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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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65 attend Production/ Continuity

Academy in Topeka on September 24. Dan O'Day conducted "How to Write Radio Commercials that Sell"; Keith Walberg, KSNT TV and Jeff Carson, FryeAllen Films, did a session for television on Adobe's After Effects. "Cranial Aerobics" was offered by Vicki Trembly and Jeff Cannon, Cumulus Broadcasting did a session on the "Three Rs: Reading, Riting and Re-cuts."

50 Years of Service



Chairman's message

(Danny Thomas, KOAM TV)

On Tuesday, September 11, the page that defined "Business As Usual" for broadcasters went blank. Together, we have been writing the new definition as we have lived it, and that definition continues to change. We are sailing in uncharted waters. There is no playbook for what we are experiencing. The old definition of "Business As Usual" may never be as it was, but each of you can be proud you were a part of rewriting it.

Recently, we have gone back to something that more resembles regular operation. There has been an eye of the storm feeling as we have recognized more normalcy but have also been aware that it will change and that change can come at any time.

A recent Gallup poll found 77% of Americans have been following news about the attacks "very closely" making this the most closely watched news event Gallup has ever recorded. They found 81% keeping their radios and televisions tuned to the news. On a more personal note regarding our employees, 49% of Americans report having difficulty concentrating on their job and one-third are having difficulty sleeping.

We need to realize that the next chapter will be different than recent weeks and different than any national military event we've seen before. The watch and listen at home and work that we experienced in recent weeks and during the Persian Gulf War will not be the standard for

(Continued on page 2)

1951-2001

A Golden Past A Bright Future

Transmitter

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God Bless America!

*

50th anniversary convention briefs

*Registration information has been mailed and the deadline for the "Early Bird Discount" has passed, but it's **NOT TO LATE to sign up** for the 50th Anniversary Convention. Go to KAB's web site at www.kab.net for the schedule of activities or contact KAB for a convention packet.

*Following a Tuesday, October 9 golf outing at Topeka Country Club, KAB's **50th Anniversary Reunion Reception** is scheduled at Maner Conference Center, Topeka, from 6:00 to 8:00 pm. **All current and former Kansas broadcasters are invited** to attend the Reunion Reception. There is no charge to attend but pre-registration is requested. **Inductions into Kansas Broadcasting Hall of Fame** are scheduled to begin at 7:15 pm, Tuesday evening. KAB will induct **Harold Ensley, Tom Hedrick, Ken Jennison, Tom Leahy, and Dev Nelson** (posthumously).

***KAB will honor past presidents/ chairmen** at the breakfast on Wednesday, October 10, and give an update on a **Kansas broadcasting foundation**.

(Continued on page 2)

Chairman's message cont.

coverage in the next event. "A clamp down on news of even the most mundane details of military movements has reached unprecedented levels," Pentagon officials and analysts have said. This will create frustration with some viewers and listeners. Some will believe we are withholding information while others will wonder why we are airing anything other than the events of the day. We must be prepared to deal with those frustrations.

Rest, reflect, hug your family and get ready for round two.

#

KAB/Broadcast Calendar

- October 9-11, KAB 50th Anniversary Convention, Topeka Capitol Plaza Hotel and Maner Conference Center
- November 1, Deadline for Educator and Student Paid Internships (semester break/spring break)
- November 1, Deadline for KAB Student PSA Contest (alc/drug prevention - holidays)
- November (date TBA), KAB Executive Committee Meeting, Topeka
- December 10, KAB Internet Academy, Salina
- December 11, KAB Board Meeting

#

Thank You

Convention Sponsors

ASCAP

Broadcast Music, Inc.

Electronic Video Systems, Inc.

Kansas American Legion

Kansas Electric Cooperatives &

Touchstone Energy

Cooperatives

Kansas Gas Service

Kansas Radio Networks - KIN,

KAN and Wildcat Sports

Western Resources

Convention briefs cont.

***Broadcasters and educators** are invited to attend a 9:00 am Wednesday session to talk about issues of common interest.

*NAB's **Jim May** will give a **Washington Update** Wednesday morning, followed by a session about **Broadcasters' Coverage and Relief Efforts in Times of Disaster**. This session replaces the FCC's Roy Stewart who is unable to attend.

***Emmis Communications Chairman Jeff Smulyan** will speak at the Wednesday luncheon, and KAB will present the Tony Jewell Award to **Bryan Thompson**, the Hod Humiston Award to **Rich Epp**, and the Sonny Slater Award to **Larry Hatteberg**.

*At 1:30 Wednesday afternoon, **Barry Umansky** and **Mike Merriam** will respond to state and federal legal and regulatory questions facing broadcasters.

***Kansas Broadcast Education Association** will meet at 1:30, Wednesday afternoon; **students will join broadcasters at topical round tables** to learn about career opportunities and hear from a **panel of graduates about their experiences** since joining the profession.

***KAB's annual business meeting** is Wednesday, 3:15 pm. Committee chairs will give reports and station members will elect a chair-elect and three directors.

*KAB will present radio and TV awards and its Distinguished Service Award to **Ken Jennison** during the Wednesday night awards banquet. **Desserts and a 50s party** will follow the banquet. The Benders will provide the music. Many fabulous **door prizes!**

*During the Thursday breakfast **Col. Matt Raney, Kansas Army National Guard**, will update members about the success of the NCSA program in meeting their recruiting mission. KAB will present a Friend of Kansas Broadcasting Award to **Bill Ohlemeier**.

*Thursday will offer a full day of sessions for **sales** - Sean Luce on selling during bad times and in a slow economy; **news** - Al Tompkins, The Poynter Institute, will conduct a storytelling workshop; **radio programming** - Jay Trachman on relating to your listeners and managing talent; and **engineers** - an

FCC regulatory update and concurrent sessions for radio and television.

KAB 50th Anniversary Convention

Details at www.kab.net

1951-2001 A Golden Past

The KAB 1983-'86

KAB unveiled a new logo in 1983, following a statewide contest. The winning logo was designed by Larry Slawson, WIBW TV.

In 1984, KAB implemented an on-air initiative for alcohol/drug abuse prevention to raise public awareness about the consequences of drunk driving and abuse. In response to a National Conference of State Legislators resolution to ban alcoholic beverage advertising from prime time sports broadcasts, KAB adopted a resolution opposing any attempts to ban the advertising of any legal product or service from any specific media.

In 1985, KAB won the Presidential Citation for Public Sector Initiatives, signed by President Ronald Reagan, for efforts to educate the public about the hazards of alcohol/drug abuse. The membership approved a restructuring of KAB's year, moving the convention to the fall, and changing from a fiscal year to a calendar year, officers' terms and budgeting.

In 1986, KAB urged the Kansas Supreme Court to extend its experiment allowing television and still cameras and microphones in selected state court rooms.

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*During Thursday lunch, KU Radio and TV faculty will present their Grover Cobb Award and nationally acclaimed speaker, **Charlie Plumb**, will talk about *Winning Through Adversity*.

#

Washington update

At the FCC

*The FCC issued a public notice September 18 stating that **broadcast stations can suspend their routine weekly and monthly EAS testing until October 2, 2001**. Following the recent terror attacks, the Federal Emergency Management Agency requested that EAS testing be temporarily suspended. All other EAS rules must be followed.

*The **2001 regulatory fee filing window has been extended to September 26, 2001**. All payments must be received at Mellon Bank by 11:59 pm on September 26 in order to avoid a 25% late fee.

*Beginning December 3, 2001, new FCC rules will **require persons and entities doing business with the FCC to obtain a unique ten-digit FCC Registration Number (FRN)**. Stations can obtain an FRN through the Commission Registration System (CORES) by logging onto www.fcc.gov and clicking on CORES.

*On September 17, the FCC granted the requests by XM Radio and Sirius Satellite Radio (licensees for the **national satellite radio service**) for temporary authority to **operate terrestrial repeaters**, while imposing strict conditions regarding local origination.

*The Commission has begun its **review of the newspaper/broadcast cross-ownership rule** which prohibits the common ownership of a daily newspaper and a broadcast station in the same geographic area.

#

Welcome new members

A warm KAB welcome to new Associate Member - law firm, **Thompson Hine LLP** - Barry Umansky; Retired member - **Ed McKernan**, Emporia; and Student -

Zach Mendenhall, University of Kansas.

FCC working to resolve issues around DTV transition

When it became apparent that Roy Stewart, chief of FCC Mass Media Bureau, would not be able to attend KAB's convention, he provided the following statement to KAB regarding TV's transition to digital.

" While the Commission established an aggressive schedule for the rapid construction of DTV facilities, it recognizes the challenges now facing many stations in smaller markets in meeting the May 1 deadline. Principally among these are the legitimate problems with funding the conversion to DTV and in obtaining the necessary DTV equipment and securing local site clearances. The Mass Media Bureau has had a number of meetings with representatives of small market broadcasters and the NAB to discuss these challenges. In response to a recent request by the NAB, we are now revisiting our extension of time to construct policies to determine what relief can be provided to small market broadcasters. It should be noted that the NAB is not requesting a blanket waiver of the May 1 construction deadline; rather, it is requesting a case-by-case waiver approach. In particular, NAB would like the FCC's extension policies to now include financial hardship waiver criteria, such as restrictive bank-lending covenants, and a station's lack of profitability or minimal revenue size. We recognize the importance of this issue and are working to resolve it as quickly as possible."

#

LIFE Project thanks

Donna M. Bales, Project Director for Kansas LIFE Project sent her thanks to KAB:

"The LIFE Project (Living Initiatives For End-of-Life) would like to express its sincere gratitude to the members of the KAB for their ongoing support. Through

News briefs

*KAB Associate Member **Koch Industries**, through its CEO, Charles Koch, has contributed \$1 million to create an educational assistance fund through the Kansas chamber Education Foundation, for children and families of victims of the September 11 terror attacks.

*KAB Chairman **Danny Thomas**, KOAM TV, Pittsburg, has been elected to the A.C. Nielsen Customer Alliance Board of Directors. He is one of two CBS representatives on the Board, elected in a nationwide poll of CBS affiliates.

***WIBW AM/FM**, Topeka, has been named a national winner in the Silver Microphone award competition for 2001. The competition selects the best local and regional radio commercials and audio programs in the U.S.

***Rich O'Brian**, station manager at KBUZ FM, Topeka, and his wife, Dianne, have moved to Bozeman, Montana, an area they called home from 1974 to 1980. Dianne accepted a position as charge nurse of a rehab hospital there. **Bob Fidler** is serving as interim manager at the station.

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August, KAB members had reported more than \$120,000 in in-kind contributions with the airing of LIFE Project PSAs.

"Since January, the LIFE Project has witnessed a gradual rise in calls to our toll-free Consumer HelpLine, as well as an increase in inquiries to our web site. Many consumers have remarked that they learned of the LIFE Project only after hearing or seeing one of the radio spots or television advertisements. According to a health care facility in the southwest part of the state, consumers have also inquired about available resources from their local health care institutions after viewing the PSA on pain management.

"Your generous contribution of air time is greatly appreciated. We are so

fortunate to have the members of KAB as one of our Project Partners."

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