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Volume 38 No 5

May 25, 1999

Chairman's message

(Lance Saylor, KKOW AM/FM)

The Marietta brothers own and operate the 8th largest fireworks company in the United States. They live right here in Pittsburg. Last August, Mike and John asked me to help them with their advertising in Louisiana for Christmas and New Years (the biggest time of the year for fireworks, really!).

Over two days in Baton Rouge and Lafayette, I met with sales reps from three TV stations, a cable TV company and eight radio reps. It was a great lesson. I was equipped with the latest Nielson and Arbitron ratings and prepared to negotiate and buy based on them . . . Isn't that what "agencies" are supposed to do?

Here's a rough profile of the sales reps I met with.

One was a good 'ol boy, been in the business for 22 years. Short on details, big on bull. Four rookies (less than 6 months on the job) who really didn't have a clue and didn't seem to have much training. One rookie (less than 6 months) who really had her act together. One "take it or leave it" rep. He seemed perturbed to have to drive across town for the meeting. Three "solid" reps who were knowledgeable, followed through and were quite pleasant. Two "superstars", Jenny in TV and Michael in Radio. They got most of the money even though they weren't the highest rated stations.

Why were they superstars? First and foremost, within the first

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Sales academy set for June 21

A wide array of sales topics will be presented by Kansas broadcast professionals during KAB's Sales Academy, Monday, June 21 in Wichita. Radio and television sales reps, both new to the business and veterans, will be treated to presentations by 15 Kansas broadcasters in 30 different sessions.

Each participant will have the opportunity to attend five sessions during the day which begins at 8:30 with a continental breakfast and networking, followed by a lightning round preview of presenters. The academy will conclude at 4:00 pm.

The academy planning committee is chaired by Danny Thomas, KOAM TV. Assisting with the planning were Rod Atteberry and Barry Gaston, Great Empire Broadcasting; and KAB Chairman Lance Saylor, KKOW AM/FM.

Presenters include: Thomas, Saylor, and Gaston; Rick Betzen, KLLS/ KYQQ; Bill Calvert, KICT FM; Randy Goering, KHOK/ KVGB; Gary Gore, WIBW TV; Wayne Grabbe, KRSL/KCAY; Kevin Hamilton, KOAM TV; Gary Hawke, KJHK FM/KUJH TV; Jerry Hinrikus, EBC, Inc.; Kay Hutchinson, KDMM FM; Phil McComb, KKOY AM/FM; Diane O'Byrne, Sinclair Broadcasting; and Spike Santee, KFDI.

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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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Call KAB for registration details.

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Y2K Task Force mission two-fold

Chairman Lance Sayler appointed a Y2K Task Force to explore: 1) how KAB can help stations through the Y2K compliance process (watch the *Transmitter* for tips and plan to attend the October convention for information about station in-house testing); and 2) how broadcasters can best fulfill their public trust by helping to inform, educate, prepare, and communicate with the public about problems which may or may not occur on December 31, 1999.

Concerning the public trust mission, Task Force members – Kyle Bauer, KFRM/KCLY; Robert Hilton, KNZA, Inc.; and Danny Thomas, KOAM TV – have asked Kansas broadcasters to meet with their local city and county officials during May. Purpose of the meetings are to determine, off the record, concerns local police chiefs, fire chiefs, civil defense personnel, etc., have regarding Y2K and how local broadcasters can help, in their role as communicators with the public.

Broadcasters are asked to report back to KAB by June 1, with concerns and suggestions local officials have for their local broadcasters. KAB will provide a summary of suggestions to broadcasters.

Contact KAB for further details.

#

Y2K workshops scheduled for June

A series of one-day workshops are set for several locations in Kansas during June, to educate small businesses with Y2K compliance. Call 1-888-679-4333 for details.

KAB/KTWU to demo HDTV/DTV

KAB and KTWU TV, Topeka are cooperating to demonstrate high definition television (HDTV)/digital television (DTV) during Kansas Technology Showcase, June 16-17 in Topeka. KAB is purchasing a booth and KTWU TV is providing a monitor and player to demonstrate HDTV and digital datacasting and multicasting.

The technology showcase will offer information technology leaders from the private, academic and public sectors the opportunity to meet with leading information technology manufacturers and service providers. The showcase is a collaborative effort between the cities of Topeka, Wichita, Kansas City, University of Kansas, Kansas State University, State of Kansas, and Kansas Technology Enterprise Corporation.

KAB and KTWU will acquaint showcase participants with the new broadcast technology, what it will mean to Kansas viewers, and the timeline for the transition from analog to digital.

KTWU TV personnel will help staff the booth and KAB will ask other member television stations for volunteers to assist with staffing

Complimentary advance tickets are required for admission to the Showcase. Contact the KAB for tickets or obtain on line at:

<http://showcase.asmcop.com>.

#

KAB Convention News

Leading sales/business consultant, Don Beveridge, will provide a full day of sales training on October 7, during KAB's convention in Manhattan.

Coverage saves lives

Cliff Shank, KSKU/KXKU/KGGG, Hutchinson, covered the May 4 tornado that struck the City of Buhler and outlying areas. His coverage prompted this letter thanking him for the life-saving coverage..."my family and I owe a big thank you for the miracle of your broadcast and following of the tornado as it descended upon Buhler and eventually upon our family. The television station had no warning for them as they watched and they could not hear the tornado sirens (due to) the distance we lived from Buhler. ...Thank you for a job well done and a family saved due to your broadcasting of the storm. .. Yours thankfully, Jeff & Priscilla Clark".

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Chairman's message cont.

three minutes of conversation with both Jenny and Michael I liked them. I can't explain why, I just did. They each had an energy about them. Both were great listeners. Both offered ideas, on the spot, to help me. Jenny and Michael have personality. They smile. They are sincere. They truly believe advertising on their station is the best possible investment.

Imagine for a moment that you are visiting your town for the first time to buy advertising. What would your impression be of your sales staff? The competitors sales staff?

If you aren't teaching reps how important it is to be liked, to emit an aura of enthusiasm and belief in your product, it's time to start!

It's amazing what we learn when we put ourselves in our clients' shoes.

#

FCC corner

(By Bob McKinney, District Director, Compliance & Information Bureau, FCC, Kansas City)

This is the first of what I hope will be an ongoing contribution to the broadcasters in your state. This is not intended to be a one way process; your input, questions about station operations and procedures, and complaints about Commission actions are welcome and requested. If these articles only address what my staff and I "think" interests you, they won't be worth too much to anyone.

Two areas that this office, as well as the majority of the field offices, are pursuing concerns EAS compliance and tower registration and associated number posting.

While the communications community, as a whole, has greatly improved compliance with the tower registration matter, the broadcast community has been outstanding in their compliance with these requirements. Registration approaches 100% for broadcasters. The difficulties we note deal almost exclusively with incorrect/ insufficient posting. We are looking for a common sense response to our requirements. (Please refrain from comments pertaining to the FCC and any thing approaching common sense!) Posting the registration numbers on a 3"x5" card near the base of the tower is not what we want to see. Also, if you have a locked gate at the property edge, having the numbers at the tower base doesn't meet the intent; post the numbers where they are visible or accessible to the general public. Ready availability of the numbers aids us in determining whom to contact in case of light outages or other tower problems.

On a similar topic, should you have to contact the FAA about light outages or tower problems, make sure you record the name of the person you speak with

KAB Convention News

*Convention Chairman Rich Wartell has invited a former Manhattan broadcaster to speak during the Thursday, October 7 convention luncheon. **Gordon Jump** of "WKRP in Cincinnati" has graciously accepted the invitation.*

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and any case/file number you receive. Strangely, NOTAMS now automatically clear out of the FAA system after a short period of time (approx. 15 days) and it is your responsibility to insure you stay protected. Ask the FAA contact when the advisory will clear.

From our increased station inspections, it is obvious that considerable work remains to be done in the EAS area. We will continue to work with those involved to improve and fine tune the state plans. The biggest problem we have encountered and the most frequent Notice of Violation generator concerns the failure to properly log EAS tests received/transmitted. Remember, if you don't receive a required test, it is your responsibility to make some calls, find out about the failure and make sure those notes are in your logs. Trust me, that time will save you considerable heartache later on.

The focus of future articles will be determined by your input. Complaints about the Commission don't bother us - we always assume they concern the bureaucrats in Washington, D.C. and your feedback is a good way to make them (and us) aware of concerns.

E-mail me at rmckinne@fcc.gov. Any requests for anonymity will be honored. Our broadcast inspection

checklists are found at www.fcc.gov/cib.

#

KAB paid internships approved

One college student and two broadcast educators have been approved for paid KAB internships at KAB member stations.

Lisa Nguyen, a student at Wichita State University, will do a summer internship at KWCH TV, Wichita. She will work under the supervision of producer, Vicki Bigley, learning the ropes of producing a 30-minute news program. KAB will pay her stipend upon completion of her internship and filing of a written report about the experience.

Baker University Professor Richard Bayha will complete a two week paid faculty internship at KOFO AM, Ottawa. Bayha heads Baker's Department of Communication & Theatre Arts and will work with KOFO General Manager Brad Howard.

Washburn University Instructor of Mass Media, Bambi Landholm, will complete a one-week paid faculty internship at KTKA TV, Topeka, under the supervision of Promotions Director Tye Murphy.

KAB's paid internship programs for students and faculty are new programs made possible by funds generated from KAB's NCSA program.

Contact KAB for additional information.

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KAB Convention News

Dan O'Day is booked to present "The Psychology of Management" for radio

and television managers on Wednesday afternoon, October 6. On Thursday, he'll do sessions for radio PDs and on-air talent.

Coalition for open government forming

KAB, Kansas Press Association and Kansas Society of Professional Journalists (KSPJ) are the founding organizations for a coalition in Kansas to educate the public about the importance of open government and to work to strengthen the state's open meetings and open records laws.

Vernon Keel, FOI officer for KSPJ, explained that one of the main reasons for organizing a coalition in Kansas is to bring together media and non-media groups and individuals who share a concern over free expression and access to government.

"Every year we see bills introduced in the Kansas Legislature to weaken the state's open meetings and open records laws," Keel said. "It is important that we inform Kansans of these attempts and educate the public, including our legislators, about the importance of having public access to government at all levels – state, county and local."

KAB will host the next meeting on May 28 in Emporia.

#

More pass inspection

Six stations have recently passed their Alternative FCC inspection and will receive a three-year exemption from routine FCC inspections. These six bring to 102 the number of stations that have passed: **KFXX**, Hugoton; **KBUF**, Holcomb; **KYBD**, Copeland;

KKJQ, Garden City; and **KSKL/KFLA**, Scott City.

#

Abram Burnett

Longtime Kansas broadcaster and entertainer, Abram Burnett, died May 16, following a long illness. He was 70.

Abram started his broadcast career more than 40 years ago at KSIR Radio in Wichita. He was heard statewide every Sunday morning with his Southern Gospel Music program during the 60s and 70s on KFRM Radio. Since the mid-80s, Abram has been hosting his Gospel Music Show from Great Bend, first on KVGB Radio, then KHOK.

The KAB presented Abram with its 1998 Sonny Slater Award for outstanding service to community.

Funeral services were May 19 at Holy Trinity Catholic Church in Timkin KS. Burial was in the Timkin Cemetery.

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Media workshop for non-profits set

NAB, KAB and Missouri Broadcasters Association are sponsoring a half-day workshop on June 10 in Kansas City's Wyndham Garden Hotel on the Country Club Plaza. The workshop is designed for staff of non-profit organizations who work with media or who want to learn these skills.

The morning will begin with a continental breakfast, followed by a panel discussion from 9:00 am to 11:00 am, designed to provide practical information on working with radio and television. Representatives from stations in the Kansas City area will explain how radio and television differ,

the best ways and times to approach a station, who to talk to, and how to present information.

Call KAB for details.

Fight fraudulent ads

The Federal Trade Commission (FTC), Direct Marketing Association and U.S. Postal Inspection Service are encouraging the media to help in the fight against fraudulent advertising. The groups are asking media outlets to adopt in-house clearance standards that screen out deceptive ads.

A booklet provides tips to help identify deceptive advertising before it is disseminated. It includes examples of schemes, scams and fraud, how to appraise and handle complaints, and a list of helpful resources.

Ads are not regulated by the FCC, but broadcasters are responsible under FCC rules for any false, misleading or deceptive material that runs on their stations. The new FTC booklet is a great resource to help broadcasters review and screen many types of advertisements.

The booklet is available on the FTC's web site at www.ftc.gov or NAB's site at www.nab.org. (Source: NAB)

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"Kansas" musical premieres in NJ

Author David J.V. Meenan contacted the KAB about his new musical, "Kansas" that had its world premiere on May 22 at the Royale Theatre in Red Bank, NJ. Meenan thought it would make an interesting story for Kansas media.

The musical is based on true stories of "Bleeding Kansas" in the mid 1850s.

Meenan began writing the musical when he was in Kansas City, on tour with the Broadway musical "42nd Street". Meenan can be reached at RTG Productions, (732) 219-0081.

Washington Update

At the FCC

*The FCC agreed to extend the comment and reply comment deadlines on the **low power FM proposal** by 60 days each. Additional time was requested by NAB, National Public Radio and Corporation for Public Broadcasting in order to complete and evaluate technical studies. The new comment and reply deadlines are August 2 and September 1, 1999 respectively.

In Congress

*The Senate passed its version of the **Satellite Home Viewer Act** with no amendments other than that of Senate Commerce Committee Chairman John McCain (R-Az). The legislation will go to a conference committee so the difference between House and Senate versions can be worked out.

*In response to the Littleton High shooting tragedy, the Senate unanimously passed a **bill granting broadcasters and the rest of the entertainment industry an antitrust exemption to create a "code of conduct" limiting violence**. Later, lawmakers voted down a **"safe harbor" amendment** offered by Sen. Hollings (D-SC) to limit violent programming to the hours of 10 pm to 6 am. NAB opposed the safe harbor amendment stating the voluntary TV program rating system is working and when coupled with the V-chip, will allow every parent to screen objectionable programs. **Senators Brownback and Roberts** voted to table the safe harbor amendment.

#

KAB Awards

Entry Deadline / July 1!

Calendar of Events

- *June 9, KAB Board, Lindsborg
- *June 10, KAB/MBA/NAB Community Service Workshop, Kansas City
- *June 16-17, KAB exhibiting at Kansas Technology Showcase, Topeka
- *June 21, KAB Sales Academy, Wichita Hyatt Regency
- *July 1, deadline for KAB awards entries
- *July 15-August 2, KAB office closed
- *August 2-6, KAB Reunion Camp for Brothers and Sisters, Tall Oaks Conference Center, Linwood KS
- *August 11, KAB Board, Pittsburg
- *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
- *December (dates TBA), broadcaster and state legislator meetings in Topeka, Wichita, KC
- *December 14, KAB Board meeting

***Kansas broadcasters . . .
Are you airing KAB's new
spots touting Kansas
broadcasters' community***

service? They're 'world class'!

News briefs

*KAB Board Member **Rod Atteberry** has resigned his position on the board and as corporate sales trainer of Great Empire Broadcasting, Wichita. He accepted a position with Key Marketing, a specialty sales organization that franchises a radio sales system. The company is headquartered in Atlanta. Atteberry will remain in Wichita for a year. His term on the board was due to expire December 31 of this year.

***Bill Reed**, general manager of Cumulus Broadcasting's Topeka stations - **KMAJ AM/FM, KTOP/ KDVV** - has resigned effective May 28. Replacing him as Market Manager is **Jay Cooper**, who has worked in Topeka broadcasting previously.

***Jeff McCausland**, local sales manager at **KSAS TV**, Wichita has been named national sales manager. Account Executive **Dave Hill** replaces him as LSM. And **Chris Braun**, art director, has been named creative service director.

***Susan Brier** has been named general sales manager at **KCTV**, Kansas City. She previously was local sales manager at **WDAF TV**. She also has worked at **KWCH TV**, Wichita and **KSNT TV**, Topeka.

***Kansas Chamber of Commerce & Industry** has scheduled unemployment comp seminars in Topeka, Dodge City and Pittsburg, on June 15, 16 and 17 respectively, to tell participants about coming changes in unemployment compensation taxes and benefits, and how to manage your unemployment

compensation obligations. To register,
call KCCI at (785) 357-6321, or
download a registration form at
<http://www.kansaschamber.org>.

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