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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 Team Day 2000 **September 7**

For the benefit of *Coming Home Kansas* Adoption Coalition



Chairman's message

(Robert Hilton, KNZA/KMZA/KAIR)

It is just a little over a month until we will hold our KAB Convention in Wichita on Monday and Tuesday October 9 and 10. Cliff Shank, our convention chairman, and his committee are finalizing the plans. Look for the registration information and forms soon. I hope you will like the late Monday morning through Tuesday afternoon format.

By the way Cliff Shank was the winner of the contest that I ran in this column in June. I had about twenty calls and the manager of the local telephone co-op pulled out the winning name.

I have broadcast conventions on my mind as I just got back from the Nebraska Broadcasters Association (NBA) annual convention that was held in Lincoln. KNZA Inc. has a station in Falls City, NE and it is, of course, an NBA member. I attended the NBA convention to see if I could pick up any ideas for our future conventions. However, I guess there are not too many different ways to run a broadcast convention. The format was pretty much the same as ours. Another constant was an awards program that was too long. Nebraska's awards tape was an hour and 10 minutes. They held a debate between the two Senate candidates during a noon session that was broadcast live on radio and TV.

One thing they have that is different is a Hall of Fame Banquet. They inducted two people into their Hall of Fame. The inductees are not necessarily current Nebraska broadcasters, but usually are native sons of Nebraska that have made a

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Transmitter

Volume 39 No 7

August 29, 2000

Bob Hilgendorf

Robert D. Hilgendorf, a pioneer in Kansas broadcasting, died Monday, August 14, at Mercy Health Center in Manhattan. He was 78.

A Kansas State University graduate, he was a faculty member in extension information and manager of KSAC AM (later KKSU) who first broadcast Wildcat football and basketball games in 1948. In 1951, he organized the K-State Sports Network, one of the country's first college-operated sports networks.

In 1954, Hilgendorf left K-State to accept a position with KVGB AM/ FM in Great Bend, where he was sales manager and sports director, assistant manager and station manager prior to becoming president and general manager.

He continued sports broadcasting at KVGB, originating 13 Midwest Regional NCAA basketball tournaments and seven Final Fours. He helped organize and manage Cobb and Associates, Inc., which built and operated cable TV systems in Great Bend, Hoisington and Larned.

In Great Bend, he served numerous civic organizations. In addition he held numerous professional memberships and honors, including a term as president of Kansas Association of Broadcasters. He received KAB's Hod Humiston Award for contributions to Kansas sports broadcasting; the KAB's highest honor - the Distinguished Service Award; and the Grover C. Cobb Award from Radio/TV Faculty at the University of Kansas for broadcasting service.

Hilgendorf graduated from Lincoln High School and enrolled in the Kansas State College in 1940. After a stint as a combat officer in Normandy during World War II, he returned to K-State and earned bachelor's and master's degrees in journalism.

In 1943 he married the former Maxine L. Moss. She preceded him in

Continued on page 2

Chairman's message cont.

name for themselves in broadcasting. Johnny Carson was inducted a number of years ago.

Jerry Hinrikus, a former KAB chairman and GM of the EBC stations in Salina and a native Nebraskan, was part of a panel on "Making Money on Your Web site". The moderator of the session pointed out that Jerry and his stations are probably the leaders and pioneers in the development of ways to sell a station Web site in the entire United States. Jerry has given his seminar at the NAB Convention and many state association meetings.

One last fact from my adventure to the North. Nebraska does have about 90 fewer total radio and TV stations than Kansas but they have only ONE station that is not a member of the NBA.

#

Bob Hilgendorf cont.

death in 1990. He was also preceded in death by one brother, Roland Hilgendorf. Survivors include three children, Gretchen Hammeke of Wichita, Robert D. Hilgendorf Jr. of Allentown, PA; and Jan Scheideman of Wamego; one brother, Harold Hilgendorf of Drumwright, OK; four grand-children; and a great-grandson.

Funeral services were August 16 at the Harrison-Hall Funeral Home in Lincoln, KS. He was buried in the Lincoln Cemetery with full military honors.

Memorial contributions may be made to the Susan B. Komen Foundation and sent in care of Harrison-Hall Mortuary, 111 East Elm, Lincoln, KS 67455. (Source: *Manhattan Mercury*).

#

Monthly EAS tests 2000

NOTE: All times are PM

- September 12 1:50 pm
- October 10 10:50 pm
- November 14 1:50 pm
- December 12 10:50 pm

Media Job Fair September 30 in KC

United Media Minority Association (UMMA) will sponsor a Media Job Fair on Saturday, September 30, at Kansas City's Adams Mark Hotel. It is open to radio and television, cable, newspaper, advertising and new media. Registration fee is \$200 for media organizations. Admission is free for job seekers.

Participation in UMMA's Job Fair will help satisfy the FCC's requirement for supplemental recruitment measures under Option A of the Commission's EEO rules.

For information on the Media Job Fair, contact the KAB, or M.C. Richardson at UMMA, (816) 822-1313.

#

KAB Broadcast Calendar

- September 7, KAB Team Day 2000 / Fundraiser / KS Adoption Coalition
- October 3-4, SBE National Meeting, Pittsburgh, PA
- October 9-10, KAB Convention, Wichita Hyatt Regency
- November 1, Deadline for KAB Student PSA Contest (alc/drug prevention - holidays flight)
- November 1, Deadline for KAB Faculty and Student Paid Internships (semester break/spring break)
- November 8, KAB Executive Committee Meeting, Topeka
- December 11, KAB Internet Academy, Capitol Plaza, Topeka
- December 12, KAB Board of Directors Meeting, Abilene

#

Welcome new members

A warm KAB welcome to new members: Associate - **Andrews Corporation**; Student - **Aretha Heithus**, Hutchinson Community College; **Jamie Overocker**, Washburn University; and **Brian Doll**, Kansas State University.

#

2nd LPFM window includes Kansas

The FCC has opened the second filing window for low power FM radio station applications. The FCC will accept applications for 100-watt LPFM stations in Kansas, Connecticut, Illinois, Michigan, Minnesota, Mississippi, New Hampshire, Nevada, Puerto Rico, Virginia and Wyoming, August 28 through September 1.

More than 700 applications were filed during the first window May 30 through June 8.

#

Post your openings . .

Go to www.kab.net, click on "Job Bank" and follow the instructions from there, to provide information to job seekers about opportunities at your station(s). From KAB's Job Bank, you also may go to the Broadcast Executive Director's (BEDA) national broadcast career page. To access BEDA's career page contact KAB for the password.

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Lester L. Murphy, Jr.
Executive Vice President

Bill J. Ohlemeier

Director of Association Services

Washington Update

At the FCC

*The FCC has released its **Schedule of Regulatory Fees** for FY 2000. The schedule is available at

www.fcc.gov/fees/2000regfees.html.

Stations must submit their fee with FCC Form 159, to Mellon Bank between September 11 and September 20. A 25% penalty will apply to payments received after September 20.

*The Commission will increase **application fees** on September 11. The increase, mandated by Congress, reflects changes in the cost of living index.

*The FCC has reinstated the requirement that **all stations complete and return the annual employment form by October 2** to be in compliance with the new EEO rules. The forms are available on the FCC's web site:

www.fcc.gov.

*The FCC has been ordered by the D.C. Circuit Court of Appeals to act (by September 29) in their 20-year proceeding involving **broadcasters' challenges to the personal attack and political editorial rules**. The court's order is in response to a petition by NAB and RTNDA asking the court to take action to end the FCC's delay in its reconsideration of these rules.

In Congress

*Congress returns from their summer recess on September 5. Adjournment of this session is scheduled for early October.

*S 2068, **low power FM legislation** that would block LPFM from moving forward, has 36 Senate co-sponsors. However, Senate Commerce Chair John McCain does not support the initiative and has introduced with Sen. Bob Kerrey (D-NE), a bill that would allow LPFM licensing to move forward and forces broadcasters to file complaints in order to protect their signals from LPFM interference. NAB hopes to add the House-passed bill, HR 3439, to one of the appropriations bills. Neither Kansas **Senator Sam Brownback or Pat Roberts** have signed on to co-sponsor S 2068. However, they have indicated that they support broadcasters' position and lean toward supporting language in HR 3439.

In the Courts

*A panel of three judges from the D.C. Circuit Court of Appeals is scheduled to hear oral arguments on September 29, in the **50-state broadcast associations challenge to the FCC's new EEO rules**.

*NAB has filed a brief with the D.C. Circuit Court of Appeals to prohibit the FCC from going forward with **its low power FM service**. In their brief, NAB stated the FCC has: reversed its long-standing policy that low power services are an inefficient use of spectrum; disregarded evidence of the substantial interference that will result from LPFM; and has failed to undertake a proper cost/benefit analysis. Oral arguments are scheduled for November 28.

#

News briefs

*KAKE's **Larry Hatteberg** will receive the Silver Circle Award in October from the National Academy of Television Arts and Sciences. This regional "Emmy" is presented to professionals whose achievements over 25 years have made an impact not only on television, but the community as well. Earlier this year, Hatteberg's feature, "Hatteberg's People" won the national Edward R Murrow award for writing.

***Eagle Radio, Inc.**, owner of 8 AMs and 10 FMs in Kansas, Nebraska and Missouri including KAYS and KHAZ, Hays, has signed an agreement to purchase **Radio, Inc.'s** Hays stations - KJLS FM, KKQY FM, KFIX FM, and the CP for KBGL FM - for \$2.5 million. **Bob Schmidt** is chairman and **Gary Shorman** is president of Eagle Communications, Inc. **Rick Kuehl** is president and **Robert Bunting** is vice president and COO of Radio, Inc.

***Brock Bowling** has been appointed sports director at **KLWN**, Lawrence. He previously was assistant sports director of **KSAL**, Salina. . . A suggested **BIG KAB thank you**, from Bill Oliver, **KWBW**, Hutchinson - **to Bob Newton** at **KLWN/KLZR**, "for providing Jayhawk Network affiliates the opportunity to catch the two Roy Williams news conferences on June 30 and July 6. That was certainly above and beyond the call."

***Steve Kincaid** has been named director of engineering at **KANU FM**, Lawrence while he continues his duties as assistant director of Audio-Reader

Network at **KU**. . . **Bruce Mensie** has been appointed broadcast engineer while he continues as maintenance engineer, a position he has held for three years.

Los Angeles Times* Reporter Hector Tobar featured **KYUU FM, Liberal in a July 9 article about the growth of Spanish-language radio in the United States. **KYUU** is a Spanish-language talk and music station. Also mentioned in the article is Liberal's Spanish Christian station, **KZQD FM**.

***KOAM TV** engineer, **Vic Castens**, is retiring September 1 after 43 years of service to the Pittsburg station. He served as chief engineer from 1981 to 1986 and has been instrumental in numerous technological changes.

*Recent personnel changes at Topeka stations include: Long time **WIBW TV** Chief Meteorologist **Dave Relihan** has moved over to **KTKA TV**; and **WIBW TV** has hired **Lori Hutchinson** as a news anchor, effective November 2. She recently had resigned her news anchor position from **KTKA TV**, as has her co-anchor, **Tony Cornett**. **WIBW TV** will bring back on September 18, former **WIBW** anchor, **Ralph Hipp**. **Hutchinson** and **Hipp** will complement **WIBW's** current anchors, **Melissa Brunner** and **David Oliver**. Replacing **Relihan** as chief meteorologist at **WIBW** is **Dennis Bowman** who has been at **WPXI TV** in Pittsburgh, PA the past 16 years. Replacing **Hutchinson** at **KTKA TV** is **Megan Mosack**. . . **Alan Rios**, **KSNT TV** meteorologist, has joined **WWTW**, Cadillac, MI and **WWUP TV** Sault Sainte Marie, MI as meteorologist. . . **Ping Enriquez** has moved from **KSNT TV** to become director of business development and local sales manager at **WIBW TV**. . . **DJ Lou Constantino** has moved his "Louie Louie" radio show to **KWIC FM**. He most recently worked at **KMAJ Radio** and has been a DJ in the Topeka market for more than 30 years. . . **Scott Allen Miller** has joined **WIBW AM** as talk show host, mornings from 9:30 to 11:00 am. The time slot previously was filled by the **Jim Cates Show** which will continue from 8:00 to 9:30 am. **Miller** previously worked in radio in Lawrence, Los Angeles, Kansas City, Manhattan, Garden City, and Ulysses. (Source: *Topeka Cap-Journal*)

***Gil Wohler** is the new vice president and general manager of **KKRD/KRZZ/KRBB/KZSN FM**, Wichita. He previously was director of sales and marketing for **Radio One Networks**.

KAB Convention Highlights

For Management, Oct 9 & 10

- EEO Workshop with Barry Umansky
- NAB Washington Legislative Update – John David
- FCC/Regulatory & Legal Update – Barry Umansky
- Dr. Gerald Graham on Change – Adapting to, dealing with conflict and stress due to change, and how negotiating skills can implement change, improve teamwork
- Annual meeting, election of officers & directors

For Students/Educators, Oct 9

- Round tables / talk with broadcast professionals
- Kansas BEA Meeting & KAB Education Task Force Meeting

For Sales/Creative, October 10

(2 concurrent full-day seminars)

- New Business Development – Carol Hanley
- The Creative Workshop:
Writing Commercials that Sell – Maureen Bulley

For News, October 10

- Forecasting Weather, Predicting Climate: New Tools to Save Lives & Provide Economic Advantage – Dr. John Snow, University of Oklahoma
- Challenging Stories: How to Make Them More Interesting; and Writing for Broadcast – Deborah Potter, NewsLab

For Radio Programming, Oct 10

- Creating Emotional Moments On The Air; and
- Talent & Management: Understanding and Supporting One Another – Tracy Johnson, author of *Morning Radio*
- Programming Issues: Format Overviews, Demographic Targeting, Positioning and Branding, Radio's Sales Environment, and the Internet – Ed Shane

For Engineers, October 10

- SBE Meeting
- FCC Update
- For Radio-The Digital Revolution - Audio Consoles
- For Radio-Digital In-Band FM and AM Broadcasting
- For TV – Digital TV Test Equipment
- For TV - Digital Servers, Routers & Switchers
- Tours of Multi-station facilities
Radio-Entercom Wichita; TV-KSAS TV / KSCC TV

Plus . . .

- Congressional Luncheon, October 9 (delegation invited)
- October 10 Luncheon, Bob Dole (invited)
- Robert Ian, Mentalist/Hypnotist/Motivator
- *Radio/TV Awards, Stations of the Year and Distinguished Service Award – Monday night banquet, October 9*
- *Preview of KAB's 50th Anniversary Celebration in 2001*
- Great Door Prizes!
- Golf and networking with your friends in KS broadcasting

Convention Sponsors

- Koch Industries, Wichita; Touchstone Energy/KS Electric Cooperatives; KS American Legion; ASCAP; BMI; KS Motor Carriers Assn

Additional events/sessions available for sponsorship

NOTE: Schedule and registration form will be distributed SOON!

Hotel Rooms / Hyatt Regency

Reserve your room(s) at Wichita's Hyatt Regency by calling (316) 293-1234, no later than September 11. Reservations after that date will be accepted based on availability. KAB group rate is \$90 plus sales and guest tax.

Registration Fees

Non KAB Members ADD 50% to fees

To qualify for Member fees, 2000 dues must be current or paid in full. To qualify for the **Early Bird Discount**, your check and registration form must be **postmarked no later than September 22**. Please, no exceptions!

Stations may pay the station rate with no limit on number of people from the same station who attend.

	<u>After Sept 22</u>	<u>Early Bird Discount</u>
*Station Rate/NO LIMIT on number of people from same station (meals NOT included)	\$250 per stn	\$150 per stn

OR

*Individual Rate/If only one or two from a station		
-Both days (meals incl)	\$130 /person	\$75 /person
- 1 day only (meals incl)	\$ 70 /person	\$40 /person

***Retired KAB Members** No Charge
(Pay meal prices only)

***Students** No Charge
(Pay \$5 /per meal)

***Educators** No Charge
(Pay meal prices only)

*Meal Prices		
Mon Lunch, Oct 9	\$ 15.00	\$ 10.00
Mon Awards Banquet	\$ 25.00	\$ 20.00
Tuesday Lunch, Oct 10	\$ 15.00	\$ 10.00

***Golf, Sunday, Oct 8** \$ 75.00 NA

Willow Bend Golf Club, Wichita
Fee includes lunch, green fees, cart.

Your Convention Committee

Chairman: Cliff Shank, KSKU/KXKU/KGGG

Committee Members: Ken Fearnow, Journal Broadcast Group; Don Checots, KPTS TV; Mary Knecht, KQTV TV; Diana Wilkin, KSAS TV/KSCC TV; Duane Loyd, KTWU TV; and Chris Kreger, RF Specialties.

