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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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**Bi-State Convention**  
**Contact KAB for details. Although**  
**it's too late for the early bird rate,**  
**it's not too late to register!**



## Chairman's message

(Scott Donovan, KHOK/KVGB)

Have you ever passed on the opportunity of a lifetime? Maybe it was your once in a lifetime chance to close a big deal, to hire a great employee, or to express your true feelings to a client or co-worker.

KAB presents many "Once in a Lifetime Opportunities" and one of them is coming up June 6-8. It's the KAB- Missouri Broadcasters Association Bi-State Convention in Kansas City. A "Once in a Lifetime Opportunity" to meet with other broadcasters in this industry. A chance to talk shop and share stories with our neighbors. It's a chance for us to network and become a stronger voice for our industry. Our last joint convention with the MBA was held in 1988. A lot of things have changed in 14 years, and this could be the opportunity of a lifetime to learn more about our future. The Bi-State Convention committee has worked very hard to bring a line-up of some of the best presenters in the country and I hope you plan to be a part of this "Once in a Lifetime Opportunity."

Congratulations to Cliff Shank, Brian Johnston, Fred White, Tony Wrisinger and Harriet Lange. They put on a very successful KAB Sports Seminar on May 14 at Royals Stadium. It was exciting to see so many bright young faces in one room with one goal - to become better sports broadcasters and sports sales people. One of the highlights of free over-the-air broadcasting is the ability to provide listeners and viewers with local, state, and regional sports. The insight and service that TV and radio sports broadcasters provide is truly unmatched by any other medium.

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# Transmitter

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## Bi-State convention at a glance / KC Hyatt Regency at Crown Center

### Thursday, June 6

- 12:00 KAB & MBA Board meetings
- 3:00 Registration opens, Hotel Lobby
- 5:30 Opening Reception
- 6:00 Speaker -**Dick Vermeil**
- 7:00 Banquet and KAB Presentation  
of Sonny Slater Award to Larry Moore,  
KMBC TV

### Friday, June 7

- 6:30 Registration, Hotel Lobby
- 7:00 Breakfast - **FCC Update, Ken Ferree**, FCC Media Bureau
- 8:30-12 **What Do retailers Really Want? Mike Corbett & Dave Stilli**
- 8:30-4:30 **Writing Commercials That Sell - Maureen Bulley**
- 12-2:00 Lunch - **Why Advertising Doesn't Work - Paul Weyland**
- 1:00-5:00 **Making EAS Work - Clay Freinwald**
- 2:00-5:00 **How Do We Provide What Advertisers Want? - Mike Corbett & Dave Stilli**
- 2:00-5:00 **How to Locate, Recruit, Hire Productive Sales Personnel - Don Beveridge**
- 5:30-6:30 MBA Business Meeting

### Saturday, June 8

- 6:30 Registration
- 7:30 Breakfast - **What's Up & What's Going Down in Washington? John David**, NAB
- 9:00-12 **NTR, Event & Cause Marketing Lynn Anderson**, RAB
- 9:00-12 **Managing Change - Jim Taszarek**
- 9:00-4:30 **Radio Programmers Sessions**
- 9:00-4:30 **Engineering Sessions**
- 12-1:30 Lunch - **Are You in Your Right Mind? Sharon Mueller**, Dale Carnegie Training
- 1:30-4:30 **Creative Selling for Tough Times - Dave Donelson**
- 1:30-4:30 **Senior Sales Representatives Seminar** - Panel of sales veterans
- 7:30-12 MBA Awards Reception  
Banquet and Chairman's Reception

## Chairman's message cont.

They really are talented people. Thanks Bill Miller, for your suggestion to bring back the KAB Sports Seminar. I had a really great time, and the Royals won.

We are halfway through the year and I have thoroughly enjoyed my time as your 2002 KAB Chairman. Your thoughts and suggestions are always welcome at [scott.donovan@eagleradio.net](mailto:scott.donovan@eagleradio.net).

#

## EAS monthly test dates

(Second Tuesday of each month)

- June 11, 10:50 pm
- July 9, 1:50 pm
- August 13, 10:50 pm
- September 10, 1:50 pm
- October 8, 10:50 pm
- November 12, 1:50 pm
- December 10, 10:50 pm

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## 2002 KAB calendar

- June 6, KAB Board of Directors Meeting, Kansas City
- June 6-8, Joint convention with Missouri Broadcasters Association, Kansas City
- August 29, KAB Board of Directors Meeting, Great Bend
- October 15-16, KAB Annual Meeting, Production/ Continuity Seminar and Awards Banquet, Wichita
- November 19, KAB Executive Committee Meeting, Topeka
- December 9, KAB Internet Academy, Topeka
- December 10, KAB Board of Directors Meeting, Topeka

## Political dates

- June 22 - Lowest Unit Charge period begins for August 6 Kansas Primary Elections
- August 6 - Kansas Primary
- September 6 - Lowest Unit Charge period begins for November 5 General Election
- November 5 - General Election

## Kansas broadcasters - are you taking advantage of the broadcast equipment and electricity sales tax exemption?

KAB was successful in procuring a sales tax exemption during the 1998 legislative session, for broadcast equipment and electricity required to put a signal on the air. The exemption went into effect on July 1, 1998.

If you've been paying sales tax on these you may apply for a refund. Contact KAB for details about the exemption.

#

## KBEA elects officers

KS Broadcast Education Association met during the April 16 Student Seminar in Topeka. Officers elected were: president - Vance Tyrell, Hutchinson Community College; vice president - Billy Durham, Coffeyville Community College; and secretary - Thimios Zaharopoulos, Washburn University. Outgoing president is Becky Kiser, Fort Hays State University.

KBEA serves a membership of high school and college broadcast educators. Annual dues are \$5.

#

## 2002 KAB deadlines

- July 1, deadline for KAB station awards entries
- August 4, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Hod Humiston 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)

## Political seminar handouts available

If you were unable to attend one of the KAB's Political Broadcast seminars - contact KAB for the handouts provided by presenter, Barry Umansky.

#

## KAB Kids scholarships announced

KAB will award seventeen \$750 scholarships to children of full-time employees at KAB member stations. KAB Kids scholarships are an important member benefit, helping members to educate their kids.

Following are the 2002 high school graduates who will receive a \$750 KAB scholarship:

**Jerrod Anderson**, son of Tammie Anderson, KBSH TV; **Paige Bauer**, daughter of Kyle Bauer, KCLY/ KFRM; **Anne Drouhard**, daughter of Terry Drouhard, KHUT FM; **Brandon Ediger**, son of Mark Ediger, KJCK/KQLA; **Joel Ewy**, son of John Ewy, KDCC/KONQ; **Cindy Fincham**, daughter of Pattie Fincham, KSNT TV; **Rebecca Forman**, daughter of Steve Forman, KMAN/KMKF; **Mary Fowler**, daughter of Eben Fowler, KCCV AM/FM; **Monica Johnson**, daughter of Matt Johnson, KYFW FM; **Allison Kindscher**, daughter of Sharon Fuller, KVSU AM/FM; **Andrew Melia**, son of Marty Melia, KLOE/ KKCI/KWGB; **Eric Roberts**, son of Wayne Roberts, KOOD TV; **Troy Saylor**, son of Lance Saylor, KKOW/ KBZI; **Andrew Seitnater**, son of Theresa Seitnater, KSKU/KXKU/ KGGG; **Matthew Sullivan**, son of Donna Sullivan, KFRM/KCLY; **Kammie Tiede**, daughter of Phil Grossardt, KBGL FM; and **Anna Wimssett**, daughter of Rhonda Kane, KKOW/KBZI.

The deadline for applications for high school graduates in year 2003 will be April 1, 2003. Contact KAB for details.

## Washington update

### At the FCC

\*The FCC opened a rulemaking to **establish remedial measures for broadcasters who failed to meet digital television** construction deadlines without adequate explanation. The Commission proposed a series of graduated sanctions where TV stations have not demonstrated their digital rollout has been impeded by "circumstances that were either unenforceable or beyond their control", or by "legitimate financial hardship."

\*The FCC has **stepped up enforcement of its tower lighting, painting and fencing regulations.** Through the use of field inspections and consumer complaints, the agency has issued fines ranging from \$10,000 to \$140,000 for non-compliant stations and tower companies.

### In Congress

\*HR 2646, the Farm Security Act, has become law. It includes \$80 million in **funding for the satellite rural loan guarantee program** to encourage satellite expansion of local-to-local service by backing loans used for expansion.

\*The Librarian of **Congress rejected the decision of the Copyright Arbitration Royalty Panel**, which in February had proposed **rates for compensating the recording artists** for the use of their music in non-subscription webcast services, including broadcasters who stream their signal over the Internet. The panel set the rate at .07 cents per recording per listener, plus 9% of total royalties. The Librarian and Panel have until June 20 to render a decision to establish new rates.

### In the Courts

\*The NAB is suing the FEC and FCC in federal court over whether **issue ads can be banned from the airwaves** 30 days before primary elections and 60 days before general elections. The bans are part of the campaign finance reform law. NAB asks the court to strike down the bans on First Amendment grounds.

## DTV status / 406 stations as of May 9

A total of 406 television stations in 124 markets were broadcasting in digital as of May 9, 2002. KAB member stations broadcasting in digital include: KWCV TV, Wichita; and KCPT TV, KMBC TV/ KCWE TV, and WDAF TV, all Kansas City.

May 1, 2002 was the deadline for commercial stations to have made the transition to digital, unless an application for a waiver had been filed and approved. May 1, 2003 is the deadline for non-commercial stations.

In a recent KAB survey, most KAB member TV stations reported they will be broadcasting in digital before the end of the year.

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## News briefs

\***KHAZ FM**, Hays raised over \$22,000 in their first Country Cares radiothon for St. Jude kids.

\*In a story in *Radio & Records*, **Cliff Shank**, KSKU/KXKU/KGGG, Hutchinson warned small market radio broadcasters about a ratings provider - Ratings with Results. Shank mailed a check to the company for a sample survey which he never received. The Bridgeport WV police raided the offices of Holly Lafontaine, operator of the ratings service, because of complaints received from radio stations. The police did not locate any research material or results on the company's computer.

\***Gary Cantrell**, KLKC, Parsons, reported that the stations were vandalized Mothers Day week-end. File cabinets were dumped but nothing was stolen.

\***KQAM AM**, Wichita has been sold by Entercom to ABC, Inc. The former sports station will broadcast Radio Disney, a format for children and families, when the sale is final.

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## Tom Bashaw

Thomas P. Bashaw, died February 27 in Wichita. He was 89. Tom had served as general manager of KFH Radio, Wichita, from 1955 to 1975. He came to KFH from WLS in Chicago, in 1948, to become program director. Tom was president of Kansas Association of Radio Broadcasters in 1959-60.

A native of Chicago, Tom attended De Paul University and NBC School of Radio Production. He served with the U.S. Signal Corps from 1943 to 1946 and was a veteran of service in the European Theater of Operations in World War II.

At WLS, Tom produced the award-winning programs - "Schooltime," "Dinner Bell Show" and "National Barn Dance". Prior to entering the service, Tom worked at NBC in Chicago, and was associated with network programs such as "The Bob Hope Show", "Lights Out", "First Nighter", "Ma Perkins" and "The National Farm and Home Hour".

Tom is survived by his wife, Janet, and two sons.

Editors Note: KAB thanks Charles Frodsham, Beloit, for information about Tom's death and career. Charles worked with Tom at KFH 1961-63.

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## BEDA becomes NASBA

Broadcast Executive Directors Association (BEDA) has changed its name to National Alliance of State Broadcasters Associations (NASBA). NASBA's members are state broadcast associations in the U.S. and Puerto Rico.

According to Harriet Lange, KAB president/executive director and a past president of BEDA, the reason for the name change is to show the growth and expanded role of the organization - from an association of executive directors into an alliance of state broadcast associations who take action, as in the recent EEO challenge, to protect our member broadcasters' rights.

Current NASBA president is Bill Johnstone of the Oregon Association of Broadcasters.