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Transmitter

Volume 38 No 1 February 2, 1999

Chairman's message

(Lance Saylor, KKOW AM/FM)

As your new chairman, my first official duty is to tip my hat . . . better yet, how about a standing ovation for outgoing chairman, Howard Hill. Our KAB had arguably the best year in our history during his tenure. We passed the sales tax exemption on broadcast equipment and electricity. We won awards from American Society of Association Executives and the U S Department of Health and Human Services for our adoption effort. We continued initiatives to help find children permanent homes. We held a very successful sales academy... and the list goes on. Congratulations Howard, you are a tough act to follow.

Special congratulations to KAB President Harriet Lange for being named Kansas Association Executive of the Year...an honor she should win every year!

Now to 1999. I wish every member could have been at our December board meeting in Brookville. For the first time in recent memory, your incoming chairman proposed a deficit budget. The executive committee designed a budget with \$266,000 in projected income and \$311,000 in projected expenses. That's a deficit of \$45,000 for 1999. Don't panic.

KAB exists in part, to help member stations make money, not for KAB to make money. Thanks to our outstanding NCSA program, we have had a string of six years of significant gains in net revenue.

While it's fiscally responsible to keep one year's (even 1 ½ years) operating costs in reserve, it's the Board's opinion that when we have over two years operating expenses in reserve... well,

Continued on page 2

EAS patent license fee requested

Radio and television stations across the country received letters from a company stating that it holds a patent on certain elements of the Emergency Alert System (EAS) technology. The letter requests broadcasters to submit payment for a license to use EAS equipment using government-specified EAS technology.

The FCC, US Department of Commerce and National Weather Service have been working together to resolve the controversy in a way suitable to the government and to the interests of broadcasters. The government is expected to issue a statement soon giving its view of the legal status of the patent. It is anticipated the government will request reexamination of the patent – an action that would seek to overturn the patent.

KAB recommends that broadcasters wait for the government's response before taking action or contact legal counsel for guidance.

#

KAB promos mailed

KAB recently mailed to commercial radio and television stations, promotional announcements about the community service broadcasters provide. According to a public affairs

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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 continued

It’s time to spend down some of the reserves.

But don’t be mislead, your board was conscientious in not spending money just to spend money. We discussed eliminating membership dues entirely but felt the recent reduction and reorganization of dues makes membership affordable for any station in the state. We agreed that paying a small amount in membership dues signifies “ownership” and hopefully more participation.

Instead, the budget for ’99 includes increased scholarship money, more money toward training your employees, a bigger investment in marketing ourselves as concerned and involved corporate community citizens (which we are!) And more funds for our dynamic efforts to help the 700-plus children in want of permanent homes in Kansas.

It isn’t easy for a dozen “bottom line” oriented broadcasters to agree to a deficit budget, but we did...and we’re pleased. We hope you will be to as we proceed with an ambitious plan for 1999.

#

KAB promos continued

Survey, stations contributed more than \$35 million in fundraising and public service time in a year’s time.

Theme of the announcements compares the scope of broadcasters’ contributions to some of Kansas’ “world’s largest” tourist attractions. According to KAB Chair Lance Saylor, the purpose of the announcements is to make Kansans aware of the many contribution broadcasters make in their local communities and at the same time deliver the information in a fun way.

KAB contracted with FryeAllen, Inc., Topeka to produce the spots.

We welcome your comments.

EAS inspections

Beginning February 9, the FCC will begin an inspection program to ensure that stations are in compliance with the EAS. Kansas stations with a KAB Certificate of Compliance as a result of KAB’s Alternative Inspection Program (AIP) will not be inspected. However, stations will not be allowed to join the AIP in an attempt to escape an inspection. Stations who want to sign up for the AIP will have a limited period of time to gain a compliance certificate.

More pass inspection

Another station has passed the KAB’s inspection and received a three-year exemption from routine FCC inspections. **KWLS AM, Pratt**, brings to 92 the number of Kansas stations that have passed.

#

New members

A warm KAB welcome to new student member: **Kate Berry**, Pembroke Hill, Kansas City; and station members: **KINZ FM**, Chanute, **Mike Sutcliffe**, general manager; **KBTL FM**, El Dorado, **Lance Hayes**, general manager; **KGCR FM**, Goodland, **James Claassen**, station manager; **KPRD FM**, Hays, **David Breeden**, station manager; and **KTQW LPTV**, Wichita, **Mary Knecht**, general manager.

Stations renew

These stations have renewed their membership in KAB for 1999: **KABI/KSAJ/KBLS**, Abilene; **KAIR AM/FM**, Atchison; **KVSV AM/FM**, Beloit; **KOOD TV**, Bunker Hill; **KLBY TV**, Colby; **KNCK/KCKS**,

Legal advisories

KAB’s Washington law firm, Fisher Wayland Cooper Leader & Zaragoza LLP, has provided legal advisories on several topics of interest to broadcasters: Ownership Reports (due Feb. 1); Public Inspection File; Payola/Plugola; Issues/Programs List; Children’s Programming Documentation. Call KAB for copies.

#

Dorado; **KVCY FM**, Fort Scott; **KUPK TV**, **KANZ FM/ KZNA FM**, **KBUF/ KIUL/KKJQ/ KFXK/KYBD/ KSKL/ KSKZ**, Garden City; **KBSL TV** and **KGCR FM**, Goodland; **KHOK/KVGB AM/FM**, Great Bend; **KAYS/KHAZ**, **KBSH TV**, **KJLS/KKQY/KFIX**, and **KPRD FM**, Hays; **KNZA FM**, Hiawatha; **KGGG/KSKU/KXKU** and **KHUT/ KWBW**, Hutchinson; **KJCK AM/FM/KQLA FM**, Junction City; **KCCV AM/FM**, Kansas City; **KCVW FM**, Kingman; **KLWN/KLZR**, **KANU FM** and **KJHK FM/KUJH LPTV**, Lawrence; **KSCB AM/FM/ KLDG FM**, Liberal; **KMAN/KMKF/ KXBZ** and **KKSU AM**, Manhattan; **KNDY AM/FM**, Marysville; **KNGL/ KBBE**, McPherson; **KREJ FM**, Medicine Lodge; **KJIL FM/KHYM FM**, Meade; **KBCU FM**, N. Newton; **KOFO AM** and **KTJO FM**, Ottawa; **KLKC AM/FM**, Parsons; **KKAN/ KQMA**, Phillipsburg; **KKOW AM/FM**, **KRPS FM** and **KOAM TV**, Pittsburg; **KRSL/KCAY**, Russell; **KAAS TV**, **KCVS FM**, **KINA/KSKG** and **KSAL/KYEZ/KZBZ**, Salina; **KFLA AM**, Scott City; **KMZA FM**, Seneca; **KCVT FM**, Silver Lake; **KBUZ FM**, **KMAJ AM/FM/KTOP/ KDVV**, **KSNT TV**, **KTKA TV**, **KTPK FM**, **KTWU TV**, **WIBW AM/FM** and **WIBW TV**, Topeka; **KULY AM**, Ulysses; **KLEY/KWME**, Wellington; **KAKE TV**, **KCFN FM**, **KICT FM**,

KAYY FM, KKRD/KRZZ/KNSS, KSAS TV, and KWCH TV, Wichita; and KKLE AM, Winfield.

KAB's Team Day '99 gets results

Team Day '99, for the benefit of Kansas Adoption Network, was successful in creating public awareness about the need for adoptive families and in raising money to help recruit and train families for waiting children.

Team Day was January 8 in numerous workplaces around the state where employees contributed \$5 to wear their favorite team shirt to work. Funds that have come in to date total \$8,400.

The top five stations in dollars brought in are: **KNZA/KMZA**, Hiawatha (\$871); **KVSV AM/FM**, Beloit (\$860); **KVOE/KFFX**, Emporia (\$825); **KKOW AM/FM**, Pittsburg (\$815); and **KCLY/KFRM**, Clay Center (\$535).

Preliminary plans are already underway for Team Day 2000 – tentatively scheduled for the Friday before Super Bowl Sunday – giving stations an additional two to three weeks to promote the fund raiser on air and among their local businesses and work places.

Participants this year are encouraged to let the KAB know their suggestions to make Team Day 2000 even better.

#

KAB board adopts careers program

At their December 9 meeting, the KAB board adopted a resolution recognizing the need to continue planning and expanding KAB

efforts in attracting outstanding men and women from diverse

Calendar of Events

*February 18, 3rd Congressional District broadcaster meeting with Cong. Dennis Moore, KCTV, Kansas City

*February 23, Radio Career Fair, sponsored by KC radio stations, UMKC and United Minority Media Association (UMMA). Radio stations within 60 miles of Kansas City invited to participate, in exchange for airing PSAs about the Fair. Contact KAB for details.

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

*March 4, KAB Education Task Force Meeting, Wichita (location to be announced)

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

*March 24, KAB Board meeting, 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 meeting, Lindsborg (*continued next column*)

backgrounds to broadcasting as a career. KAB President/Executive Director Harriet Lange was directed to monitor and evaluate current programs for recruiting and propose

other efforts to expand KAB's and member stations' efforts.

*June (date TBA), KAB Sales Academy, Wichita

*July 1, deadline for KAB broadcast 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 meeting, 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, Great Bend

#

Betts Conger writes

Mrs. Fred (Betts) Conger thanked KAB for its contribution in Fred's memory. She wrote: "The girls and I thank you for your contribution to the Cosmosphere in Fred's name. Fred would be pleased as he enjoyed the many times he was there.

“The money will be used to help young children attend the Space Camp – age 7th & 8th grade.”

Washington Update

At the FCC

*The FCC voted four to one to issue a Notice of Proposed Rule Making (NPRM) to **establish a low-power or “microradio” service** that could add hundreds, if not thousands, of FM stations. The NPRM proposes to license new 1,000 watt low power FM radio stations (with a coverage area radius of about nine miles) and 100 watt stations (with a coverage area radius of about 3.5 miles) and seeks comment on setting up a third microradio class for 1 – 10 watt stations. The Commission also will seek input on whether these potential new stations should be noncommercial. NAB President Eddie Fritts said, “This proposal to add as many as 4,000 low power stations to an already-congested radio band threatens the transition to IBOC digital radio, will likely cause devastating interference to existing broadcasters, and will challenge the FCC as ‘guardian of the spectrum.’”

*The FCC **recently refused to change its rules to ensure that local broadcasters’ emergency information reaches local cable audiences.** Instead, local cable operators will be required, not just allowed, to override local broadcast stations’ programming (including news and weather alerts, storm-tracker radar, on-the-scene reports, etc.) whenever a local cable operator or local cable franchising authority chooses to take over all channels of the cable system to issue its own alert.

*The FCC will allow **TV stations to electronically file all four quarterly Children’s Television**

Reports by February 10, instead of by January 10 as released in their public notice in December.

In Congress

*Senators John McCain (R-AZ) and Conrad Burns (R-MT) introduced **legislation to deal with the Satellite Home Viewer Act and includes a provision that would likely lead to distant signal subscribers being grandfathered and thereby made “legal”.** S. 303 would place a six-month moratorium on cut-offs of distant signals to illegal subscribers while the FCC determines if leaving those signals on would cause “material harm” to local stations.

*The Senate Judiciary Committee held hearings in late January on legislation that would **create a copyright for satellite transmissions of local broadcast signals** into local markets.

In the Courts

*The U.S. Supreme Court will decide whether the **Federal law banning advertising of casino gaming is unconstitutional**, granting review of the lower court’s decision in Greater New Orleans Broadcasting Association v. United States.

#

EBC in Free AirTimes

EBC, Inc. Salina, license holder of KY-94 FM, was featured on the front page of NAB’s *Free Air Times* in early January. The station raised \$20,000 for the Salina Rescue Mission by lining up 20 people to raise \$1000 each while living in a refrigerator box for one night. Gov. Bill Graves was one of the box dwellers. Public Service Director Ken Jennison, DJ Jeff Travis, and other station staff constructed

temporary dwellings out of refrigerator boxes – dubbed “Boxes of Life”.

KAKE TV gets A+

KAKE News received an overall rating of A+ in a national study of local television news. KAKE was the second highest rated station in the study, which ranked 61 local stations in 20 cities.

Stories from 600 broadcasts were collected from March and April of 1998, analyzed by scholars at Wellesley College and Princeton Survey Research Associates and then assessed by a team of journalists. The report highlighted KAKE as one of four model stations saying: “What’s going on at KAKE...is thoughtful and emphatically local...KAKE is not dumbing down its news or hyping it up. Most important, viewers are treated like citizens rather than consumers...”

#

News briefs

***Kent Cornish, KTKA TV**, Topeka has been appointed to serve on the state advisory committee of Blue Cross and Blue Shield of Kansas. He will serve a two-year term, advising staff members on issues relevant to customers.

*KAB Retired Member **Lowell Jack**, Manhattan, published a 1999 Manhattan Historical Calendar and has only 200 left of 2,500 printed. He now is working on a 2000 Historical Calendar about Riley County.

***Annette Tucker**, longtime news director for **KLKC**, Parsons, has gone into private business. Her replacement is **Ann Gentry**, who

comes from a business background
in Parsons.

#

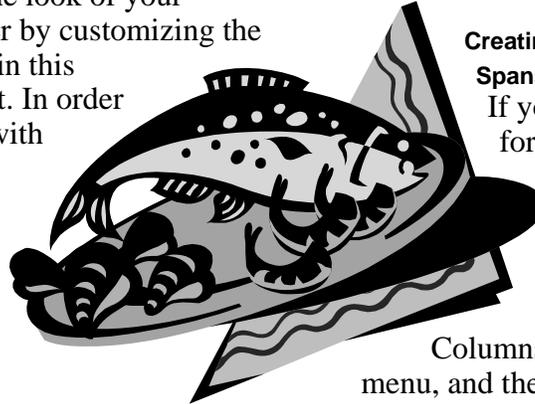
Calendar Text – Use this style to type the text in a sidebar article.

Format menu and then enter the number of columns you want.

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.



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

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.

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

Continued on Page 3



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.

Date
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Time, Location
Event name

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

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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.

