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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

(Lance Saylor, KKOW AM/FM)

The other morning I was tromping along on my treadmill, listening to radio and watching TV (KAB chairmen are required to do both) when a Minute Maid orange juice commercial came on TV. The first line went something like this, "There's a minute each morning when the day is full of promise and possibilities."

The commercial has stayed with me. "There's a minute each morning when the day is full of promise and possibilities."

At KKOW we have a saying, "Getting stuck in the muck". The muck is comprised of immediate problems, dilemmas, situations and concerns that rapidly eat away our time, our energy and especially our vision. It's easy to get "stuck in the muck". It's very difficult to climb out. It's not a physical climb, it's totally mental.

"There's a minute each morning when the day is full of promise and possibilities."

I submit there's a minute each morning when we all have an opportunity to transport ourselves out of the muck. A moment to look beyond computer glitches, AQH shares, accounts receivable, hiring a part-timer, burned out tower lights, FCC paperwork, disgruntled news people and the myriad of other muck-making occurrences we deal with every day.

A minute each morning to elevate above the routine . . . to rise over the
continued on page 2

KAB wins Associations Advance America Awards

KAB has won the Award of Excellence in the 1999 Associations Advance America (AAA) program, for its Reunion Camp for Brothers and Sisters. The national competition is sponsored by American Society of Association Executives.

The Camp brings together Kansas kids – brothers and sisters who have been separated due to adoption or foster care – for a week of camping fun while also dealing with their feelings of grief and loss.

KAB also was honored for its Student PSA Contest for Alcohol/Drug Abuse Prevention. The Contest was added to the 1999 AAA Honor Roll.

The AAA Awards, now in its ninth year, recognizes associations that propel America forward with innovative projects in community service, education, skills training, business and social



innovations, and citizenship.

"KAB's public service projects truly embody the spirit of the Associations Advance America campaign. It is an honor and an inspiration to showcase KAB's activities as an example of the many contributions associations are making to advance American society," remarked ASAE President Michael S. Olson, CAE.

Chairman's message cont.

regular . . . to mentally propel yourself to a muck-free mountain and get a clear look at the big picture. A minute to plan, to create, to envision what can be. To look at the new year, the new century, the new millennium and see what the future can be. A minute each morning when the day is full of promise and possibilities.

(Knock . . . knock . . . knock)

"Lance, there's a lady on line two who has a complaint about something Ryan said on the air last night, there's also some guy in the lobby selling pancake feed tickets, and the engineer said the fence around tower number three is down."

"Thanks Jack," I said, smiling and thinking – I can't wait for that minute tomorrow morning!

#

Calendar of Events

*September 24, KAB/MBA/ UMMA Career Fair, Kansas City

*October 6-7, KAB Convention, Manhattan Holiday Inn

*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

*December 14, KAB Board meeting, Great Bend

Official Notice

KAB Annual Meeting, October 6

3:15 pm, Manhattan Holiday Inn

Y2K subject of FCC Survey

The FCC surveyed about 200 randomly selected broadcast stations, seeking a status report on Y2K remediation efforts. The results indicate the Commission believes the Y2K problem will not bring the industry to a halt on January 1: "According to our assessment, the American public should continue to have access to critical news, emergency information and entertainment services on January 1, 2000. Individual Y2K-related disruptions should be isolated... Many broadcasters indicate they have adopted a formal plan to address Y2K. These owners account for a majority of the stations represented in the assessment. The assessment revealed that these broadcasters were largely aware of the Y2K problem and are taking steps to address it."

The FCC report states, however, it is difficult to know how much progress has been made toward Y2K remediation by broadcasters who do not have formal plans in place. This mirrors concerns that have been expressed by observers; many small and medium sized businesses are believed to be relatively unprepared for January 1.

For stations, the simplest rule to use in examining vulnerability to problems at 12:00 am on 1/1/2000 is this: the more automated a system, the greater the chance it will experience a problem in reading a date in computer software. Of particular concern for broadcasters in this regard are automatic systems that control tower lighting. If those systems are not Y2K compliant, and they fail, the consequences could be tragic.

In general, the vendor of each piece of equipment used in station operations should be contacted for information regarding Y2K problems and fixes. (Source: Fisher Wayland Cooper Leader and Zaragoza)

#

Kansas broadcasters and Y2K

Earlier this year KAB distributed a station questionnaire concerning broadcasters' findings in meetings they conducted with local law enforcement and disaster officials to discuss Y2K, off the record.

KAB encouraged Kansas broadcasters to meet locally with a combination of local officials - representing their respective police departments, county sheriffs, fire departments, county emergency preparedness officials, mayors, city managers, city and county clerks, utilities, and various other businesses/industries – and report their findings to KAB.

Broadcasters asked their local officials how stations should approach informing, educating and preparing the public for Y2K; whether or not they recommended any special or enhanced staffing at local stations; and what suggestions they had about operation of stations during the 24-hour period prior to December 31, that would be different from normal procedures.

The response by local officials to these meetings was very positive and they were pleased that Kansas broadcasters took the initiative in seeking their input. The overriding theme of officials' responses was "don't over report possible problems to avoid panic" and inform the public about how to prepare for any possible disaster, including Y2K.

Contact the KAB for a copy of the results of the station Y2K survey.

#

Official Notice

KAB Annual Meeting, October 6

3:15 pm, Manhattan Holiday Inn

Casino ad ban unconstitutional

The U.S. Supreme Court called the federal ban on casino ads unconstitutional and the FCC and Justice Department have followed suit.

Both the FCC and DOJ have decided the federal ban on broadcasting truthful ads for legally-operated commercial casinos is unconstitutional regardless of whether the broadcaster “is located in a State that permits casino gambling or a State that prohibits it.” Thus, the Supreme Court’s June decision in the Greater New Orleans Broadcasting Association case will apply nationwide.

However, the FCC and DOJ have asked the Court to delay its ruling for 90 days to allow the House and Senate the opportunity to intervene. The 90-day period began to run on August 6 and ends on November 5 unless Congress obtains an extension.

According to KAB’s Topeka Attorney Mike Merriam, there are no Kansas statutes or regulations which prohibit the broadcast of truthful information promoting private, for-profit casino gambling conducted lawfully outside the state of Kansas. And there is no broad, general prohibition against advertisement of products or services which are not legal within the state of Kansas but may be legal in other states. The state of Kansas does not allow private casino gambling.

Each broadcast station must decide for itself whether or not to accept out of state casino gambling advertising and should consult legal counsel about whether or not to await the Court’s ruling or action by the FCC before accepting the advertising.

#

Attention educators Sept 24 Career Fair in KC

KAB and Missouri Broadcasters Association are inviting Kansas and Missouri high school students to the September 24 KAB/MBA/UMMA Career Fair, Friday, September 24, 2:00 to 4:30 pm at Adams Mark Hotel, Kansas City. Broadcast educators may participate for FREE – to interest high school students in your broadcast/mass media program. The Fair is being held in conjunction with the United Minority Media Assn regional conference. Call KAB for details. #

Advertisement

Community Access Television of Salina, Inc. is seeking a full-time Operations Coordinator. Duties include, but are not limited to: manage all technical operations of the facility; act as on-site engineer; research/ recommend purchases of equipment; teach advanced TV production classes; manage operation of computer networks; act as technical advisor on productions; monitor computer records for equipment inventory; other duties as assigned. Qualifications: Bachelor's degree or A.A. in electronics or related field (or equivalent experience) is desirable. 2 years experience in TV production environment. Must be able to lift, rotate, and move equipment weighing up to 60lbs. Strong skills operating TV production equipment and engineering a television production facility. Teaching, writing, and TV production skills are necessary. Experience in computer hardware and software installation, network maintenance, and web site construction. Creativity, flexibility, and ability to work in team environment. Hours: 40 hours per week. Must be able to work occasional evenings and weekends. Salary: Starts in the low \$30s. To Apply: Send a resume, cover letter, and three (3) professional references to: Community Access Television, Operations Coordinator Search, P.O. Box 645, Salina, KS 67402-0645. No phone calls please. Community Access TV is an Equal Opportunity Employer.

83 Kansas kids attend KAB camp

The 2nd Annual KAB Reunion Camp for Brothers and Sisters was held August 2-6 at Tall Oaks, Linwood KS. Eighty-three kids attended, ranging in age from 5 to 17.

The purpose of the camp is to bring together siblings who have been separated due to adoption and foster care, for a week of camping fun and to help them deal with feelings of grief and loss.

According to KAB Chairman Lance Sayler, the camp is a “natural extension of Kansas broadcasters’ commitment to help Kansas kids in need of permanent, loving families.”

While KAB paid for the camp, Lutheran Social Service and Kansas Families for Kids provided invaluable help in planning and providing staff counselors and volunteers.

Howard Hill was KAB’s representative on the Camp Council and also served as a volunteer at the camp. KAB Chairman Lance Sayler and Chair-Elect Robert Hilton helped to welcome the campers during Media Day at the Camp. KAB member stations who provided camp activities for the kids included WIBW TV and KMAJ, Topeka and KOAM TV, Pittsburg.

Planning is already underway for the 3rd Annual KAB Reunion Camp in the year 2000.

#

Welcome new members

A warm KAB welcome to new station member – **KLPQ FM**, Arkansas City, **Bob Fisher**, general manager; and to new student member – **Kristin Hiller**, Seaman High School, Topeka.

#

Washington Update

At the FCC

***FCC regulatory fees** are due between September 13 and 22. Stations that did not receive their Mass Media Regulatory Fee Filing Guide in the mail may find it on the FCC's web site – www.fcc.gov.

*The Commission adopted major **changes to local broadcast ownership rules**, changing the TV duopoly rule to allow: common ownership of stations in separate DMAs, regardless of signal overlap; common ownership of two TV stations in the same market under certain conditions; and common ownership of up to six radio and two TV stations in larger markets. The Commission also grandfathered for five years: TV LMAs that were in existence in November 1996 and existing waivers of the one-to-a-market rule.

*The FCC's **new antenna structure registration procedures** took effect July 1. The Commission said they make for "fast and easy electronic filing, improved data accuracy . . . and enhanced electronic access." The new procedures allow free electronic filing and data base searches over the Internet and permit use of the new FCC Form 854. For information go to the FCC's web site – www.fcc.gov/wtb/antenna

In Congress

*The House Commerce Committee approved HR 486, **the low power TV legislation**, including a number of improvements suggested by NAB. The bill would allow many LPTVs to become Class A primary stations. NAB's changes include making sure full power stations have priority over LPTVs during the digital transition and that TV translators do not suffer from any LPTVs new primary status. According to NAB, the bill still has two flaws. It does not protect applicants for new analog stations and it would hinder UHF's that need to increase their power.

News briefs

***Dale McCoy, Jr., KKOY**, Chanute and **Paul Harvey** meet again after 35 years – thanks to McCoy's son, Mark. When Dale worked at Wichita Radio Station KAKE, 35 years ago, he met Harvey at the airport, who came to Wichita to speak to area Jaycees and appear at the radio station. Mark McCoy, who works at a Sacramento radio station, as a surprise made arrangements for he and his dad to meet Harvey in Sacramento last February. They picked up Harvey at the airport in a limo and returned him after his speaking engagement. McCoy and Harvey enjoyed talking about how the industry has changed and have stayed in touch since their Sacramento meeting.

***KCTV's** anchor team – **Wendell Anschutz and Anne Peterson**, have celebrated their 20th anniversary of continuous weekday anchoring. They are billed as the longest-running news team in the industry.

***Melissa Gandall** has been promoted to news director at **KLWN/KLZR**, Lawrence. She replaces Scott Parks who moved to KMBZ, Kansas City. Moving up to afternoon news editor is **Cody Howard**. **Chad Elliott** is new program director for KLZR and **Jeff Petterson** was promoted to assistant program director.

***KSLS/KYUU, Liberal**, is planning a grand opening ribbon cutting ceremony September 2 to celebrate and dedicate their new studios and offices. **Larry Howell** is general manager.

***Joss Briggs**, a **KSU** student, is one of 19 college students at 15 colleges nationwide who will receive a \$5000 Bayliss Radio Scholarship for the 1999-2000 academic year.

***Don Hughes**, general manager at **KJIL/KHYM**, Meade, reports that the stations are conducting a comprehensive drug/alcohol education blitz in western

More pass inspection

Four stations have recently passed their Alternative FCC inspection and will receive a three-year exemption from routine FCC inspections. These four bring to 106 the number of stations that have passed since November 1996: **KIUL AM**, Garden City; **KSKZ FM**, Leoti; and **KCAY/ KRSL**, Russell.

The first stations which underwent an inspection in 1996 will see their exemption expire in November of this year. **KAB** is continuing the program and will soon distribute information to stations about scheduling their next (or first) inspection.

#

Kansas October 25-27 (Red Ribbon Week). Milton Creagh – motivational speaker and star in a Focus on the Family video, "Masquerade: Unveiling Our Deadly Dance With Alcohol & Drugs" – will speak to students in Dodge City, Liberal and Garden City. Evening meetings also are scheduled in Dodge City and Liberal. **KSNG TV**, Garden City, will broadcast one of the sessions on Saturday, October 30, so others may hear Creagh's message of abstinence from drugs and alcohol. Schools, churches, civic organizations, law enforcement, and drug education programs have contributed to the effort.

***Cumulus Media Inc** has purchased Topeka stations, **KWIC FM** and **KQTP FM** for \$3 million, pending FCC approval. Cumulus also owns **KMAJ AM/FM**, **KTOP AM**, and **KDVV FM**, Topeka. **Jay Cooper** is Topeka Market Manager.

***Sahar El-Hodiri, KAKE TV** family health reporter, has won two awards in National Health Information Awards competition. El-Hodiri was given a bronze award for *KAKE News Colon Check* and a merit award for *Buddy Check 10*.

#

KAB Convention Highlights For Managers/Department Heads, Oct 6-7

- *Psychology of Management
- *Hot Legal Topics / Q & A
- *The World Wide Web/ competition, revenues, audience
- *Y2K – Are you Prepared?
- *Recruiting, Hiring, Training, Retaining Great People
- *KAB Annual Meeting

Especially For Students/Educators, Oct 6

- *Round tables / talk with broadcast professionals
- *Kansas BEA Meeting (to be confirmed)
- Students and educators may attend any sessions FREE.

Especially For Sales, October 7

- *Don Beveridge, Selling Successfully Professionally

Especially for News, October 7

- *Keys to Powerful Reporting; and
- *Ethics: Tough Choices on Deadlines – both presented by Jill Geisler, The Poynter Institute for Media Studies

For Radio Programming, October 7

- *Air Personality Plus, Dan O'Day
- *The Great PD Challenge, Dan O'Day
- *Programming Nuts & Bolts, O'Day and PDs panel

For Engineers, October 7

- *DTV Transmission – How it Works
- *ATV/HDTV Video Systems
- *Digital FM Exciter Technology – How it Works
- *Record Keeping
- *Y2K-Are You Prepared? Joint session with managers
- *EAS Status Report, Update and Review
- *KAB/FCC Alternative Inspection Program
- *Engineering Talent Shortage

Plus . . .

- *FCC Commissioner Harold Furchtgott-Roth
- *Bill Kurtis and Gordon Jump
- *Tuesday afternoon (Oct 5) golf at Manhattan CC
- *Distinguished Service Award/Radio and Television Awards/Stations of the Year
- *Networking with Kansas broadcasters, educators, students, and friends of broadcasting
- *Kansas Adoption Network Update

Convention Sponsors

Platinum Level *Kansas Electric Cooperatives, Inc.
Kansas Farm Bureau*

Gold Level *ASCAP, BMI, KS Radio Networks,
Mid America Ag & Kansas News
Networks*

NOTE: Schedule and Registration Form will be mailed SOON!

Hotel Rooms Manhattan Holiday Inn

KAB group rate is \$70 for up to 4 people, plus sales & guest taxes. To make a reservation call (785) 539-5311 no later than **September 22**. Reservations after that date will be accepted based on availability.

Registration Fees

Station rate with no limit on number of people
from same station (Nonmembers add 50%)

	<u>After Sept 22</u>	<u>Early Bird Discount</u>
*NO LIMIT on number of people from same stn (meals NOT included)	\$250 per stn	\$150 / stn
*If only one or two from a station		
-Both days (meals incl)	\$130 / person	\$100/pers
-One day only (meals incl)	\$ 70 / person	\$ 55/pers
*Retired Members (Pay meal prices only)	No Charge	
*Students (Pay \$5 per meal)	No Charge	
*Educators (Pay meal prices only)	No Charge	
*Golf, Oct 5	\$75	

Meal prices

Wednesday Lunch	\$16.50	\$14.00
Wed Awards Dinner	\$22.50	\$19.50
Thursday Lunch	\$17.50	\$25.00

Your Convention Committee

Chairman: **Richard Wartell**, KMAN/KMKF/KXBZ

Committee Members

Kyle Bauer, KFRM/KCLY
Mark Ediger, KJCK/KQLA
Tom Grimes, KSU
Larry Jackson, KKSU AM
Chris Kreger, RF Specialties
Gary McNair, KSNT TV
Todd Simon, KSU