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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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50th Anniversary
KAB Convention
October 9-11, Topeka

50 Years of Service



Chairman's message

(Danny Thomas, KOAM TV)

The television and satellite industries' battle has lessons for us all. Satellite television has become a significant issue, especially in rural markets. Satellite provides digital quality programming replacing cable.

Satellite TV promotes, even today, that you can receive your local networks using their system, which you cannot. They coach their subscribers to call local affiliates and demand a "waiver" so they can receive network programming through their satellite. They tell subscribers to describe how they cannot receive the local affiliate because of terrain, electrical interference or geography. Local affiliates must either provide the "waiver" or not. To not provide the "waiver" makes the viewer very mad. They believe we are blocking their ability to receive programming available to the general public.

TV broadcasters may have two different thought processes. Option one - provide the waiver hoping the viewer will look kindly on the affiliate and watch them at least for local news. Also, maybe when they write down a particular network program in the diary, the local affiliate might get credit for the viewing. Option two - deny the "waiver" forcing the viewer to switch from satellite to off air for your network programming. This makes them very angry as this proves in their mind that you are blocking their right to choose. In this scenario, they may watch you but the question becomes, will they write it in a diary since they probably told you on the phone they would never watch you again.

Although there are two scenarios, there is really only one answer in my opinion - deny the waiver for your programming. Yes, it will offend those you deny but to allow the waiver is to willingly diminish your product. Satellite homes represent as much as 20% of television households in some markets.

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1951-2001

A Golden Past A Bright Future

Transmitter

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April 10 student seminar/career fair set

KAB's Student Seminar and Career Fair will be April 10 at the Wichita Marriott. High school and college students will participate in round table discussions with broadcast professionals in the morning.

During the afternoon Career Fair students will hear from recent graduates who have gone to work in broadcasting. They will offer advice on what to expect and how to get that first job. The Career Fair also will provide students and job seekers the opportunity to talk one on one with representatives from Kansas radio and television stations about job openings and with educators from Kansas colleges and universities about their respective educational programs. Student awards will be presented during lunch.

Serving on the planning committee for the seminar and career fair are Gary Hawke, University of Kansas; Dean Bunting, KWCH TV; and Scott Donovan, KHOK/KVGB.

Judging the student broadcast entries were broadcasters at KREP FM, KSCB/KLDG, KJIL/KHYM, WIBW AM/FM, Western Kansas Broadcast Center, KSNC TV, KSNT TV, KSAS TV, and KWCH TV.

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110 register for Giff's seminar

More than 100 attended KAB's Sales Seminar March 22 in Manhattan, featuring "The King of Closers" Dave Gifford. The radio and television sales professionals came from across Kansas representing 27 stations/groups.

KABers attend NAB Leadership Conference

KAB recognized for service

KAB was well represented at NAB's State Leadership Conference March 10-12 and at KAB's Capitol Hill breakfast for our Members of Congress.

KAB board members making the trip included Robert Hilton, KNZA, Inc.; Dean Bunting, KWCH TV; Gary Hawke, KJHK/KUJH TV; Cliff Shank, KSKU/KXKU/KGGG; and Harriet Lange, KAB. Other KAB members included Hank Booth, KLWN/KLZR; Ken Fearnow, Journal Broadcast Group; and Wayne Godsey, KMBC TV.

During the Conference, KAB was presented with a prize of \$1000, as one of six state associations to receive NAB's community service award for Excellence in State Service.

On Capitol Hill we had the opportunity to visit with Congressmen Todd Tiaht, Jim Ryun and Jerry Moran and Senator Sam Brownback; and Congressional staffers Travis Murphy of Cong. Moran's office, Rebecca Elmore and Chad Hayward of Cong. Ryun's office, Matt Rowden of Cong. Tiaht's office, Jason Cole of Cong. Dennis Moore's office, Kevin Krefky of Sen. Brownback's, office, and Mike Harper on Sen. Roberts staff.

Issues we discussed included campaign finance reform, digital TV transition, low power FM, and television national ownership caps.

Welcome new member

A warm KAB welcome to new student member, **Rebecca Steward**, Colby Community College.

These stations have renewed their membership in KAB for 2001, since the February *Transmitter*.

KSNP FM, Burlington; **KKOY AM/FM** Chanute; **KTCC FM**, Colby; **KDNS/KZDY**, Glen Elder; **KLOE/KKCI/KWGB**, Goodland; **KLWN/KLZR**, Lawrence; **KNDY AM/FM**, Marysville; **KQNK AM/FM**, Norton; **KMAJ AM/FM/KTOP/KDVV/KQTP/KWIC**, and **WIBW AM/FM**, Topeka; **KMBZ/KXTR/WDAF/KUDL/KYYS/KQRC/KRBZ/KCIY**, Westwood; and **KWCV TV**, Wichita.

PSA contest winners

K-State student, Jeff Bilberry, Shawnee Mission's Bishop Miege High student, Ashley Lewis, and Jeff Von Bevern, Olathe East High, were winners in KAB's Prom/Graduation PSA Spring Contest. Purpose of the contest is to encourage Kansas high school and college students to create and produce messages targeted at Kansas youth about the dangers of substance abuse.

Jeff Bilberry produced a 30-second radio PSA titled "Breaking News"; Ashley Lewis (granddaughter of KSAL's Ken Jennison) produced a 30-second radio PSA titled "Prom Night"; and Jeff Von Bevern produced the winning 30-second television PSA.

KAB has asked Kansas radio stations to air the two winning radio PSAs; television stations will soon receive the winning TV PSA.

KAB will present a \$100 cash prize and a certificate of recognition during the April 10 Student Awards Luncheon in Wichita.

Judging the entries were staffers at KCLY/KFRM and KSNT TV.

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UMMA Media Job Fair April 9

United Media Minority Association is hosting a Media Job Fair on Monday, April 9, 4:00 to 7:00 pm, at UMKC's Pierson Auditorium in Kansas City. To reserve a 6ft. table, contact UMMA at (816) 822-1313. Cost to participate is \$200.

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Thanks WIBW & KNZA

KAB thanks to Ed O'Donnell and Jan Bartlett at WIBW Radio, and to Robert Hilton and Tom Johnson, KNZA, for coordinating the installation and assignment of KAB phone lines during the state high school basketball tournaments.

1951-2001 A Golden Past

The KARB 1960-'64

In 1960, Kansas television broadcasters started what would become a ten-year campaign for acceptance into the Association's membership.

When mail ballots with the TV question were distributed to KARB members late in 1961 and returned, the tally was 22 against TV membership, 15 for, and 9 abstentions. Also in 1961, KARB unsuccessfully fought the Kansas Supreme Court's ban of radio and television coverage of Kansas courts.

In 1963, KARB continued its focus on building radio membership and also increasing the number of state subscribers to NAB's Radio Code of Good Practices.

During 1964, KARB members began airing state promotional spots in hopes of attracting new industry to the state.

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Humiston sports award winners

The Hod Humiston Award is presented annually to a Kansas broadcaster who has made significant contributions to the field of sports broadcasting. Here are past winners:

1979	Hod Humiston
1980	Dev Nelson
1981	Max Falkenstein
1982	Bob Hilgendorf
1983	Bob Pratt
1984	Tom Hedrick
1985	Bob Fromme
1986	Ed O'Donnell
1987	Bill Miller
1988	Tad Felts
1989	Fred Conger
1990	Kay Melia
1991	Bob Davis
1992	Tony Jewell
1993	Nelson Hartman
1994	Ron Paradis
1995	Mitch Holthus
1996	Bob Wells
1997	Dale McCoy
1998	George Donley
1999	WIBW Radio Sports Dept.
2000	Dewey Terrill

KAB/Broadcast Calendar

- March 29, KAB Board of Directors, Overland Park DoubleTree Hotel
- April 1, Deadline for KAB Kids Scholarship Applications
- April 10, KAB Student Seminar/ Career Fair , Wichita Marriott
- 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 (TBC), 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 (TBC), KAB Production/Continuity Academy
- October 9-11, KAB 50th Anniversary Convention, Topeka Capitol Plaza
- 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

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Washington update

At the FCC

*The **FCC has asked the entire U.S. Court of Appeals to rehear** the January decision by three judges of the court which held the FCC's revised **EEO rules** unconstitutional. The FCC's suspension of the rules remains in effect.

*New FCC Chairman Michael Powell has taken steps to release the backlogged transfers of radio licenses. Subsequently on March 19, the **Mass Media Bureau disposed of 32 transactions, or 75% of pending applications.** The backlog reduction will continue.

*The FCC has **announced proposed changes to the Emergency Alert System (EAS) rules** that would: increase from 15 minutes to 60 minutes the retransmission relay window for the required monthly tests; reduce from 80% to 50% the required modulation level of EAS codes; and eliminate the requirement that international high frequency broadcast stations purchase and install EAS equipment. The Commission also is seeking comments on other initiatives.

In Congress

*The Senate passed by a vote of 70 to 30, an amendment to the **McCain-Feingold campaign finance reform bill that would require TV stations to provide candidates and party campaign committees non-preemptible ad times at the lowest unit rate** for the least expensive spot in the same time period over the last year. **Kansas Senator Sam Brownback voted with broadcasters** by opposing the amendment; **Senator Pat Roberts was one of the 70 "yes" votes.** It is anticipated that the final vote on McCain-Feingold will be Thursday, March 29 – after three major campaign finance issues are addressed: the Hagel-Landrieu Amendment that would place limits on soft money contributions, increase the limit on hard money

News briefs

*KAB Board Member **Scott Donovan and wife, Mary**, are the proud parents of Emma Violet, born March 14. She weighed 7 lbs. 3 ozs. and was 18 inches long. She has a sister, Michala Rose.

***KUDL FM**, Westwood, is a finalist in NAB's Crystal Radio Awards. The Crystals honor stations for their year-round commitment to community service. KAB Board Member **Bob Zuroweste** is general manager of KUDL and all of Entercom's stations in Kansas City.

***Larry and Wah-leeta Steckline** were conferred Newman University's John Henry Cardinal Newman Medal on March 7, during the Cardinal Newman Dinner. Larry owns Kansas News and Mid America Ag Networks. His wife, Wah-leeta, was killed in a tractor rollover accident in September.

***WIBW Radio and KSNG TV** were presented Red Ribbon Awards in late January by Kansas Family Partnership. The stations were recognized for the support they provided the Red Ribbon initiative in educating communities about alcohol, tobacco, and other drug use in Kansas.

***Dale McCoy, Jr., KKOY**, Chanute, was the lucky winner of a Buick Century 2000 in a VFW national membership raffle. McCoy belongs to VFW Post 1654.

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contributions, and increase disclosure requirements; and inclusion of non-severability language.

*Sen. John McCain introduced legislation that would **reverse the low power compromise legislation passed during the last Congress**, by removing third adjacent channel protection.

*The House Budget Committee passed legislation **that does not include spectrum fees** or spectrum auction delays proposed in President Bush's budget.