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Transmitter

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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

June 6-8, 2002

KAB/MBA Convention, KC

Chairman's message

(Scott Donovan, KHOK/KVGB)

"If you stop localism you're nothing more than a delivery system . . . The only way broadcasters will survive is through the local product you give your listeners and viewers." Those are a few of the words expressed by FCC staffer Roy Stewart at the recent NAB State Leadership Conference in Washington D.C. I think Roy is right on track and shares the same thoughts of broadcasters across Kansas. We try on a regular basis to make our radio stations here in Great Bend sound as local as possible. That includes sponsoring and promoting as many local events and activities as we can on all four of the stations we run. Listeners want to know and they want to take part in activities in their community. It's our job to give them that opportunity.

"America's Local Broadcasters: Always On. Always There When You Need Us." That's the new theme of an on-air initiative from the National Association of Broadcasters. Check your mail for a set of promotional announcements from NAB's Community Service Campaign, that really drives home the importance localism plays in our industry. I sat down and wrote a broadcast order for these spots, instead of using them as filler. Please take the time to listen and view these commercials and let us tell the story of our contributions to our communities. At a time when the public is enjoying more entertainment choices than ever before, we need to make listeners and viewers aware of our local efforts as broadcasters.

The trip to Washington DC also

(Continued on page 2)

April 16 career fair / student seminar set

KAB's Student Seminar and Career Fair will be Tuesday, April 16, at Maner Conference Center, Topeka. High school and college students will participate in round table discussions with broadcast professionals in the morning.

During the afternoon Career Fair students will hear from recent graduates who have gone to work in broadcasting. They will offer advice on what to expect and how to get that first job. The Career Fair also will provide students and job seekers the opportunity to talk one on one with representatives from Kansas radio and television stations about job openings and with educators from Kansas colleges and universities about their respective educational programs. Student broadcast awards will be presented during lunch.

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

A KAB THANKS to the judges of the student entries - broadcasters from KJIL/KHYM, KHOK/KVGB, KCCV AM/FM, KTQW TV, KSNW TV, and KSNT TV.

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Thanks KNZA & WIBW

KAB thanks to Robert Hilton at KNZA and Ed O'Donnell and Jan Bartlett at WIBW Radio, for coordinating the installation and assignment of KAB phone lines during the state high school basketball tournaments.

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Chairman's message cont.

gave us the chance to visit with some of our Members of the House and Senate and their staff. Kansas Senator Pat Roberts joined us for breakfast and we had the chance to visit with him about a couple of broadcasting issues. This year the TV industry seemed to take precedent with the issues of spot rates in the campaign finance reform bill and the change over to digital TV. At one point during our discussion of our ever-changing industry Senator Roberts brought up a couple of locally produced programs that came to mind when he was starting his career. He mentioned the "Coffee Talk" program on KVGB AM and the late Bob Hilgendorf, who knew everyone in town. The Senator also mentioned the work of Martin Umansky with KAKE TV and the local programming he offered the viewers of Kansas.

Enough about the past, what about the future? As members of the KAB we have a chance to visit with some of the young people that will be taking over in the future. Please make the KAB Career Fair and Student Seminar part of your busy schedule on Tuesday April 16th in Topeka. It's a great opportunity to visit with and help shape our future broadcasters.

I welcome your comments and suggestions. Feel free to e-mail me at scott.donovan@eagleradio.net. I appreciate your time and hope to see you at a KAB event soon.

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EAS required monthly test dates for 2002

(Second Tuesday of each month)

- April 9, 10:50 pm
- 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

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2002 KAB calendar

- March 25, KAB Sales Academy, Topeka
- March 26, KAB Board of Directors Meeting, Topeka
- March 26, Satellite Sales Workshop for TV by Chris Lytle, *The Local Business Imperative: Developing More Effective Local Advertising Strategies*
- April 16, KAB Student Seminar/Career Fair, Topeka
- 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 (TBC), 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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LPFM applications for 17

Kansas frequencies

Thirty-four applicants are vying for the 17 available frequencies in Kansas for low power FM stations. Locations for the LPFMs include Chanute, Dodge City, Fort Scott, Hays, Hutchinson/McPherson, Kiowa, Lawrence, Lyons, Manhattan, Ottawa, Salina, St. Marys, Thayer, Topeka, Wichita, and several in the Kansas City/Johnson County area. For a list of the applicants go to www.fcc.gov/mmb/asd/lpfm/index.html.

2002 KAB deadlines

- April 1, deadline for KAB Kids Scholarship applications
- 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, Sonny Slater Award, 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)

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News briefs

*KAB Member Stations **KFDI**, Wichita and **KUDL**, Kansas City are finalists in NAB's Crystal Radio Awards for excellence in community service. The ten Crystal Award winners will be announced during the Radio Luncheon at NAB 2002, April 9 in Las Vegas.

***Michael C. Oatman**, Wichita, will be one of five honorees in the 2002 American Broadcast Pioneer Awards. He will be honored during the Broadcasters' Foundation Breakfast, at NAB 2002, April 10 in Las Vegas. Oatman is former co-owner of Great Empire Broadcasting.

***Regent Ducas** replaces Don North as news director at **KCTV**, Kansas City. Ducas previously was assistant news director at **WDIV TV**, Detroit.

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KAB shirts available

100% cotton twill, Stone color
KAB logo above left chest pocket
Sizes range from Medium to 3XL
\$32.04 each, includes sales tax. Send check and size to KAB.

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## Washington update

### At the FCC

\*The FCC has amended the EAS rules and adopted several new event codes, including a Child Abduction Emergency code which can be used to activate, on a voluntary basis, state or local AMBER Plans. The FCC will permit, but not require, broadcasters to upgrade their existing EAS equipment to accommodate these codes. However, any new EAS equipment installed after February 1, 2004, must be able to transmit and receive these new codes. The FCC also extended the Required Monthly Test retransmission window from 15 to 60 minutes; reduced the minimum required modulation level; and exempted from the requirement to install EAS equipment, broadcast satellite and repeater stations which rebroadcast 100% of their programming from a hub station.

### In Congress

\*By a vote of 60 to 40, the Senate passed the **House's campaign finance reform** bill, without the anti-broadcaster Torricelli provision that would give federal candidates deeper discounts on advertising rates. Sen. Torricelli will have other vehicles, however to offer his amendment, such as the election reform bill.

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## Copyright office sets rates/broadcasters appeal

The Copyright Arbitration Royalty Panel set rates to be paid to the recording industry for streaming radio stations' signals. The decision set a rate of .076 cents per recording per listener for commercial stations; more than 3 1/2 times the rate broadcasters pay ASCAP/BMI/SESAC for over-the-air transmissions.

Several broadcast organizations have appealed to the Librarian of Congress the decision of the Royalty Panel, stating the rate is "arbitrary, confiscatory, and unreasonable . . . and, if left to stand, will drive streaming broadcasters and webcasters out of their businesses."

## KABers to DC

KAB was well represented at NAB's State Leadership Conference in late February, and at KAB's Capitol Hill breakfast for our Members of Congress and key staff.

Representing the KAB were: Chairman Scott Donovan, Chair-Elect Kyle Bauer, Past Chairman Danny Thomas, Board Members Dave Trabert and Gary Hawke, and President Harriet Lange. Mike Campbell, KCMO AM/FM, KCFX FM, Kansas City also attended our Capitol Hill breakfast, representing Kansas' Third Congressional District.

Topics we discussed with our Members and staff included campaign reform, transition to digital television, the EchoStar/DirecTV merger and ownership caps for television.

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## AMBER Plan to be initiated statewide

Attorney General Carla Stovall has appointed an Amber Alert Task Force of Kansas broadcasters, law enforcement and emergency management personnel to develop a statewide AMBER Plan for Kansas. Currently there are three locales in the state - Kansas City Metro area, Shawnee County and Jefferson County - with AMBER Plans already in place.

The AMBER Plan is a voluntary partnership between law enforcement agencies and broadcasters to alert the public of serious child abduction cases, where police believe that the child is in danger of bodily harm or death. Under the AMBER Plan, radio and television stations will voluntarily interrupt programming to disseminate information concerning serious child abduction using the Emergency Alert System.

Governor Graves called the first meeting in August of 2001, to begin planning a statewide AMBER Plan. The Attorney General and the Amber Alert Task Force hope the statewide plan will be in place and working by late summer or early fall of this year.

## Station renewals

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

**RADIO:** KREP FM, Belleville; KSNP FM, Burlington; KKOY AM/FM, Chanute; KDNS/KZDY, Glen Elder; KSDB FM, Manhattan; KSEK AM/FM, KWXD FM, Pittsburg; KJTY FM and KTPK FM, Topeka.

**TELEVISION:** KTKA TV and KTMJ TV, Topeka.

*These Stations eligible for membership have **NOT yet renewed or joined** in 2002:*

**RADIO:** KEOJ FM, Caney; KGGF AM/FM, KUSN/KKRK, Coffeyville; KSRX AM, El Dorado; KANS/KRWV and KNGM, Emporia; KOTE FM, Eureka; KVCY FM, Fort Scott; KMOQ/KJML/KCAR, Joplin; KCHZ/KMJK, KCNW AM, KCKN/KPHN, WHB/KCTE, KPRT/KPRS, KCWJ AM, KGGN AM, all Kansas City; KKLO AM, Leavenworth; KZQD FM, Liberal; KHCA FM, Manhattan; KBCU FM, North Newton; KFNF FM, Oberlin; KTJO FM, Ottawa; KCVS FM, Salina; KMAJ AM/FM, KDVV FM, KTOP AM, KWIC/KQTP, and WIBW AM/FM, Topeka; KANR FM, KSJM FM, KSGL/KMYR, KTCM FM and KTLI FM, all Wichita; and KSWC FM, Winfield.

**TELEVISION:** KSMO TV, Kansas City.

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## Dick Palmquist

Richard F. "Dick" Palmquist, 68, president and CEO of the Nebraska Broadcasters Association, died Monday, March 18. He had cancer. Palmquist was an Omaha native who spent much of his life working in radio and advertising throughout the Midwest. He had been with the NBA since 1990. He is survived by his wife of 15 years, Annabelle Current, two children, three stepchildren and one grandchild.