

---

Please route to

\_\_\_\_ General Manager  
\_\_\_\_ Sales Department  
\_\_\_\_ News and Sports  
\_\_\_\_ Programming  
\_\_\_\_ Production  
\_\_\_\_ Promotion  
\_\_\_\_ Engineering

---



# Transmitter

Volume 38 No 9      October 27, 1999

## Inside this Issue

Page 1

- **Chairman's message**
- **Blair receives DSA**

Page 2

- **Convention Sponsors**
- **New members**
- **Calendar of Events**
- **Adoption PSAs**

Page 3

- **KAB/NAB Public Service Survey**
- **Collier receives tourism award**
- **Convention highlights**

Page 4

- **Washington Update**
- **News briefs**
- **Gore requests DTV public service inquiry**
- **Powell calls for broadcasters' First Amendment rights**
- **KAB inspection program**

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](http://www.kab.net) \* e-mail: [harriet@kab.net](mailto:harriet@kab.net)

## Chairman's message

*(Lance Saylor, KKOW AM/FM)*

My neighbor, R.U. Kiddin, stopped by the other night. As we sat on my deck eating banana splits, R.U. espoused his philosophy of evolution.

"Ya know Lance, " he began, "anyone who is observant should know the theory of evolution makes sense."

"Really?" I said.

"Sure, just look at your business," he said matter-of-factly.

"What does broadcasting have to do with evolution?" I queried.

"Sales, Lance...sales!" he shouted. "You see, you have higher forms and lower forms. Take the highest form of seller...and there are lots of them...they are like humans."

"Slow down R.U.," I said. "A higher form of seller?"

R.U. leaned forward, puffed his cigar and continued. "The humans, the highest form of seller, have evolved to placing a price on a product or service and selling it for that price."

"Most sellers have evolved" he continued. "They have a product or service, they know the demand, they set the price and they don't negotiate or back off."

"Give me an example, " I said.

"Garbage," he exclaimed.

*continued on page 2*

## Blair receives DSA

KAB presented its 1999 Distinguished Service Award to Merle Blair of Topeka, during the KAB Convention in Manhattan on October 7. Making the presentation was last year's recipient, Bill Miller, *The Bill Miller Show*, Chanute.

Born in Neodesha and raised in Independence, KS, Blair has been a Topekan since 1955. He spent 29 years in broadcasting with KTOP/KDVV, Topeka and became president and CEO of the Topeka Chamber of Commerce in 1983.

Blair began his broadcast career at KIND Radio in Independence KS in 1954, as an announcer while attending Independence Community College. He began at KTOP as a part-time announcer while attending Washburn University. He graduated with a B.A. in English from Washburn in 1957

He became KTOP's program director, then sales manager and in 1963 he was named executive vice president. In 1964 he also was named general manager of KTOP's sister FM, KDVV. It was in 1964 that he began to host the *Merle Blair Sunday Show*, 8 am to 12 noon, a program he continues to do 35 years later. From 1967 to 1980, Blair was the radio voice of Washburn sports.

Blair served on KAB's board of directors in 1967-69 and from 1971 to 1974. He served as president of Sales and Marketing Executives of Topeka, Phi Delta Theta Alumni Association, Cosmopolitan Club,

*continued on page 2*

## Chairman's message cont.

"Garbage?"

"Yup, trash removal companies set their price... I pay \$14.50 a month."

"So trash removal is a highly evolved business?" I asked.

"Now you're getting it!" R.U. was on a roll.

"Pharmacies, dentists, plumbers, veterinarians, grocery stores, gas stations, clothing stores, photographers, restaurants, . . . heck, almost all sellers have evolved."

"And broadcasters?"

"Well, Lance... no offense, but you guys are like the monkeys. You print a rate card and nobody really believes you. Even your new Guru, Roy H. Williams, defines a rate card as a slang term meaning asking price."

"He does?" I said in shock.

"Sure, it's in his new book" R.U. retorted.

"Hold on, many stations base rates on inventory . . ."

R.U. interrupted, "Yea, yea . . . and I've heard all of that 'higher level' of protection stuff too. It's okay Lance, there is hope."

"Hope?"

"Sure, he said, "Remember, the theory of evolution means you, as broadcast sellers, have hope of moving up the ladder."

"We do?" I said, taking the last bite of my banana split.

"Yup, it shouldn't take too many years before you move up to the level of automobile sellers."

#

**2000 KAB Convention  
October 9-10, Wichita**

## DSA continued

Washburn Ichabod Club, and Washburn Alumni Association. He is a past chairman of Washburn University Board of Regents. He served on the boards of directors of Boy Scouts, Sunflower Music Festival, Topeka Public Schools Foundation, and Washburn Endowment Association. He served in the Kansas Army National Guard from 1958 to 1986.

Blair has been honored with the Silver Medal from the Topeka Ad Federation. He was Phi Delta Theta Alumni Association Man of the Year and in 1988, Alumni of the Year from Independence Community College. He has been inducted into the Washburn Athletic Hall of Fame.

#

## Thank you Convention Sponsors

KS Electric Cooperatives

KS Farm Bureau

ASCAP

BMI

Computer Concepts Corporation

KS American Legion

KS Radio Networks

Mid America Ag & News  
Networks

## Welcome new members

A warm KAB welcome to new student members – **Laura Cowdrey** and **Denise Guttery**, Kansas State University. And a **CORRECTION** – **Penny Lamb**, Fort Hays State University. Her name was incorrect in the October 3 *Transmitter*.

#

## Calendar of Events

\*November 1, Deadline for entries in KAB Student PSA contest for alcohol/drug abuse prevention, holidays flight

\*November 1, Deadline for KAB Faculty Internship (semester break) applications

\*November 10, KAB Executive Committee meeting, Topeka

\*December (dates TBA), broadcaster and state legislator meetings in Topeka, Wichita, KC

\*Dec 14, Board meeting, Great Bend

---

### Monthly EAS tests 2000

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

---

## Adoption radio PSAs in the mail soon

Four thirty-second PSAs will be in the mail soon to Kansas radio stations. Three of the PSAs feature a Kansas kid awaiting adoption; and the fourth is a general PSA about the need for adoptive families. WIBW Radio worked with Kansas Families for Kids in producing the PSAs.

Currently there are 900 children awaiting adoption. KAB is asking Kansas broadcasters to redouble their efforts to help find adoptive families. The need is URGENT – KIDS ARE WAITING! So please, when you receive the PSAs, please schedule them for heavy air play.

#

## KAB/NAB public service survey – we can do better!

Kansas commercial broadcasters have received the NAB/KAB public service survey – but ONLY SIX Kansas stations had responded as of October 26.

When all Kansas results are in, KAB will again develop a marketing plan around the new updated data to educate Kansans about the community service efforts of Kansas broadcasters. Results of the first survey were used in the creation of a four-color brochure and radio and television announcements promoting Kansas broadcasters \$36 million “world class” community service. But KAB cannot update the marketing plan unless we get the updated facts from Kansas broadcasters.

Don't be left out! The deadline for completion has been extended. Complete the survey by mail or online at [www.BroadcastPublicService.org](http://www.BroadcastPublicService.org)

#

## Collier receives Tourism Award

KAB Chairman Lance Saylor presented the KAB/Governor's Tourism Award to Cris Collier of Great Bend, during the Kansas Tourism, Lodging and Hospitality Conference, October 12. Collier is president/CEO of Great Bend Convention & Visitors Bureau.

Saylor said of Collier, “Cris has been tireless in her efforts to promote Kansas attractions like Cheyenne Bottoms, the Santa Fe Trail and Great Bend's extensive Christmas lights display. . . She is a terrific advocate for tourism in Kansas.”

KAB has sponsored the award since 1983, to recognize contributions to the travel and tourism industry in Kansas.

## More than 450 attend KAB convention

KAB met October 6 & 7 in Manhattan. More than 450 Kansas broadcasters, suppliers, friends of broadcasting, students and educators attended during the two days.

Golf, awards, generous sponsors, excellent speakers and sessions for managers, sales people, news people, radio programmers, engineers, students and educators, and friendly, eager, and enthusiastic participants all contributed to the convention's success.

The Convention Committee was chaired by **Richard Wartell**, KMAN/KMKF/KXBZ. Committee members included: **Kyle Bauer**, KCLY/KFRM; **Mark Ediger**, KJCK/KQLA; **Tom Grimes** and **Todd Simon**, KSU; **Larry Jackson**, KKSU AM; **Chris Kreger**, RF Specialties; and **Gary McNair**, KSNT TV.

Speakers headlining the convention included **Harold Furchtgott-Roth**, FCC Commissioner; **Bill Kurtis**, former Kansas broadcaster, who currently produces and anchors *A & E's Investigative Reports*, *The New Explorers with Bill Kurtis* and *American Justice*; and **Gordon Jump** of *WKRP in Cincinnati* fame, also a former Kansas broadcaster.

The Kansas broadcast industry's high award, the Distinguished Service Award, was presented to **Merle Blair** of Topeka.

The KAB Tony Jewell Award for contributions in the field of alcohol/drug abuse prevention, was presented to **Fern Rosenberg**, Topeka. She has been active in supporting and promoting alcohol/drug abuse prevention for many years.

Chairman Lance Saylor presented KAB's Sonny Slater Award to **Mike**

**Cooper**, KAYS AM, Hays for his outstanding service to his station and listeners. He has been morning personality for more than 30 years and also serves as operations manager.

Chair-elect Robert Hilton presented KAB's Hod Humiston Award for contributions to sports broadcasting, to **WIBW Radio**, Topeka – for their comprehensive statewide coverage of Kansas high school basketball playoffs.

Max Utsler, University of Kansas Radio and Television, presented their Grover Cobb Award to **Larry Hatteberg**, KAKE TV, Wichita, to recognize his long-term and continuous service to broadcasting in Kansas. He is managing editor for KAKE News and the state's most honored broadcast journalist having received more than 90 local, state and national awards.

Radio and television awards were presented for excellence in commercial and program production, as well as “Station of the Year” awards to: **KANU FM**, Lawrence (non commercial radio); **KCLY FM**, Clay Center (small market radio); **KKOW AM**, Pittsburg (medium market radio); **KFDI AM**, Wichita (large market radio); **KSNC TV**, Great Bend (non metro television); **KTKA TV**, Topeka (medium market television); and **KWCH TV**, Wichita (large market television).

During the annual business meeting, KAB station members elected **Danny Thomas**, KOAM TV, as chair-elect, and new directors: **Larry Avery**, EBC, Inc.; **Gary McNair**, KSNT TV; **Cliff Shank**, KSKU/KXKU/KGGG; and **Steve South**, KAKE TV/KTN. **Scott Donovan**, KHOK/KVGB, was elected secretary/treasurer for 2000. Going off the board on December 31 are **Howard Hill**, Lawrence; **Al Lobeck**, WIBW AM/FM; and **Ron Collins**, KWCH TV.

## Washington Update

### At the FCC

\*The FCC's deadline for the filing of **DTV construction permit applications** is November 1, 1999 for all commercial TV stations and May 1, 2000 for non-commercial stations.

\*The FCC has postponed its launch of a **digital radio proceeding** for considering an in-band, on-channel digital audio broadcast system. One result of the delay on digital will be extending the deadline beyond November 5 for reply comments in **the low power FM proceeding**.

#

## News briefs

\***Dierking Communications, KNDY AM/FM**, Marysville, has purchased **KQNK AM/FM** in Norton from Pioneer Country Broadcasting. **Larry Black** will continue as station manager at KQNK... **Bruce Dierking** attended the NAB Executive Development Seminar at Georgetown University in Washington DC. The seminar included FCC policy and regulatory updates, and NAB technology update.

\*Solomon Valley Broadcasting- **Charles Frodsham**, president- has sold **KVSV AM/FM** for \$500,000 to McGrath Publishing Co., Beloit.

\***Jeff Petterson** is new PD at **KDVV FM**, Topeka. He previously worked at KLZR FM, Lawrence.

\*Clear Channel Broadcasting and Paramount Stations Group announced that station, **KSCC/Channel 36** licensed to Hutchinson, will be built and launched as a UPN Network station. The station will be co-located with Clear Channel station, **KSAS TV**, and operated under a local marketing agreement. **KSAS** General Manager **Diana Wilkin** anticipates a summer 2000 launch date for the new station.

#

## Gore requests DTV public interest inquiry

Vice President Al Gore has asked FCC Chairman William Kennard to institute a proceeding to consider additional public interest obligations of digital television stations. Gore urged the FCC to address four issues in public proceedings, including: free air time for political candidates; better and more effective disaster warnings; access to digital programming for the disabled; and new methods for increasing diversity in broadcasting.

**Meanwhile, FCC Commissioner Michael Powell . . .** has called for **full First Amendment rights for broadcasters**. Speaking at the Media Institute's annual dinner, Powell said the scarcity of broadcast spectrum is no reason to limit broadcasters' First Amendment rights. He said ... "if scarcity was ever a defensible explanation, it is certainly farcical in the modern digital era, which is marked by abundance. Choose your measure: growth in the number of networks; the number of radio and TV stations; or the arrival of new media such as cable (which openly boasts of the 500-channel world), direct-broadcast satellite (which actually delivers it) and the Internet (a bottomless well of information). Yet under the law, every one of these other media enjoys the full benefit of the First Amendment." Powell said the government's "willful denial of reality in order for government to retain the power to control speech, unimpeded by the First Amendment, is, to my mind, a subversion of the Constitution."

Powell also chastised the industry for trading their First Amendment freedoms for business perks. He said the "industry has regularly traded its First Amendment rights to obtain favors from the government."

#

## KAB inspection program to continue

The three-year exemption from routine FCC inspections are due to expire soon for those stations in the first round of inspections completed in November 1996.

KAB is accepting applications (letter of interest and resume) from broadcasters who are interested in conducting the inspections. The inspector(s) will be retained by KAB and trained by the FCC CIB office in Kansas City.

KAB will notify stations soon of details for signing up for an inspection.

Deadline for inspector applications is October 29. Call KAB for details.

#



Touchstone Energy®

**touch • stone** \ 'tuch,stōn\ n  
**1:** stone related to flint and formerly used to test the purity of gold  
**2:** a test or criterion for determining the quality or genuineness of a thing  
**3: Touchstone Energy: a nationwide alliance of electric co-ops.**

**Touchstone Energy® Partners**  
**The Electric Cooperatives**  
**of Kansas**

Website: [www.kec.org](http://www.kec.org)  
**Lester L. Murphy, Jr.**  
Executive Vice President  
**Bill J. Ohlemeier**  
Director of Association Services