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Transmitter

Volume 38 No 11 December 21, 1999

Chairman's message

(Lance Saylor, KKOW AM/FM)

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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.

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

Open government coalition organized

A new group to promote open government in Kansas has been organized and has elected officers and a board of directors. The Kansas Sunshine Coalition for Open Government is a non-profit educational organization with membership open to individuals, educators, students, journalists, media and non media groups and organizations who share a concern about free expression and access to government at all levels.

KAB is a founding organization of the coalition along with Kansas Press Association and Kansas Society of Professional Journalists.

KAB President/Executive Director Harriet Lange serves on the coalition's board of directors and was elected treasurer. Elected president of the Kansas Sunshine Coalition is Vernon Keel, Elliott School of Communication at Wichita State University and freedom of information officer for Kansas Society of Professional Journalists; president-elect is John Lewis, *The Legal Record*, Olathe; and secretary is Randy Brown, *Wichita Eagle*. Others on the 12-member board are Bryan Thompson, KSAL AM, Salina; Jim Turpin, KAKE TV, Wichita; Les Anderson, *Ark Valley News*, Valley Center; Greg Bengtson, Saline County Attorney, Salina; David Furnas, Kansas Press Association, Topeka; Rhonda Humble, *Gardner News*, Gardner; Mike Kautsch, University of Kansas School of Law, Lawrence; and Mike Merriam, attorney, Topeka.

The coalition will be involved in educational programs and activities to inform citizens, public officials and the media about legal access to government meetings and records in Kansas. It also will work to strengthen these laws, to monitor legislative activities related to open government and to follow the

Continued on page 2

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Open government coalition cont.

application of these laws at state, county and local levels.

Membership is open to all groups, organizations, and individuals who share a concern about open government in Kansas. Annual dues, which cover membership through the next calendar year, are \$250 for television stations; \$150 for metro radio stations; \$75 for non-metro radio stations; \$500 for large daily newspapers; \$100 for small daily or weekly newspapers; \$150 for other media/networks; \$100 for educational organizations and libraries; \$25 for individuals; and \$10 for students.

More information on the Coalition is available from KAB or on the Internet at www.sunshinecoalition.com; or write to Vernon Keel, Kansas Sunshine Coalition, 1845 N. Fairmount, Wichita KS 67260-0031.

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KAB / NAB community service survey –

NAB and the 50 state broadcast associations have been urging broadcasters to respond to the 2nd Survey of Broadcasters' Public Service Activities. More than half of the commercial stations (5600) nationwide responded. In Kansas 114 stations responded for a response rate of 63.7%

The results are being tabulated and state reports will be available soon.

#

2000 KAB Convention **October 9-10, Wichita** *(That's a Monday/Tuesday)*

KAB / Broadcast 2000 Calendar

- January 10, State Legislative Session begins
 - January 24, Congress reconvenes
 - January 24-28, NATPE Annual Convention, New Orleans
 - February 5-8, National Religious Broadcasters Convention, Anaheim
 - February 12-15, NAB Leadership Conference, Washington DC
 - February 14, Deadline for entries in KAB Student PSA Contest for alcohol/drug abuse prevention (Prom/Graduation flight)
 - February 16-19, RAB Managing Leadership Conference, Denver
 - March 1, Deadline for entries in KAB Student Broadcast Awards
 - 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
 - Late March, KAB Internet Seminar (date, location TBC)
 - April 7-10, Broadcast Education Association Convention, Las Vegas
 - April 10-13, NAB Convention, Las Vegas
 - April 20 (TBC), KAB Student Seminar and Career Fair, Wichita
 - April 26, 27 (TBC), KAB Political Advertising Seminars, Topeka and Wichita
 - May 1, Deadline for KAB Scholarship Applications
 - May 1, Deadline for KAB Faculty and Student Paid Internships (Summer)
 - 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 (TBC) KAB Sales Academy, Wichita
 - 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 - fundraiser 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
-

1999

KAB Year in Review

*KAB put forth a new image and a new look with the development of a new logo. The logo was incorporated into a new brochure marketing the community service contributions of KAB and Kansas broadcasters, and new radio and television announcements touting broadcasters "world class" \$36 million in fund raising and public service time.

*KAB lobbied at the national level on issues of vital concern to Kansas broadcasters. KABers called on our Washington D.C. delegation and attended NAB's Leadership Conference. During the conference, KAB was one of six state broadcast associations to receive NAB's "Excellence in State Service Award" to recognize outstanding achievement in "Broadcasters: Bringing Community Service Home" campaign.

*KAB monitored the state legislature for proposals detrimental to Kansas broadcasters. KAB encouraged the introduction of legislation to amend the state constitution allowing for charitable raffles. A constitutional amendment was introduced, as was enabling legislation allowing for the conduct of charitable raffles in Kansas. The bills were held over to the 2000 legislative session.

*KAB made adoption of Kansas children in need of a family, an official project again in 1999 and sponsored the second KAB Reunion Camp for Brothers and Sisters at Tall Oaks, Linwood KS. Kansas broadcasters continued to give air time for the Kansas Adoption Network (KAN) and KAB sponsored Team Day '99 in January to raise funds for KAN. U.S. Department of Health and Human Services selected KAB to receive one of eight national awards - Adoption 2002 Excellence Award - for "demonstrated excellence in providing adoption and other permanency outcomes for children in foster care." KAB also won the American Society of Association Executives (ASAE) Award of Excellence for community service in ASAE's Associations Advance America program to recognize KAB's Reunion Camp. American Adoption Congress presented its Heritage Award to KAB in recognition of the Reunion Camp.

*KAB continued to endorse the Partnership for a Drug Free America/Toward a Drug Free Kansas project with the airing of PSAs. KAB presented awards and cash prizes to winners in our PSA contest for high school and college students and classes to produce radio and television PSAs for youth alcohol/drug abuse prevention. The winning PSAs were distributed to stations for airing. The PSA contest was added to ASAE's Honor Roll for Community Service in their Associations Advance America program. KAB was a co-sponsor of the Governor's Prevention Conference.

*KAB endorsed and supported Big Rigs for Kansas Kids, a public service project sponsored by Kansas Motor Carriers Association, to collect food for Kansas food warehouses.

*KAB provided cash prizes to Kansas students who were winners in Vocational and Industrial Clubs of America State Skills USA Championship for video production.

*KAB worked with Society of Professional Journalists and Kansas Press Association in founding the Kansas Sunshine Coalition for Open Government. The Coalition's mission is to educate the public about the importance of open government and to work to strengthen the state's open meetings and open records laws.

*As a member of the Kansas Bar Association's Media Advisory Committee, KAB co-sponsored the annual Media Law Seminar at Wichita State University.

*A task force was appointed to work with Kansas State High School Activities Association in a media advisory capacity.

*KAB co-hosted with NAB and Missouri Broadcasters Association, a workshop in Kansas City to acquaint non profit/public service organizations with important skills in working with the media.

*KAB and KTWU TV cooperated in demonstrating high definition television/digital television during the Kansas Technology Showcase in June.

*KAB instituted a Broadcast Careers Program, defining goals in promoting broadcasting as a career choice and maximizing the pools of qualified applicants for openings at member stations.

*KAB's Y2K Task Force surveyed Kansas broadcasters about the results of local meetings with law enforcement and disaster officials to discuss Y2K and broadcasters' role in keeping the public informed. Results of the survey were compiled and distributed to Kansas broadcasters.

*KAB continued its FREE engineering and legal hotlines to give members a reliable, quickly available source of expert technical and legal advice.

*KAB continued the Alternative Broadcast Inspection Program for radio and television stations. More than 100 stations have participated.

*KAB initiated a redesign and update of information on our world wide web site at <http://www.kab.net>.

*The number of stations pledging time to the NCSA time bank increased for 1999, resulting in significant revenues to the KAB from NCSA participants - KS Army National Guard; KS Department of Health & Environment handwashing campaign; KDOT workzone safety; KDOT Bureau of Traffic Safety underage drinking campaign and safety belt campaign; and Valley Hope Association.

*KAB sponsored an April Student Seminar /Career Fair in Wichita which attracted more than 250 students and job seekers.

*A June sales academy utilized Kansas broadcast professionals to educate broadcast sales people on several "sales" topics.

*KAB joined other state associations in filing comments at the FCC opposing creation of a new low power FM service and in support of must carry for digital television. KAB also joined in comments in the FCC's EEO, SHVA and Public Inspection File proceedings.

Thanks KAB For Supporting Big Rigs For Kansas Kids

Big Rigs for Kansas Kids



Kansas Truckers Deliver to Fight Hunger

Your efforts
helped feed
more than 70,000
hungry Kansans
(See you in August!)

Kansas Motor
Carriers Association
Proud Winners of the
1999 KSAE
Community
Service Award



Year in Review cont.

*KAB, with the Missouri Broadcasters Association, sponsored a September Career Fair during the United Minority Media Association Conference in Kansas City.

*KAB sponsored broadcast awards for radio and television stations and broadcast students.

*KAB awarded \$12,500 in scholarships to future broadcasters and children of employees at KAB member stations and instituted paid student and faculty internship programs.

*KAB provided at the convention, educational sessions for managers, engineers, radio programmers, news and sales people.

*Radio stations took advantage of KAB phone lines during state basketball tournaments.

*KAB published a *Kansas Radio/Television Directory* and monthly *KAB Transmitters*; and distributed numerous communiques to members about regulatory and legislative issues.

*KAB's outreach included the awarding of the annual Tony Jewell Award for the prevention of alcohol and drug abuse and \$500 honorarium to the recipient's chosen organization; awarding the KAB sponsored Governor's Tourism Award; assisting with the selection of the winner of KSHSAA's Oscar Stauffer Award for Sports Broadcasting; and distributed numerous PSAs and news releases for organizations.

#

Kansas broadcasters

*Have you sent your
pledge for KAB's
NCSA Time Bank?*

Please do it today!

*Your participation
in the NCSA program
is essential. . .*

*if KAB is to continue
our current level of
member services.*

KMCA wins KSAE award

Big Rigs for Kansas Kids, the statewide food drive conducted by Kansas Motor Carriers Association (KMCA), received Kansas Society of Association Executives' 1999 Community Service Award. The effort raised a full trailer of food and enough cash to help feed up to 70,000 people in Kansas.

The food drive was conducted during National Truck Driver Appreciation Week, August 21-19. A specially designed trailer traveled to ten Kansas communities to collect food for the Kansas Foodbank Warehouse. Live radio remote broadcasts were arranged at each community stop. In addition to collecting food, KMCA raised awareness about the issue of hunger in Kansas. The Governor taped two public service announcements promoting the event. The PSAs aired on radio stations across the state.

KMCA's Big Rigs for Kansas Kids was selected from a group of entries from statewide associations representing a variety of groups. Past recipients of KSAE's Community Service Award are Kansas Association of Broadcasters for its adoption initiatives and the Kansas Chapter of National Electrical Contractors Association for its Z-Bar Ranch Restoration project.

#

Monthly EAS tests 2000

NOTE: All times are PM

- January 11 1:50 pm
- February 8 10:50 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

Washington Update

At the FCC

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*Merry
Christmas
Happy New
Year
From
KAB*
