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Transmitter

Volume 42 No 4 April 30, 2003

Chairman's message

(Kyle Bauer, KFRM/KCLY)

Two years ago when I attended the NAB Leadership Conference in Washington DC, there was an opportunity to bring up issues from the group. I asked if there was any concern by the industry that the major investors in satellite radio were car manufacturers and electronic manufacturers. It appeared to me that the AM receivers were very sub-par and that the manufacturers were actually incented by their ownership in satellite radio to make inferior "free over -the-air" radios. Well, it appears that the farm boy from Kansas was either the first to think of it (which I doubt), or was the first to mention it in an open forum. After the meeting, I got several positive comments from other owners and some staff.

All that long story is to set up my real point. The FCC issued a "Notice of Inquiry" (NOI) asking for comment on the possibility of incorporating receiver interference immunity performance specifications into its spectrum policy on a broad basis. The FCC stated that incorporating receiver performance specifications could serve to promote more efficient use of spectrum and create opportunities for new and additional use of radio communications by the American public. This proceeding builds upon the work of the Spectrum Policy Task Force, which recommended that the Commission make receiver performance a more prominent part of its spectrum policy.

Stay with me here.

In the NOI, the Commission said a radio receiver's susceptibility to interference is largely dependent on the interference immunity of the

(continued on page 2)

Sports seminar and EEO seminars set

A May 6 Sports Seminar and two EEO seminars on May 12 and 13 are on KAB's calendar for May.

The sports seminar will be at Kauffman Royals Stadium. During the morning session, participants will have the opportunity to visit in round table discussions covering topics relevant to sports broadcasting, including play-by-play critiques, KU and KSU sports networks, Kansas City Chiefs, Kansas Speedway, KSHSAA rules, and sports sales and marketing.

During the luncheon, former Hod Humiston Award winner, Bill Miller, will present KAB's 2003 Humiston Award to Cliff Shank of Hutchinson.

The afternoon will be packed with speakers from Kansas Speedway, Kansas City Chiefs radio network, and Royals television network; also Royals radio play-by-play announcers, Denny Mathews and Ryan Lefebvre, and television announcers, Bob Davis and Paul Splittorff. Boston Red Sox announcers, Joe Castiglione and Jerry Trupiano also will speak.

The Royals organization is providing tickets to the Royals vs Red Sox game that evening.

Cliff Shank is sports seminar chair. Assisting with the planning and arrangements are Fred White and Tom Hedrick.

Barry Umansky, attorney with Thompson Hine LLP, will conduct the EEO seminars on May 12 in Topeka at the Holiday Inn West and May 13 at the Wichita Marriott. If you have more than five full time employees you and your EEO compliance officer should attend to acquaint you with the EEO requirements and how to best prepare for license renewal in light of the new EEO rule. Barry will walk you through what you need to know and do to comply.

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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.

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

Chairman's message cont.

device, particularly with regard to its rejection of undesired RF energy and signals. (Duuuhh)

The Commission further stated in recent years, the preemptive effect of minimally performing receivers has to be demonstrated, as licensees seek protection for service predicated on the performance of receivers with little tolerance for other signals. This is to be done with consumer information and incentives and not mandatory standards. WEEELLLLL!!!

My Point: If you get complaints from listeners about your signal when you have five times better equipment than 30 years ago, here is a great opportunity for you. YOU MUST file comments. This train wants to leave the station and just needs a push. Do you think those manufacturers are going to set back and not file comment against this? You know the receiver affects your sound as much or more than you do. Here is a chance to affect that. YOU MUST file comments.

If you read the first two paragraphs closely you might say, "They are just going to take more of the spectrum." That concern is very secondary to owning part of a spectrum that sounds bad and forces people to satellite radio. You might say, this is mainly a problem for AM. Right now it is, but with the incentive, (ownership in satellite radio) it will affect FM more and more.

OK. YOU ARE CONVINCED. NOW WHAT? NAB has told me I can file the comments electronically by going to www.fcc.gov, clicking E filing link (at the top), scrolling to Electronic Comment Filing System (on the right side), and clicking on submit a filing (on the right at the top). The important numbers are ET Docket No. 03-65 and MM Docket No. 00-39. We have about 30 more days. Get some teenager to help you.

I plan to inform our listeners of the inquiry as well as filing my comments this week. It doesn't matter so much that you are eloquent but that you

Welcome new members

A warm KAB welcome to new station member: **KLJC FM**, Kansas City, station manager is **Wayne Geiger**; and new student members: **Brett Strathman**, Kansas State University and **Jennifer Sweetman**, University of Kansas.

These stations have renewed since the March *Transmitter*: **RADIO**: KNBU FM, Baldwin City; KXXX/KQLS, Colby; KGNO/KOLS/KZRD/KBGU, Dodge City; KBUF/KIUL/KKJQ/KYBD/KSKL/KSKZ/KSSA, Garden City; KZLS FM, Great Bend; KNNS/KGTR, Larned; KYUU/KSLS, Liberal; KSEK AM/FM/KWXD/KHST, Pittsburg; KILS/KQNS, Salina; KFLA AM, Scott City; KULY/KFXX, Ulysses; and KFTI/KFDI/KMXW/KYQQ/KICT/KFXJ, Wichita

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Check your KAB inspection certificate

If the expiration date on your Certificate of Compliance is in 2003, start thinking about signing up for another inspection. The advantage to KAB's alternative inspection program, is that stations which pass get a three-year exemption on routine FCC inspections. Go to www.kab.net to download the information and form to request an inspection, or contact KAB.

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weigh in, in favor. I am going to suggest that the consumer is very frustrated at buying receivers with little indication of receiver strength and no information on how to make an educated decision or much choice, because most radios are part of a large package that talks about CD's, cassette and speakers and nothing about the receiver's ability to deliver a good product. Then I am going to talk of some examples.

I know you may not have done this before but it can't be hard. You can read the entire document at http://hnanunfoss.fcc.gov/edocs_public/attachmatch/FCC-03-54A6.doc.

YOU MUST FILE COMMENT.

Your fearful leader

Attendance record broken at April student seminar

The April 16 KAB Student Seminar and Career Fair broke attendance records with 300 students and educators attending the morning seminar; and 28 stations/station groups participating in the afternoon career fair.

High school students numbered 156 from 22 high schools; college students numbered 144 from 13 colleges.

During the morning round table discussions, these radio and television broadcasters facilitated the discussion at each of the 21 round tables: Brian Hanni, KLWN/KLZR; Greg Williams, Jeree Short, and Brad Horning, Entercom Radio; Rick Thomas and Dan Dillon, Journal Broadcast Group; Brad Streeter, Don Guidas, and Dustin Ebaugh, Clear Channel Radio; Cindy Issitt, EBC, Inc.; Jarrod Bartlett, Joan Barrett, and Mark Larson, KWCH TV; Dave Grant and Jennifer Bocchieri, KAKE TV; Kevin Stebral and Lisa Teachman, KSNW TV; David Hill and Michael Truman, KSAS/KSCC TV; and Dave McClintock, KPTS TV. A recent graduates panel included Lisa Teachman, Chanda Brown, KSNC TV, and Dandi Dawes, Clear Channel Radio.

Gary Hawke, University of Kansas; Eugene Williams, KTWU TV; and Scott Donovan, KHOK/KVGB, served on the planning committee for the seminar and career fair.

More pass inspection

These stations have recently passed a KAB Alternate Broadcast Inspection, gaining a three-year exemption from routine FCC inspections: KNCK/KCKS, Concordia; KVOE AM/FM, KFFX FM, Emporia; KMAN/KMKF/KXBZ/KACZ, Manhattan; KLKC AM/FM, Parsons; and KTWU TV, Topeka.

Student awards presented

KAB Board members, Gary Hawke and Eugene Williams, presented 44 first and 22 second place plaques and 31 honorable mention certificates to high school and college student broadcast award winners during the KAB Student Seminar Awards Luncheon, April 16 in Wichita.

Award categories included PSAs, station promotion announcements, public affairs and entertainment programs, complete newscasts, features, package news stories, play-by-play, DJ personality, and student station web sites. Judging the entries were representatives from Washburn University/Mass Media Department (high school entries), Western Kansas Broadcast Center, Clear Channel Radio, Eagle Radio, KCCV AM/FM, WDAF TV, KSHB TV, KTKA TV, and KSNW TV.

Students who won awards represented: Arkansas City High School, Nedesha High School, Wamego High School, Wichita East High School, Wichita North High, Mill Valley High School, Blue Valley Television and Blue Valley Northwest High School; Upward Bound Class/KSU; Butler County Community College, Colby Community College, Fort Hays State University, Kansas State University, Pittsburg State University, University of Kansas, Washburn University, and Wichita State University. Andie Trantham, instructor at Colby Community College, produced the awards video.

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Journalists' Day at the Court set for June 27

The Supreme Court, Topeka, will be the setting for the Journalists' Day at the Court on June 27. The event is jointly sponsored by the state's Judiciary, KAB, KS Press Association and Kansas Sunshine Coalition for Open Government.

Chief Justice of the Supreme Court Kay

EAS monthly tests AMBER quarterly tests

Tues., May 13, 1:50 pm / EAS
Sunday, May 25, 1:50 pm / AMBER
(*It's National Missing Children's Day*)
Tues., June 10, 10:50 pm / EAS
Tues., July 8, 1:50 pm / EAS
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

- May 6, KAB Sports/Sports Sales Seminar, Royals Stadium, KC
- May 12, KAB EEO Seminar, Topeka
- May 13, KAB EEO Seminar, Wichita
- June 9, KAB Sales Academy, Topeka Capitol Plaza Hotel
- June 10, KAB Board of Directors Meeting, Topeka Capitol Plaza
- June 27, Journalists Day at the Court, Topeka
- July 14-Aug 4, KAB Office closed
- August 27, KAB Board of Directors Meeting, Clay Center
- 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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McFarland will welcome participating journalists. Topics to be addressed during the day include open records and open meetings, news and sports reporting and the right of publicity, applied ethics and how to get information about disciplinary actions against judges and lawyers, and a Q & A with the Supreme Court Justices. Schedule and registration details will be mailed soon.

## 2003 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 1, deadline for KAB station awards entries
- August 11, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Sonny Slater Award, Tony Jewell Award, Mike Oatman 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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[WWW.KFB.ORG/RADIO.HTM](http://WWW.KFB.ORG/RADIO.HTM)  
Kansas Farm Bureau  
Helping Feed the World

## Washington update

### At the FCC

\*On April 4, the FCC reaffirmed a **fine of \$39,000 against Maria Salazar, licensee of KTCM FM, Kingman, KS.** She was fined for operating a station from an unauthorized location; failing to maintain proper tower lighting; failing to install and maintain EAS equipment; failing to maintain a main studio at an authorized location; and failing to maintain a public inspection file. The Notice of Apparent Liability was issued in July. The Enforcement Bureau will conduct a follow-up investigation to determine if Salazar has come into compliance. If she has not, the possibility exists that the Enforcement Bureau may initiate a license revocation proceeding.

\*The FCC has decided how it will handle **competing commercial and non-commercial applications** for the FM and AM bands. The decision is in response to a Court of Appeals decision which prohibits the use of auctions for non-commercial applications. The decision allows for non-commercial applications for stations in non-reserved spectrum, but if there is a competing commercial application for the same facility in the FM band, the non-commercial application will be returned as unacceptable. For AM applications, competing commercial and non-commercial applicants will be given an opportunity to resolve any mutual exclusivity by negotiation. If it cannot be resolved, the non-commercial AM application will be returned.

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## Zogby poll shows radio listeners satisfied

A survey of 1,203 adults nationwide was conducted March 5-7 by Zogby International for the NAB.

Results show that 81% of radio listeners are satisfied with their local radio stations in providing news, information and entertainment. One-third thought there was more diversity in programming than five years ago, while 40 percent said there was no difference.

## Are you in the dark about public issues?



PO Box 4341, Topeka KS 66604

[www.sunshinecoalition.com](http://www.sunshinecoalition.com)

*Help the Kansas Sunshine Coalition for Open Government shed light on Kansas open records and meetings by becoming a member today!*

Do you have a question about open records or open meetings?

Call the Kansas Sunshine Coalition Hotline for free information from a qualified Kansas attorney.

(785) 233-3700

- 
- **YES!** Sign me up as a member of the Kansas Sunshine Coalition. I want to help in the fight to keep public meetings and public records open to the public.

\_\_\_ Individual membership \$25/year

\_\_\_ Organization membership \$100

\_\_\_ Students \$10

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/St/Zip \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

E-mail: \_\_\_\_\_

Complete and mail this form with payment to: Kansas Sunshine Coalition, PO Box 4341, Topeka KS 66604

## Dodson honored at University of NE

Roger Dodson, senior vice president for training at the RAB was honored on April 11, as an outstanding alumnus of the College of Journalism at the University of Nebraska, along with Ted Sorenson, the famed speech writer for President John F. Kennedy.

Dodson is a 38-year veteran of radio station and group management. He joined RAB in 1995 and has conducted seminars and training programs for several thousand broadcasters and advertisers and developed a number of new programs for RAB.

Dodson previously worked with the Stuart and Great Empire groups in the Midwest and served as president of Long-Pride Broadcasting, the Wichita stations group he owned with country singer, Charley Pride, and Jim Long.

## News briefs

\***KFME FM, Overland Park** is one of ten winners in NAB's Crystal Radio Award competition. The Crystal Award recognizes radio stations' efforts to improve the quality of life in their surrounding communities. The ten winners were presented the award during NAB's Radio Luncheon on April 8.

\***Terry Cole** replaces Dave Trabert as general manager at **KAKE TV**, Wichita. Cole comes to Wichita from Reno NV where he was general manager of KOLO TV. Prior to that he was general manager at WJHG in Panama City FL. KAKE is owned by Gray Television, Inc.

\*Broadcast instructor at **Pittsburg State University, Cathy Coomer**, is leaving PSU after seven years, to work in the independent film industry. She will relocate to Tulsa at the end of May.

\***Donna Halverson** has replaced Jon Wilson as the **ABC Radio Network** rep for Kansas. She can be reached in Dallas at (972) 776-4626.