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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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50 Years of Service



Chairman's message

(Danny Thomas, KOAM TV)

I'm sure you have followed the recent litigation involving the FCC's EEO fight. The Court of Appeals will not rehear its January decision, and the only step left is the Supreme Court, which is unlikely. You've surely also followed the campaign finance reform/political advertising debate. We should be, as we have been, vocal on issues like these. Now, here's why.

On the issue of EEO, broadcasters are already governed on hiring practices and discrimination issues by the U.S. Equal Employment Opportunity Commission just like every other business in America. I support those efforts as they apply to all other businesses but disapprove of a particular government agency, namely the FCC, deciding that a particular type of business, namely broadcasters, be held to a more stringent set of rules which time and time again has been recognized as social engineering in a specific industry.

On the political advertising front I believe the legislating of free product or discounted product to political candidates is a fair trade issue. Political candidates are not afforded free flights by the FAA, although this could be argued would make for better elections. They do not get free long distance services and phone services from the FCC, although this too could be seen as a help to getting the word out fairly in an election. Why are broadcasters targeted? First,

because politicians know the power of electronic media and how important it is to their efforts.

1951-2001

A Golden Past A Bright Future

Transmitter

Volume 40 No 6

June 27, 2001

Appeals court will not rehear EEO decision

The DC Circuit Court of Appeals denied the FCC's and several civil rights groups' request to rehear the Court's January decision that the FCC's EEO rule was unconstitutional. The EEO rule was originally rejected by a three-judge panel in a suit brought by the 50 state broadcast associations.

The Commission and the civil rights groups have until September 17 to petition the US Supreme Court for review. According to the NAB, FCC Chairman Michael Powell said the Commission may instead consider new rules that might pass judicial muster.

#

Second, because we have a huge ownership base of entrepreneurs joined only by organizations like KAB. Does your station have a personal lobbyist in Washington? Probably not, but you can bet TWA, AT&T and the rest do.

Finally, because we have our own personal governing body called the FCC, the more rules they create, the more secure their position is to enforce.

Let's agree on one thing. Make every effort to speak up on these issues and support KAB's efforts every opportunity you get.

#

135 attend Sales Academy

...in Wichita June 4. Twelve Kansas broadcasters conducted 23 one-hour sales sessions of relevance to sales rookies and veterans.

1951-2001 *A Golden Past*

The KAB 1974-'77

Due to continuing fiscal problems, the KAB Board formed a "Future of the KAB" Committee. Among the recommendations of the committee was elimination of the executive director's position and allocation of \$450 per month to the KAB president for employment of necessary personnel to handle KAB tasks. The KAB Board decided however, not to eliminate the executive director position but rather look at other sources of revenue, such as the Spot Bank Program.

In early 1975 KAB agreed to co-sponsor with the Kansas State High School Activities Association, the Oscar Stauffer Award to recognize a Kansas sportscaster. On March 7, one of KAB's founders, Grover Cobb, died. The 1975 KAB Convention was dedicated to Grover's memory and the membership voted to rename the Pioneer Broadcasters Memorial at KSU to the Grover Cobb Memorial.

KAB sponsored its first Sports Seminar in 1976 for play-by-play announcers and instituted a paid student internship program with proceeds from the "Count Your Kid In" NCSA program. The Board took another look at the Future Committee's recommendations regarding the executive director position and wrote a new job description and solicited applications. The Committee's alternative recommendation was to solicit bids from advertising/PR firms to manage the association. KAB Executive Director Jesse Prisock was retained in his position.

Members of the KAB were stunned to hear of the murder of KAB leader and WIBW vice president, Thad Sandstrom, in 1977.

During the 1977 Fall Management Seminar, members approved bylaws changes calling for the election of three new directors each year. A director would be unable to succeed himself following a full three-year term; and a board member who misses three consecutive meetings is automatically

removed from the Board unless a majority of the board votes otherwise.

#

Past winners – KAB Sonny Slater Award

The Sonny Slater Award was established in 1992 to honor Sonny Slater and to recognize a Kansas broadcaster, who is not an owner or general manager, for service to his or her station and community.

- 1992 Sonny Slater, KSAL/KYEZ (d. 12/9/91) awarded posthumously
- 1993 Dan Willis, KKOW AM
- 1994 Bob Kearns, WIBW (retired)
- 1995 Tad Felts, KKAN/KQMA
- 1996 Don Engelhardt, KSAL/KYEZ
- 1997 Wilma "Perky" Perks, KWBW
- 1998 Abram Burnett, KHOK FM
- 1999 Mike Cooper, KAYS/KHAZ
- 2000 Claude Hughes, KNGL/KBBE

#

KAB/Broadcast Calendar

- July 2, Deadline KAB Awards
- July 16-Aug 3, KAB Office Closed
- August 9, Nominations due for DSA, Hall of Fame, Slater, Humiston, Jewell & Tourism KAB Awards
- August 16, KAB Board of Directors Meeting, Pittsburg
- August 24-26 KAB Sibling Reunion Weekend Camp, Tall Oaks, Linwood
- September 24, KAB Production/Continuity Academy, Capitol Plaza/Maner Conference Center, Topeka
- October 9-11, KAB 50th 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

#

EAS handbook available

The FCC's *Emergency Alert System Handbook*, 2001 edition, is available on the FCC's web site: www.fcc.gov/ed/eas The FCC

requires broadcasters to have this handbook available to station operators and staff.

KAB Sibling Reunion Camp becomes Family Enrichment Camp

KAB is working with the *Coming Home Kansas Adoption Coalition* and staff of Kansas Children's Service League to plan a week-end of camping fun and family togetherness for Kansas families with adopted siblings. The camp is scheduled for August 24-26 at Tall Oaks Conference Center, Linwood KS. This will be the third such camp KAB has sponsored as an extension of KAB's public service project and on-air initiative to help find adoptive families for Kansas kids.

The focus for the 2001 camp remains the same as the first two camps - bringing together siblings who have been separated through adoption. However, the siblings' adoptive families will be included in the camping fun as well. Parents will come together to network and hear presentations to help them meet their challenges as adoptive parents, while the kids are busy with camping activities. And time will be allotted for family activities such as swimming, horse back riding, ropes courses, and archery.

#



Thanks, KAB, for helping kids like me find "forever" families this year!

More than 700 Kansas children just like me need "forever families" and foster homes. The PSAs you run on your stations help us find the families we need.

Thanks, KAB!



Call for nominees – DSA, Hall of Fame, Humiston, Slater, Jewell, Tourism awards

During KAB's 50th Anniversary Convention, KAB will present its Distinguished Service Award and induct an individual(s) into Kansas Broadcasting Hall of Fame. Other awards will include the Sonny Slater Award, Hod Humiston Award and Tony Jewell Award. The KAB's Tourism Award will be presented at the Kansas Tourism Conference in the fall.

To nominate someone for any of the awards, send to **KAB by August 9**, your nominee's name and address and a brief description of why he or she is deserving of the award. The KAB Board will make the selections during the August 16 meeting in Pittsburg.

Nominations are considered to be active indefinitely. For example, if more nominations are received than selected for an award, the others remain as nominees for future consideration.

The **Distinguished Service Award** is KAB's highest award to recognize a Kansas broadcaster who has made significant contributions to the industry and their community.

The **KAB Broadcasting Hall of Fame** was established last year with the induction of all past DSA recipients as charter members. Nominees must have worked in the broadcasting business and will be recognized based on substantial contributions to broadcasting and the state/nation. Individual broadcasters may be Kansas natives and have made contributions in other states or at the national level. Individuals who are NOT Kansas natives are eligible, but they must have worked in Kansas broadcasting. They may be recognized for major contributions in Kansas, in other states or on a national level.

The **Sonny Slater Award** was established in 1992 and honors a Kansas broadcaster who is not a general manager

or owner, but a staff person who has made a significant contribution to his/her community and station.

Slater received the award posthumously in 1992. He served 40 years as farm director at KSAL, Salina.

Big Rigs for Kansas Kids **to visit 12 Kansas cities** **August 17 to 26**

Kansas Motor Carriers Association has arranged two convoys that will make stops in 12 Kansas communities, beginning August 17 and concluding August 26. At each stop a specially designed trailer will be on display with state of the art truck equipment. Live radio broadcasts are planned at each stop.

Big Rigs for Kansas Kids, in its third year, collects food for distribution to Kansans through local food banks.

Schedule for the East/West convoys:

- Salina / Liberal, August 17
- Sabetha / Garden City, August 18
- Lawrence / Dodge City, August 19
- Independence / Hays, August 24
- Shawnee / Great Bend, August 25
- Topeka / Wichita, August 26

For additional information about this year's event, contact Christi Stewart at KMCA (785) 267-1641.

#

The **Hod Humiston Award** will recognize a Kansas broadcaster who has made significant contributions to the field of sports broadcasting in Kansas. The award is named for the late Hod Humiston of Hutchinson. He was the first TV sportscaster in Kansas, doing play-by-play of college games for KTVH (now KWCH TV), Wichita. The KAB established the award in Humiston's honor in 1979. He was the first recipient.

The KAB established the **Tony Jewell Award** in 1987, to recognize contributions to alcohol/drug abuse prevention or treatment. The award is named for Tony Jewell, a past president of KAB and first chairman of the KAB's Alcohol/ Drug Abuse Committee. Past winners have included community volunteers, judges, representatives from law enforcement, and health

professionals working in the alcohol/drug field.

The **KAB/Governor's Tourism Award** has been presented annually since 1983 to recognize outstanding contributions to the tourism industry in Kansas.

Kansas Supreme Court issues decision

The Kansas Supreme Court, in a June 13 unanimous decision, granted the request of KWCH TV and *Wichita Eagle Beacon* 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 murder case involves the Carr brothers' trial for five murders in Wichita.

KAB joined several other media organizations in an amici brief in support of KWCH TV and *Wichita Eagle Beacon* in their petition to the Kansas Supreme Court

The decision of the Court makes clear the right to intervene in criminal cases when a record is proposed to be sealed or a courtroom closed.

#

Welcome new members

A warm KAB welcome to new Associate member – **Jayhawk Network**, Becky Martz, general manager; and Student members – **Katie Speer**, Butler County Community College; **Cody Donelson**, KSU; and **Georgia Chandler**, KU.

These stations have renewed since the May *Transmitter*: **KVCY FM**, Fort Scott and **KCVS FM**, Salina.

#

Baker replaces Bunting on Board

Kerri Baker, station manager at KSDB TV, Dodge City, replaces Dean Bunting, KWCH TV, on KAB's Board of Directors. Bunting resigned his position on the Board and at KWCH TV to help start a new broadcast

research and consulting firm – Crawford, Johnson, and Northcott. Baker assumed her position on the board on June 21.

#

KAB broadcast scholarship winners announced

Twenty-three Kansas students majoring in radio/television or a related field, will receive a KAB scholarship for the 2001-2002 school term. KAB will award more than \$16,000 in broadcast scholarships.

KAB expanded the program this year to allow graduating high school seniors to apply. Additional dollars also were allocated to the scholarship program.

Receiving a scholarship for the second year are **Brian Hanni** (KU), Topeka; **Ashle Burnett** (WSU), Derby; and **Chanda Brown** (KU), Colby.

First time winners are: **Cody Donelson** (KSU), Louisburg; **Linda Giefer** (WSU), Hutchinson; **Joya Cleveland** (KU), Burlington; **Denise Guttery** (KSU), Alton; **Michelle Rodick** (KU), Hutchinson; **Zachary Mendenhall** (KU), Hutchinson; **Angela Castagno** (PSU), Pittsburg; **Lisa Teachman** (WSU), Haysville; **Nathan Burgess** (FHSU), McPherson; **Georgia Chandler** (KU), Overland Park; **Amanda Thompson** (KU), Belle Plaine; **Christopher Cordt** (Coffeyville CC), Leavenworth; **Dustin Deines** (Colby CC), WaKeeney; **Harry Imbeau** (PSU), Kansas City KS; **Ashley Lewis** (KSU), Shawnee; **Elizabeth Rutledge** (Washburn U), Topeka; **Katie Speer** (Butler Co CC), Kechi; **Tyler Butts** (PSU), Humboldt; **Matt McNitt** (Hutchinson CC), Toronto; and **Chris Thompson** (KU), Wichita.

The purpose of KAB's Broadcast Scholarship Program is to support potential and commitment in promising future broadcasters; to encourage a high standard of professionalism in the industry; and to foster a strong relationship between higher education and the profession.

Paid internships also approved in 2001

Students and educators are taking advantage of KAB's Paid Internship

program. In 2001, KAB will pay students \$2,400 and educators \$5,500 for internships at KAB-member stations.

Student interns and stations, include: **Melitta George** (KU), KANU FM; **Ashle Burnett** (WSU), KSAS TV; **Joya Cleveland** (Butler County CC), Journal

Congressional PSAs available

NAB has produced public service announcements featuring the families of members of Congress. Since its inception in 1985, the effort has alerted and informed families across the country on important social and health issues. The 2001 topics include breast cancer awareness, colorectal cancer awareness, conflict resolution, drinking during pregnancy warnings, drug abuse prevention, education, literacy, mentoring, prostate cancer awareness, underage drinking and violence prevention.

Members of Kansas congressional families appearing in the PSAs include: **Stephene Moore** (Dennis Moore, 3rd District); **Anne, Catharine, and Drew Ryun** (Jim Ryun, 2nd District); and **Jessica Tiahrt** (Todd Tiahrt, 4th District).

#

More pass inspection

KJCK AM/FM, Junction City, has passed KAB's Alternate FCC Inspection, granting them a three-year exemption from routine FCC inspections.

#

Broadcast Group; **Jenna Stout** (FHSU), KBSH TV; and **Sara Albright** (FHSU), KSNC TV.

Educators include: **Gloria Freeland** (KSU), KMAN; **Ryan McKeithan** (Topeka Seaman High), KSNT TV; **Rod Kline** and **Tammi Joseph** (Goddard Clark Davidson), KWCH TV; **Cindy Morris** (Lee School), KMAN; **Pat Murray** (Marlatt Elementary), KMAN; and **Mary Sullivan** (Morganville Elementary), KCLY FM.

Students are paid \$200 for each credit hour they receive for the internship; and educators are paid for a one- or two-week internship at \$500 per week.

KAB's Scholarship Committee is chaired by **Cliff Shank**, KSKU/KXKU/KGGG. Members of the committee are **Kyle Bauer**, KCLY/KFRM; **Wayne Godsey**, KMBC TV; **Lance Saylor**, KKOW/KBZI; **Eugene Williams**, KTWU TV; and **Harriet Lange**, KAB.

#

NAB undertaking DTV marketing plan

The NAB Television Board of Directors, during their June meeting, approved a comprehensive DTV marketing and educational plan to enhance broadcasters' understanding of the benefits of digital and to educate legislators and regulators, who will influence the outcome of the transition. A consumer element of the plan will create acceptance and demand for digital television.

NAB's Government Relations Department will take the lead to implement the plan, which will involve all departments at NAB and state broadcast associations.

#

News briefs

***Kathy Mohn** has been named vice president and general manager of **KWCH TV/KBS**, Wichita, replacing **Dean Bunting**. She assumes the position on July 9. **Mohn** is returning to Wichita from **WCCO TV**, Minneapolis, where she was general sales manager. She previously was general sales manager at **KAKE TV** and served on **KAB's** Board of Directors.

***Stan Cramer** of *Call to Action* at **KCTV**, Kansas City, retired on June 15.

***Entercom** station, **WDAF AM**, was a finalist in NAB's Marconi Awards, for **Legendary Station of the Year**. **KAB** Board Member **Bob Zuroweste** is market manager for **Entercom's** stations in Kansas City.

***KSCC TV**, has been sold to **Mercury Broadcasting Co., Inc.**, San Antonio, by **Paramount Stations Group**, pending FCC approval. **KSCC** is LMA'd and co-located with

Clear Channel station, KSAS TV, Wichita. Selling price, according to *Broadcasting Magazine*, is \$248,108

Washington update

In Congress

*The House Judiciary Committee held hearings in mid-June to assess the constitutionality of the **McCain-Feingold bill on campaign finance reform**. Several witnesses testified that the bill would undermine First Amendment rights. The House Telecom Subcommittee held a hearing June 20 on the **Torricelli Amendment on campaign finance reform**. The amendment creates a non-preemptible "candidate-only" rate, substantially lower than the rate paid by the most favored commercial advertisers. It is anticipated that floor debate on campaign finance reform will begin the week of July 9 and that Rep. Louise Slaughter (D-NY) will offer a Torricelli-like amendment on the House floor.

*The **Senate approved FCC nominees** Kathleen Abernathy, Michael Copps, Kevin Martin and Chairman Michael Powell, by unanimous consent.

(plus \$43.54 for each day between March 16 and closing date).

#

Headliners – KAB 50th Anniversary Convention

- * **Roy Stewart**, FCC (invited)
- * **Jim May**, NAB Gov. Rel.
- * **Jeff Smuylan**, Emmis Comm.
- * **Barry Umansky**, Attorney
- * **Sean Luce**, Luce Perfrmnc Grp
- * **Charlie Plumb**, Vietnam POW
- * **Al Tompkins**, The Poynter Inst.
- * **Jay Trachman**, CreeYadio Serv.
- * **AND KABers and friends!**

50th Anniversary KAB Convention October 9-11, Topeka

Capitol Plaza Hotel/Maner
Conference Center

*Sessions for managers, sales,
news, engineering, radio
programming, students and
educators*

PLUS - A Reunion of all current and past Kansas Broadcasters

to commemorate

KAB's 50th Anniversary-

*during a reception
Tuesday, October 9*

6:00 to 8:00 pm

Kansas broadcasters – please get the word out to former employees of your station who have left the state or the profession – and invite them to the Reunion during the KAB convention. And if they're interested, they can sign up for the KAB golf outing the afternoon of October 9, or the entire convention. Former employees may contact KAB for details and to pre-register (no fee for the reception) via e-mail, telephone, fax, or snail mail.



MAKE YOUR COMMUNITY SERVICE COUNT

IT'S ABOUT THAT TIME AGAIN! NAB AND THE FIFTY STATE BROADCAST ASSOCIATIONS WILL SOON CONDUCT THE NEXT CENSUS OF THE BROADCAST INDUSTRY'S COMMUNITY SERVICE. IN AN EFFORT TO FACILITATE THE TRACKING PROCESS, AN ONLINE COMMUNITY SERVICE SOFTWARE SYSTEM IS NOW AVAILABLE TO HELP YOU DOCUMENT YOUR STATION'S PUBLIC SERVICE ACTIVITIES.

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THE TRACKING SYSTEM WAS DESIGNED TO HELP STATIONS DOCUMENT AND GENERATE REPORTS ON A VARIETY OF TYPES OF COMMUNITY SERVICE, INCLUDING PUBLIC SERVICE ANNOUNCEMENTS, CHARITABLE EVENTS, CASH DONATIONS AND MORE.

THE NEXT CENSUS, SCHEDULED FOR RELEASE IN JUNE OF 2002, WILL REFLECT THE COMMUNITY SERVICE ACTIVITIES OF ALL COMMERCIAL RADIO AND TELEVISION STATIONS FROM JANUARY 1 - DECEMBER 31, 2001.

PLEASE CONTACT YOUR STATE ASSOCIATION OR NAB
(800-424-8806) FOR MORE INFORMATION.

