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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)

My friend U.R. Kiddun came to town the other day. He was born and raised on a remote Pacific Island. U.R. had no contact with the outside world but spent his youth and early adult life studying common sense and logic.

"So tell me about broadcasting, Lance," he said.

"Well, there's so much to tell. I guess we could start with music." I said, thinking even on a remote island they had some rudimentary form of rhythm and sound.

"You see we pay money, quite a bit as a matter of fact, to three different organizations", I began. "Then we can play their music."

"I see," he said. "Then what happens?"

"Well, radio listeners and TV viewers hear the song and then go buy the cd." I explained.

"Interesting," he said. "So you pay the people who make this music so you can play it and help them make money."

"Well...uh...well...something like that," I stammered.

U.R. leaned toward me, "Tell me more about broadcasting, Lance."

"Well, it's very competitive," I said. "What most stations do is go to advertisers and tell them why advertising on their station is better than advertising on another station."

"Interesting," he said. "So you convince businesses that advertising on radio or television works by telling them that advertising on radio or television doesn't work?"

continued on page 2

Transmitter

Volume 38 No 4 April 29, 1999

Kansas BEA formed

Kansas broadcast educators held an organizational meeting on April 8 in Wichita to adopt a constitution and elect officers for a Kansas chapter of the Broadcast Education Association.

Thimios Zaharopoulos, head of Washburn University's Mass Media Department was elected president and Gary Hawke, University of Kansas Radio/TV department, president-elect. Becky Kiser, Fort Hays State University, Information Networking and Telecommunications, was elected vice president; Gary Larson, Wichita State University's Elliot School of Communication was elected secretary; and Bambi Landholm, Washburn University Mass Media Department was elected treasurer.

Educators who attended the organizational meeting included Zaharopoulos, Hawke, Landholm and Lance Hays, Butler County Community College; Manny Lopez, KU; John Ewy, Dodge City Community College; Paul Prince, Kansas State University; Ron Johnson, Sterling College; Billy Durham, Coffeyville Community College; Rick Bayha, Baker University; Cathy Coomer, Pittsburg State University; Janie Moriconi, Bethel College; and Kevin Hager, Wichita State University. KAB Education Task Force Chairman Howard Hill also attended. #

KAB Convention News

FCC Commissioner Harold

Furchtgott-Roth has confirmed he'll

speaking at the KAB Convention, October 6 in Manhattan.

Chairman's message cont.

"Well...uh...well...something like that," I stammered.

Now, U.R. Kiddun was really interested.

"Please, tell me more about broadcasting, Lance," he said.

I shifted in my chair. "Oh, there are ratings. Arbitron for radio and Nielson for TV." I blurted.

"How does that work?" he asked.

"Well, we pay these companies thousands of dollars and they pay a person one dollar to fill out a week-long diary. They get one diary back for about every 300 or 400 people and then advertising agencies buy these ratings for a real low price and decide where to spend their clients' money. And when they are doing these surveys we spend several thousand more dollars with contests and news specials so our ratings will be higher than what they really are."

"Interesting," he said. "So broadcasters spend millions of dollars propagating a system that has nothing to do with whether an actual commercial helps a business?"

"Well...uh...well...something like that," I stammered.

"Is there more I should know about broadcasting, Lance?"

My mind quickly filled with thoughts of posting, 90 day past due bills from agencies, and the FCC.

"No," I said. "That's about it."

#

KAB Convention News

We've shortened the KAB Convention. It will begin with a noon luncheon on

Wednesday, October 6 and conclude by 4:00 pm on Thursday, October 7.

Calendar of Events

*May 1, Deadline for KAB Scholarship Applications

*May 1, Deadline for KAB Faculty Summer Internship applications

*May 1, Deadline for KAB Paid Student Internship Applications

*June 9, KAB Board, Lindsborg

*June 10, KAB/MBA/NAB Community Service Workshop, Kansas City

*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'!***

Students win Alcohol/Drug Abuse PSA Contest

The Radio Operations Class at Fort Hays State University (FHSU), Creative Writing Class at Medicine Lodge High School, and three DeSoto High School students were winners in KAB's Public Service Announcement (PSA) Contest. Purpose of the contest was to encourage Kansas high school and college students to create and produce messages targeted at Kansas youth about the dangers of substance abuse.

FHSU's Radio Operations Class, taught by Becky Kiser, produced a thirty-second radio PSA titled, "35 Cents". The PSA encourages young people to use the telephone and call for a ride if they've been drinking.

The Creative Writing Class at Medicine Lodge High School, taught by Devra Parker, produced a thirty-second radio PSA titled, "It's All the Same". The class used humor to get across the message that whether young people are involved in alcohol/drug abuse or "cow pie" abuse, it's all a "pile of crap".

DeSoto High School Students Aimee McCabe, Cody Donelson, and Robin Haberstroh produced the winning television entry, titled, "Last Kiss". Their journalism adviser is Kathy Habiger. The thirty-second PSA pictures a young couple in formal wear, ready for their spring formal followed by a funeral scene, where the young woman is in an open casket. The young man kisses her on the cheek while the audio states that 25 percent of all motor vehicle deaths involving teens occur on a Saturday and every single injury and death caused by drunk driving is preventable. The voice-over states "Don't let this be your last party. Don't

let this be your last kiss. Don't drink and drive."

Continued on page 3

KAB provides prizes for VICA contest

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

Winning students and their schools who received awards on April 15 in Wichita were Michael Thomas and Sarah Patterson, Parsons High School (first place in the high school competition); Corey Sprehe and Shawn Bailey, Broadmoor Technical Center, Shawnee Mission (second place in the high school competition); and Joe Carrillo II and Brian Butterfield Southwest Kansas Technical School, Liberal (winner in the post secondary category).

The purpose of the competition is to evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of television/video production.

Entries were judged by Library Media Services staff in the Wichita Public Schools.

#

PSA contest winners cont.

KAB Chairman Lance Sayler, KKOW AM/FM, Pittsburg, presented the winners with trophies and cash prizes during KAB's Student Seminar in Wichita on April 8.

Sandy White, KICT FM, Wichita, worked with the Medicine Lodge class to re-produce their PSA for broadcast; and Bill Shaffer, KTWU TV, Topeka, worked with the DeSoto students to re-produce their PSA for broadcast.

The PSAs were distributed to Kansas stations to air through graduation season, to the end of May.

Seminar, Career Fair draw 250 students

KAB's student seminar and career fair April 8 in Wichita attracted 250 high school and college students and educators. Twenty-four Kansas broadcasters participated as round table facilitators and panelists to acquaint students with the "real world".

High schools represented included Andale, Andover, Buhler, Chapman, Clearwater, Colby, Conway Springs, Derby, DeSoto, Haviland, Kingman, Leon, Mankato, Medicine Lodge, Mulvane, Riley Co., Sedan, Topeka-Hayden, Topeka-Highland Park, Waverly, Wichita-Bishop Carroll, Wichita-Independent.

Colleges represented included Baker University, Bethel College, Butler Co, Coffeyville, Colby and Dodge City Community Colleges, Fort Hays State University, Kansas State University, Pittsburg State University, Sterling College, Tabor College, University of Kansas, Washburn University and Wichita State University.

Broadcaster panelists and round table facilitators **included Dan Holiday, Pat Moyer and Jim Worthington**, Triathalon Broadcasting; **Mike Kennedy**, KNSS AM, **Dan Dillon**, KFDI; **Jan Harrison** and **Robin Kreisberg**, KICT FM, **Scott Donovan**, KHOK/KVGB; **Lance Sayler**, KKOW AM/FM; **Jan Arrant, Dennis Decker, Bruce Haertl, Jim Brown, Sharrilyn Hochman** and **Kimberly Joachims**, KWCH TV; **Rodney Price**, KSNW TV; and **Mark Chamberlin**, KAKE TV. Co-chairing the seminar were **Scott Donovan**, KHOK/KVGB, **Ron Collins**, KWCH TV / KBS, and **Gary Hawke**, KJHK FM /KUJH TV.

The afternoon career fair provided students and job seekers the opportunity to talk one on one with representatives from 50 Kansas radio and television stations about

job openings and with educators from 11 Kansas colleges and universities about their respective educational programs.

Student awards

KAB Chairman Lance Sayler presented first and second place plaques and honorable mention certificates to student broadcast award winners during the KAB Student Seminar on April 8.

Award categories included PSAs, station promotion announcements, public affairs programs, complete newscasts, package news stories, complete features, sports play-by-play, and DJ personality. Students recognized include: **Butler Co. Community College** – Susan Lawson, Kevin Beagley, Rex Harris, Jeremy Bruner, Kevin Jones, Roxanne Tobee, Tanner Swift, Dean Book, David Smallwood, Tara Munley, Jeff Calvery, Travis Milne, and Floyd Ward; **Colby Community College** – Joe Vyzourek, Melia Clark, Matt Rupert, Ryun Munsey, and Judy Tippets; **Fort Hays State University** – Mitch Weber, T J Hernandez, Danielle Racke, Mandy Unruh, Diana Edmonds, Kevin Windholz, Michael Schwanke, Takashi Ito, Michelle Rosel, Jeff Thomas, and Tom Gillingham; **Kansas State University** – Iain Wilson, Jeremy Claeys, Ernie Saville, Wendy Blank, Kelvin Bentley, Rick Van Haveren, Rich Smith, Mike Vietti, Justin McAdam, Brian Smoller, Jeff Dickson, and Joe Wilmes; **Ottawa University** – Michael Luarks and Ryan Leach; **Pittsburg State University** – Dikran Ovakimian, Steve Ginivan, Chris Mallory, Nolan Brown, and Kathryn Rogers; **University of Kansas** – Ryun Sturch, Rachel Robson, Jen Silvers, Michelle Tuckner, Michael Erb, Chad Speaker, Jessica Zellermayer, Marc Mehlman, Danner Evans, and Krista Tatschl; **Washburn University** – Eric Holcomb, Katarina Norstrom, Esther Huang, and Jongwong Choi; **Wichita State University** – Shannon Yust, Leon Goner and Si-Hyun Kim.

Broadcasters at **KHOK/KVGB** and **KOAM TV** judged the entries. **Kevin Hager** Wichita State University produced the awards video.

Y2K workshops scheduled for June

“How to Meet the Y2K Challenge” is the subject of a series of one-day workshops scheduled for several locations across Kansas in June. The workshops are sponsored by Kansas State University Cooperative Extension Service, Small Business Development Centers, Mid-America Manufacturing Technology Center and U.S. Small Business Administration.

The workshops are designed for small businesses – retail, service, and manufacturing – and agricultural operations. Conducting the workshops will be engineers and business professionals from the sponsoring organizations. Participants will learn: to determine how widespread the Y2K problem is in their organization - where to look and what to look for; to identify what needs to be fixed and the most cost-effective way to fix it; to root out business-stopping problems lurking in embedded systems – fax machines, voice mail, backup power and lights, etc.; to analyze your computer systems to guard against devastating downtime or failure; and how to develop, test and maintain contingency plans that ensure business continuity.

Workshop locations and dates are: Atchison – June 22; Concordia – June 24; Dodge City – June 16; Emporia – June 17; Garden City – June 22; Goodland – June 15; Great Bend – June 24; Hays – June 18; Hutchinson – June 15; Iola – June 15; Manhattan – June 22; Overland Park – June 17; Pittsburg – June 22; Salina – June 17; Topeka – June 15; and Wichita – June 22.

Registration fee of \$59 includes all conference materials (library of compliance resources; The Conversion

2000: Y2K Self-Help Tool; and Y2K Assessment & Inventory Workbook) and lunch. For registration form and details call 1-888-679-4333.

L.M. “Bud” Cornish

Topeka lawyer, civic leader and former law professor L.M. “Bud” Cornish, 77, died April 12 at a Topeka care home.

He retired from active law practice several years ago, but during his tenure as a practicing attorney he represented broadcast companies. And his son, Kent Cornish, is vice president and general manager of KTKA TV, Topeka.

Cornish lectured in business law at Washburn University for 25 years as well as serve on the university’s board of regents. And he served on the boards of directors of several associations.

Mass of Christian Burial was conducted April 15. Memorial contributions may be made to Topeka Community Foundation, 5100 SW 10th St, Topeka.

#

New members

A warm KAB welcome to new members: stations - **KTMJ TV**, Junction City, **Robert Raff**, general manager and **KCNW AM**, Kansas City, **Jeff Bowles**, general manager. Associate – **Koch Industries, Inc.** Wichita, **Roger Ramseyer**, Director, Kansas Communications; **Television Bureau of Advertising, Ave Butensky**, President Students – **Cameson Kadison**, Wichita; **Amanda Millard**, Washburn University; **Emily Rollheiser**, Kansas State University; **Lacy Stroup, James Rupert, Judy Tippetts, Mitch Percival, Ryan Munsey, Zach Wills, and Marie Nolan**, Colby Community College; Professional – **D.E. Penman**, KHCA FM, Manhattan.

These stations have renewed their membership in the KAB since the March *Transmitter*: **KJRG/KOEZ**, Newton;

KQTP / KWIC, Topeka; **KFDI AM/FM, KLLS/KYQQ, KFH/KQAM/KEYN/ KSWJ/KRBB/KZSN**, Wichita; **KSOK AM/FM / KAZY FM**, Winfield.

Aid for Kosovo

Stations may want to inform audiences on how they can help the refugee crisis in Kosovo. Americans are encouraged to make cash donations by calling (800) USAID RELIEF (872-4373) or by visiting InterAction’s website at www.interaction.org. The site includes a coalition of non-profit organizations that are prepared to help in this and other situations.

#

\$945.5 Million to PSAs

Radio and television broadcasters donated a combined \$945.5 million in airtime for Ad Council public service and advertising campaigns in 1998. Radio and television were the top two suppliers of donated time among all media.

Broadcast television support was up 78 percent last year to \$230.7 million while radio topped the list at more than \$714 million – 59 percent of the total time donated by all forms of media.

#

THANKS, KABers

Thank you **Ed O’Donnell, Robert Hilton** and **Troy Coverdale** for coordinating installation and use of KAB phone lines during the state high school basketball tournaments. Radio stations did 145 broadcasts of tournament games.

Thanks also to KAB volunteer judges who stepped up to help with judging Wisconsin Broadcasters Association entries. These KAB member stations provided volunteers to do the judging: **KCLY/KFRM**, Clay Center; **KJCK/ KQLA**, Junction City; **KLWN/KLZR**,

Lawrence; **KNSS AM**, Wichita; **KUPK TV**, Garden City; **KSNT TV**, **KTKA TV**, and **WIBW TV**, Topeka; and **KAKE TV**, Wichita.

Washington Update

At the FCC

*The Commission has extended the **deadline for comments in the low power FM proceeding** to June 1, and reply comments to July 1. The extensions were requested by state associations in all 50 states, NAB, CEMA and Lucent Digital Radio. **KAB** is joining other state broadcast associations in filing comments in the proceeding. The Commission proposes licensing new 1000 watt low power FM radio stations and 100 watt stations and seeks comment on setting up a third microradio class for 1 to 10 watt stations. According to NAB, the proposal could add as many as 4000 low power stations causing interference to existing broadcasters and threaten the transition to digital radio.

*The FCC's proposal for fiscal year **1999 regulatory fees** calls for an average increase of 8% to 9% in most categories. Comments were due April 19 and the Commission will decide by June 30 with the fees due in late September.

*The Commission has **cleared the way for broadcast license auctions this fall**. There are 782 competing applications pending for 188 full-power TV and radio licenses.

In Congress

*House Commerce and Judiciary Committees combined their respective versions of **Satellite Home Viewer Act (SHVA) reform** and the full house was scheduled to vote on it Tuesday, April 27. The compromise package, HR 1554 includes local-to-local with full must carry by 2002; use of the Grade B/ILLR standard to enforce compliance;

reauthorization of SHVA; and free antennas provided by the satellite companies to 'duped' consumers.

News briefs

*Associated Press Broadcasters (APB) for Kansas and Missouri will hold a joint meeting June 4-5 at the Adams Mark Hotel, Kansas City, MO.

*Shank Communications Co., Hutchinson, sold the construction permit for **KBGL FM**, Larned, to Radio, Inc., Hays, which operates three other FMs – **KJLS**, **KKQY**, and **KFIX**.

***Betty Lou Pardue** has been named director of special projects for **WIBW AM/FM**, Topeka. She will coordinate station promotions and edit the station's 14th annual *Pigskin and Hoops* sports magazine and their *Tune In* publication. She formerly worked at **WIBW TV**.

***Kathy Patton**, a veteran Kansas farm broadcaster, has been hired as communications director for House Speaker **Robin Jennison**. Patton worked 18 years for **WIBW TV**, **WIBW AM** and **Kansas Agriculture Network**.

*The Justice Department agreed to allow **Capstar Broadcasting Corp.** to complete its purchase of **Triathlon Broadcasting Co.** for \$190 million after **Capstar** agreed to sell five radio stations in Wichita to bring its radio revenue share below 40%. **Capstar** agreed to sell **KEYN FM**, **KWSJ FM**, **KNSS AM**, **KFH AM** and **KQAM AM** to a buyer that must be approved by the Justice Department.

#

*House Telecommunications Subcommittee held hearings in mid-April on **low power television**. NAB's **Jim May** urged the committee to refrain from acting on LPTV legislation until the transition to digital television is much further along. The pending legislation would make many LPTV stations eligible for "primary" status.

May said "the bill limits the protections full-power stations or translators have in their digital build-out to an exceedingly narrow time frame."

KFDI, KOAM TV, KAKE TV win in RTNDA competition

KFDI AM/FM, Wichita received Regional **Edward R. Murrow Awards** from the **Radio/Television News Directors Association (RTNDA)** for **Spot News Coverage** and **Continuing Coverage**. Both awards were for the station's coverage of the **DeBruce Grain Elevator explosion** southwest of Wichita in June 1998. **Dan Dillon** is **KFDI** news director.

KOAM TV, **Pittsburg**, received regional **Murrow awards** for **Newscast** and **Investigative Reporting**. The winning newscast, broadcast during a heat wave in June, featured a number of heat safety stories, including live reports by **Anchor Jill Jensen**. The **Investigative Reporting** award is for a five part series reported by **Anchor Dowe Quick** on commercial trucks circumventing a weigh station on **I-44** near **Joplin, Mo.**

KAKE TV, **Wichita**, won three regional **Murrow awards** for **Overall Excellence**, **Continuing Coverage** and **Feature Reporting**. The **Overall Excellence** award was judged by reviewing every aspect of the station's local news. The **Continuing Coverage** award was for **KAKE's** coverage of the flash floods in the fall of 1998. And the **Feature Award** was for **Larry Hatteberg's** story about a young woman's commitment to strengthen the bond with her aging grandfather. **Jim Turpin** is **KAKE** news director.

Kansas stations compete with stations in markets of similar size in **RTNDA's** **Region 3** – **Iowa**, **Kansas**, **Minnesota**, **Missouri**, **Nebraska**, **North Dakota**, **South Dakota** and **Wisconsin**.

Regional winners are eligible for the national RTNDA Edward R. Murrow Awards which are judged in June.

More pass inspection

These stations have passed the KAB's inspection and received a three-year exemption from routine FCC inspections. **KXXX/KQLS**, Colby; **KDMM FM**, Herington; and **KILS FM**, Salina. These four bring to 96 the number of stations that have passed.

#

o keep these instructions, choose Print from the File menu. Press Enter to print the template. Replace the sample text with your own text to create a newsletter.

Using Styles in this Template

To change the style of any paragraph, select the text by positioning your cursor anywhere in the paragraph. Select a Style from the drop-down Style list at the top-left of your screen. Press Enter to accept your choice.

The styles available in this template allow you to change the look of your headlines and other text. The following is a list of some common styles and their uses.

Body Text – Use this style for the regular text of your articles.

Byline – Use this style for the name of an article’s author.

Calendar Head – Use this style to type a second level heading in a sidebar article.

Calendar Subhead – Use this style to type a third level heading in a sidebar article.

Calendar Text – Use this style to type the text in a sidebar article.

Using Columns

Your By-line

Most of the articles in this newsletter were created using Word’s column feature. You can change the look of your newsletter by customizing the columns in this document. In order to work with columns, Word must be set to page layout view.

Changing Column Size

If your document is divided into sections, click in the section you want to change. Drag the column marker on the

horizontal ruler. If you can’t widen a column because an adjacent column is in the way, reduce the width of the adjacent column first.

If the column widths are equal, all of the columns change. If the column widths are unequal, only the column you are adjusting changes. To switch between columns of equal and unequal width and specify exact measurements for column widths and spacing, use the Columns command on the Format menu.

Changing the Number of Columns

To change the number of columns for the entire document, click Select All on the Edit menu. To change the number of columns for part of the document, select the text. To change the number of columns for existing sections, click in the section or select multiple sections. Click Columns on the Format menu and then enter the number of columns you want.

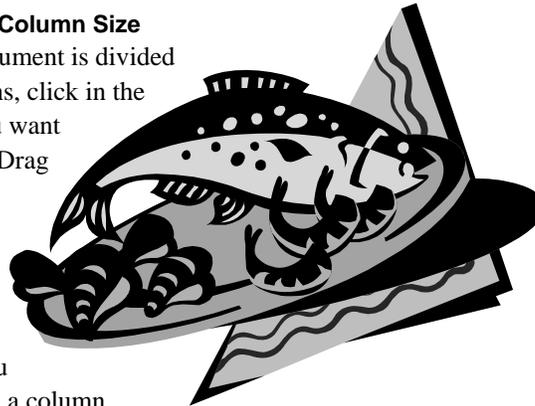
Adding Vertical Lines between Columns

If your document is divided into sections, click in the section you want to change. On the Format menu, click Columns. Select the **Line Between** check box.

Creating a Heading that Spans Columns

If your text isn’t already formatted in columns, create the columns. In page layout view, select the heading text. Choose Columns from the Format menu, and then click One.

Forcing the Start of a New Column



Continued on Page 3

October 23, 1998

Click where you want to start the new column. On the Insert menu, click Break. Click Column Break. Word moves the text that follows the insertion point to the top of the next column.

Balancing Column Length

If your text is not already formatted in columns, create the columns. In page layout view, click at the end of the columns you want to balance. On the Insert menu, click Break. Click Continuous. Word inserts a continuous section break, which balances the text equally among the columns.

If you want to force a new page to start after the balanced columns, click after the continuous section break and then insert a manual page break.

Removing Columns

If your document is divided into sections, click in the section or select multiple sections you want to change.

Choose Columns from the Format menu, and then click One.

Formatting Text Boxes

Type your sub-heading here

Your By-line

You can change the look of a linked text box by applying color, shading, borders, and other formatting. If you want to format all the text boxes in an article, you must format them individually.

Select the text box and double click its border. If you want to change the color or borders on a text box, choose the Colors and Lines tab. To change the size, scale, or rotation, click the Size tab. To change the position of the text box on the page, click the Position Tab. If you have other text surrounding the

More Ways to customize this Template

Footers

To change the text at the very bottom of each page of your newsletter, click Headers and Footers from the View menu. Use the Header and Footer toolbar to open the footer, and replace the sample text with your own text.

Insert Symbol

It is a good idea to place a small symbol at the end of each article to let the reader know that the article will not continue onto another page. Position your cursor after the last sentence in the article, click Symbol on the Insert menu, choose the symbol you want, and then click Insert.

Borders

You can use page borders and text box borders to change the appearance of your newsletter. Borders on text boxes help keep different articles separate, and can set off sidebar articles from the rest of the page. To change a text box border, select it, double click its edge and choose the Colors and Lines tab in the Format Auto Shape dialog box.

You can change the footer border, or add one to the header by clicking Headers and Footers on the View menu and then clicking Borders and Shading on the Format menu. You can also add a border to any side of a page (or on all sides) by positioning your cursor anywhere in the page and clicking Borders and Shading on the Format menu.

This Month's Events

Date
Time, Location
Event name

Type a description of your event here. For more information call 000-0000.

Date
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Event name

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Continued on Page 4

text box, and want to change the way

Continued from Page 3

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Wrapping tab.

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You can replace the pictures in this template with your company's art. Select the picture you want to replace, point to Picture in the Insert menu, and click From File. Choose a new picture and then click Insert. Select the Link to File box if you don't want to embed the art in the newsletter. This is a good idea if you need to minimize your file size. Embedding a picture adds significantly to the size of the file. You might want to consider embedding a picture if file size is not an issue and you use a picture in every edition of your newsletter.

To edit a picture, click on it to activate the Picture toolbar. You can use this toolbar to adjust brightness and contrast, change line properties and crop the image.

You can also use the Format Picture dialog box to edit a picture. To open it, select the picture, click the right mouse button, and click Format Picture. You can change the size and position of the



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picture, crop it, adjust the brightness and contrast, and change the text wrapping. The pictures in this template use the tight wrapping style.

For more detailed editing, double-click on the graphic to activate the drawing layer, where you can group or ungroup picture objects, re-color, or delete objects.

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Inserting and Editing Pictures

the text wraps around it, click the

Your By-line



