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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<sup>th</sup> Anniversary**  
**KAB Convention**  
**October 9-11, Topeka**

*50 Years of Service*



## Chairman's message

*(Danny Thomas, KOAM TV)*

### Sharpening the Ax!

Many of you are familiar with the story of the woodcutter who never took the time to sharpen his ax. All of his skill and strength seemed diminished with each passing day. He and all who observed him were perplexed by his reduced efficiency. He seemed to do everything just like the day before but those same efforts worked less effectively each day. Finally, someone said to the woodcutter, have you sharpened the ax lately? He paused for a moment to realize that he had not. He stopped cutting wood and went to the sharpening wheel where he sharpened the ax to a razor point edge. Upon returning to the chopping, he found that each blow produced greatly improved results.

We can all take a lesson from the woodcutter. His efforts from day to day were equal but his results were progressively diminished. The reason was simple; he did not take time to stop and sharpen his ax. No matter your profession, if you don't take time to stop and sharpen your ax, you will see diminished effectiveness

A salesperson's ax is the skill he or she uses in dealing with clients. They, like all professionals, need to take time to sharpen those skills.

The KAB is providing such an ax-sharpening program Monday, June 4<sup>th</sup>. If you are in sales, take the time to come and sharpen your ax. If you determine what your salespeople do with their time, I hope you will allow your woodcutters to sharpen their ax. The results will surprise you!

*1951-2001*

*A Golden Past A Bright Future*

## Transmitter

Volume 40 No 5

May 24, 2001

## KAB Sales Academy set for June 4

A variety of sales topics will be presented by Kansas broadcast sales professionals during KAB's Sales Academy, Monday, June 4, at Wichita's Hyatt Regency. Radio and television sales reps, both new to the business and veterans, will be treated to relevant presentations – by 13 Kansas broadcasters in 25 different sessions.

Each participant will have the opportunity to attend five sessions during the day, which begins at 8:30 with a continental breakfast and networking, followed by a lightning round preview of presenters. The academy will conclude at 4:00 pm.

The planning committee is Lance Saylor, KKOW AM/FM and KBZI FM, Pittsburg; and Bob Zuroweste, Entercom Radio, Kansas City.

Presenters will include: Danny Thomas, KOAM TV; Lance Saylor, KKOW/KBZI; Bob Zuroweste and Brian Johnston, Entercom Radio; Barry Gaston, Gaston Marketing; Lin Harris, Journal Broadcast Group; Kyle Bauer, KFRM/KCLY; Phil McComb, KKOY AM/FM; Eric Weber, KMAN/KMKF/ KZBZ; Randy Goering, KHOK/KVGB; Gary Hawke, University of Kansas; Hank Booth, KLWN/KLZR; and C. Kay Hutchinson.

Contact KAB for details.

### ***33 attend KAB/SBE tutorials***

...in Wichita May 11 & 12. SBE's Terry Baun conducted an FCC Rules Review for Chief Operators and a broadcast networking tutorial; 16 sat for the broadcast networking certification exam.

## 1951-2001 A Golden Past

### The KARB 1969-'73

During 1969, Kansas AG Kent Frizzell met with the Board of Directors about Kansas lottery laws and stressed that most proposed promotions his staff was reviewing for broadcasters were illegal and that he would not allow them to air. He encouraged the KARB to support SB 9 which would change Kansas law to be more compatible with laws in other states. President Nixon appointed the first broadcaster to serve on the FCC – Kansas broadcaster Bob Wells. KARB presented its first Broadcaster of the Year (now Distinguished Service) Award to George Gow of Wichita. And the membership in 1969 amended the bylaws to provide for associate members in KARB.

In 1970, KARB and Oklahoma's association were the only state broadcast associations not allowing television into their membership. KARB members voted 33 to 8 at their fall meeting to allow broadcast television into the Association. Also in 1970, KARB adopted a sports broadcasting code of ethics to respond to calls for broadcast fees for high school sporting events.

With the acceptance of television into the association, KARB changed its name to Kansas Association of Broadcasters in 1971. Jesse Prisock was brought on board as an associate of executive director, Hank Parkinson, to develop the "one order, one buy" advertising program KARB was undertaking.

In 1972, KARB joined other state broadcast associations in the region to form Mid-America Broadcasters Association – to build strength in each state association, exchange ideas, and build political action capability. At the state level, KARB fought an advertising tax and a proposed ban on beer and wine advertising.

Jesse Prisock became KARB's

### Bunting resigns

Dean Bunting, vice president/general manager of KWCH TV/KBS, resigned from KWCH TV and his position on KAB Board of Directors, effective June 21. Bunting is staying in broadcasting, but as a consultant, helping local stations with local issues.

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### Past winners – KARB Tony Jewell Award

The KARB Tony Jewell Award was established in 1987 to recognize an individual who has made a significant contribution to the prevention, intervention or treatment of alcohol and/or drug abuse in Kansas. The award includes a plaque for the recipient and a check for \$500 to an alcohol/drug organization of the recipient's choice. The award is named for one of the KAB's own. Tony Jewell, now retired, is a 40+ year veteran of Kansas broadcasting and KIUL, Inc. in Garden City and a past president of KARB.

- 1987 Judge Herb Rohleder, Great Bend
- 1988 William Leipold, Ph.D., Valley Hope Association, Norton
- 1989 Andrew O'Donovan, SRS/ADAS
- 1990 Judge Robert Theissen, Wichita
- 1991 Bernice Hutcherson, Wichita State
- 1992 Cal Cormack, Kauffman Fndtn.
- 1993 James DuBois, Saline Co Sheriff's Department
- 1994 Judy Donovan, SRS/ADAS
- 1995 James Nugent, Fort Hays State
- 1996 Ike Walter, Hoisington
- 1997 Harold & Ruth Keeling, Oxford House, Mission KS
- 1998 Judge John Barker, Abilene
- 1999 Fern Rosenberg, Topeka United Way
- 2000 Kristine McKechnie, SE KS Regional Prevention Center

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executive director in 1973, replacing Hank Parkinson who remained as advisor and newsletter editor. Broadcasters were watching Congress as it considered a daylight savings bill designed to help conserve energy. The bill affected daytime radio stations that did not hold pre-sunrise authorizations.

### KAB Kids scholarships announced

KAB will award 27 \$750 scholarships to children of full-time employees at KAB member stations. KAB Kids scholarships are an important KAB member benefit – by helping members to educate their kids.

Following are the year 2001 high school graduates who will receive a \$750 KAB scholarship:

**Allison Bauman**, daughter of Ben Bauman, WIBW AM/FM; **Maggie Black**, daughter of Reed Black, KCTV; **Samuel Campbell**, son of Janet Campbell, KANU FM; **Kim Castagno**, daughter of Kelly Castagno, KKOW/KBZI; **Justin Cobb**, son of Anita Cobb, KTKA TV; **Michael Colle**, son of Larry Colle, KCTV; **Kyle Cornish**, son of Kent Cornish, KSAS TV; **Jory Firestone**, son of Lea Firestone, KVOE/KFFX; **Ryan Hammerschmidt**, son of Mark Hammerschmidt, KAYS/KHAZ; **Courtney Hodges**, daughter of Ann Hodges, KTKA TV; **Megan Hoyt**, daughter of Larry Colle, KCTV; **Amy Hughes**, daughter of Don Hughes, KJIL/KHYM; **Amber Lane**, daughter of Ronda Lane, KXXX/KQLS; **Chris McNair**, son of Gary McNair, KSNT TV; **Katie Mintzmyer**, daughter of Lloyd Mintzmyer, KOOD TV; **Jason Munsell**, son of Joe Munsell, KQLS/KXXX; **Beau Nulton**, son of Rick Nulton, KHOK/KVGB; **Caitlin Pucket**, daughter of Shelley Barnhill, KANU FM; **Lindsey Qualls**, daughter of Pamela Qualls, KTPK FM; **Stefanie Shank**, daughter of Cliff Shank, KSKU/KXKU/KGGG; **Drew Strand**, son of Robert Strand, KSEK/KWXD; **Elizabeth Switzer**, daughter of Dale Switzer, KOAM TV; **Brian Utsler**, son of Max Utsler, KJHK FM; **Marley Vigdorth**, daughter of Don Vigdorth, KCTV; **Misty Walker**, daughter of Malinda Walker, KOOD TV; **Alicia Walsh**, daughter of Deborah Smith, KKOW/KBZI; and **Will Weinberg**, son of Doug Weinberg, KNZA FM.

The deadline for applications for high school graduates in year 2002 will be April 1, 2002. Contact KAB for details.

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## Washington update

### In Congress

\*House leadership has set a tentative date for **floor debate of campaign finance reform** – following the July 4 recess. The House Administration Committee is expected to approve a campaign finance reform bill before the end of June. The Committee held its first hearing on CFR in early May. Kansas **Congressman Jim Ryun** distributed a “Dear Colleague” letter encouraging House Members to oppose McCain-Feingold or “anything like it”.

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## KSU’s Prince retires

Paul Prince, head of K-State’s Radio/TV sequence, is retiring after 23 years at KSU. He began at K-State in 1978 as a professor in the Journalism/Mass Communications Department.

An open house was held in Manhattan on May 20 to honor Prince and his years of service.

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## KAB/Broadcast Calendar

- June 4, KAB Sales Academy, Wichita Hyatt Regency
- June 5, KAB Board of Directors Meeting, Old Town Hotel, Wichita
- 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 50<sup>th</sup> Anniversary Convention, Topeka Capitol Plaza
- November 1, Deadline for Faculty 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, Lawrence
- December 11, KAB Board Meeting

## Radio-TV Coordinator Kansas State University

**K-State’s media relations and marketing office seeks an experienced broadcast person to write and produce audio, print, and video news and features. Salary commensurate with experience. Excellent benefits. Screening of applications begins June 8 and continues til position is filled. For a detailed job description, visit <http://www.mediarelations.ksu.edu/> or call 785-532-6415 and we will mail the job description to you.**

**K-State is an equal opportunity employer and actively seeks diversity among its employees.**

## KAB joins in amici brief in access dispute

KAB has 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 requesting 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.

Trial Judge Clark Owens, II ruled that the media does not have standing to intervene in the case to object to his sealing of the proceedings. The petition to the Kansas Supreme Court will help establish the proper procedure for the media to follow in challenging access rulings in criminal proceedings in Kansas.

Other organizations in the amici brief filing are Kansas Press Association, Society of Professional Journalists, Radio Television News Directors Association and Reporters Committee for Freedom of the Press.

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## Welcome new members

A warm welcome to new member station **KJTY FM**, Topeka. **Tim VanderZwaag** is operations manager. **KSHB TV/KMCI TV/KPXE TV** has become a station member, upgrading from associate member status. **Jim Swinehart** is general manager of the Kansas City stations.

These stations have renewed their membership since the April *Transmitter*: **KSRX AM**, El Dorado; **KANZ FM**, Garden City; and **KALN/KIKS**, Iola.

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## News briefs

\*New general manager of Hull Broadcasting’s **KBGL FM**, Great Bend is Phill Grossardt. KBGL is co-located with KHOK/KVGB.

\*New general manager of Hull Broadcasting’s **KFIX FM**, Hays is **Nancy Baumrucker**. She replaces Rhonda Stevenson. KFIX is co-located with Eagle Radio Stations KJLS/KKQY.

\*Long time **KMBC TV** News Anchor **Larry Moore** will continue as 6:00 pm and 10:00 pm anchor for another six years. He recently renewed his contract with the station. Moore began as a reporter with KMBC in 1968 and became primary news anchor in 1972.

\***KUDL FM**, Kansas City, was a finalist in NAB’s Crystal Radio Awards for excellence in community service. KAB Board Member **Bob Zuroweste** is Market Manager for all of Entercom’s stations in Kansas City, including KUDL.

\*EBC’s **Jerry Hinrikus** of Salina, was pictured on the cover of RTNDA’s May issue of *Communicator* magazine, with the caption: “Surf’s Up . . . in Kansas! Making the Web Work”. Hinrikus, vice president and general manager of EBC’s six radio stations, has traveled the U.S. and foreign countries, speaking to broadcast groups about how EBC makes money on its Website.

\*Communications Attorney **Barry Umansky**, is joining the law firm of Thompson Hine – a multi-city firm that is expanding its communications law practice group. Umansky’s move from Vorys, Sater, Seymour and Pease LLP is effective June 4.

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