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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.

**Kansas Association of Broadcasters**  
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# 50 Years of Service



## Chairman's message

*(Danny Thomas, KOAM TV)*

So, how's your business? It's been a pretty popular question lately. More important than how our business is would be how we look at this current downturn. Some believe it is an aberration; just a one-year deal and everything will be back on track soon. It is quite likely something much more.

The stock market has had its adjustment and the record exponential growth we saw through the late '90s is over. Economists said repeatedly during that boom time that it was not based on realistic business models but rather the dot com craze and the frenzy surrounding it. The dot com model was a craze, not the new world order in business models.

So what about our industry? Have we too been lulled into the belief that we can defy gravity? Are we destined for double-digit growth for eternity no matter how we operate?

While our business has shown strong growth and increased profits in recent years, people have been buying media properties like they were the goose that laid golden eggs. Since both buyer and seller thought there was no end in sight for the golden eggs, prices were high and desire to purchase even higher. Many buyers have had to make aggressive revenue projections and employ significant cuts to make the future financial models make sense, and since they believed continued growth was a given, cutting and consolidating was acceptable. No other industry showing such an

*(Continued on page 2)*

# 1951-2001

*A Golden Past A Bright Future*

## Transmitter

Volume 40 No 7

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## KAB's Production & Continuity Academy planned for Sept. 24

### *Dan O'Day will present "How to Create Radio Commercials that Sell" . . .*

Keith Walberg, KSNT TV and Jeff Carson, FryeAllen Films, will acquaint participants with Adobe After Effects, the TV industry's standard tool for animation, compositing, and special effects. . . Jeff Cannon, Cumulus Broadcasting, will help participants come up with new and easy possibilities to improve their commercials . . . and professional comedian, Vicki Trembly, through "Cranial Aerobics" will inspire creativity, stir imagination, and enhance communication skills.

If you create radio or television commercials, station promotion announcements, newscast promos - this academy is for you. It will help you help your station AND your station's clients to grow their business. So if you're in sales, copywriting, or production, sign up to attend.

Schedule and registration information has been distributed and is available at [www.kab.net](http://www.kab.net)

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## KAB 50<sup>th</sup> Anniversary Convention

Details at [www.kab.net](http://www.kab.net)

## 1951-2001 A Golden Past

### The KAB 1978-'82

KAB and Missouri Broadcasters Association held their first joint convention in 1978, at the MCI Marriott in Kansas City, MO. The FCC office in Kansas City announced that it would inspect 28 stations in Kansas in 1978 - primarily directional stations.

In 1979, KAB formed a Governor's Committee to aid the Governor's office in matters concerning broadcast media. There was dissatisfaction by broadcasters during a trip to the Wolf Creek nuclear power plant, and with the Governor's selection of an out-of-state media representative to accompany him on his trip to China.

KAB Executive Director Jesse Prisock died of a heart attack in the spring of 1980 and his wife, Marita, took over as acting executive director until a permanent director could be hired. She ultimately was hired as executive secretary. KAB established an endowment at Kansas State University for a Jesse Prisock Scholarship. A 1980 Member Survey indicated a need for more sales seminars.

In 1981, KAB took issue with KU and KSU consideration of exclusive contracts to pay cable/pay TV for broadcast of their sporting events. The Board began the process of registering the KSAC towers (part of the Grover Cobb Memorial at KSU) to insure preservation of the towers.

A major NCSA program with the Kansas Tourism Division in 1982 allowed the KAB to pursue hiring its first full time executive director and moving the office from Wichita to Topeka. Harriet Lange was hired and began her duties on August 1, 1982.

#

### Past KAB conventions

The organizational meeting of KARB was held on May 20, 1951, at the Kansan Hotel, Topeka. Annual conventions followed:

August, 1951	Broadview, Wichita
1952	Kansan Hotel, Topeka
1953	Jayhawk Hotel, Topeka
1954	Baker Hotel, Hutchinson
1955	Lamar Hotel, Salina
1956	Hotel Lassen, Wichita
1957	Baker Hotel, Hutch
1958	Jayhawk Hotel, Topeka
1959	Hotel Lassen, Wichita
1960	Schimmel Inn, Wichita
1961	Hotel Jayhawk, Topeka
1962	Lamar Hotel, hays
1963	Eldridge Hotel, Lawrence
1964	Lassen Hotel, Wichita
1965	Baler Hotel, Hutchinson
1966	Besse Hotel, Pittsburg
1967	Ramada Inn, Topeka
1968	Holiday Inn, Wichita
1969	Statler Hilton, Salina
1970	Ramada Inn, Topeka
1971	Broadview, Wichita
1972	Ramada Inn, Topeka
1973	Ramada Inn, KC, KS
1974	Silver Spur, Dodge City
1975	Hilton Inn, Salina
1976	Hilton Inn, Wichita
1977	Ramada Inn, Topeka
1978	KCI Marriott, KC, Mo
	(Joint meeting with MBA)
1979	Hilton Inn, Wichita
1980	Holiday Inn, Hays
1981	Red Coach Inn, Salina
1982	Holiday Inn, Hutchinson
1983	Holiday Inn, Lawrence
1984	Holiday Inn, Manhattan
1985	Hilton Inn, Garden City
1986	Ramada Inn, Topeka
1987	Marriott, Wichita
1988	Marriott, Overland Park
	(Joint meeting with MBA)
1989	Marriott, Wichita
1990	Holiday Inn, Lawrence
1991	Hilton East, Wichita
1992	Ramada Inn, Topeka
1993	Airport Hilton, Wichita
1994	Holiday Inn, Topeka
1995	Holiday Inn, Manhattan
1996	Airport Hilton, Wichita
1997	Holiday Inn, Lawrence
1998	Capitol Plaza, Topeka
1999	Holiday Inn, Manhattan
2000	Hyatt Regency, Wichita

#

### CORRECTION - EAS handbook available

The FCC's *Emergency Alert System Handbook*, 2001 edition, is available on the FCC's web site: [www.fcc.gov/eb/eas](http://www.fcc.gov/eb/eas). The web site in the June *Transmitter* was incorrect.

#

### KAB/Broadcast Calendar

- September 24, KAB Production/Continuity Academy, Capitol Plaza/Maner Conference Center, Topeka
- October 9-11, KAB 50<sup>th</sup> Anniversary Convention, Topeka Capitol Plaza
- 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 7, KAB Executive Committee Meeting, Topeka
- December 10, KAB Internet Academy, Salina
- December 11, KAB Board Meeting

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### Chairman's message cont.

erosion of customer base would predict this kind of revenue growth while at the same time reducing services and staff.

2001 is likely not a blip, but rather, a paradigm shift. Audiences are getting smaller everyday; competition is getting larger everyday; and listeners and viewers, with their greatly expanding choices for what we offer, are becoming less loyal to us everyday. The only model that makes since is one more traditional. First, build listeners and viewers through providing more of what they want. We must focus on our unique selling proposition, and that differentiating feature is being local. Second, we must create a model that prudently provides the resources necessary to accomplish goal number one. The future of our business requires it.

#

## Washington update

### At the FCC

\*The FCC has adopted the schedule of **regulatory fees for 2001**. Radio fees continue to be based on population and television fees, on market size. Stations who paid fees last year will receive a bill from the FCC. Or you may check your station's fee on the FCC's web site: <http://www.fcc.gov/fees/regfees.html>. Fees may be submitted through September 21. Payments received at the FCC's lockbox after 11:59 pm, September 21, will be assessed a 25% penalty.

### In Congress

\*The House debate on **campaign finance reform** didn't occur in July as scheduled. House leadership has not announced when it will take up the issue.

\*The Senate Commerce Committee held hearings on July 17, on **ownership regulations**: newspaper-broadcast cross-ownership and the 35% cap on television ownership. Chairman Fritz Hollings (D-SC), and Senators Inouye (D-HI) and Dorgan (D-ND) introduced a bill to modify the newspaper-broadcast cross-ownership rule and to require the FCC to report to Congress before changing any ownership rules.

### In the Courts

\*A U.S. District Court upheld the U.S. Copyright Office decision that **radio stations streaming their signals over the Internet incur copyright liability** to the producers of sound recordings. NAB and six major radio groups appealed the Copyright Office decision in February.

#

## Welcome new members

A warm KAB welcome to new Retired member – **Robert Pratt**, Coffeyville; new student members - **Linda Giefer**, Washburn University; **David Miller**, Pittsburg State University; **Michelle Rodick**, University of Kansas; **and Alan Woodruff**, Benedictine College. And to **WDAF TV**, Kansas City, who upgraded their membership from Associate to Station. **Stan Knott** is general manager.

## News briefs

\***Eagle Radio**, headquartered in Hays, has hired a new engineer, **Michael Urton**, who will train for a year at Eagle's St. Joe station. He'll then work with all of the Eagle stations.

\***KHCC FM**, Hutchinson, received a national award at the Public Radio Development and Marketing Conference in Phoenix, for the increase in significant donations made by individuals. KHCC was honored as the best small market station in the country in this category.

\***KCTV**, Kansas City, has announced several retirements under the voluntary program offered by station owner Meredith Corp., among them: **John Rose**, general manager; news anchor, **Wendell Anschutz**; and consumer reporter, **Stan Cramer**. Replacing Rose as general manager is **Kirk Black**, former general manager at Meredith station, WNEM TV, Bay City, Michigan. Prior to his stint in Michigan, Black was general manager of Benedek's WIBW TV, Topeka. He also served on KAB's Board of Directors.

\*Sherman Broadcast Group sold **KSOK AM/FM**, Winfield/Arkansas City to Cowley County Broadcasting for \$900,000. **Marty Mutti** is new general manager. Cowley County Broadcasting is owned by William Docking and Innovative Broadcasting, which also owns KSEK AM/FM and KWXD FM in Pittsburg. Sherman Broadcast retains ownership of **KSJM FM**, Winfield/Wichita.

\***Ron Johnson**, Sterling College, has taken a teaching position with Dordt College in Sioux Center, Iowa. He was active in KAB and Kansas Broadcast Education Association.

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## Media job fair September 22 in KC

United Minority Media Association (UMMA) will sponsor a Media Job Fair on Saturday, September 22, at Kansas City's Adams Mark Hotel. It is open to radio and television, cable, newspaper, advertising and new media. Registration fee is \$200 and up, depending on number of stations. Admission is free for job seekers.

For information, contact M.C. Richardson at UMMA, (816) 822-1313.

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## Southeast Kansas gets national attention

Independence, Sedan and southeast Kansas received national attention when Bill Kurtis and the Kansas prairie were featured in the Sunday magazine section of the *Chicago Tribune*. The June article focused on the nationally known broadcaster's efforts to develop southeast Kansas as a tourism destination. Kurtis recently purchased KIND AM/FM in his hometown of Independence.

Coinciding with the article, a live radio broadcast linked KIND Radio with WGN in Chicago. During the broadcast, Kurtis and *Chicago Tribune* reporter, Rick Kogan, highlighted the many attractions visitors will find in Kansas.

#

## Camp cancelled

KAB's Family Enrichment Camp (formerly called Sibling Reunion Camp), scheduled for August 24-26, has been cancelled. Purpose of the camp was to bring together siblings separated due to adoption, and their respective families for a week-end of camping fun and networking. Follow-up calls to families by Kansas Childrens Service League staffers, indicated several reasons for lack of interest, primary among them - time of year and proximity to the beginning of school.

# KAB Convention Highlights

## Tuesday, October 9

- Golf at Topeka Country Club
- 50<sup>th</sup> Anniversary Reunion Reception
- Kansas Broadcasting Hall of Fame Inductions

## Wednesday, October 10

- Breakfast honoring KAB Past Presidents
- Roy Stewart, chief FCC Mass Media Bureau (Invited)
- Jim May, NAB Government Relations
- Jeff Smulyan, Chairman, EMMIS Communications
- Barry Umansky, Communications Attorney and KAB Topeka Hotline Attorney Mike Merriam
- KAB Education Task Force Meeting
- Student Round Tables and Recent Graduate's Panel
- Awards Banquet - Station Awards and Distinguished Service Award
- 50s Party with The Benders (prizes for the best 50s attire!)

## Thursday, October 11

- Sean Luce - *Luce's 1<sup>st</sup> Degree Black Belt Formula for Sales Success*
- Al Tompkins, The Poynter Institute for Media Studies *One Day Storytelling Workshop for Reporters and Producers*
- Jay Trachman, CreeYadio Services - *Relating to Your Listeners (AM); Managing and Motivating Your Talent (PM)*
- For Engineers - SBE Meeting, FCC Update and for Radio: Tom Silliman, Electronics Research Inc - *FM Antenna and Tower Systems*; Marty Sacks, Telos-Omnia - *Digital Audio Processing AM & FM*; Chris Kreger, RF Specialties - *The Genesis of a Solid-State AM Transmitter*. For television: Gomer Thomas, Triveni Digital Inc. - *DTV Fundamentals/PSIP Fundamentals and Generators/ DTV Stream Monitoring and Analysis and Data Broadcasting*; Bill Robertson, Vela Broadcast/Systems - *Video Archiving with DVD-RAM - The Vela Solution*; and a tour of Kansas' newest state-of-the art television station, WIBW TV.
- Charlie Plumb, a nationally recognized speaker, has a life-changing message. He'll draw upon his experiences as a POW in an upbeat and humorous style, to demonstrate how to turn adversities into assets in daily life and today's marketplace.

## PLUS . . .

- Individual KAB Awards
- GREAT Door Prizes, networking, and FUN!

# Schedule and Registration Form will be mailed soon!

## Hotel Rooms/Capitol Plaza

Reserve your room(s) at Topeka's Capitol Plaza Hotel, 1717 SW Topeka Blvd., by calling (785) 431-7200, **no later than September 18**. Reservations after that date will be accepted based on availability, and at the hotel's current rate. KAB's group rate is \$89 plus tax.

## Registration Fees

*Non Members DOUBLE the fees.*

To qualify for Member fees, 2001 dues must be current or paid in full. SBE members may attend the engineering sessions at the member rates. To qualify for the **Early Bird Discount**, your check and registration form must be **postmarked no later than September 21**.

**Stations may pay the station rate with no limit on number of people from the same station/cluster.**

	<b>After Sept 21</b>	<b>Early Bird Discount</b>
<b>Station Rate</b>	\$250 per station	\$150 per station
NO LIMIT on number of people from same station ( <b>meals NOT included</b> )		

## Or

### Individual Rate (meals included)

If only one or two from a Station attend

- Both days	\$130 per person	\$ 75 per person
- 1 day only	\$ 70 per person	\$ 40 per person

### Retired KAB Members (Pay meal prices only)

No charge

### Students

(Pay \$5 per meal but you must pre-register and pre-pay)

No charge

### Educators

(Pay meal prices only)

No charge

### Meal Prices

Tuesday night Recptn		No charge
Wed Breakfast, Oct. 10	\$10.00	\$7.00
(No charge for past pres.)		
Wednesday Lunch	\$15.00	\$10.00
Wednesday Banquet	\$25.00	\$20.00
Thurs Breakfast Buffet	\$10.00	\$ 7.00
Thursday Lunch	\$15.00	\$10.00
<b>Golf, Tues, October 9</b>	\$80.00	NA

Topeka Country Club

Fee includes lunch, green fees, cart, prizes