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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
Monday, December 10
KAB Internet Academy
Topeka



Chairman's message

(Danny Thomas, KOAM TV)

2001 has been one of the worst financial years for television in decades. Broadcasters are rushing to significantly reinvent their operating plans.

Many are finding their operating plans so financially fragile that without consistent revenue growth, they cannot support them. They have already thrown in the towel. They are cutting local news product and in doing so, reducing service to viewers. Their cuts remove their unique selling proposition to viewers. Reducing or eliminating local product is a sure precept to defeat. These broadcasters will lose audience through their local news cuts and will not be able to get them back.

Some television broadcasters are predicting, or at least hoping for a quick rebound. This is the blind faith approach. This allows them to hold on to their operating plans a little longer. Every one of these rebound plans has attached to it further cuts when the economy doesn't rebound. Although I understand the gambling strategy, I do not support it. If you are confident cuts will be made and you resign yourself to reducing service to viewers, then get it done all at one time. When a broadcaster makes cut after cut every few months, it signals terminal illness of the station to viewers and shatters staff morale. This is a gamble they will likely lose.

The final strategy is to tighten the belt without killing the goose that laid the golden eggs. It requires acknowledgment that profits and margins will be diminished for a period of time. How long it lasts is the unknown but the result when it

(Continued on page 2)

1951-2001

A Golden Past A Bright Future

Transmitter

Volume 40 No 10 November 27, 2001

Internet Academy December 10

Managers, sales reps, news reporters/producers, promotions and marketing people, programmers, operations/technical people, and station webmasters will want to attend KAB's Internet Academy, Monday, December 10, at Topeka's Maner Conference Center. The academy will acquaint participants with opportunities and pitfalls in developing an Internet site. A variety of sessions will be offered.

The Internet provides broadcasters limitless opportunities to expand the service and content they provide their local communities. It is revolutionizing our society and offers broadcasters a means to expand their bottom line.

Sessions will run concurrently, except the keynote by First MediaWorks Marijane Milton - "Convergence: Magic or Myth?" - and a general session by KAB's Washington Hotline Attorney Dave Oxenford on "Legal Issues in the Cyber Jungle". Participants then will have an opportunity to attend four additional sessions. Here are the other topics:

- **Smarter Surfing: Better Use of Your Web Time**
- **Winning Web Sites: Lessons from the online Journalism Awards**
- **Local Retail, Radio and the Internet: What's Next?**
- **Eight Critical Steps to Revenue and Ratings on the Web**
- **Marketing Your Site to Search Engines**
- **Localizing Your Radio Web Site and Generating Revenue**
- **Localizing Your Television Web Site and Generating Revenue**
- **Advice from an Internet Media Buyer (TBC)**

Call KAB for the schedule and registration information.

Chairman's message cont.

does rebound is sure. "The best time for a business to effectively increase market share is in a soft economy" when your competitors are likely cutting back. Ray Kroc said that one of his best decisions and most effective strategies for the success of McDonald's was the decision to continue and even expand their marketing and operations in the 70s recession when their competitors were cutting back. The point is that when things are good, businesses end up in a quid-pro-quo strategy where anything the competition can do, you can do too. That was Kroc's point. Anyone can step up their efforts or investments to remain competitive in a good economy. The real test of people committed to staying in the game and winning is to make those same commitments when others think they cannot afford to.

There will be no rewards for those who cut their operations for improved short-term profits just to become dinosaurs. There will only be rewards for stations that survive.

#

Welcome new members

A warm KAB welcome to new student members: **Sarah Wartman** and **Azure Jacobs**, both K-State students; and to retired member, **Sam Elliott**, Lake Wabaunsee/Alma.

#

More pass inspection

These stations recently have passed their KAB/FCC Alternative Inspection, exempting them from routine FCC inspections for three years: **KCCV AM/FM**, Overland Park; **KCVT FM**, Silver Lake; and **KCVW FM**, Hutchinson.

KAB Calendar

- December 10, KAB Internet Academy, Topeka
- December 11, KAB Board Meeting

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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## News briefs

\***Marvin Matchett**, former manager of KFNF FM, Oberlin, is new manager at **KQNK AM/FM** in Norton. He replaces Larry Black who went to work for Valley Hope Association in Norton. Black will continue as voice of the Norton Bluejays for KQNK.. . **Dave Stout** is new owner and manager of **KFNF FM**, Oberlin. **Stan McEvoy** is news director.

\*New officers for 2002 have been elected by the **Kansas Sunshine Coalition for Open Government**. President is Randy Brown, Wichita State University (formerly of the *Wichita Eagle*); president-elect, **Hank Booth**, KLWN/KLZR; treasurer, **Harriet Lange**, KAB; and secretary, Rhonda Humble, *Gardner News*. Other broadcasters on the Board are **Bryan Thompson**, Kansas Public Radio and **Dale Goter**, KPTS TV.

\*Sixteen SBE members passed the exam for **Certified Broadcast Networking Technology** offered by KAB/SBE in May following two technical tutorials. New CBNT's in Kansas are: Michael Smith, Colwich; Clifford Koch, Derby; Matthew Kinnan, Lenexa; Robert Locke, Maize; Joseph Agnew and Tracy Gibson, Manhattan; Dwight Downing, Salina; Cade Cruickshank, Tonganoxie; Duane Loyd, Topeka; Gary Pettet, Wakefield; Richard Abraham, David McClintock, Richard Ochoa, and Ross Pierce, Wichita; and Michael Urton, Windom. Also Alfred Fromm, Bartlesville OK.

#

## 50<sup>th</sup> anniversary poster available

*Original painted by nationally recognized sports artist, Ted Watts*

KAB commissioned sports artist, Ted Watts, to create a 50<sup>th</sup> 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.

#

## 1951-2001 A Golden Past

## The KAB 1992-'95

In 1992, the KAB signed on with about 50 other Kansas organizations and agencies to launch the Kansas Family Initiative, to fight alcohol and drug abuse. Kansas broadcasters participated by airing "Toward a Drug Free Kansas" PSAs. Also in 1992, KAB presented its first Sonny Slater award, posthumously to Sonny Slater, to recognize his outstanding contributions to the industry and the community and listeners he served.

The *KAB Transmitter*, in its 31<sup>st</sup> year of publication, changed to a fax distribution method in 1993.

At the 1994 convention, gubernatorial candidates Bill Graves and Jim Slattery debated. Bylaws were amended to allow a dues discount for common ownership or LMA management of stations and giving the title of "Chair" to the chief elected officer and the title of "President" to the executive director.

The KAB Education Task Force was formed in 1995, to facilitate dialogue between broadcasters and educators. KAB offered for the first time, RAB's Certified Radio Marketing Consultant (CRMC) tutorial and exam at the October convention; 26 radio sales people took the test and passed.

## Washington update

### At the FCC

\*Beginning December 3, new FCC rules will require persons and entities doing business with the FCC to **obtain a unique ten-digit FCC Registration Number (FRN)**. Stations may obtain an FRN through the Commission Registration System (CORES) by logging onto [www.fcc.gov](http://www.fcc.gov) and clicking on CORES.

\*Due to concern that current requirements could hinder the transition effort, the FCC has **modified a number of its DTV transition rules**, allowing for a more graduated approach to providing DTV service. The FCC also streamlined the process for extension of the DTV construction deadline by **creating a standard form, and it added financial hardship to the grounds for extensions** under limited circumstances.

\*Beginning January 1, 2002, **television stations will be required to provide 900 hours of captioned video programming** per calendar quarter. Stations with annual gross revenues of less than \$3 million are exempt from the captioning requirements, but they must pass through to consumers any programming they receive that has already been captioned.

### In Congress

\*The Senate has approved **\$258 million to facilitate access to local TV signals via satellite** in unserved and underserved areas as part of the Conference Report for the FY 2002 Department of Agriculture appropriations bill. The House had already approved the Conference Report. With Senate passage, the bill is awaiting the President's signature.

#

*Mark Your Calendar*

*June 6-8, 2002*

*KAB/MBA Joint  
Convention, KC Hyatt*

## Thanks for airing our NCSAs!

KAB commercial members have been generous in 2001 by pledging time to KAB's time bank and airing and reporting NCSAs for: KS Army National Guard; US Coast Guard; KS Dept of Transportation/ Workzone safety; Bureau of Traffic Safety/ Safe driving, Safety belt education and underage drinking; and Valley Hope Treatment Centers (radio only).

KAB has mailed time bank pledge forms for 2002. Many have been returned, but if you haven't yet made your pledge, please return the form as soon as possible.

**NCSA funds are used for underwriting many of KAB's member services and benefits:**

- FREE Legal Hotlines
- Numerous filings in FCC proceedings on behalf of KAB members
- Professional training seminars for management, sales, news, programming, engineering, production/continuity, the Internet
- Alternative FCC Inspection Program
- Broadcast scholarships
- Student Seminar/Awards program and Career Fairs
- Paid student internships at KAB member stations
- Paid internships for broadcast educators at KAB member stations
- Scholarships for children of employees at KAB member stations
- Co-founding of KS Sunshine Coalition for Open Government
- Freezing annual dues

Please get that pledge form in.

#

## Are you in the dark about public issues?



PO Box 4341, Topeka KS 66604

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

*Help the Kansas Sunshine  
Coalition for Open  
Government shed light on  
Kansas open records and  
meetings by becoming a  
member today!*

Do you have a question about open records or open meetings?

Call the Kansas Sunshine Coalition Hotline for free information from a qualified Kansas attorney.

(785) 233-3700

- 
- **YES!** Sign me up as a member of the Kansas Sunshine Coalition. I want to help in the fight to keep public meetings and public records open to the public.

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

\_\_\_ Organization membership \$100

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/St/Zip \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

E-mail: \_\_\_\_\_

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