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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 there ever was a year that the Kansas Association of Broadcasters needed a chairman like Danny Thomas, 2001 was the year. I congratulate Danny on the great job he has done as chairman and I look forward to his guidance in the next year. His column in this publication was always worth reading and his speeches and thoughts during seminars and conventions were always inspiring. It's broadcasters like Danny Thomas that make me proud to work in this industry. And if it's one thing I have learned from Danny it's the fact that whatever function we have at our radio or television stations we are all broadcasters and the true future of our industry lies in our ability to stay local.

I would also like to take some time to talk about another famous Danny Thomas - the late comedian, father of three, and founder of St. Jude Children's Research Hospital in Memphis, Tennessee. I recently attended my first Country Cares for St. Jude Kids Seminar in Memphis. I learned a lot about the mission of the hospital, and the ability of radio stations from across the country to raise money and awareness for such a great cause. I felt the power of radio when I saw representatives from over 190 radio stations talk about their successful fund-raising events. I heard the power of the media when I found out that \$157 million in pledges have been raised for St. Jude Kids, through the Country Cares program. I also saw the commitment of entertainers like Randy Owen, from the Country Group Alabama, who challenged Country radio to do something to help

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Transmitter

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Lytle satellite sales seminars set

Another member service

made possible by NCSA!

KAB will present three satellite-delivered sales seminars, featuring Chris Lytle. The feeds are scheduled for 11:00 am CDT on February 12, March 12, and March 26. Each will be about 1 1/4 to 1 1/2 hours. Cost to member stations to receive the seminars is \$50 for all three.

The seminars are tailored for TV sales, but the training cuts across radio and TV lines. Television stations may downlink the feed directly at the station. Radio broadcasters should contact a nearby TV station or local establishment with a C band satellite hook-up. The live feeds will be interactive.

Developing local business will be the focus of each seminar. Here are the topics to be covered:

- **How to Pursue New LOCAL Business**
- **Marketing Your Station and Yourself as a Resource**
- **Developing More Effective Local Advertising Strategies**

Contact KAB for details.

#

2001

A great year for KAB!

THANKS to your officers, directors, committee chairs, and tremendous member support of our NCSA program.

Chairman's message cont.

the kids of St. Jude some 13 years ago. I was touched by the stories from some of the patients and parents at St. Jude. I realized how important my family is to me and I can't imagine what it must be like when you find out your child has cancer or some other catastrophic disease.

A couple of programmers mentioned that they threw the play book out the window, during their radiothon. Others mentioned how their ratings were up during the St. Jude Radiothon. It reminded me that local and live broadcasting is what the consumer wants and that's the free service I want to provide.

Your thoughts and comments are always welcome at scott.donovan@eagleradio.net. I appreciate your time and look forward to serving you in 2002.

#

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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## EAS required monthly test dates for 2002

(Second Tuesday of each month)

- February 12, 10:50 pm
- 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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## KMUW, Wichita, passes

KMUW FM passed the KAB/FCC Alternative Inspection, exempting them from routine FCC inspections for 3 years.

## 2002 KAB calendar

### of events

- February 1, *Journalists' Day at the Court*, Kansas Supreme Court, Topeka (sponsored by KAB, the Supreme Court, KS Press Assn and KS Sunshine Coalition for Open Government)
- February 12, Satellite Sales Workshop for TV by Chris Lytle, *The Local Business Imperative: How to Pursue New LOCAL Business*
- 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 (tentative), KAB Sports/Sports Sales Seminar, Kansas City
- 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 9, 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 1, deadline for entries in KAB Student PSA Contest (alcohol/drug prevention - prom/graduation)
- 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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## Legal Calendar

### By January 31

- All stations issue W-2 tax forms.
- All stations complete IRS Form 1099 MISC and send to recipients.

### By February 1

- Commercial stations in Kansas file the Ownership Report (Form 323) only if you did not file in 2001.
- Stations with 11 or more employees post OSHA Form 200 (log and summary of occupational injuries and illnesses) or comparable state form.
- All commercial TV stations (except the four major network affiliates in top-30 markets): filing window opens for stations seeking extensions of the DTV on-air deadline of May 1, 2002. Filing window closes February 28.
- All stations file 1099 MISC and 1096 MISC form with the IRS.

2001

## KAB Year in Review

\*KAB celebrated its 50<sup>th</sup> Anniversary and used the occasion to create awareness about Kansans' best source for news, information, entertainment and community service - local radio and television stations. KAB provided radio and TV announcements and a video and brochure for broadcasters to use in front of service clubs, professional and student groups, which highlighted the history and development of broadcasting, as well as our converging, digital future.

\*KAB lobbied at the national level on issues of vital concern to Kansas broadcasters. KABers called on our Washington DC delegation and attended NAB's Leadership Conference.

\*KAB monitored the state legislature for proposals detrimental to Kansas broadcasters and represented broadcasters interests when necessary.

\*KAB joined other state broadcast associations in filing comments in FCC proceedings: standardized disclosure requirements for TV and EAS.

\*KAB, with the other 49 state broadcast associations won their appeal in the U.S. Court of Appeals for the DC Circuit, contesting the FCC's new EEO rules. Meanwhile, KAB member stations continued commitment to non-discrimination through outreach efforts as outlined in KAB's Broadcast Careers Program - career fairs, student broadcast seminars, scholarships, paid internships, online Job Bank, and continuing dialogue and collaboration with broadcast educators.

\*KAB joined several other media organizations in an amici brief in support of KWCH TV and *Wichita Eagle* in their petition to the Kansas Supreme Court requesting to intervene in a capital murder case in Wichita - for the purpose of objecting to the sealing and closure of the court's proceedings. The Court ruled in favor of the media.

\*KAB sponsored broadcast awards for radio and television stations and broadcast students.

\*KAB presented awards and cash prizes to winners in our PSA contest for high school and college students and classes to produce radio and television PSAs for youth alcohol/drug abuse prevention.

\*KAB made adoption of Kansas children in need of a family, an official

project again in 2001. Kansas broadcasters continued to give air time for the Kansas adoption and foster care effort

\*KAB endorsed and supported Big Rigs for Kansas Kids, a public service project sponsored by Kansas Motor Carriers Association, to collect food for Kansas food warehouses.

\*KAB continued its endorsement and airing of PSAs of the Kansas LIFE Project, a campaign to improve care for Kansans at the end of life.

\*KAB continued its FREE legal hotlines to give members a reliable, quickly available source of expert legal advice.

\*KAB continued the Alternative Inspection Program for radio and television stations.

\*The number of stations pledging time to the NCSA time bank continued to increase resulting in significant revenues to the KAB from NCSA participants.

\*KAB sponsored a Dave Gifford Sales Seminar in March, in Manhattan.

\*The KAB Board met in Kansas City in March to increase Kansas City station membership in KAB. As a result, Kansas City membership is at an all-time high.

\*KAB sponsored an April Student Seminar and Career Fair in Wichita which attracted more than 250 students and job seekers.

\*KAB brought to participating member stations, two satellite-delivered sales seminars by sales trainer, Ron Steiner

\*KAB with SBE, sponsored two engineering tutorials - FCC Rules Review for Chief Operators and Broadcast Networking Certification tutorial. Sixteen sat for (and passed) the networking certification exam following the tutorial.

\*A June sales academy utilized Kansas broadcast professionals to educate broadcast sales people on several "sales" topics.

\*KAB sponsored a September Production/Continuity Academy.

\*KAB sponsored a December Internet Academy.

\*KAB awarded more than \$44,000 through scholarships to future broadcasters and children of employees at KAB member stations and through its paid student and faculty internship programs.

\*KAB provided at the convention, educational sessions for managers, engineers, radio programmers, news and sales people, as well as students.

\*Radio stations took advantage of KAB phone lines during state basketball tournaments.

\*KAB published *Kansas Radio/Television Directory* and monthly *KAB Transmitters*; distributed numerous communiqués to members about regulatory and legislative issues.

\*PR and outreach included the awarding of the annual Tony Jewell Award for the prevention of alcohol and drug abuse and \$500 honorarium to recipient's chosen organization; awarding the KAB sponsored Governor's Tourism Award; assisting with the selection of the winner of KSHSAA's Oscar Stauffer Award for Sports Broadcasting; and distributed numerous PSAs and news releases for organizations.

#

## KSU goes with MAAN

Kansas State University has awarded Mid America Ag Network, Wichita, the radio rights to K-State athletics for five years, beginning July 2002. WIBW AM, Topeka, has managed the Wildcat Radio Network since its inception in 1980. Mid America's bid of \$1.2 million annually was double WIBW's bid and more than double the other bids received.

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## News briefs

\***Mike Kaplan** is new operations manager for Entercom's **KRBZ FM**, Kansas City. He comes to Kansas City from New Jersey.

\***Ben Bauman**, former news director for **WIBW AM/FM**, Topeka, is public information officer for the Kansas Department of Administration. **Liz Montano** succeeds Bauman as WIBW's news director.

\***Dick Harlow** is Clear Channel's radio vice president and market manager for Wichita radio stations **KKRD**, **KRZZ**, **KRBB** and **KZSN**. He most recently managed a cluster in Greensboro, NC.

\***Andrea Springer** has been promoted to Director of Development at **KPTS TV**, Wichita. She had been the station's capital campaign manager.

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## Washington update

### At the FCC

\*The FCC has established deadlines for filing **written comments in its EEO proceeding**. Comments are due March 15, 2002 and reply comments are due April 15, 2002. The FCC's EEO proposal can be found at [www.fcc.gov/mmb/eo](http://www.fcc.gov/mmb/eo).

\*The FCC has formally approved a portion of its agency realignment by **combining the Mass Media and Cable Services** bureaus in the new Media Bureau. The Media Bureau will be responsible for policy and licensing for cable TV, broadcast TV and radio, and matters dealing with multichannel video programming distribution and direct broadcast satellite service policy. Ken Ferree, chief of the Cable Services Bureau, will become chief of the Media Bureau. Mass Media Bureau Chief Roy Stewart will be chief of the Office of Broadcast License Policy.

\*The FCC has extended the period for filing comments and reply comments in its **rulemaking on local radio ownership rules and policies**. The new comment filing deadline is March 13, 2002 with reply comments due on April 10, 2002.

### In Congress

\*The **Shays-Meehan campaign finance reform bill** in the House has been moved to a calendar for expedited consideration. The legislation contains the Torricelli language which would establish a severely discounted, nonpreemptible "candidate only" class of advertising. The industry is urging Members of Congress to remove the Torricelli provision.

\*The proposed **Echostar-Direct TV merger** was the subject of hearings in the House Telecommunications Subcommittee in December and several Senate committees are expected to take up the issue in 2002. NAB opposes the merger of the country's only two direct broadcast satellite companies.

## Supreme Court denies EEO appeal

On January 18, the U.S. Supreme Court denied the two Petitions for Writ of Certiorari filed by numerous civil rights and public interest groups in the State Broadcasters Associations' successful appeal of the FCC's former EEO regulations. This action by the Court means that the case is finally over and that the State Associations prevailed at every level - before the US Court of Appeals for the DC Circuit, on reconsideration before the appeals court and now before the Supreme Court.

However, the matter of new EEO regulations remains. The FCC has adopted a Notice of Proposed Rule Making proposing new EEO regulations. The State Associations are in the process of reviewing the NPRM, evaluating the impact of the proposed regulations upon broadcasters, large and small, and deciding what position to take before the Commission.

#

## Welcome new members

A warm KAB welcome to new station members: **KCZZ AM**, Kansas City, **Kristi Goodloe**, GM; and Susquehanna KC stations - **KCMO AM/FM**, **KCFX FM** and **KFME FM**, Mission, **Mike Campbell**, GM; and to new student member: **Brandon Utech**, K-State.

These stations have **renewed** for 2002. Thank you for your support! **RADIO**: KABI/KSAJ, Abilene; KACY FM, KSOK AM/FM, Arkansas City; KAIR AM/FM, Atchison; KNBU FM, Baldwin; KVSF AM/FM, Beloit; KINZ FM, Chanute; KCLY/KFRM, Clay Center; KVCO FM and KNCK/KCKS, Concordia; KYFW FM, Derby; KBTL FM, El Dorado; KVOE AM /FM/ KFFX FM, Emporia; KMDO/ KOMB, Fort Scott; KBUF/KIUL/ KFLA/KULY/KKJQ/ KSKL/KYBD/

## Return community service survey

NAB is partnering with the 50 state broadcast associations in a community service census. Stations were mailed the survey in early January. Stations are encouraged to return the paper survey or file the information online at [www.broadcastpublicservice.org](http://www.broadcastpublicservice.org).

The information will document for elected and other public officials, the broadcast industry's dedication to community service.

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KSKZ/KFXX/KSSA, Garden City; KGCR FM and KLOE/KKCI/KWGB, Goodland; KPRD FM, Hays; KJRL FM, Herington; KNZA FM, Hiawatha; KGGG/KSKU/KZKU, Hutchinson; KIND AM/FM, Independence; KALN/KIKS, Iola; KJCK AM/FM/KQLA FM, Junction City; KCCV AM/FM, KMXV/ KSRC/KFKF/KBEQ, KMBZ/WDAF/ KXTR/KYYS/KQRC/KUDL/KRBZ/ KCIY, Kansas City; KANU FM, KJHK FM, KLWN/KLZR, Lawrence; KSDB AM/FM/KLDG FM, Liberal; KKSU AM, KMAN/KMKF/KXBZ, KBLs FM, Manhattan; KJIL/KHYM/ KJOV, Meade; KREJ/KSNS, Medicine Lodge; KJRG AM, Newton; KOFO AM, Ottawa; KLKC AM/FM, Parsons; KKOW AM/FM/ KBZI FM, KRPS FM, Pittsburg; KRSL/KCAY, Russell; KSAL/KYEZ/KZBZ, Salina; KMZA FM, Seneca; KBUZ FM, Topeka; KLEY/KWME, Wellington; KCFN FM, KMUW FM, KKRD/ KRZZ/KRBB/KZSN, KFTI/KFDI/ KICT/KYQQ/KFXJ/KMXW, Wichita; and KKLE AM, Winfield. **TELEVISION**: KOOD/KDCK/ KSWK TV, Bunker Hill; KLBY TV, Colby; KBSD TV, Dodge City; KSNG TV, KUPK TV, Garden City; KBSL TV, Goodland; KBSH TV, Hays; KSNC TV, Great Bend; KMBC/KCWE TV, Kansas City; KUJH TV, Lawrence; KSNK TV, Oberlin; KOAM TV, Pittsburg; KSNT TV, KTWU TV, WIBW TV, Topeka; KAKE TV, KPTS TV, KSAS TV, KSCC TV, KSNW TV, KTQW TV, KWCH TV, Wichita.