of the FCC's June 2 ruling by requiring divestiture of above-cap radio stations; and reinstating the cross-ownership rules but enabling state public utility commissions to recommend a waiver to the FCC of

the newspaper cross-ownership rules in the smallest 60 television markets. An amendment to modify the 35% television cap failed.

*The **Senate Commerce Committee approved S 1264**, the FCC's funding bill and adopted amendments that would toughen indecency standards and increase penalties for violations; require the FCC to conduct a rulemaking to provide additional guidance to broadcasters and cable systems about how to comply with obligations to identify the true sponsors of political ads and provide procedures for dealing with complaints about violations of the rules regarding political ads; and change the FCC's ownership review from being biennial to being conducted every four years.

*The **Senate Commerce Committee held a hearing on July 8 on the FCC's new rules on local radio ownership.** According to NAB, the hearing was billed as an examination of the FCC's new market definitions, but Senators focused most of their attention on the decision by some radio groups to temporarily suspend airplay of Dixie Chicks music.

*The **Senate rejected amendments by Sen. Edwards (D-NC) that would have imposed new content standards on direct-to-consumer ads** of pharmaceuticals. The amendments would have required pharmaceutical ads to include comparative information on all other drugs on the market that treat the same condition.

In the Courts

*The **U.S. District Court in Southern Florida ruled that DBS carrier, EchoStar**, is illegally transmitting distant ABC, CBS, Fox and NBC stations to hundreds of thousands of ineligible subscribers. It ordered EchoStar to cease these illegal retransmissions and permanently enjoined it from engaging in such illegal conduct in the future. The Court ordered EchoStar to discontinue its illegal distant signal service by August 11. EchoStar must also provide broadcasters with monthly reports detailing how it is complying with the court's injunction.

Umansky to teach

Barry Umansky, communications attorney, has been appointed to the Edmund F. and Virginia B. Ball Chair in Telecommunications at Ball State University in Muncie, IN. He'll begin his teaching duties on August 20.

Umansky will continue to practice law and has joined the law firm of Irwin, Campbell & Tannenwald, Washington DC. He can be reached at the law firm by e-mail: bdumansky@ictpc.com. Telephone is (202) 728-0400.

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News briefs

***Gary Exline** has been named general manager for radio stations **KKJO, KFEQ, KSJQ and KSFT**, St. Joseph. He replaces Mark Vail who is returning to Eagle Radio corporate responsibilities. Exline previously was vp/general manager of Regent Communications in Owensboro KY and Evansville IN. He began his broadcast career in McPherson as an announcer and sportscaster. He also worked for Stuart Broadcasting group in Salina and Springfield MO. He is a graduate of K-State.

*Seward County Broadcasting, Liberal, filed with the FCC to restore and improve coverage of **KSCB AM**. The station's tower collapsed on December 21 when a truck clipped a guy wire. The station moved to a temporary tower site at greatly reduced power and had to suspend nighttime operation. The new site when approved will allow the station to return to its 5,000 watts of power and will restore nighttime service to Liberal.

***KWCH TV**, Wichita, won an Edward R Murrow award from the Radio/Television News Directors Association. The station won in the category of Continuing Coverage for six weeks of stories about a mass murder case. **Joan Barrett** is KWCH news director.

***KWCV TV**, Wichita, has been nominated for the "Something to Believe In" award from the WB Network. A station qualifies for nomination by executing business fundamentals and practices deemed important and viable by the WB network to successfully build and grow a local television station. Only six WB affiliates were nominated, from a field of 100. **Eric Lassberg** is KWCV general manager.

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with KANSAS NEWS & KANSAS SOUND
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RADIO NEWS at
WWW.KFB.ORG/RADIO.HTM
Kansas Farm Bureau
Helping Feed the World