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Transmitter

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The *Transmitter* is free to members and available to non-members by subscription for \$25 per year. Comments, news articles and advertising inquiries are welcome. 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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Chairman's message

(Robert Hilton., KNZA/KMZA/KAIR)

Last month I said I would talk about the Emergency Alert System (EAS) in Kansas. I need to delay the discussion until next month as I want to review the NAB Leadership Conference that eight Kansas broadcasters attended earlier this month.

Quickly something about EAS - Due to some ownership changes and other re-alignment of stations in the Wichita market the EAS system did not work very well in January. Therefore, many of the stations in the Wichita EAS operational area will be receiving new monitoring assignments for their EAS receivers before the next statewide test which is on March 14th. I will have a full report on EAS next month.

The NAB Leadership Conference was held in Washington February 12-15. Representing Kansas were Danny Thomas, KOAM TV; Scott Donovan, KHOK/KVGB; Ken Fearnow, Journal Broadcast Group; Doug Harder, Western Kansas Broadcast Center; Gary Hawke, KJHK/KUJH; Steve South, KAKE TV/KTN; Rich Wartell, KMAN/KMKF/KXBZ; Harriet Lange, KAB; and me.

The biggest topic for radio was the new Low Power FM service. We hosted a breakfast meeting with all four Kansas Congressmen. (The Senators were invited but the Senate was not in session.) We stressed to them our concern that all scientific tests showed that new low power FM

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Beveridge beaming three sales workshops

Internationally acclaimed sales consultant, Don Beveridge, is delivering three sales workshops via satellite to participating Kansas stations. The 75-minute workshops are: *The Mandatory Evolution in Selling Skills* – March 7; *Professional Selling Tools* – March 21; and *Sales and Sales Management: The Roles of Each in a Unique Partnership* – April 17. Each is scheduled from 12:00 noon to 1:15 pm.

Television stations may downlink the feed directly to the station. Radio stations may contact a nearby TV station or local establishment with a C band satellite hook-up.

Cost to member television stations is \$100 and \$25 for radio. The fee includes all three workshops and workbook. KAB will supply the coordinates in advance of the airing dates.

Contact KAB for details.

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Monthly EAS tests 2000

NOTE: All times are PM

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

Chairman's message cont.

stations would create interference among stations. We played a CD that NAB provided that gave a very vivid demonstration of how the interference could sound. We asked them to become co-sponsors of Congressman Oxley's bill that would forbid the FCC from starting the low power FM service. Congressmen Jerry Moran, Jim Ryan, and Todd Tiahrt have signed on as co-sponsors. Congressman Moore had not been briefed by his staff and was unwilling that morning to give us a decision. However after hearing the demonstration he did say that the interference would be unacceptable.

The primary TV topic was working to get help for local TV stations in markets 40 and up on the digital satellite providers.

The main digital satellite providers will be putting local stations' signals of the top 40 markets back into those markets. But they do not plan to do that for all markets. So Congress is working on a federal loan guarantee program that would help all other local TV station markets get on the satellite providers. If local TV stations are not available on the satellites local stations lose potential audience for their local programming.

One last item is that the new FCC EEO regulations are out. The new rules are more comprehensive and appear to require more paper work than before. Plus they will affect ALL stations with 5 or more employees. Call Harriet for a copy of the details we received at the conference.

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More pass inspection

These stations have passed their KAB/FCC Alternate Broadcast Inspection: **KJRG AM**, Newton; **KOFO AM**, Ottawa; **KTKA TV** and **KTPK FM**, Topeka.

With their Certificate of Compliance comes a three-year grace period from routine FCC inspections.

KAB / Broadcast

2000 Calendar

- February 29, Broadcast/Print Career Fair, UMKC, Kansas City
- March 7, (Also Mar 21, April 17), Don Beveridge Sales Sessions – satellite feed to participating KAB member stations
- March 15, KAB Board of Directors meeting, Hutchinson
- March 17, Deadline for entries in KAB Student Broadcast Awards
- April 7-10, Broadcast Education Association Convention, Las Vegas
- April 10-13, NAB Convention, Las Vegas
- April 25, KAB Student Seminar and Career Fair, Wichita Hyatt Regency
- April 26, 27 KAB Political Advertising Seminars, Wichita Marriott (26th) and Topeka (27th)
- May 1, Deadline for KAB Scholarship Applications
- May 1, Deadline for KAB Faculty and Student Paid Internships (Summer)
- May, KAB Internet Seminar (date, location TBC)
- May 24-28, National Public Radio Conference, Orlando
- June 5-9, KAB Reunion Camp for Brothers and Sisters, Tall Oaks, Linwood KS
- June 7, Media Day at KAB Reunion Camp
- June 7, KAB Board of Directors Meeting, Tall Oaks, Linwood KS
- June 12, NAB Education Foundation Service to America Summit and Awards Gala, Washington DC
- June 19, KAB Sales Academy, Wichita Hyatt Regency
- July 1, Deadline for KAB Awards Entries
- July 17-August 4, KAB office closed
- August 8, Deadline for nominations for KAB Slater, Humiston, Jewell and Tourism Awards
- August 24, KAB Board of Directors meeting, Hiawatha
- September 7, KAB Team Day 2000 - fund-raiser for Kansas Adoption Network
- September 13-16, RTNDA International Conference, Minneapolis
- September 20-23, NAB Radio Show, San Francisco

- October 3-4, SBE National Meeting, Pittsburgh, PA
- October 9-10, KAB Convention, Wichita Hyatt Regency
- November 1, Deadline for entries in KAB Student PSA Contest for alcohol/drug abuse prevention (Holidays flight)
- November 1, Deadline for KAB Faculty and Student Paid Internships (Semester/Spring break)
- November 8, KAB Executive Committee meeting, Topeka
- December 12, KAB Board of Directors Meeting, Abilene

New members

A warm KAB welcome to new Professional member, **Marie Nolan**, KSAL AM, Salina.

The following stations have renewed since the January 27 *Transmitter*. If you haven't renewed, mail your dues today to assure your member benefits are not interrupted.

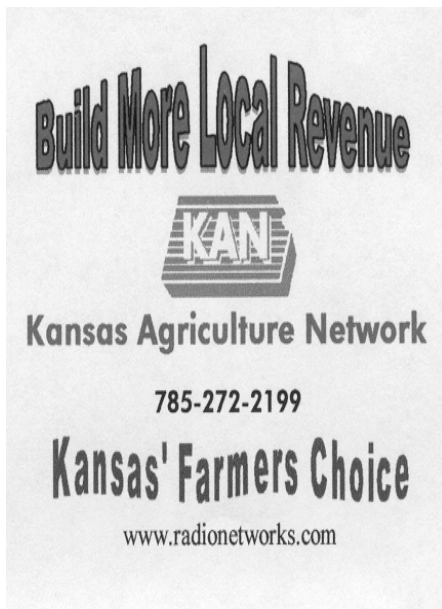
Radio: **KINZ FM**, Chanute; **KCLY/KFRM**, Clay Center; **KANZ FM**, Garden City; **KDNS/KZDY**, Glen Elder; **KHOK/KVGB**, Great Bend; **KJLS/KKQY/KFIX**, Hays; **KAYS/KHAZ**, Hays; **KWBW/KHUT**, Hutchinson; **KCVW FM**, Hutchinson; **KJCK/KQLA**, Junction City; **KLWN/KLZR**, Lawrence; **KCCV AM/FM**, Overland Park; **KKAN/KQMA**, Phillipsburg; **KSKG/KINA**, Salina; **KCVT FM**, Silver Lake/Topeka; **KFDI AM/FM**, KICT/KAYY, KYQQ/KLLS, Wichita; **KRZZ/KKRD/KRBB/KZSN**, Wichita. **Television:** **KBSD TV**, Dodge City; **KBSL TV**, Goodland; **KBSH TV**, Hays; **KTKA TV**, Topeka; **KWCH TV**, Wichita.

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Congratulations to . . .

Gerard Wellbrock, winner of the 2000 KSHSAA Oscar Stauffer Award for Sports Broadcasting. He also won the award in 1996 and 1997. Wellbrock, KAYS/KHAZ, Hays, 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 KAB Sports Chair Randy Goering, KHOK/KVGB. Sportscaster for the University of Idaho did the judging.



Washington Update

At the FCC

*After May 29, **no satellite carrier may retransmit a television station into the station's home market without the express written consent** of the station licensee, unless: 1) the station has asserted must carry rights; 2) the station is a non-commercial station; 3) the station is a "super station"; or 4) until December 31, 2004, the station is a network-affiliated station retransmitted outside the station's local market to "unserved" households. (Source: Vorys Sater Seymour & Pease LLP).

In Congress

*HR 3439 – **The Radio Broadcasting Preservation Act, has 120 co-sponsors.** The bill would retroactively prohibit the FCC from establishing a low power FM service. Three of four Kansas Congressmen - **Jerry Moran, Jim Ryun** and **Todd Tiaht** - have signed on as co-sponsors. **S 2068 is the Senate companion bill**, sponsored by Sen. Judd Gregg (R-NH). KAB has asked Kansas Senators Sam Brownback and Pat Roberts to sign on as co-sponsors.

*The House Agriculture Committee unanimously approved **HR 3615, legislation creating a new loan guarantee program** to encourage development of local-into-local service on satellite for viewers living in medium and small markets. Cong. Jerry Moran serves on the Ag Committee. The Senate Banking Committee is expected to consider similar legislation soon. The "fast track" legislation will be considered by both houses by April 1.

News briefs

***KAB's "World Class Community Service" campaign won an Addy Award for FryeAllen Advertising, Inc., Topeka.** The agency won in the Mixed Media Campaign/Business to Consumer-Regional/National category. The campaign included television and radio commercials and a four-color brochure.

***Scott Donovan**, operations manager for Eagle Radio, Great Bend, has announced staff promotions and additions. **Stacie Dillon** was promoted to Program Director for **KVGB AM**. She will continue her mid-day show on **KHOK FM**... **Phil Grossardt** will return to the air after 20 years, on **KHOK** with an afternoon air shift. He has been with Barton County Community College the past 19 years. He will continue his work for the stations as a commercial production voice... **Tim Batt** has been added to **KHOK FM** line-up. He is hosting the "Heart to Heart" request and dedication show weeknights.

***KAB Retired Member BoB Templeton** was honored with a Kansas House of Representatives Resolution, for his ten years of "dedicated service as Executive Director of the Hays Area Chamber of Commerce". Rep. Eber Phelps sponsored the resolution.

***Bryan Thompson**, news director at **KSAL**, Salina, has accepted the new position of Children's Health Issues Reporter for **Kansas Public Radio**, operated through **KANU FM** at **KU**. Replacing Thompson at **KSAL** is **Randy Picking**, who has been a reporter with the station for several years.

***Kent Cornish, KTKA TV**, Topeka, is new chairman of the Greater Topeka Chamber of Commerce.

***Kansas Family Partnership** has honored KAB member stations – **KYFW Radio**, Derby; **KSNT TV**, **KTKA TV**, **WIBW TV**, all Topeka,

April 17 effective date for LPFM and new EEO rules/ KAB Board votes to join legal actions against the FCC's rulings

The Reports and Orders for Low Power FM Radio and EEO were published in the *Federal Register* on February 15, 2000, establishing April 17 as the effective date for the new regulations . . . unless the FCC or the Courts stay their effectiveness or unless Congress, in the case of LPFM, passes legislation and overrides any veto by the President, blocking the new radio service.

NAB has filed a lawsuit to block the LPFM service. At the direction of KAB's Board of Directors, KAB will join several state associations to intervene in the proceeding in support of NAB's position.

Regarding the new EEO rules, KAB and several state associations will appeal the new rules and concurrently petition the FCC for a stay of the effectiveness of the new rules pending appeal. If the FCC denies the stay request, the state associations will be in a position to ask the Court to stay the regulations.

KAB and Broadcast Executive Directors Association Attorney Richard Zaragoza stated, "The new rules are considerably more burdensome than their predecessors... These rules contain constitutional infirmities which are arguably as suspect as those contained in the pre-Lutheran Church rules."

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for their efforts in the 1999 Kansas Red Ribbon/Drug Free Campaign.

***Jeff McCausland** has been promoted to general sales manger for **KSAS TV**, Wichita. He previously held the positions of national sales manager and local sales manager.

***Jules Riley** is new program director for **KICT FM**, Wichita. She will continue in her role as **KLLS FM** program director. She joined Journal Broadcast Group in October.