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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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Chairman's message

(Scott Donovan, KHOK/KVGB)

I thought I would start this month's column with a few quotes I picked up at the recent National Association of Broadcasters Convention in Las Vegas.

"For radio and television stations, the true secret of success is local news. It will determine all the successes or failures you have in a community." "Nothing is permanent but change, so we have to be able to anticipate that change." "You don't need a TV. Just close your eyes and you'll save us nearly a thousand dollars." "Neither taste nor decency can be commissioned. We either choose to be decent or we choose to be vulgar." "The picture was so clean we could see the wood grain on the basketball court." That quote was from a cab driver talking about his first experience watching the NCAA Tournament on HDTV.

Over 95,000 people attended this year's NAB. I was fascinated by the diversity of people from around the world. It truly is the "world's largest media trade show" and I appreciated the opportunity to attend and learn more about our ever-changing industry.

I was also chosen by the NAB Marketing Committee to voice my opinion about this year's convention and help plan the theme and logo for next year's show. I was shocked to find only seven other people in the room, most of them vendors. It was a great experience to share ideas and listen to comments from individuals from other parts of the broadcasting industry.

I came away from the NAB Convention with a check list of things that our radio stations do everyday to help serve our community. Local and live is where it's at. The best product you can deliver is the one that fills the needs of your local viewers, listeners and customers.

A few members of the KAB are currently working with the Attorney General's Office, emergency

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Transmitter

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KAB May events set

Two political broadcast seminars and a sports seminar are on KAB's calendar for May. KAB has distributed the schedules and registration details.

Broadcast sales and production staff will benefit from the political broadcast seminars set for May 7 in Topeka and May 8 in Wichita. Conducting the seminars are KAB associate member and communications attorney, Barry Umansky, of Thompson Hine LLP; and the FCC's political broadcast rules guru, Bobby Baker, who will probably join the seminars by speaker phone, due to a recent back injury and his inability to travel.

On May 14, KAB is teaming with Entercom/Royals on Radio to bring back the KAB Sports Seminar at Kauffman Stadium. During the morning session, participants will have the opportunity to visit in round table discussions covering topics relevant to sports broadcasting - from play-by-play, KU and KSU sports networks, KSHSAA rules and sports sales and marketing, to new broadcast equipment and technology.

Following lunch in the Stadium Club, participants will hear from representatives of the Royals organization and Royals on Radio.

Included in the registration is a free ticket to the Royals vs Minnesota Twins game that evening.

Seminar co-chairs are Cliff Shank, KSKU/KXKU/KGGG; and Brian Johnston, Royals on Radio, with special thanks to Sports Broadcaster

Fred White and Tony Wrisinger, affiliate relations manager for Royals on Radio.

#

Student seminar/ career fair draws 220

The April 16 KAB Student Seminar/Career Fair in Topeka attracted 220 high school and college students and educators. Kansas broadcasters participated as round table facilitators and panelists to acquaint students with the real world of broadcasting.

Gary Hawke, University of Kansas; Gary McNair, KSNT TV; and Hank Booth, KLWN/KLZR, served on the planning committee for the seminar and career fair.

High schools represented included Santa Fe Trail/Carbondale, Chapman, Mission Valley/Eskridge, Great bend, Southeast of Saline/Gypsum, Hugoton, St. Xavier/Junction City, Lawrence, Marysville, Mulvane, Neodesha, Blue Valley/Overland Park, Mill Valley/Shawnee, Spring Hill, Topeka West, and New Zion Christian Academy/Wichita.

Colleges represented were Butler County Community College/El Dorado, Coffeyville Community College, Colby Community College, Emporia State University, Fort Hays State University, Hutchinson Community College, Kansas State University, University of Kansas, Washburn University and Wichita State University.

Broadcaster round table facilitators and panelists included Scott Donovan, KHOK/KVGB; Bradley Jepson, KJCK; Hank Booth, Brock Bowling, Rob Meyer, Brian Hanni, and Lisha Langhorst, KLWN/KLZR; Jeff Cannon, Cumulus Radio; Wendy Polson, Entercom Radio; Carla Newman, Rich Bowers and Louann Fulmer, WIBW Radio; Max Utsler, KU; Keith Walberg, Rosie Hannan, Doug Overla, Corey Rangel and Stephanie Seth, KSNT TV; Dana Wright and April Samp, KCTV;

Emily Alyward, KMBC TV; Jon Janes, WIBW TV; Karla Ewing and Jason Lamb, KTKA TV; and Duane Loyd, KTWU TV.

Student Awards

KAB Chair Scott Donovan presented first and second place plaques and honorable mention certificates to student broadcast award winners during the KAB Student Seminar, April 16 in Topeka.

Award categories include PSAs, station promotion announcements, public affairs programs, complete newscasts, package news stories, features, play-by-play and DJ personality.

Winning students represented: Blue Valley High School/Overland Park, Chapman High School, Hugoton High School, Butler County Community College, Hutchinson Community College, Coffeyville Community College, Colby Community College, Cloud County Community College, Kansas State University, University of Kansas, Washburn University, Pittsburg State University, Fort Hays State University, and Wichita State University.

Judging the student entries were broadcasters from KJIL/KHYM, KHOK/KVGB, KCCV AM/FM, KTQW TV, KSNW TV, KOOD TV, and KSNT TV. Students at Butler County Community College produced the awards video.

#

EAS monthly test dates

(Second Tuesday of each month)

- May 14, 1:50 pm
- 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

The afternoon career fair provided students and job seekers the opportunity to talk one-on-one with representatives from Kansas stations

about job openings and with educators about their respective college programs.

#

Chairman's message cont.

preparedness, and law enforcement officials to develop a statewide Amber Alert program to help rescue abducted children. Parts of the state already have an Amber Plan in effect, but we are hoping to have a statewide plan in place by late summer or early fall. Please watch for more details and participate in this effort to offer another great community service to our viewers and listeners.

Finally, I want to congratulate Cliff Shank and Brian Johnston on planning the 2002 KAB Sports Seminar, Tuesday May 14. The agenda is filled with great opportunities for sports broadcasters, sports sales people and marketing personnel. Don't forget to invite the full time insurance salesman who does your play-by-play on the weekends. See you at Kauffman Stadium on May 14.

#

Station renewals

These stations have renewed for 2002 since the March *Transmitter*. Thank you for your support!

RADIO: KMAJ AM/FM/ KTOP AM/KDVV FM/KWIC FM/KQTP FM, and WIBW AM/FM, Topeka.

#

Welcome new members

A warm KAB welcome to new student members: Jay Sanderson, Wichita State University and Morgan Smith, Emporia State University.

#

New KAB directors

The recent resignation of three KAB board of director members has resulted in the appointment of three new directors. **Jackie Wise**, Entercom Radio, Wichita, **Phil McComb**, KKOY AM/FM, Chanute; and **Wayne Godsey**, KMBC TV/KCWE TV, Kansas City, are the new directors. They replace Ken Fearnow, formerly of Journal

Broadcast Group, Wichita; Kerri Baker, KBSD TV, Dodge City; and Bob Zuroweste, Entercom Radio, Kansas City.

#

2002 KAB calendar

- May 7, KAB Political Broadcast Seminar, Topeka
- May 8, KAB Political Broadcast Seminar, Wichita
- May 14, KAB Sports/Sports Sales Seminar, Kansas City
- May 22, Broadcast Scholarship Interviews, Topeka
- 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, 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

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2002 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 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)

#

Pass inspection

KKAN/KQMA, Phillipsburg, has passed KAB's FCC Alternative Broadcast Inspection, giving the stations a three-year exemption from routine FCC inspections.

NAB offers medical insurance

NAB has formed National Media Benefits in response to a suggestion by the NAB Small and Medium Radio Market Committee. The group insurance plan is offered through NAB Services, and stations may involve their local insurance broker. Call NAB Services at (202) 429-5373.

#

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

#

WIBW AM wins temporary injunction

Riley County District Court Judge David Stutzman ruled that WIBW AM has rights to continue broadcasting football games due to a time share agreement with KSU's station, KKSU AM.

Mid-America Ag Network outbid WIBW for rights to operate KSUs' sports network, giving them broadcast rights to all K-State sports.

According to an article in *The Topeka Capital-Journal*, September 19 is the date Riley County District Court will hear WIBW's suit against KSU for breach of contract in the radio rights to broadcast K-State sports.

#

Bi-State Convention

May 16 - deadline for reserving rooms at Hyatt Regency Crown Center.

KAB, state broadcast associations file in EEO proceeding

KAB and state broadcast associations representing stations in all 50 states, DC and Puerto Rico, filed comments in the FCC's most recent EEO proceeding.

The state broadcast associations stated that "any form of illegal employment discrimination is noxious and intolerable - and that all broadcasters should be equal opportunity employers." Further, the state associations point out, the "broadcasting industry has moved forward in its outreach so that everyone seriously seeking employment in the industry can get timely information to pursue their goals, without regard to race, sex, or cultural heritage. These efforts include wide adoption of Internet-based job recruiting methods which have become a great leveler in the employment market, with 90 percent of all Americans under 18 now regularly using computer technology."

The state associations stated the Commission has no factual or logical basis to re-regulate in the EEO area; and it also lacks statutory authority to re-regulate.

However, "if regulation emerges from the proceeding, it should only require measurable broad outreach."

KAB reminds members to post job openings at www.kab.net. Click on "Job Bank" and follow instructions from there for posting an opening. Members may also view resumes from job seekers. The KAB web site provides a link to other broadcast industry job banks.

May 21 - deadline to qualify for early bird discount on registration fees.

Contact KAB for details on KAB/MBA Convention, June 6-8.

Washington update

At the FCC

*The FCC issued a Declaratory Ruling and Order **prohibiting EchoStar's double dish practice** of requiring subscribers to obtain a second satellite dish antenna to receive carriage of certain local TV broadcast stations. The Commission found that the two-dish practice violated the Satellite Home Viewer Improvement Act. The FCC's order was in response to a joint Emergency Petition from NAB and the Association of Local Television Stations.

In Congress

*The U.S. Senate **passed election reform**, S. 565, sponsored by Senator Dodd (D-CT). The bill addresses inadequacies in the voting system that were highlighted by the Presidential election of 2000. S. 565 did not include Senator Torricelli's lowest unit charge amendment. It does include an amendment requiring the Commission on Voting Rights and Procedures to study how broadcast and cable entities disperse election information with an emphasis on the broadcast of false information. The House passed an election reform bill in December which did not contain language related to broadcast coverage of elections. The measures are in a House-Senate Conference Committee to work out their differences.

In the Courts

*The DC District Court of Appeals found that the **FCC's television duopoly rule was "arbitrary and capricious"** and directed the Commission to further consider it. The Court concluded the FCC failed to justify the exclusion of non-broadcast media from the duopoly rule's "voice" test (which does not

permit a duopoly to be formed unless a certain number of voices remain in the market). Due to the decision, the FCC will begin a rulemaking to reexamine the duopoly rule.

News briefs

***KHOK FM**, Great Bend, reports having raised \$17, 586, in its first annual Country Cares for St. Jude Kids radiothon. The event raised money for research and treatment for children with cancer and other catastrophic diseases at St. Jude Children's Research Hospital.

***Mark Trotman**, station manager for **KHUT FM**, Hutchinson, has been promoted to fill a new position at Eagle Radio - regional sales coordinator for Eagle stations in Kansas, Missouri and Nebraska. He had been manager at KHUT since October, 1989. Replacing Trotman as KHUT station manager is **Terry Drouhard**, who has served as sales manager since 1996. He previously was operations manager.

***Mark Ediger** is new general manager at **KJCK AM/FM** and **KQLA FM**, Junction City. He previously was operations director. His 20-year employment at the stations has also included work as an account executive, air personality and program director.

***Terry Weinacht**, general manager at **KTPK FM**, Topeka has joined a broadcasting company in Oklahoma. **Bob Fulmer**, general manager of sister station, **KTKA TV**, will oversee the radio station's operations.

*ABC affiliate, **KTKA TV**, Topeka has dropped its three local newscasts and will instead air in the 6 o'clock time slot, a locally produced program featuring community information, entertainment, local business, sports, interviews and news/weather updates. Topeka Broadcaster **Betty Lou Pardue** will host the program.

*Benedek Broadcasting, owner of **WIBW TV**, Topeka, and **KAKE TV**, Wichita, has sold its 21 television stations to Gray Communications for \$500 million. Gray owns and

operates 13 TV stations in the Southeast and Midwest. Earlier, Benedek parent, Stations Holding Inc., filed for Chapter 11 protection.

Daryl Gatza

Daryl Gatza, 54, general manager of KJCK AM/FM and KQLA FM, Junction City, died March 30 at a Junction City Hospital. He had cancer.

He graduated from Junction City High School and Kansas State University and was commissioned into the US Army in 1969. He served for two years at Fort Lee, Virginia.

He began at KJCK in 1973 as a senior sales executive. He became president and general manager of Platinum Broadcasting, owner of KJCK/KQLA, in 1987.

Daryl is survived by his wife, Theresa, two sons, Richard and Brent, a brother Dale, his mother, Marjorie and stepfather Webb Davis, a stepsister, Karen Flynn, and one grandson.

#

A note of thanks . . .

For your cards and other expressions of sympathy for the loss of my mother, Erna Lange Uffman. As I told the KAB board, Mom was 87 and ready to meet her maker, but still it's difficult to let her go. She was a role model for me in so many ways and she taught me many valuable life lessons.

Thanks again, KABers, for your support.

Harriet Lange

***Paul Miles** has been promoted to director of marketing and programming at KWCV TV, Wichita. She previously was director of marketing.

***WIBW TV**, Topeka and Great Plains Christian Radio (**KJIL FM** and **KHYM FM**), Meade, were named Best Supporting Television Station and Radio Station respectively, by the Red Ribbon Kansas Drug Free

Campaign. Gov. Bill Graves
presented the awards during a Red
Ribbon Awards Luncheon in
February.