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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)*

Way back in 1981, I had the pleasure of meeting Bob Cressler. Bob was the first national marketing director for Pizza Hut and became a wealthy man when he became a Pizza Hut franchisee. Bob once told me that in business you should always ask, "What's the purpose of the exercise?" In other words, why are we doing what we're doing?

So what's the purpose of the exercise with the KAB?

The answer is easy with most of our activities and programs. When we sent Harriet into battle for a sales tax exemption on electricity for broadcasting and on the purchase of new equipment, the purpose of the exercise was to level the playing field with newspapers.

The KAB's initiatives with the Kansas Adoption Network have helped hundreds of children find permanent homes.

The list goes on . . . but when we ask the purpose of the exercise of the KAB, we should not forget what may be the most important purpose: facilitating interaction among broadcasters.

The exchange of ideas, concerns and information between broadcasters is fostered, in great part, by the friendships made at KAB-sponsored events.

*Continued on page 2*

# Transmitter

Volume 38 No 2 February 25, 1999

## NWS challenges EAS patent

In response to Quad Dimension, Inc's claim to license fees from broadcasters due to a patent on a significant portion of the technology in the Emergency Alert System (EAS), the National Weather Service (NWS) issued a statement. In their statement, the NWS contradicts QDI's position and indicates the NWS will fight to overturn the patent. The NWS reexamination request at the U.S. Patent and Trademark Office will challenge the QDI patent on evidence the government has documented preexisting rights to the technology that is the subject of the patent. The NWS observes "the EAS system is based on technology previously developed by others including the U.S. government prior to the filing of the QDI patent in February 1991." The NWS also has acknowledged that the QDI patent may have a "negative impact" on the EAS and that this patent controversy may "result in disrupting the flow of critical weather and flood information to the public."

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## Correction

These stations should have been listed in the February 2 *Transmitter* as having renewed their KAB membership: **KSNG TV**, Garden City; **KSNC TV**, Great Bend;

**KSNK TV, Oberlin; and KSNW TV, Wichita.**

## Calendar of Events

\*March 1, Deadline for entries in KAB Student Broadcast Awards

\*March 4, KAB Education Task Force Meeting, Wichita State University

\*March 12, Deadline for entries in KAB Student PSA contest for alcohol/drug abuse prevention, prom/graduation flight

\*March 24, KAB Board, Emporia

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

Stu Melchert in Liberal can call Bob Newton in Lawrence. Marty Melia in Goodland communicates with Lea Firestone in Emporia. Danny Thomas in Pittsburg shares ideas with Rod Atteberry in Wichita.

KAB serves as the catalyst for sharing, growth and communication among broadcasters in our state.

The purpose of the exercise of being a part of the KAB? In a word: people.

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### Stauffer award to Sanguinetti & White

Sacha Sanguinetti and Mike White will receive Kansas State High School Activities Association Oscar Stauffer Award for Sports Broadcasting. Sanguinetti does play-by-play and Dr. White does color commentary for high school sports broadcasts on KHOK FM, Great Bend. The award recognizes excellence in sports casting and acknowledges meritorious service through coverage of interscholastic sports programs in Kansas.

Sanguinetti attended Colby Community College and began work at Great Bend's Eagle Radio in 1998 as a sales executive. He began play-by-play in Alaska covering local high school sports and later covered Colby High and Colby Community College athletics.

Dr. White has practiced optometry in Hoisington the past 19 years. He previously did color commentary for KSKU in Hutchinson in the mid 1970s and began this year as color commentator for KHOK broadcasts of Hoisington Cardinals football and basketball.

### New members

A warm KAB welcome to new student members: **Christina Gillman**, Fort Hays State University; **Misty Ayers**, University of Kansas; and **Brandi Gier**, Hutchinson Community College/Wichita State University.

### Stations renew

These stations have renewed their membership in the KAB since the February 2 *Transmitter*: **KFRM/KCLY**, Clay Center; **KTCC FM**, Colby; **KVOE AM/FM / KFFX**, Emporia; **KMDO/KOMB**, Fort Scott; and **KDNS/KZDY**, Glen Elder.

### Media law seminar to feature Ginsburg

William H. Ginsburg, former attorney for Monica Lewinsky, will speak at the Media Law Seminar, April 23, Kansas City. The seminar is sponsored by the KC Metropolitan Bar Association and KU's School of Journalism.

Ginsburg will share his thoughts on being thrust into the national spotlight and being subjected to intense media scrutiny. He has stated that the media has become a fourth arm of government and has an alarming influence on the governmental process. Ginsburg has agreed to take questions from seminar attendees following his speech.

The seminar focuses on issues of concern to lawyers and journalists.

Topics will include: talk radio, the ethics of what lawyers can and can't say to the media, online liability and an ethical roundtable discussion.

Cost is \$65. Call Joyce Borders for details (913) 897-8523.

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## Washington Update

### At the FCC

\*The FCC has decided **not to change the definition of Grade B intensity**, keeping the definition Congress used in the Satellite Home Viewer Act. This also validates the definition used by the courts in Miami and Raleigh and should result in keeping protection against the importation of distant network programming by satellite dish companies. The Commission established some requirements to create a standardized method for measuring signal strength at individual households.

\*The FCC held a hearing on February 12 on its **continuing review of its rules regarding local broadcast ownership**. The Commission is exploring changes to the TV duopoly and radio-television cross-ownership rules and how it should treat existing television LMAs and radio-television combinations that are permitted through waivers of the rule. Chancellor Media President and CEO Jeff Marcus spoke on behalf of broadcasters and said that dramatic changes in the media marketplace in the last 30 years made these two rules "glacial remnants of a regulatory Ice Age." He pointed to the substantial increase in the diversity of programming available to the public in markets where combinations have come into existence through LMAs.

### In Congress

\*Senators John McCain (R-AZ) and Conrad Burns (R-MT) introduced **S. 303 to deal with the Satellite Home Viewer Act**. The bill would likely result in hundreds of thousands of illegal distant signal subscribers being grandfathered and thereby made "legal". It would place a six-month moratorium on cut-offs of distant signals to illegal subscribers. The FCC would then do a study to determine if leaving those signals on would cause "material harm" to local stations. The Senate Commerce Committee held hearings on the bill on February 24 and is scheduled to mark-up the legislation on March 3.

\*Rep. Mike Oxley (R-OH) introduced legislation that would **eliminate the FCC ban against broadcasters owning both TV or radio stations and a newspaper in the same market**.

### In the Courts

\*Four major broadcast networks and their affiliate organizations **have asked a federal court in Miami to block continued illegal delivery of network programming by DirecTV to direct broadcast satellite households**. ABC, CBS, NBC, FOX and their affiliates filed the request in response to DirecTV's decision to drop PrimeTime 24 as wholesaler of DirecTV's distant network program packages, and to instead offer that service directly to DBS homes. The court action stems from the Miami Court's ruling that satellite carriers on February 28 must terminate illegal delivery of distant CBS and Fox service to many DBS households capable of receiving the same programming from free, over-the-air local broadcast stations. The NAB estimates that satellite carriers have generated \$557 million in revenues

through the illegal sale of distant network programming. NAB has called on satellite carriers to use a portion of that ill-gotten revenue to purchase and install TV antennas so that DBS households can be reconnected to local broadcast stations. (Source: NAB)

## KHAZ wins national award

KHAZ FM, Hays, has won first place in a national contest, for "most original radio promotion". "Farm Olympics" won top honors in the competition sponsored by Country Radio Seminar (CRS). Mike McKay and Scott Boomer will accept the award at the CRS in Nashville, March 9-14. McKay also will give a presentation on promotional and marketing ideas that create publicity for country radio and generate revenue for county fairs.

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## News briefs

\*Southeast Kansas Broadcasting, owner of **KKOY AM/FM**, Chanute, purchased **KSNP FM**, Burlington and the **Bill Miller Show**, which had been broadcast from Olathe. **Dale McCoy, Jr.** is president of Southeast Kansas Broadcasting. Plans are underway to expand The Bill Miller Show and move it to Chanute. **Phil McComb**, general manager of **KKOY AM/FM** is managing the group and **Steve NeMier** is station manager at **KSNP FM**.

\***Dave Alexander**, program director for **KVGB AM/FM** and news director at **KHOK FM**, Great Bend has accepted a position with **Computer Concepts**, Lenexa. Alexander began at **KHOK** in 1989.

\***Dick Carter, Jr.** has been named executive director of KAB Associate member, **Travel Industry Association of Kansas (TIAK)**. Carter is an account executive with Barbee and Associates, an association management company. He replaces Jean Barbee as TIAK's executive director.

## More pass inspection

These stations have passed the KAB's inspection and received a three-year exemption from routine FCC inspections. **KXXX/KQLS**, Colby and **KILS FM**, Salina. These three bring to 95 the number of stations that have passed.

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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.

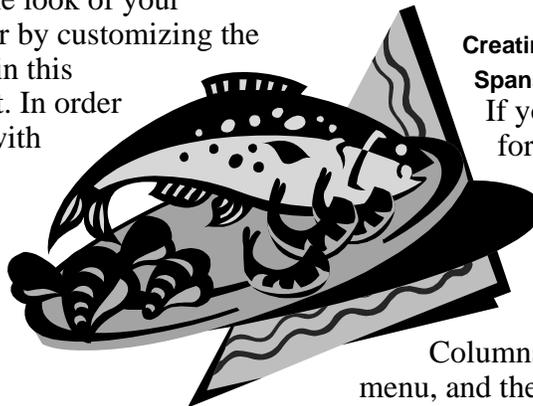
**Calendar Subhead** – Use this style to type a third level heading in a sidebar article.

**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**

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

**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.

**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.

**Date**  
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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

*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.



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.

