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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)

The KAB is off to a great start in 2002. Over 100 members took part in our first sales seminar of the year. Paul Weyland did a great job as a presenter and the comments expressed after his seminar were very positive. Special thanks to everyone who attended and I hope you put the ten steps of direct selling to work for you and your station.

The educational opportunities continue in March with the Chris Lytle Satellite Seminars and the annual KAB Sales Academy scheduled for Topeka on Monday March 25th. Please make it a point to let everyone on your staff know of these great opportunities for growth in your business and our industry. Harriet and the committee chairs work hard to put these events together and it really is a great chance to network and get caught up on what's working across the State of Kansas.

The KAB is ready to send a delegation to Washington DC for the annual NAB Leadership Conference, February 23-26. I'm sure campaign finance reform will be one of the topics of conversation this year. A special thanks goes out to everyone who contacted their congressman and voiced their support for the Green-Burr Amendment. It looks like all four Kansas members of the House of Representatives voted in favor of the amendment. You can get the latest information elsewhere in this issue of the *Transmitter*.

What should college broadcast classes teach students to prepare them for a job at today's radio or TV station? That was the question posed

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Torricelli provision removed from campaign reform bill

The U.S. House of Representatives overwhelmingly passed an amendment offered by Reps Green (D-TX) and Burr (R-NC) that removed the anti-broadcaster Torricelli language from the Shays-Meehan campaign finance reform bill. All four Kansas Congressmen - Moran, Ryun, Moore and Tiaht - voted with broadcasters in support of Green-Burr. The vote was 327 to 101. Cong. Moran earlier sent a letter to House Leadership encouraging them to allow for an up or down vote on the Torricelli provision.

The Torricelli provision would have established a special, nonpreemptible class of advertising time at bargain basement rates for federal candidates.

The House passed Shays-Meehan after removing the Torricelli provision. Other provisions in the bill which remain, that are of interest to broadcasters include:

- A change in electioneering communications rules - The bill as it passed the House prevents corporations and unions from running ads 60 days before a general election and 30 days prior to a primary election, and will result in less national party issue ads.
- A 'stand by your ad' provision places limitations on Lowest Unit Charge law. In order for candidates to receive LUC, they must provide a written certification that the ad does not refer to opponents or, if the ad does refer to opponents, the candidate must take responsibility by appearing in the ad.
- A 'public access to broadcasting records' provision would require retention of more information on issue ads by third party groups in broadcasters' public files.

Campaign finance reform moves back to the Senate where there may be efforts to revive Torricelli.

KAB Sales Academy

Monday, March 25, Topeka

Details to stations soon!

Stauffer award to KSAL's Allison

The 2002 Oscar Stauffer Award for Sports Broadcasting will be presented to Chris Allison, KSAL sports director, Salina, at one of KSHSAA's state tournaments. He is a two-time winner of the KSHSAA award and does play-by-play for local high school sports.

EBC's Clarke Sanders collected the entries. Wyatt Thompson, KOA, Denver, judged the entries.

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Chairman's message cont.

recently to the advisory committee for Colby Community College. I have had the privilege of being on that committee for about four years and the answer to that question continues to change and becomes more difficult as the industry changes. After about an hour of discussion we all realized that the best we can do, as broadcasters, is to work on teaching the commitment we all had to this industry the day we were first hired. Remember how excited we were the first time we opened the mic, made that first sale, or the first time somebody said "I saw you on TV"?

Our industry has changed a lot over the past few years and it will continue to change with advances in technology, the downsizing of staffs, and our ability to accomplish multiple tasks in half the time. Our ability to stay committed to the job at hand will make the difference in our future, and the future of organizations like the Kansas Association of Broadcasters.

Your thoughts and comments are always welcome at scott.donovan@eagleradio.net. I appreciate your time and I hope to see you at a KAB event soon.

EAS required monthly test dates for 2002

(Second Tuesday of each month)

- March 12, 1:50 pm
- 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 12, Satellite Sales Workshop for TV by Chris Lytle, *The Local Business Imperative: Marketing Your Station and Yourself as a Resource*
- 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 Advertising Seminar, Topeka
- May 8, KAB Political Advertising 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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2002 KAB deadlines

- February 25, deadline for entries in KAB Student Broadcast Awards
- 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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Return community service survey

NAB is partnering with the 50 state broadcast associations in a community service census. Commercial stations were mailed the survey in early January. As of January 25, the first deadline, only 27% of Kansas stations had returned the survey. That's not enough for NAB to generate a state report.

The information will document for our state and federal elected officials and others, the Kansas broadcasters' dedication to community service.

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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's new Form 337, which must be used in applying for an **extension of the DTV build-out** deadline of May 1, 2002, is on the FCC Web site at [www.fcc.gov](http://www.fcc.gov), under the Forms link. The form may be used for electronic filing. Stations filing by mail are advised to e-mail or fax a copy of their request to the Mass Media Bureau to avoid mail delays. E-mail: [dtvext@fcc.gov](mailto:dtvext@fcc.gov) or fax (202) 418-0187.

\*The FCC has requested additional comment on **procedures for licensing nonreserved commercial spectrum when both commercial and noncommercial educational (NCE) entities apply**. A federal court held that the FCC's plan for spectrum auctions when there are competing applications, held that the Communications Act does not permit use of auctions to award licenses for NCE stations. The FCC is considering three options to resolve competing applications of commercial and NCE applications for nonreserved channels: 1) Hold NCE entities ineligible for licenses for commercial channels; 2) Permit NCE entities opportunities to acquire licenses for nonreserved channels when no commercial entities apply for them; and 3) Provide NCE entities opportunities to reserve additional FM and TV channels.

### In the Courts

\*In a case brought by Fox, CBS and NBC networks, the **D.C. Circuit Court of Appeals struck down the FCC's rules limiting media ownership of TV stations to 35% of the national TV audience**, holding that the limit "was arbitrary and capricious and contrary to law". The Court remanded the national ownership rule to the FCC for further consideration and also vacated the Commission's cable-broadcast cross-ownership rule "because we think it unlikely the commission will be able on remand to justify retaining it." The Court declined to hold the FCC rule unconstitutional under the First Amendment.

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## Bush budget calls for spectrum fees

In its proposed budget for fiscal year 2003, the Bush Administration included a provision that would levy fees starting in 2007 against television broadcasters still operating on their analog spectrum. The fees would be implemented over a six-year period and raise a projected total of \$2.68 billion.

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### Welcome new member

A warm KAB welcome to new *Retired* member: **Bill Ohlemeier**, Topeka. Bill is not really new to the KAB, he's been an associate member for years, having just retired from KS Electric Cooperatives.

These stations have renewed for 2002 since the January *Transmitter*. Thank you for your support!  
**RADIO:** KACY FM, Arkansas City; KTCC FM and KXXX/KQLS, Colby; KDCC/KONQ, KGNO/KOLS/KZRD, and KBGU FM, Dodge City; KANZ/KZNA, Garden City; KZLS FM, and KHOK/KVGB AM/FM/ KBGL, Great Bend; KAYS/KHAZ/KJLS/KKQY, Hays; KDGB FM, KHCC/KHCD/KHCT, and KWBW/KHUT, Hutchinson; KGTR/KNNS, Larned; KSLS/KYUU, Liberal; KNDY AM/FM, Marysville; KNGL/KBBE, McPherson; KQNK AM/FM, Norton; KKAN/KQMA, Phillipsburg; KKOW AM/FM/KBZI, Pittsburg; KWLS AM, Pratt; KILS/KQNS, KINA/KSKG, Salina.

**TELEVISION:** KCTV, KSHB/KMCI/KPXE, and WDAF TV, Kansas City; KWCV TV, Wichita.

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### Farm Bureau offers on-line news

KAB Associate Member Kansas Farm Bureau is offering *KFB Radio News*, a new on-line news service for Kansas radio journalists. It will

## News briefs

\***Tim McCoy**, son of Kansas broadcasters, **Elly** and **Dale McCoy, Jr.** of Chanute, has been named market station manager for Hispanic Broadcasting Corporation's six Houston stations. He previously was director of sales for the stations. HPC is the largest Spanish language radio group in the U.S. with 52 stations in the top 15 markets.

\***WIBW TV**, Topeka, hosted an open house and ribbon cutting for the station's new state-of-the-art facility on February 13. Kansas Governor Bill Graves and Topeka Mayor Butch Felker, as well as Benedek Broadcasting's corporate leaders were on hand. **Mike De Lier** is general manager.

\***Beth Cooper** has joined **KTPK FM**, Topeka as the station's "Web chick". She is responsible for the stations' Web site, event marketing and Tune-In country music magazine content development.

\***Chris Crawford** has been named vice president and general manager of **Journal Broadcast Group's** Wichita radio operations. He replaces Ken Fearnow and comes to Wichita from Clear Channel University where he was director of coaching. Journal stations in Wichita include: KFDI FM, KFTI AM, KICT FM, KFXJ FM, KMXW FM and KYQQ FM.

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feature eight stand-alone ag news stories, each with an audio cut. The stories are written to conform with today's local radio news reality - the shorter, the better. No story is longer than 45 seconds.

KFB also is offering a radio version of *Insight*, featuring veteran Kansas farm journalist John Schlageck. Each weekly *Insight* will be self-contained and run 60 seconds.

Access the KFB offerings at [www.kfb.org/radio.htm](http://www.kfb.org/radio.htm).

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