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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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KAB Convention

October 9-11, Topeka

50 Years of Service



Chairman's message

(Danny Thomas, KOAM TV)

The thing that makes Local Broadcasting different than the hundreds of choices available to listeners and viewers is Localism.

There are 24 hour-a-day Entertainment, Music, Weather, Sports and News providers coming into our markets from all over the United States. In most cases, economy of scale makes the production value and resources of these providers superior to ours.

We need to be cognizant of our unique selling proposition to our customers, and that is Localism. This is not to say that we can't air things available on a national level, but it is to say that we must realize that these same things are available many places.

If we are doing news and we report on a subject that has likely been reported somewhere else, we must ask, "What's this mean to our listeners and viewers and how do I report that?" In news, the perfect national story done by a local station is summarized by what that story means to the local community. If it doesn't mean anything to your local community, it shouldn't be on your local station. When we can make what is available many places relevant in a real way to our listeners and viewers, we have a unique selling proposition.

Sometimes we might be criticized for sounding or looking "local". Someone might wish us to sound and look more like New York or L.A. I submit to you the more you strive to be like New York and do

1951-2001

A Golden Past A Bright Future

Transmitter

Volume 40 No 2 February 22, 2001

FCC suspends all aspects of EEO rule

In response to the Court's decision in the successful appeal filed by KAB and 49 other state broadcast associations, the FCC, on January 31, adopted and released a Memorandum Opinion and Order suspending all aspects of its broadcast EEO rule except the provision prohibiting unlawful discrimination in employment. Of particular importance to "station employment units," representing radio and television broadcast stations licensed to communities in Kansas, Arkansas, Louisiana, Mississippi, Nebraska, Oklahoma, New Jersey and New York, the February 1 EEO-related deadline was ruled inoperative and therefore these units/stations did not have to meet the previous requirement that by February 1, they (i) prepare and place in their public inspection files and post on their web sites (if they have one) their annual EEO Public File Reports; and (ii) file with the FCC on FCC Form 397 their Statements of Compliance.

Until further action by the FCC, no broadcaster will have to file any of the following forms with the FCC: Form 395-B, 396, 396-A and 397.

#

what New York does, the more reason your listeners have to listen to or watch New York. At the end of the day, New York will always beat you at looking and sounding like New York. Localism is what makes us relevant, and relevance is why people tune in.

#

Giff to do March 22 KAB sales seminar

Dave Gifford, sales and management consultant, will conduct KAB's March 22 sales seminar at the Holiday Inn in Manhattan.

In "How to Close More Sales", Giff will cover a wide range of topics related to sales success and getting that order.

Dave Gifford has been dubbed "King of the Closers" by RAB. He has probably made more sales calls, managed more sales reps, and managed more radio stations than any two consultants, combined. His broadcast experience includes radio reporter, news director, TV anchor, sales rep, new business director, sales manager, and general manager. He has worked in all size markets.

Giff's coming to Kansas is a result of his generous donation of a one-day seminar to Broadcast Executive Directors Association (BEDA) to sell at a silent auction during NAB's Radio Show last fall. BEDA was raising money to help pay for medical expenses for Linda Simmons, executive director of Alaska Broadcasters Association, who was awaiting a bone marrow transplant. KAB's Harriet Lange was the successful bidder for the Dave Gifford Sales Seminar.

KAB has distributed seminar details and registration information. Registration deadline is March 15. Contact KAB for details.

#

Keep track of your community service

In January, 2002, NAB and KAB will ask Kansas stations to participate in a statewide and nationwide census of the value of broadcasters' community service activities January through December, 2001. Stations should be keeping records of the value of 1) PSAs aired; 2) money raised for charity; and 3) money donated to assist communities hit by disasters. In 1999, Kansas broadcasters reported contributing more than \$30 million in public service activities, while the national total was \$8.1 billion.

Are you airing our NCSAs and PSAs?

Two NCSA orders recently have been mailed to commercial stations and should be airing now – **U.S. Coast Guard** and **Kansas Army National Guard**. Valley Hope Association will have new announcements (for radio only) soon. During the year, look for these NCSAs: Bureau of Traffic Safety – safe driving, underage drinking, and safety belts; and KS Department of Transportation workzone safety.

KAB has endorsed and is encouraging stations to air **PSAs** from the **Kansas LIFE Project**, an awareness campaign to acquaint Kansans about choices they have to ensure quality end-of-life care for themselves or loved ones.

Another KAB long-standing public service initiative is to help find families for Kansas children in need of a foster or adoptive family. **New Coming Home Kansas adoption PSAs**, featuring **Kansas First Lady Linda Graves**, will be distributed in March. KTKA TV is working with KS Children's Service League in producing the PSAs.

And finally, KAB has produced a series of **PSAs about KAB's 50th anniversary, promoting Kansas stations as Kansans' best source for news, information and entertainment**. Famous Kansans (Bob Dole, Bill Kurtis, Jim Lehrer, Lynette Woodard, Marlin Fitzwater, and Cong. Jim Ryun) are featured in the announcements. The TV spots have been distributed. Radio is coming soon.

Are you airing these NCSAs and PSAs? If you need a dub of any of these, please contact KAB.

- U.S. Coast Guard/NCSA
- KS Army National Guard/NCSA
- KS LIFE Project/PSAs
- Coming Home Kansas Adoption initiative/PSAs
- KAB's 50th (radio coming soon)

#

Your NCSA participation is important; NCSA funds

... are used to underwrite many of KAB's member services and benefits:

- FREE Legal Hotlines
- Numerous filings in FCC proceedings on behalf of KAB members, like the EEO appeal
- Professional training seminars for management, sales, news, programming, engineering
- Alternative FCC Inspections
- Broadcast scholarships
- Student Seminar/Awards program and Career Fairs
- Paid student internships at KAB member stations
- Paid internships for broadcast educators at member stations
- Scholarships for children of employees at member stations
- Co-founding of KS Sunshine Coalition for Open Government
- Freezing annual dues
- New in 2000 - a December KAB Internet Academy, and
- New in 2001 – in May, two engineering tutorials and a September Production/Continuity Academy

#

EAS Monthly Tests / 2001

March 13	1:50 PM
April 10	10:50 PM
May 8	1:50 PM
June 12	10:50 PM
July 10	1:50 PM
August 14	10:50 PM
September 11	1:50 PM
October 9	10:50 PM
November 13	1:50 PM
December 11	10:50 PM

The monthly EAS tests in Kansas are conducted on the second Tuesday of each month – odd months at about 1:50 pm; even months at about 10:50 pm. A copy of this schedule should be given to your traffic department and a copy to your operations staff for their information.

Welcome new members

A warm KAB welcome to new station members, **KIND AM/FM**, Independence, **Patti McCormick**, general manager; and **KSEK AM/FM**, **KWXD FM**, Pittsburg; **Rob Strand**, general manager.

These have renewed their membership in KAB for 2001, since the January *Transmitter*. If you haven't renewed, mail your dues today to assure your member benefits are not interrupted.

RADIO: KABI/KSAJ, Abilene; **KNBU FM**, Baldwin City; **KREP FM**, Belleville; **KVSV AMFM**, Beloit; **KFRM/KCLY**, Clay Center; **KGNO/KOLS/KRPH** and **KDCC/KONQ**, Dodge City; **KBUF/KKJQ/KYBD/KSKL/KSKZ/KSSA/KIUL**, Garden City; **KVGB AM/FM**, **KHOK FM**, Great Bend; **KAYS/KHAZ** and **KJLS/KKQY**, Hays; **KWBW/KHUT**, Hutchinson; **KJHK FM**, Lawrence; **KZQD FM**, Liberal; **KBLS FM**, **KKSU AM** and **KSDB FM**, Manhattan; **KNGL/KBBE**, McPherson; **KREJ FM**, Medicine Lodge; **KKAN/KQMA**, Phillipsburg; **KKOW AM/FM**, **KBZI FM**, Pittsburg; **KWLS AM**, Pratt; **KINA/KSKG**, **KSAL/KYEZ/ KZBZ**, Salina; **KFLA AM**, Scott City; **KTPK FM**, and **KBUZ FM**, Topeka; **KULY/KFXX**, Ulysses; **KLEY/KWME**, Wellington; **KFH/KQAM/KNSS/KFBZ/KDGS/KEYN/KWSJ**, **KMUW FM** and **KCFN FM**, Wichita; and **KKLE AM**, Winfield.

TELEVISION – KSNG TV, Garden City; **KSNC TV**, Great Bend; **KSNN TV**, Oberlin; **KOAM TV**, Pittsburg; **KSNT TV**, **WIBW TV**, **KTKA TV**, and **KTWU TV**, Topeka; **KAKE TV**, **KSNW TV** and **KPTS TV**, Wichita.

Station dues should be mailed to KAB soon. Call (785) 235-1307 for a 2001 investment/dues schedule.

#

Furchtgott-Roth leaving FCC

FCC Commissioner Harold Furchtgott-Roth will not seek a second term on the FCC. According to NAB President Eddie Fritts, Furchtgott-Roth "brought a wealth of original thinking" to the FCC.

KAB/Broadcast Calendar

- March 2, Deadline for Entries in KAB Student Broadcast Awards
- March 10-13, NAB Leadership Conference, Washington DC
- March 22, Dave Gifford KAB Sales Seminar, Manhattan
- March 29, KAB Board of Directors, Kansas City
- 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)

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Governor proclaims Bill Miller day

Governor Bill Graves proclaimed February 19, 2001 as Bill Miller Day in Kansas, to commemorate Miller's fifty years in broadcasting. He started in 1951 as a staff announcer at KLKC, Parsons. Miller has hosted his own syndicated radio show since 1988. "The Bill Miller Show" is carried on 100 radio stations and at www.waby.com. It offers a variety of music and interviews.

"The Bill Miller Show" is a product of National Radio Syndicators with studios in Olathe and sales/distribution operations in Chanute. Owners are Dale McCoy, Jr., Phil McComb and Miller.

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News briefs

***KLWN**, Lawrence celebrated its 50th anniversary, February 22....General Sales Manager **Warner Lewis** will become director of advertising on March 9 for the Winter family banks, headquartered in Lawrence.

***Kent Cornish**, general manager of KTKA TV, Topeka will become vice president/general manager of **KSAS TV** and **KSCC TV**, Wichita, on March 1. **KTKA's** General Sales Manager **Bob Fulmer** will move into the GM's slot.

***KCLY FM**, Clay Center has established a \$350 broadcast scholarship for an area high school senior interested in broadcasting as a career and planning to enroll in a broadcast curriculum.

***Mark Trotman**, **KHUT FM**, Hutchinson, is serving a three-year term on the board of directors of The International Broadcasters Idea Bank. Founded in 1961, the IBIB provides a format for its 100 members to exchange ideas on a monthly basis.

***Scott Gilreath**, a 33-year media veteran, has been named director of sales for Clear Channel radio stations in Wichita – **KKRD**, **KRZZ**, **KRBB**, and **KZSN**. **Becky Gilreath** has been appointed as account manager for **KRZZ**. She has been in radio for 18 years. The Gilreath's come to Wichita from Raleigh, NC.

1951-2001

A Golden Past

The KARB 1956-'59

In 1956, KARB revived the battle of athletic fees with Wichita University and various high schools. Letters were written to WU's public relations director and to the commissioner of Kansas State High School Activities Association. The KSHSAA Commissioner offered to help KARB in contacting problem schools. However WU warned that the university would continue to charge fees for both football and basketball and that KARB should feel fortunate for not being charged more than they were.

The broadcast awards program was started in 1957 to recognize outstanding radio advertising. Associate members also were accepted into membership in 1957.

Sports access continued to be a problem in 1958. KARB officers Grover Cobb and Arden Booth met with each school involved to discuss their policies toward radio and television coverage of sporting events.

The Weather Wire – a statewide teletype network for gathering weather and highway information – was proposed in 1959.

In the March *Transmitter*, we'll highlight the years 1960 to 1964.

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Friend of Open Government Awards

The Kansas Sunshine Coalition for Open Government presented its Friend of Open Government awards to Rep. Carlos Mayans (R-Wichita) and posthumously to Senator Janice Hardenburger (R-Haddam) for their efforts in the major rewrite of Kansas Open Records Act during the 2000 legislative session.

#

Past DSA recipients

These charter inductees into KAB's Broadcasting Hall of Fame are all past recipients of KAB's Distinguished Service Award.

- 1969 George Gow*
- 1970 Bob Wells
- 1971 Grover C. Cobb*
- 1972 Bob Schmidt
- 1973 Olaf Soward*
- 1974 Alf M. Landon*
- 1975 Thad Sandstrom*
- 1976 Arden Booth*
- 1977 Fred L. Conger*
- 1978 Robert L. Pratt
- 1979 Sherwood R. Parks*
- 1980 Martin Umansky*
- 1981 Kay Melia
- 1982 Ed Mason*
- 1983 Tony Jewell
- 1984 Dale W. McCoy, Jr.
- 1985 Bob Hilgendorf*
- 1986 Lowell Jack
- 1987 Jerry Holley
- 1988 Bob Fromme
- 1989 Ed Hundley
- 1990 Hank Booth
- 1991 John Mileham*
- 1992 Bill Bengtson
- 1993 H.Pat Powers
- 1994 Mike Oatman and Mike Lynch
- 1995 Lynn Higbee*
- 1996 Stu Melchert
- 1997 George Logan
- 1998 Bill Miller
- 1999 Merle Blair
- 2000 Max Falkenstien

*Deceased

Stauffer award to KSAL's Allison

The 2001 KSHSAA Oscar Stauffer Award for Sports Broadcasting will be presented to Chris Allison, KSAL sports director, Salina. Allison does play-by-play for local high school sports. The award will be presented at one of KSHSAA's state tournaments.

Entries were collected by Mark Ediger, KAB Sports Chair. Gary Dolphin, voice of the Iowa Hawkeyes judged the entries.

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Washington update

At the FCC

*The FCC is now requiring all broadcasters to **electronically file forms** 301 (application for commercial station CPs), 314 (consent to assign commercial licenses or permits to others) and 315 (consent to transfer control of corporate holdings). Mandatory electronic filing of these forms began February 15. Users may access the FCC's electronic filing system at www.fcc.gov/mmb.

*The FCC is strictly enforcing its **antenna structure rules**. It has proposed fining four companies for a combination of violations that included failing to meet painting and lighting specs, improper tower registration and failing to notify the FCC of ownership changes. The combination of fines could reach a total of \$327,000.

In Congress

*The McCain Feingold Cochran bill for **campaign finance reform** and its house companion by Shays and Meehan do not currently contain provisions for free air time for candidates. However, both will be left open to amendment when they are taken up by their respective bodies. The Senate will begin the campaign reform debate sometime in March.

Medicine
Chest

The Medicine Chest -
just what the doctor ordered.

*Weekly 90-second radio programs
from The University of Kansas

*Timely information about
prescription and over-the-counter drugs

*2 brand-new gold medals *

*And it's free

*Received for radio programming and
for script writing, from the Council for
Advancement and Support of Education.

For a CD demo of The Medicine Chest
call: Frank Barthell, Electronic Media
Coordinator at The University of Kansas
785-864-8869

Sponsored by The Higuchi Biosciences
Center and the Drug Information Center
at the University of Kansas