
Please route to

____ General Manager
____ Sales Department
____ News and Sports
____ Programming
____ Production
____ Promotion
____ Engineering

Inside this Issue

Page 1

- **Chairman's message**
- **KAB May events**

Page 2

- **250 attend Student Seminar**
- **Student awards**
- **BEA salary survey**
- **KAB invites KC stations**
- **Booth to fill board seat**

Page 3

- **Past tourism award winners**
- **First Lady in new PSAs**
- **The KARB 1965-'68**
- **Pass inspection**
- **KAB/Broadcast Calendar**

Page 4

- **Washington update**
- **Three nominated for FCC**
- **News briefs**
- **Streaming ads**

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
1916 SW Sieben Ct, Topeka KS 66611
(785) 235-1307*FAX (785) 233-3052
www.kab.net * e-mail: harriet@kab.net

50th Anniversary
KAB Convention
October 9-11, Topeka

50 Years of Service



Chairman's message

(Danny Thomas, KOAM TV)

Fundamental Baseball

I'm always surprised at the number of business people who believe that when things are trying, it is time for some new unproven approach. Salespeople do it, managers do it and even owners do it. They seem to believe that the real answer is yet to be discovered and somehow they are going to discover it. They go for a trick play to save the game.

As a teenager I had the opportunity to play baseball for a very special coach. His name was Van Radar. He previously had marginal success in the minor leagues as both a player and coach, but his real gift was in coaching. We started the defensive practice season by practicing every day how to get down on the ball and how to come up with it. We did all of this in slow motion over and over. He called it muscle memory. Every day we would work on fielding ground balls by the hundreds. Over and over the ball was hit in your direction and over and over you fielded it and threw it. The same held true on offense. No home run swings here. We practiced endlessly on bringing the bat to the ball. The ultimate sin was to be out on called strikes or fan out. You always put the bat on the ball. "Let their defense fail, don't give them an out, make them earn the out," he would say.

Today's business climate needs more fundamental baseball. As the founder of Braniff Airlines once said to the cub reporter who asked the big question "What's the key to your companies success?" "It's all about asses in seats and planes in the air, nothing more."

Everything we do should be based on Fundamental Broadcasting. No trick plays needed. They have a small

1951-2001

A Golden Past A Bright Future

Transmitter

Volume 40 No 4

April 18, 2001

KAB May events scheduled

On May 8 and 22, Sales Trainer Ron Steiner will present a satellite delivered sales seminar. His two-hour seminar on May 8 will cover "Selling Against Newspapers". On May 22, he'll cover "Selling Against the Yellow Pages".

Member stations may participate for one low price of \$50 for both seminars. Stations who sign up will receive the seminar materials and satellite coordinates.

On May 11-12, KAB and SBE are co-sponsoring two workshops at the Wichita Hyatt. The afternoon of May 11, SBE's Certification Chairman Terry Baun will present an "FCC Rules Review for Chief Operators" and the morning of May 12, he'll present a tutorial for "Broadcast Networking Certification". The networking certification exam will be offered the afternoon of May 12.

In addition to providing continuing education for technical and engineering staff at member stations, KAB is using the opportunity to recruit individuals who are interested in a technology career or are already working in an electronics or related engineering field – to encourage them to consider a broadcast engineering career.

Contact KAB for details on these May events.

#

percentage of success anyway. Let's train, review and practice the fundamentals because that's what wins ballgames and that's what we're here to do.

#

Student seminar/ career fair draws 250

KAB's Student Seminar and Career Fair April 10 in Wichita attracted 250 high school and college students and educators. Kansas broadcasters participated as round table facilitators and panelists to acquaint students with the real world of broadcasting.

Gary Hawke, University of Kansas, chaired the seminar and committee members were Dean Bunting, KWCH TV and Scott Donovan, KHOK/KVGB.

High schools represented included Arkansas City, Belle Plaine, Claflin, Conway Springs, Derby, Ellsworth, Goddard, Southeast High of Saline, Hugoton, Trinity Catholic of Hutchinson, Smoky Valley of Lindsborg, Sedgwick, Olathe North, Rose Hill, Bishop Miega of Shawnee Mission, Shawnee Mission North, and Spring Hill.

Colleges represented were Baker University, Community Colleges of Butler County, Coffeyville, Colby, Dodge City and Hutchinson, Fort Hays State University, Kansas State University, Sterling College, University of Kansas, Washburn University and Wichita State University.

Broadcaster panelists and round table facilitators included Ron Allen, Mike Kennedy, and Tony Duesing of Entecom Radio/Wichita; Dan Holiday and Lyman James of Wichita Radio Partners; Deborah Hanson, Carol Hughes and Amy Zimmerman of Journal Broadcast Group, Wichita; Sacha Sanguinetti, KHOK/KVGB, Great Bend; Don Guidas, KTLI FM, Wichita; Cindy Klose, Mitch Jacob, Christina Karoli, Dennis Decker, Jim Kobbe, Mark Larson, Ron Jones, Amy Arnold, Laverne Goering, Rob Boenau, Jeff Gibson, and Kevin King, KWCH TV; Michelle Rosel, KAKE TV; and Ashle Burnett, Wichita State University.

The afternoon career fair provided students and job seekers the

Student awards

KAB Chair-Elect Scott Donovan presented first and second place plaques and honorable mention certificates to student broadcast award winners during the KAB Student Seminar on April 10.

Award categories included PSA, station promotion announcements, public affairs programs, complete newscasts, package news stories, complete features, sports play-by-play and DJ personality.

Winning schools included Belle Plaine, Blue Valley/Overland Park, and Hugoton High; Butler County, Colby, and Hutchinson Community Colleges; Fort Hays State, Kansas State, Pittsburg State, University of Kansas, Washburn University and Wichita State University.

Judging the student entries were broadcasters at KREP FM, KJIL/KHYM, KSCB/KLDG, WIBW Radio, Western Kansas Broadcast Center, KSAS/KSCC TV, KSNC TV, KSNT TV, and KWCH TV. Billy Durham at Coffeyville Community College produced the student awards video.

#

Results of BEA salary survey reported

Broadcast Education Association (BEA) has released results of its eighth annual national salary survey of full-time electronic media college faculty, conducted in November 2000. Following are the results:

Instructor (27 schools responding)

<i>Low</i>	<i>High</i>	<i>Mean</i>
\$27,000	\$66,800	\$36,175

Asst. Prof (33 schools responding)

\$33,000	\$68,633	\$43,705
----------	----------	----------

Assoc. Prof (38 schools responding)

\$37,000	\$71,434	\$51,860
----------	----------	----------

Full Prof (32 schools responding)

\$42,000	\$89,460	\$65,286
----------	----------	----------

#

opportunity to talk with representatives from Kansas stations about job openings and with educators about their respective college programs.

#

KAB Board invites membership from KC stations

Kansas City stations were invited to join KAB as station members or upgrade their membership from Associate during a breakfast meeting at the DoubleTree Hotel in Overland Park. The KAB Board of Directors hosted the meeting in late March.

KAB station members in the Kansas City area already included KCCV AM/FM in Overland Park and the eight Entercom radio stations in Westwood.

As a result of the KAB Board's invitation, Kansas City stations KCTV and KMBC TV/KCWE TV have upgraded their membership in KAB from Associate to full Station membership. John Rose is general manager at KCTV and Wayne Godsey is general manager at KMBC/KCWE.

KAB Chairman Danny Thomas pitched the KAB – it's member benefits and services – and the need for participation from Kansas City stations who serve 25% of the Kansas population. Also, the KC metro area's 40 members in the Kansas Senate and House of Representatives represent a significant portion of the Kansas legislature.

#

Booth to fill vacant board seat

Lawrence Broadcaster Hank Booth, KLWN/KLZR, was appointed by the KAB Board of Directors to complete the unexpired term of Doug Harder of Garden City, who resigned due to leaving the broadcast industry. The term expires at the end of this year.

Booth has previously served on the KAB Board and as president in 1987.

#

Past winners - KAB Governor's Tourism Award

The KAB/Governor's Tourism Award was established in 1983 to recognize a Kansan for outstanding contributions to the travel and tourism industry in Kansas and to encourage others, in the tourism industry, to strive for excellence in their respective endeavors.

1983 Pete Anderson, Maupintour, Inc., Lawrence
1984 John Myers, Lawrence C of C
1985 Bob Kearns, WIBW TV, Topeka
1986 Max Ary, Kansas Cosmosphere and Discovery Center, Hutchinson
1987 Nick Jordan, Overland Park CVB
1988 Senator Ben Vidricksen, Salina
1989 Martha Slater, First Generation Video Marketing, Hutchinson
1990 Phylliss Windle, Liberal CTB
1991 Joe Boyd, Wichita CVB
1992 Judy Billings, Lawrence CVB
1993 Betty Simecka, Topeka CVB
1994 Norma & Larry Christie, Biking Across Kansas, Wichita
1995 Barry McGuire, Elk Falls Day Trips, Elk Falls, KS
1996 Ramon Powers, Kansas State Historical Society, Topeka
1997 C.L. "Bud" Cray, Atchison
1998 Becky Blake, Manhattan CVB
1999 Cris Collier, Great Bend CVB
2000 Marci Penner, Kansas Sampler Festival, Inman

#

First Lady Linda Graves in new PSAs

KAB has distributed new adoption/foster care PSAs featuring Kansas First Lady Linda Graves. Mrs. Graves encourages listeners and viewers to consider becoming foster or adoptive parents.

Radio and television stations are asked to give the PSAs air play through July of this year when new PSAs will be available.

During February and March, 41 percent of the calls to the adoption hotline operated by Kansas Children's Service League were generated by radio and television PSAs Kansas broadcasters had been airing.

#

1951-2001 A Golden Past

The KARB 1965-'68

In 1965, KARB held its first sales and continuity seminar and a Kansas TV station requested membership in the KARB. Membership was refused. KARB endorsed the NAB's position regarding cable TV, that the FCC should act to promulgate fair and equitable rules to preserve local television and radio service in the face of unregulated growth of cable.

In 1966, the FCC approved KARB's NCSA program which was similar to the Southern California Broadcasters plan established in 1962. KARB's NCSA program provided non-commercial time to non-profit organizations on member stations. Contributions from the non-profits were accepted but not required.

In 1967, KARB defended the right of stations to accept alcoholic beverage advertising before the state's Alcohol Beverage Control agency; and opposed a proposed rule by the FCC to limit multiple ownership of AM and FM stations in the same market. During the 1967 convention, the membership defeated by a vote of 24 to 8, a motion to allow television membership.

In 1968, KARB's legislative committee was busy with a possible tax on advertising and proposed changes to Kansas lottery laws to conform with federal law.

#

Pass inspection

KLWN/KLZR, Lawrence has passed KAB's FCC Alternative Broadcast Inspection, giving them a three-year exemption from routine FCC inspections.

#

KAB/Broadcast Calendar

- April 20-23, Broadcast Education Assn Convention, Las Vegas
- April 23-26, NAB, Las Vegas
- May 1, Deadline for KAB Broadcast Scholarship Applications
- May 1, Deadline for KAB Faculty and Student paid Internships (summer)
- May 8 & 22, Satellite delivered sales seminars with Ron Steiner
- May 11-12, DTV / Engineering Meeting (to attract potential recruits for broadcast engineers); AND SBE Tutorial: Designated Chief Operator/FCC Rules Review; SBE Broadcast Networking Certification Tutorial; and Broadcast Networking Certification Examination
- May 15-20 National Public Radio Conference, Seattle
- May 23, KAB Broadcast Scholarship Interviews, Topeka
- June 4, KAB Sales Academy, Wichita Hyatt Regency
- June 5, KAB Board of Directors Meeting, 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
- September 5-8, NAB Radio Show/ BEDA, New Orleans
- September 12-15, RTNDA Internatl Conference, Nashville
- September 24, KAB Production/ Continuity Academy, Topeka
- October 9-11, KAB 50th 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

#

Washington update

At the FCC

*The FCC issued a **revised LPFM order in early** April that provides for LPFM station third adjacent channel interference protection standards and prohibits any applicant from obtaining an LPFM license if the applicant has engaged in the unlicensed operation of a station in violation of Section 301 of the Communications Act of 1934.

*The FCC has **released a policy statement** to provide guidance to broadcasters on **indecentcy**. The statement is available on the FCC's web site at www.fcc.gov.

*The FCC will begin a rulemaking proceeding in May on the issue of **newspaper crossownership**.

In Congress

*The U.S. Senate **passed the McCain-Feingold campaign reform** bill by a vote of 59 to 41. **Kansas Senators Sam Brownback and Pat Roberts voted against passage**. Several amendments were added to the bill before passage, including the Torricelli amendment requiring further discounts for Senate candidate ads on television. The Hagel amendment would require radio and TV broadcasters to disclose in their public files, information about ad time bought for political purposes and rates charged. The issue of campaign finance reform now moves to the House.

*The Bush **administration's budget includes \$1.4 billion in "analog spectrum lease fees"**, to be levied on TV broadcasters beginning in FY 2002 through 2010. The provision was stripped from the House version of the budget, but remained in the Senate version. Differences in the budget bills will be worked out in conference committee.

#

Three for FCC nominated

President Bush has nominated three Washington in-siders to fill open seats on the Commission: Republicans Kevin Martin and Kathleen Abernathy and Democrat Mike Copps. Martin is a former aide to Commissioner Harold Furchtgott-Roth; Abernathy is a lobbyist for U.S. West Inc. and former aid to former FCC Chairman James Quello; and Copps currently is an assistant secretary of commerce and former staffer for Senate Commerce Committee ranking member Fritz Hollings (D-SC).

#

News briefs

*AP Broadcasters Kansas/Missouri joint meeting is scheduled for May 19 in Kansas City. For information contact Jim Bagby, AP broadcast editor, at (800) 852-4844.

*Eagle Communications, headquartered in Hays, received the Gold Award from Kansas Chamber of Commerce and Industry for 50 years or more of continuous membership in KCCI. The company started in 1948 when KAYS AM went on the air.

*KIND Radio, Independence, had a grand re-opening and open house in their new downtown studios, April 6. Patti McCormick is general manager. Bill Kurtis owns the stations.

*Radio Advertising Bureau has appointed three Kansas broadcasters to their small market advisory committee: Jerry Hinrikus, EBC, Inc., Salina; Stu Melchert, KSCB/KLDG, Liberal; and Mark Trotman, KHUT FM, Hutchinson.

*WIBW Radio News Director Ben Bauman has been accepted into the 2001 Leadership Kansas class. Leadership Kansas is a program of the Kansas Chamber of Commerce and Industry aimed at identifying and developing future leaders for Kansas.

Streaming agency ads

Radio and television stations nationwide have been receiving notices from ad agencies stating that the stations may not "stream" the commercials of any of the agencies' clients over the World Wide Web without prior written approval. As a result numerous stations have stopped, at least temporarily, the "streaming" of their stations over the Internet. Others have sought to delete or cover up the affected commercials.

The notice from the ad agencies is an outgrowth of contract negotiations between, on the one hand, SAG and AFTRA which represent the talent used in commercials and, on the other hand, the American Association of Advertising Agencies and the Association of National Advertisers over the issue whether the talent should be paid additional compensation when their commercials appear on the World Wide Web as a result of "streaming."

The AAAA and ANA continue their negotiations with SAG and AFTRA. What the outcome will be is unknown at this time. (Source: Richard Zaragoza, ShawPittman).

#

*Brad Streeter, KZSN FM morning co-host has been promoted to program director for the Wichita station. He has been in Wichita several years and has worked in Dallas radio.

*KWCV TV / WB33, Wichita, has increased its signal strength to full power, effective March 30. The construction of the tower began last summer in Colwich, KS. Including the digital and analog antennae the total height of the tower is 1,169 feet. Eric Lassberg is general manager; director of engineering is Marty Heffner.

*Country Radio Broadcasters will induct six new members into its Country Music DJ Hall of Fame on June 28 in Nashville. Among the 2001 DJ inductees is Terry Burford, a 43-year veteran of radio, with the last 33 years at KFDI in Wichita. Mike Lynch, former KFDI/Great Empire co-owner, will be the first inductee into CRB's Radio Hall of Fame.