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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)

**WARNING:** The following article does not necessarily reflect the views of the KAB, its board or president/ executive director. It reflects the views of the lowly chairman as an individual. (Covering the legal bases in our litigious world)!

The past few years I've really been getting into this "value added" thing. Seems more and more agencies not only request but demand "value added".

Last Thursday night I was hungry and didn't want to cook. Hey, I'll go to a fast food restaurant and since all of our fast food accounts ask for or demand "value added" it's my chance to try my hand at the "value added" thing.

"Welcome to Burger King, may I take your order?" The smiling face belonged to a blonde-haired, blue-eyed young lady with braces. I guessed her at 17. Her name tag read 'Angie'.

"Well Angie, I'm considering a number one combo meal," I said.

"NUMBER ONE COMBO," she shouted into the microphone.

"No, no Angie . . . I'm just considering the #1 combo. If I buy the #1 combo, what will you give me extra?"

"You mean like cheese? That's 20 cents extra."

"No Angie, something free to add

*Continued on page 2*

# Transmitter

Volume 38 No 3 March 25, 1999

## KABers attend NAB conference; KAB wins award

Chair-elect Robert Hilton; Board Members Ron Collins, Doug Harder, and Howard Hill; LLC Chairman Rich Wartell, Gary McNair and Harriet Lange attended NAB's State Leadership Conference in early March.

The annual conference brings together state association leaders for three days of sessions which highlight Congressional and regulatory issues facing the industry.

The Kansas group called on all Kansas congressional offices. Purpose of the visits was to educate staff and elected officials about the two biggest issues facing the industry – Satellite Home Viewer Act and microradio.

During the closing conference banquet, KAB was one of six state associations to receive NAB's "Excellence in State Service Award" to recognize KAB's outstanding work over the past year in the "Broadcasters: Bringing Community Service Home" campaign. KAB entered information about KAB public service projects dealing with adoption, alcohol/ drug abuse prevention, KAB scholarship programs, and radio/ television spots marketing the public service work of Kansas broadcasters. Other

associations honored were Arizona, Florida, Idaho, Minnesota and New Hampshire. #

## Calendar of Events

\*March 31, 2<sup>nd</sup> District broadcaster meeting with Cong. Jim Ryun, Topeka

\*April 8, KAB Student Seminar/Career Fair, Wichita Hyatt Hotel

\*May 1, Deadline for KAB Scholarship Applications

\*May 1, Deadline for KAB Faculty Summer Internship applications

\*June 9, KAB Board, Lindsborg

\*June 21, KAB Sales Academy, Wichita

\*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

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***Kansas broadcasters . . .***

***Are you airing KAB's new spots touting Kansas broadcasters' community service? They're 'world class'!***

### **Chairman's message cont.**

value to my purchase . . . how about an apple pie?"

Angie reached for the microphone again, paused and looked back up at me. "You want a free apple pie?"

"Yes , yes . . . exactly."

"SEAN . . . COME TO THE COUNTER PLEASE, SEAN."

I judged Sean to be a college student, maybe 20. He had a blue dress shirt with a Burger King tie. His name badge read 'Sean, Ass't. Mgr.' "May I help you, sir?"

"Hi, Sean. As I was just telling Angie, I'm considering buying a #1 combo meal and I'm pretty sure I will if you'll throw in a free apple pie."

Sean looked at me for a moment. "Did we give you a meal with a hair in it or something?"

"No Sean. It's called 'value added'. I consider buying from you, but you give me something extra at no charge."

Sean leaned into the microphone. "KIM TO THE COUNTER, KIM. SECURITY CODE YELLOW . . . SECURITY CODE YELLOW."

Out of the corner of my eye I caught a glimpse of an older man in a uniform. He had a gun and a badge. His name plate read 'Bob, BKI Security'. He was moving toward me slowly as a lady in her early 40s emerged from the back room. Her name tag was bigger. It read 'Kim, Nite Mgr.'.

Kim noticed the line developing behind me. Now 15 people deep, the line snaked back all the way through the

chute. "What's the problem here?" Kim inquired.

Sean and Angie pointed at me. Bob rested his hand on his sidearm.

"Hi Kim. As I was telling Angie and Sean, I'm considering a #1 combo meal, but I was wondering about value added?"

"Value added?"

"Right. If I do buy this #1 combo would you throw in an apple pie?" I said.

"Why would we do that?" she asked.

"Good question." I responded, knowing I was finally talking to someone who could get things done. "You see Kim, I could go to McDonald's or Braums or Arbys, even Dairy Queen, Taco Bell, or Subway. But, I'd like to buy from you if you'll add some value."

"What is your name, sir?"

"Lance, Lance Sayler."

Bob was suddenly taking notes and whispering into his walkie talkie.

"Mr. Sayler," Kim said, "are you on medication or have you been drinking?"

"Why no," I said.

"You are demanding something for nothing?" Kim asked.

"Well . . .uh . . .well," I stammered.

The glow of red flashing lights suddenly reflected off the fiberglass menu display. "Put your hands on the counter sir", Bob said as he shoved me from behind.

Three policemen with bulletproof vests and weapons drawn came busting through the door. "Freeze, you're under arrest," one of them shouted.

"What for?" I asked.

“Robbery!”

“But . . . but . . . it’s value added . . . that’s not robbery is it?” I shouted as I was shoved into the back of the patrol car. #

## American Adoption Congress to recognize KAB

The American Adoption Congress (AAC) will present KAB a special award in recognition of the KAB Reunion Camp for Brothers and Sisters. AAC president, Jane Nast, will make the presentation during the Mid South and Midwest 1999 Regional Conference, October 29 in Kansas City.

With the assistance of Kansas Families for Kids and Lutheran Social Service, the KAB camp brings together for a week of camping fun, siblings who have been separated due to adoption or foster care. The second annual camp is scheduled for August 2-6 at Tall Oaks Conference Center, Linwood KS. The first camp was last summer for 91 Kansas kids at Camp Hiawatha, Wichita.

During the AAC conference, KAB will have the opportunity to acquaint adoption professionals from several states about the camp. The AAC would like to see this program expanded into other regions by educating social workers, psychologists, medical staff and parents who attend the conference.

#

## Community service highlighted

A brochure highlighting KAB’s and Kansas broadcasters’ community service will be in the mail soon to radio and television stations, state legislators and agencies, city and county officials, newspapers and news directors.

Produced by FryeAllen, Inc., Topeka, the four-color brochure provides statistics and examples of the community service broadcasters perform daily in local communities. #

## Clarification

Bob McKinney with the FCC’s Compliance and Information Bureau in Kansas City contacted the KAB to clarify an item in the February 2 *Transmitter...* concerning “the Washington Update section on cable override of local broadcast stations. I believe the article is correct, but the statement that ‘local cable operators will be required, not just allowed to override . . .’ was not completely clear.

“Primarily the Commission’s 3<sup>rd</sup> R & O, released December 23, 1998, states that the Commission did not change part 11. Mutual agreements between a TV station and a cable operator can be signed whereby the cable operator will not override the TV signal on the cable.”

“If a franchise agreement between the city and cable operator states that the cable operator must override all channels for a city emergency, then that legal document takes precedence.”

“Also, cable operators can issue state and local EAS messages at their discretion just like broadcasters.”

KAB appreciates the clarification.

#

## 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.

#

## Student Seminar and Career Fair April 8

KAB’s student seminar and career fair is April 8 at Wichita’s Hyatt Regency Hotel.

High school and college students will participate in round table discussions with broadcast professionals. Students also will hear from recent graduates who have gone to work in broadcasting. They’ll offer advice on what to expect and how to get that first job.

During the luncheon, KAB will present student broadcast awards and preview first place entries.

The afternoon career fair will provide students and job seekers the opportunity to talk one on one with representatives from Kansas radio and television stations about job openings and with educators from Kansas colleges and universities about their respective educational programs.

Co-chairing the seminar are Scott Donovan, KHOK/KVGB, Ron Collins, KWCH TV / KBS, and Gary Hawke, KJHK FM /KUJH TV.

#

## KDOT / safe driving

Traffic crashes cost employers more than \$50 billion annually, which is why the KS Department of Transportation in cooperation with Network of Employers for Traffic Safety (NETS) is sponsoring National Drive Safely at Work Week.

The campaign is April 19-23 and addresses key issues in reducing preventable crashes: impaired driving,

road rage, driver inattention, occupant protection and sharing the road safely.

Contact KDOT at (785) 296-3756 or NETS at 1-888-221-0045 for a video news release or more information.

#

## KAB & 45 other state associations file EEO comments

KAB and 45 other state broadcast associations filed joint comments in the FCC's EEO rulemaking. The comments were prepared by the Washington law firm of Fisher Wayland Cooper Leader & Zaragoza.

In the filing, the Associations made proposals for regulations which clearly meet constitutional muster and will not create expensive, time-consuming and unnecessary paperwork.

The Associations propose a broad outreach program based on use of state broadcast association web sites where notices of job openings and resumes of job seekers may be easily posted and retrieved. Such a program is the kind of race-neutral outreach and non-discriminatory recruitment program that the courts have held does not implicate the guarantees of the Fifth Amendment. Neither race-conscious "self-assessment" steps nor the filing of annual employment reports will be necessary or appropriate, thereby avoiding both constitutional problems and eliminating expensive, time-consuming and unnecessary paperwork.

The Associations also urge the FCC to defer to the Equal Employment Opportunity Commission, state EEO agencies and the courts for resolution of cases relating to discrimination complaints.

#

## Umansky leaves NAB

Barry Umansky, NAB's deputy general counsel and son of Wichita's Martin Umansky, has become a Washington partner at Vorys, Sater, Seymour & Pease. He began March 15 after 20 years with the NAB.

## KJIL is Gospel Music Association Station of the Year

KJIL FM, Meade, was named Station of the Year by the Gospel Music Association (GMA) on March 24, before a national television audience at the 30<sup>th</sup> Annual Dove Awards. Don Hughes is general manager.

In selecting KJIL as Station of the Year, GMA reviewed the activities in service to the community and presentation of ministry to further the message of Jesus Christ through gospel music. GMA also reviewed Arbitron Ratings and listened to recordings of programming to determine winners.

KJIL was named station of the year last year by Focus On The Family and Briargate Media.

#

## KMUW wins gold

Lu Stephens, news producer at KMUW FM, Wichita, won gold medals in both the District 6 Regional Competition and in the National Competition of the Council for the Advancement and Support of Education (CASE). Stephens won in the category of Radio: Feature Reporting for a piece she wrote and produced entitled "Buddhist Monks Visit Wichita."

Joe Vincenza, program director, won a gold medal in the District 6 Regional CASE competition in the category Electronic Media: Video PSA. Vincenza was the audio producer for a TV video spot which promoted several programs broadcast by KMUW. Steve

Worley, post-production director/editor and Greg Matthias, videographer, both with WSU's Media Resources Center, shared in the award.

#

## Washington Update

### At the FCC

\*The FCC recently **modified its tower painting and lighting rules** to "ensure that new antenna structures comply with the FAA's latest recommendations concerning air safety." Among the changes are: coaxial cable, conduits and other cables attached to the face of a tower must be painted; and on towers equipped with flashing red obstruction lights, all of the flashing lights must flash simultaneously.

### In the Courts

\*An agreement on **Satellite Home Viewer Act** has been reached that will dismiss the Miami copyright lawsuit filed by the networks and affiliates against DirecTV. The agreement sets June 30 as the date on which DirecTV subscribers predicted to receive a Grade A intensity signal will lose receipt of distant CBS, Fox, ABC and NBC signals. Grade B subscribers will lose receipt on December 31. Those subscribers who obtain a waiver from their local affiliates will not lose their distant network signals.

#

## New members

A warm KAB welcome to new member station – **KJTY FM**, Topeka.

These stations have renewed their membership in the KAB since the February 25 *Transmitter*: **KNBU FM**, Baldwin City; **KREP FM**, Belleville; **KSNP FM**, Burlington; **KKOY AM/FM**, Chanute; **KVCO FM**, Concordia; **KDCC/KONQ**,

Dodge City; **KLOE/KKCI/ KWGB**,  
Goodland; **KDMM FM**, Herington;  
**KHCC/KHCT/KHCD**, Hutchinson;  
**KALN/KIKS**, Iola; **KSDB FM**,  
Manhattan; **KSEK AM/FM/ KWXD**,  
Pittsburg; **KQTP/KWIC**, Topeka; and  
**KMUW FM**, Wichita.

## Washington Update

**At the FCC**

**In Congress**

**In the Courts**

News briefs

#

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.

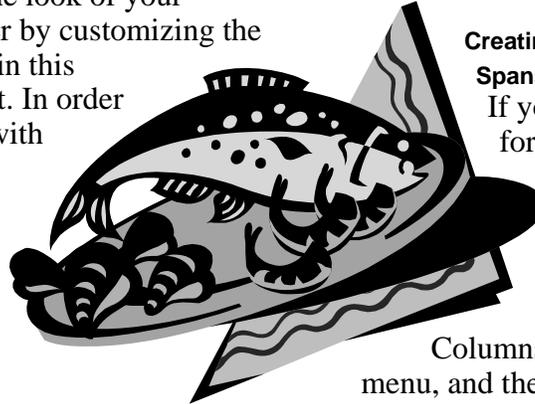
**Calendar Subhead** – Use this style to type a third level heading in a sidebar article.

**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**

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

## 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**  
**Time, Location**  
**Event name**

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

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**Time, Location**  
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**Date**  
**Time, Location**  
**Event name**

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

*Continued on Page 4*

click its border. If you want to



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 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.

This is placeholder text. This is placeholder text.

placeholder text. This is placeholder text.

### *Questions and Answers*

Q: I would like to change some of the text box shading to improve the print quality. Can that be done?

A: Yes. To change the shading or color of a text box, select it and double click its borders to open the Format Text Box dialog box. Click the Colors and Lines tab and then choose the new color from the Color drop-down list in the Fill section.

Q: What's the best way to print this newsletter?

A: Print page 2 on the back of page 1. Fold in half and mail with or without an envelope. For best results, use a medium to heavyweight paper. If

you're mailing without an envelope, seal with a label.

Q: I would like to use my own clip art. How do I change the art without changing the design?

A: To change a picture, click on the picture, then point to Picture on the Insert menu and click From File. Choose a new picture, and click Insert.

Q: How do I change the text and borders that appear at the bottom of every page?

A: Click Headers and Footers on the View menu. Use the Header and Footer toolbar to navigate among headers and footers, insert date or time, or format the page numbers. To

change the text in the footer, select it and type your new text. To change the border, click Borders and Shading on the Format menu.

Q: Can I save a customized newsletter as a template for future editions?

A: Yes. Type your own information over the sample text and then click Save As on the File menu. Choose Document Template from the Save as type drop down list (the extension should change from .doc to .dot). Save the file under a new name. Next time you want to create a newsletter, click New on the File menu, then choose your template.

