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Please route to

\_\_\_\_ General Manager  
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\_\_\_\_ News and Sports  
\_\_\_\_ Programming  
\_\_\_\_ Production  
\_\_\_\_ Promotion  
\_\_\_\_ Engineering

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# Transmitter

Volume 41 No 10 November 27, 2002

## Chairman's message

(Scott Donovan, KHOK/KVGB)

Local and live from the e-mail of Scott Donovan comes this month's "TOP Ten Statements to Avoid in Radio & TV Sales..."

10. What's going on ?
  9. You'll have to...
  8. What do you have for me today?
  7. What do I have to do to get your business ?
  6. We can't do that.
  5. When can I expect a decision ?
  4. What do you think about this?
  3. Are you the decision maker?
  2. Is price important to you?
- And the number one statement to avoid in radio and TV sales is... I just happened to be in the area.

Because the customer has a need, we have a job to do. Because the customer has a choice, we must be the better choice. Because the customer has sensibilities, we must be considerate. Because the customer has urgency, we must be quick. Because the customer is unique, we must be flexible. Because the customer has high expectations, we must excel. Because the customer has influence, we must have the hope of more customers. Because of the customer, we exist! The real question comes when we ask ourselves, "How do we treat our customers"?

As I wind down my chairmanship of this organization I realize that I have been treated very well by the Board of Directors, our Executive Director/President and by the membership of KAB. It has been one of the most active years in recent KAB history, just ask Harriet Lange. She has worked extremely hard to make this organization prosper in 2002. The only way we can continue to prosper

(continued on page 2)

## Thanks for airing our NCSAs!

KAB commercial members have been generous in 2002 by pledging time to KAB's time bank and airing and reporting NCSAs.

KAB soon will mail time bank pledge forms for 2003. When you receive the form, please take a minute to make your pledge and return the form as soon as possible.

The membership dues you pay to KAB underwrite our lobbying efforts at both the state and national levels. **The NCSA funds we receive from the Time Bank are used for underwriting many of KAB's member services and benefits:**

- FREE Legal Hotlines
- Numerous filings in FCC proceedings on behalf of KAB members
- Professional training seminars for management, sales, production/continuity, news, programming, and engineering
- Alternative Inspection Program
- Broadcast scholarships
- Student Seminar/Awards program and Career Fairs
- Paid student internships at KAB member stations
- Paid internships for broadcast educators at KAB member stations
- KAB Kids Scholarships for children of employees at KAB member stations
- Co-founding and continued support of KS Sunshine Coalition for Open Government
- Broadcast coordination in Kansas AMBER Alert Program and providing related materials
- Freezing annual dues

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## Inside this Issue

Page 1

- **Chairman's message**
- **Thanks for airing NCSAs**

Page 2

- **Voters approve of coverage**
- **DTV stations on the rise**
- **More pass inspection**
- **Booth to lead Wildscape**
- **Challenge to campaign reform**

Page 3

- **Washington Update**
- **New public file rules**
- **News Briefs**
- **KS Sunshine Coalition**

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**  
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(785) 235-1307\*FAX (785) 233-3052  
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## December Internet Academy canceled

After reviewing possible subjects, the Internet Academy this year would be basically a review of last year. So the Board has decided to forgo the December academy and integrate the topic into other events in 2003.

## Voters approve of election coverage

According to a poll conducted by Wirthlin Worldwide, more than 80 percent of registered voters believe that local broadcasters provided "the right amount" or "too much" time covering the 2002 elections. The nationwide poll surveyed 799 registered voters and was conducted October 25-28.

Local broadcast coverage of elections, whether in the form of news reports or candidate debates, was viewed by 44 percent as the "most helpful" in selecting a candidate, compared to 18 percent of voters who picked newspaper coverage. Paid radio and TV advertising was listed by only eight percent of voters as the "most helpful" in selecting a candidate.

By a margin of 71 percent to 26 percent, voters oppose government-mandated free airtime for political candidates. (Source: NAB *radioweek*)

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## Chairman's message cont.

is with the help of our members and the NCSA program. In the next month or two every commercial station manager will receive a request for your participation in the 2003 NCSA Program. I can't tell you how important it is for you to get involved and pledge your station's time and support. Because of the NCSA Program, "WE EXIST!"

I wish everyone the best this holiday season. I am thankful for many things, and at the top of my list is the generous love and support I receive from my wife, Mary, and daughters, Michala and Emma. From our family to yours, Happy Holidays and God Bless.

You comments and suggestions are just an e-mail away at [scott.donovan@eagleradio.net](mailto:scott.donovan@eagleradio.net). Thanks again for the opportunity to be your chairman of the Kansas Association of Broadcasters.

## DTV stations on the rise

According to NAB, as of November 18, there were 595 digital television stations on the air in 163 markets. These stations serve 93.76 percent of TV households.

KAB member television stations which have made the transition to digital include: KOAM TV, Joplin/Pittsburg; WIBW TV, Topeka; KAKE TV, KSAS TV, KWCH TV, and KWCV TV, Wichita; and KMBC TV, KCWE TV, WDAF TV, KCTV, and KCPT TV, Kansas City.

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## More pass inspection

All of Entercom's Kansas City radio stations have passed a KAB/FCC Alternative Broadcast Inspection, exempting them from routine FCC inspections for three years - **WDAF AM, KMBZ AM, KKHK AM, KXTR AM, KRBZ FM, KUDL FM, KQRC FM, KYYS FM, KCIY FM.**

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## Hank Booth to lead Wildscape Foundation

Hank Booth, general manager of KLWN/KLZR, Lawrence, is leaving full-time broadcasting to become executive director of Kansas Wildscape Foundation, Inc. He's leaving the station December 1 after 44 years at the station. However, he will continue with his morning show on KLWN AM and play-by-play of high school football games.

Kansas Wildscape is a land and wildlife preservation group based in Lawrence.

With his departure from full-time broadcasting, Hank also will leave the KAB Board of Directors.

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## Challenge to campaign finance reform law

NAB and several other parties are urging a special three-judge panel to find major provisions of the Bipartisan Campaign Reform Act of 2002 unconstitutional. NAB argued in its brief, that the law's provisions forbidding entities (including corporations and unions) from purchasing time on broadcast stations to run ads that refer to a federal candidate prior to an election, violate the First Amendment. Further, NAB argued that these provisions unconstitutionally discriminate against broadcasters, as they restrict the airing of ads on broadcast stations but not the running of similar political ads in newspapers. NAB also objected to new and burdensome record keeping and disclosure requirements that the law will impose on broadcasters with respect to issue ads.

Oral arguments will be heard in early December. It is anticipated that the case will ultimately be decided by the U.S. Supreme Court. (Source: NAB *radioweek*).

*Add Value*  
to your local radio newscast  
with KANSAS NEWS & KANSAS SOUND  
**KFB**  
**RADIO NEWS** *at*  
[WWW.KFB.ORG/RADIO.HTM](http://WWW.KFB.ORG/RADIO.HTM)  
Kansas Farm Bureau  
Helping Feed the World

## Washington update

### At the FCC

\*The **FCC** has issued its **new EEO rules** for the broadcast and cable industries. The new rules will become effective in mid-February, upon publication in the *Federal Register*. The rules are similar to the Commission's former rules - Option A. Stations must widely disseminate information of each full time vacancy; send notice of each vacancy to requesting organizations; and complete a number of non-vacancy specific outreach projects, such as job fairs or internship programs. Stations also will be required to place an annual EEO report in their public file that describes the vacancies filled during the prior year, list the recruitment sources used and the total number of persons interviewed for vacancies. Stations will be required to place their annual EEO report on their Web sites.

\*The **July 2002 amended FCC application fees** will go into effect December 5. They were published in early November in the *Federal Register*. For more information go to [www.fcc.gov/fees/appfees.html](http://www.fcc.gov/fees/appfees.html).

### In Congress

\*The **Senate approved Jonathan Adelstein as the fifth FCC Commissioner** and the second Democrat on the FCC. Adelstein is a former legislative assistant to Senator Tom Daschle (D-SD).

### In the Courts

\*The **federal appeals court in Washington DC has found that the FCC lacked a statutory authority to require broadcasters to provide video description of television programming** and vacated the FCC's video description rules. The court concluded that Congress had not authorized the FCC to adopt video description requirements in the 1996 Telecommunications Act.

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## New public file rules for issue ads

The Bipartisan Campaign Reform Act of 2002 became effective on November 6. Broadcasters now must adhere to file rules for certain issue ads. For any paid political programming which communicates "a message relating to any political matter of national importance" and is aired on a broadcast station on or after November 6, 2002, a broadcaster must keep in the station's public file: a brief summary of the issue in question; a record of each request to purchase time; whether the station accepted or rejected the request; the rate charged; the class of time purchased; and a contact name, address, phone number for the purchaser and a list of chief executive officers/board of directors.

If the law is upheld (see story on page 2), NAB will revise their standard Political Broadcast Agreement Form to reflect the new law.

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## News briefs

\***Waitt Media**, with several radio stations in Kansas, has swapped **KDGB FM**, Pratt for **Eagle Radio's Dodge City station, KBGU FM**. The exchange occurred on November 1. FCC approval is pending.

\***Damon Bryant** has joined **WDAF TV**, Kansas City, as vice president of creative services. He previously was advertising and promotion director for **WBBM TV**, Chicago.

\*A ribbon-cutting and grand opening for **WIBW Radio's** new facilities are scheduled for Monday, December 2. The station's new address is 1210 SW Executive Dr, Topeka KS 66615.

\***S. Lewis Ebert** has been appointed new president and CEO of **Kansas Chamber of Commerce and Industry**. He previously was president of Pennsylvania Chamber of Business and Industry.

## 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

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■ **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