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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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Happy Holidays!



Chairman's message

(Danny Thomas, KOAM TV)

As I write this, I am working on the home stretch of our station's budget for 2002. In that process, I write several narratives from where we've been to the obvious, where we're going. This year has provided plenty to write about in an historical sense and is a wild card in a forward view. Since I am in that mode, it's only natural that this column would be written that same way.

KAB had a very successful year. We added many Kansas City stations to our organization. Their NCSA participation alone has made a significant impact on our revenue. We have focused most of our expenditures back to the members. From the numerous seminars we have put on to our convention, participation fees have been a fraction of the actual cost. We focused a lot on why we are who we are. Our promotion of localism and community service have hopefully inspired those younger broadcasters in our group to believe that irrelevant to what business model they may work under at the moment, the true future of our industry is in our localism.

In looking ahead, I am inspired by what the future holds, not in a short term financial way, since that looks pretty uncertain, but rather in a future of our business view. As tragic as recent months have been to our country, it has been an affirmation for who we are as broadcasters. Before the tragedy, we were all grinding away at our own personal definition of broadcasting. Since the tragedy, it is as if every broadcaster in Kansas has a renewed vision. Our commitment to our craft has never been stronger. #

1951-2001

A Golden Past A Bright Future

Transmitter

Volume 40 No 11 December 20, 2001

KAB sales seminar set for January 24

Paul Weyland to present "How to Sell More Local Direct Business in a Tough Economy".

Sales Trainer Paul Weyland's seminar will be **presented Thursday, January 24, 9:00 am to 4:00 pm, in Wichita.** Details will be distributed soon. Member registration fees will be \$25 per person.

The seminar is focused on better local direct presentation skills. It is logical, easy to understand, and full of ideas that broadcast sales people will be able to use the next day.

Weyland's approach is to educate sales people on the concepts of advertising and marketing so that they may educate their clients. Weyland says, "An educated client is much more likely to spend money than an uneducated client."

According to Weyland, there are ten things a salesperson must know and get across to direct clients in order to earn that client's business and then correctly manage that client's expectations. Among the concepts a sales person must know are: how important advertising is to the success of the client's business; that advertising is not a complicated process; the concept of product or service branding; the importance of a unique selling proposition; what makes a good commercial; and how to calculate return on investment.

#

2002 KAB calendar

of events

- January 24, Paul Weyland Sales Seminar: *How to Sell More Local Direct Business in a Tough Economy*, Wichita
- 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 26, Satellite Sales Workshop for TV by Chris Lytle, *The Local Business Imperative: Developing More Effective Local Advertising Strategies*
- March 27, KAB Sales Academy, Topeka
- March 28, KAB Board of Directors Meeting, Topeka
- April 2 (TBC), KAB Student Seminar/Career Fair, Topeka
- May 7, KAB Political Advertising Seminar, Topeka
- May 8, KAB Political Advertising Seminar, Wichita
- May (date to be confirmed) 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

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)

50th anniversary poster available

Original painted by nationally recognized sports artist, Ted Watts

KAB commissioned sports artist, Ted Watts, to create a 50th anniversary commemorative painting for KAB. From the original painting KAB printed 16" x 20" posters.

A poster has been provided to each member station and associate member. Additional posters may be purchased for \$5.34 (\$5.00 plus sales tax). To order send a check or money order to KAB.

#

Mark Your Calendar

June 6-8, 2002

KAB/MBA Convention, KC

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

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## EAS required monthly test dates for 2002

(Second Tuesday of each month)

- January 8, 1:50 pm
- 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

#

## Welcome new members

A warm KAB welcome to new student member: **Carley Martin**, Overland Park, Shawnee Mission South High and Johnson Co. Community College; and professional member: **Raubin Pierce**, WIBW Radio, Topeka.

#

## Guard makes available "Spirit of America" TV spot

The Army National Guard has produced a sixty-second TV spot to address the unique circumstances in our nation today. The voiceover talks about the resiliency and strength of Americans and the restoration of hope.

TV stations interested in airing the spot should contact KAB for a tape.

#

## Journalists' Day set

The Kansas Association of Broadcasters is among co-sponsors of a Journalists' Day at the Court scheduled for February 1 at the Kansas Supreme Court in Topeka. All broadcast journalists are invited to attend; however, due to limited seating it will have to be on a first-come, first-served basis.

This first-time program is co-sponsored by KAB, the Kansas Press Association, Kansas Sunshine Coalition for Open Government, the KU Media Law Clinic, and the state Supreme Court.

It will take place from 9:00 am to 4:30 pm at the Judicial Center, 301 W. 10<sup>th</sup>. Agenda items include discussions of the current state of the law regarding open records and open meetings, cameras in the courtroom, and other issues of importance to journalists covering Kansas courts, as well as a luncheon with the justices of the Supreme Court. The justices are to open up for Q&A during a session immediately following lunch.

Journalists' Day will provide an outstanding opportunity to learn about the current state of the First Amendment and meet with those who interpret and apply the law in Kansas.

KAB will distribute registration information soon, or you may print the schedule and registration form from the Sunshine Coalition website, <http://www.sunshinecoalition.com/>

#

## Izzy Salm

Izzy Salm, 78, former long-time employee of KGNO AM and FM (now KOLS FM), Dodge City, died December 12 following a stroke. In his 42 years at the radio stations he served as announcer, account executive, sales manager, and general manager. He retired in 1986. Izzy served on KAB Board of Directors in the mid-70s.

His funeral was December 17 in Dodge City. Memorials are suggested to Dodge City Cowboy Band, in care of Swaim Funeral Home, 1901 Sixth Ave, Dodge City KS 67801.

## 1951-2001 *A Golden Past*

### The KAB 1996-'00

In 1996, KAB adopted Kansas foster children as a cause, and Kansas broadcasters responded by producing and airing public service announcements to help find permanent homes for the children. Also in 1996, KAB sought bids from member TV stations and Channel 3 Productions, Wichita, was selected to produce for KAB, a Careers in Broadcasting video, for member stations to use in recruiting. The video won a national award from American Society of Association Executives.

In 1997, KAB established its free legal hotlines for member stations and initiated its KAB Kids Scholarships for children of employees at member stations. KAB was the first winner of the Community Service Award presented by Kansas Society of Association Executives for KAB's adoption initiative.

In 1998, KAB was successful after several attempts, to pass the sales tax exemption for broadcast equipment and electricity required to put a signal on the air. It became law on July 1, 1998. Also in 1998, the FCC approved the Kansas/KAB Emergency Alert System plan. KAB held its first Sibling Reunion Camp at Camp Hiawatha in Wichita, to bring together brothers and sisters separated through adoption or foster

## Edmund Denney

Edmund J. Denney, 91, died December 6 at a Topeka retirement community. He worked for KMMJ Radio in Clay Center in the 1930s and was a member of the Pleasant Valley Gang heard every morning on WIBW 580 radio from the 1940s through the mid-1980s. Denney played the guitar with his singing companions Bill Kirk and Miss Elsa.

Funeral services were held December 10. Memorial contributions may be made to Kansas Lions Sight Foundation and sent in care of Penwell-Gabel Funeral Home, 1321 SW 10<sup>th</sup>, Topeka, KS 66604.

Care. And KAB was one of eight organizations nationally to win a Summit Award for Community Service from American Society of Association Executives. KAB was recognized by ASAE for its adoption initiative. KAB initiated its sales academy in 1998, and with the help of Radio, Inc., developed a new web site at [www.kab.net](http://www.kab.net).

In 1999, KAB was recognized in White House Ceremonies and received the Adoption 2002 Excellence Award from the U.S. Department of Health and Human Services, for "demonstrated excellence in providing adoption and other permanency outcomes for children in foster care." And the American Adoption Congress presented its 1999 Heritage Award to KAB in recognition of KAB's Sibling Reunion Camp. KAB was one of six state broadcast associations to receive NAB's "Excellence in State Service Award" to recognize outstanding achievement in "Broadcasters: Bringing Community Service Home" campaign. Kansas Broadcast Education Association was organized as an outgrowth of KAB's Education Task Force and KAB was a founding organization of the Kansas Sunshine Coalition for Open Government, along with KS Press Association and KS Society of Professional Journalists. And in 1999, KAB unveiled a new logo.

In 2000, KAB established the Kansas Broadcasting Hall of Fame, inducting as charter members, the 33 past recipients of KAB's Distinguished Service Award. KAB and the other 49 state broadcast associations filed an appeal in the U.S. Court of Appeals, challenging the constitutionality of the FCC's EEO rules and KAB worked with the KS Sunshine Coalition and KS Press Association in passing a major rewrite of Kansas Open Records Act. KAB sponsored its first Internet Academy and added the Kansas LIFE Project - a campaign to improve care for Kansans at the end of life - to its public service initiatives.

#

## Washington update

### At the FCC

\*The FCC is seeking comments on **EEO rules for the broadcast and cable industries.** This is the FCC's third attempt at creating EEO rules. The most recent previous attempt was ruled unconstitutional by the U.S. Court of Appeals in a suit filed by the 50 state broadcast associations. The new proposal would require companies with five or more employees to recruit for all job openings in a manner designed to achieve broad outreach and implement two additional recruitment measures: sending vacancy announcements to those who request them; and selecting from a menu of non-vacancy specific outreach approaches, such as job fairs or internship programs. Broadcasters would be required to file annual employment reports. The state broadcast associations will file joint comments in the proceeding.

\*The **60-day public inspection file waiver granted by the FCC will expire on December 24.** Stations will once again be required to collect and retain all written comments received from the public.

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### Sports Editor/Announcer

#### Wanted

*G2Interactive, Wichita*

*is seeking full and part-time  
sports editors*

G-2 Interactive, a rapidly growing New Media communications company in Wichita, has openings for both full and part time Sports Editors. Applicants should have on-air broadcast experience and be well versed with audio production. The ideal candidates will have superior broadcast writing, typing and computer skills. Qualified applicants must have at least two years of broadcast sports experience. Respond by fax with resume to G-2 Interactive at (316) 219-3060. Resumes may also be e-mailed to G2i's Sports Manager, Ed Funston at [Ed.funston@g2-i.com](mailto:Ed.funston@g2-i.com). No telephone inquiries please.

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## Hinrikus only KS/MO nominee for NAB radio board

Jerry Hinrikus, EBC, Inc., Salina is the only radio broadcaster nominated to represent Kansas and Missouri on the NAB Radio Board of Directors. He'll replace Jerry Zimmer, Zimmer Radio Group, Cape Girardeau MO, whose term expires in June.

Ballots to NAB members will be mailed January 7 and must be returned by February 1.

KAB's congratulations to Jerry. We know he'll do an excellent job representing the interests of Kansas and Missouri radio broadcasters on the NAB Board. And our thanks to Jerry Zimmer for his service the past four years.

#

## Congratulations to PSA Winners

Two Upward Bound Classes at Kansas State University and the Radio Production I Class at Butler County Community College, were winners in KAB's PSA contest to encourage students to develop holiday messages about the consequences of substance abuse.

The winning PSAs were: "Think Again" created by KSU's Upward Bound Class of Dionne Jackson and Douglass Tyrell, Junction City; and Fred Greene, Manhattan, under the supervision of KSDB's Candace Walton; "You Can Prevent It", created by KSU's Upward Bound Class of Michael Castile, Brandon Runnels, and Jesse DuBois, Junction City High and April Self, Manhattan High; and "Pulse's Dropping", created by BCCC Radio Production I Class, under the supervision of Instructor Lance Hayes.

The three classes each received a cash prize of \$250 and their PSAs were distributed to Kansas radio stations for airing through the holidays.

Jeff Cannon, Cumulus Broadcasting, Topeka, judged the radio entries; and Steve Holinsworth, KOAM TV, Pittsburg, judged the TV entries.

Are you in the dark  
about public issues?



PO Box 4341, Topeka KS 66604

[www.sunshinecoalition.com](http://www.sunshinecoalition.com)

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-----  
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\_\_\_ Individual membership \$25/year

\_\_\_ Organization membership \$100

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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Complete and mail this form with payment to: Kansas Sunshine Coalition, PO Box 4341, Topeka KS 66604