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Please route to

\_\_\_\_ General Manager  
\_\_\_\_ Sales Department  
\_\_\_\_ News and Sports  
\_\_\_\_ Programming  
\_\_\_\_ Production  
\_\_\_\_ Promotion  
\_\_\_\_ Engineering

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# Transmitter

Volume 37 No 10 December 30, 1998

## Chairman's message

(Howard Hill, KANU FM)

At this time of year, it's good to glance back to see where we have been, take stock of where we are and look ahead to a bright future.

This year, 1998, was filled with accomplishments. Sales tax relief helped level the playing field for broadcasters. The legislature acted after a strong recommendation by Governor Bill Graves, hard work by KAB members and thanks to the unparalleled ability of our President, Harriet. We are now better able to compete with print media and television managers can look forward to the digital age with a little less apprehension.

Our first sales academy was a great success. Every session was packed with eager salespeople. Their evaluations prove that our own managers, sales managers and university professors know their stuff and can communicate it effectively. The primary criticism was that the academy was held on Friday and when the newly motivated salespeople had a weekend to cool down. That will change in 1999.

Our efforts to find adoptive parents for Kansas kids have helped lead to an 83% increase in the number of adoptions since privatization. That's great news for all the kids who are now in

*Continued on page 2*

## Governor Graves sends congratulations

Governor Bill Graves sent the following letter on December 3, congratulating KAB on its most recent adoption award.

"Greetings: On behalf of the State of Kansas, congratulations on your selection as a winner in the philanthropy category of the Adoption 2002 Excellence Awards. This is quite an honor!

"The Kansas Association of Broadcasters has provided Kansas with the highest quality of broadcasting and public service that is deserving of national recognition. Your dedication to providing families the happiness and joy of adopted children should serve as an example to all Kansans.

"I know firsthand that nothing is more important to children than knowing they have a home with a loving family. Adopting our daughter was the most rewarding experience of my life. There are many children in Kansas who need adoptive parents, and I commend you for your efforts in helping those children.

"Again, congratulations on a job well done and best wishes.

"Sincerely, Bill Graves,  
Governor."

## Inside this Issue

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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.

**Kansas Association of Broadcasters**  
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(785) 235-1307\*FAX (785) 233-3052

[www.kab.net](http://www.kab.net) \* e-mail: [harriet@kab.net](mailto:harriet@kab.net)

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## Chairman's message cont.

permanent homes and for their parents. But, 700 Kansas children still remain in foster homes waiting for permanent placements. And, changes in federal law will make another 900 Kansas kids eligible for adoption in the next year. So, there is work for us to do. I urge all of you to run the new PSAs featuring KU Coach Roy Williams and the Kid of the Month features. As we Kansans say, "There's no place like home. Every child should have one."

The year also featured the first-ever Siblings Summer Camp with Kansas First Lady Linda Graves, radio and television broadcasters and more than 90 great Kansas kids. The best news is that this camp made a real and lasting difference in the lives of the young people who attended. And, so we'll do it again this year. If you can make it to Media Day, do so. It's an experience you'll never forget.

Media Day told our state at least two stories: it showed the faces and presented the voices of real, lovable kids; and, it demonstrated that broadcasting is a powerful force in Kansas. Broadcasting works for kids, for advertisers and for our communities.

We have a great opportunity to demonstrate how effective broadcasting can be and help kids at the same time. Team Day is January 8. Let's make it an all-out effort. The kids waiting in foster care for adoptive parents have never had an advocate before. They've never had anyone to tell their story or champion their cause. Now, they have the most powerful group in the state on their side. When Team Day is a huge success, everyone in

Kansas will know for sure how effective radio and television can be.

## Take advantage of income tax credit

The Kansas Tax Reduction and Reform Act of 1998 provides for an income tax credit for owners of machinery and equipment used in business.

The credit is 15% of personal property tax paid on qualified machinery and equipment used in a business. Items that do not qualify include motor vehicles, personal property owned by a public utility and property not used for a business purpose.

For tax year 1998, only the 1998 personal property tax timely paid in 1998 may be used for this credit. The balance of 1997 personal property tax paid in 1998 and any delinquent taxes do not qualify.

Any business owner paying personal property tax on qualified property may claim the credit on Kansas income tax (sole proprietorships, partnerships, corporations, limited liability companies). Source: Mize, Houser & Company, CPAs.

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Your KAB ends the year vigorous, financially sound and successful. My gratitude to a great board of directors, to hard working committees and to all of you for your help. My special thanks to our great President Harriet. Thanks to you all for making this the best year of my professional life.

So come on, Lance. The motor on that KOWmobile is racin' and we're

racin' to help you make '99 an even greater year than '98!

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## Fred Conger

Former broadcaster, Fred Conger, 81, died December 26 at Hospice Residential Care Center, Hutchinson.

He was former owner of Hutchinson radio stations KWBW AM and KHUT FM. He served on the KAB Board of Directors and was president in 1965-66. He received KAB's Distinguished Service Award in 1977 and KAB's Hod Humiston Award for contributions to Kansas sports broadcasting in 1989. Conger also served on the NAB Radio Board. He was active in many community and civic organizations.

Conger was born in Topeka, graduated from Yates Center High School and Baker University, Baldwin City. He completed his graduate studies at Purdue University. He was a US Navy veteran, serving in the South Pacific during World War II.

He is survived by his wife, Betty, daughters Candy Jones and Maggi Spain, both of Hutchinson, and seven grandchildren.

Funeral services are scheduled for Wednesday, December 30, 2:00 pm at Trinity United Methodist Church in Hutchinson. Memorial contributions may be made to Kansas Cosmosphere and Space Center or to Hospice of Reno County, both in care of Johnson & Sons Funeral Home, 300 E 30<sup>th</sup> St, Hutchinson KS 67502.

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## New KAB logo

You've noticed KAB's new logo on this newsletter and in recent mailings and faxes. It was designed by FryeAllen of Topeka.

## EAS tests scheduled for 1999 / other news

The required monthly tests for EAS will continue to be on the second Tuesday of each month at approximately 1:50 pm for the odd numbered months; and at approximately 10:50 pm on even numbered months.

- January 12, 1:50 pm
- February 9, 10:50 pm
- March 9, 1:50 pm
- April 13, 10:50 pm
- May 11, 1:50 pm
- June 8, 10:50 pm
- July 13, 1:50 pm
- August 10, 10:50 pm
- September 14, 1:50 pm
- October 12, 10:50 pm
- November 9, 1:50 pm
- December 14, 10:50 pm

### **EAS compliance not at 100%, FCC to conduct inspections**

Because EAS compliance is not at 100% the FCC's field offices will conduct inspections of AM, FM and TV stations to ensure stations are meeting the EAS requirements. The inspections will begin February 1, 1999 and forfeitures will be issued to stations that do not meet EAS requirements.

Here are some reminders from Robert Hilton, EAS Broadcast Coordinator:

- Stations must have an authorized EAS unit, which is monitoring your two assigned broadcast stations.
- You must have an FCC EAS checklist manual at the EAS control point.
- You should have entries on your station log that shows you have received weekly tests from both of your assigned monitoring sources and that you have sent your weekly tests.
- If you did not receive a weekly or monthly test from both of your sources or you did not send a test you should have made an entry on your station log to explain why and what you have done to fix the problem.
- Each month you should show entries that indicated you received the required monthly test from both sources and that you transmitted the exact same test you received within 15 minutes.

Contact the KAB for a copy of the *EAS Self-Inspection Checklist for Broadcasters*.

### **No authenticator lists**

With the concurrence of FEMA and the White House Communications Agency, the FCC will no longer distribute EAS authenticator lists. The lists commonly referred to as the red envelopes, have been in use since the inception of the Emergency Broadcast System in 1963.

### **Engineering hotline free to members . . . KAB**

member stations may call KAB Inspector Tom Toenjes for answers to questions about technical operations, EAS, and FCC technical requirements (785) 437-6549.

## Lange named association executive of the year

KAB President/Executive Director Harriet Lange was selected as the Association Executive of the Year by Kansas Society of Association Executives (KSAE). The award was presented during KSAE's annual conference in December.

The award, in its second year, is presented to a professional member of KSAE for outstanding leadership and achievement in association management. The Association Executive of the Year exemplifies the best in association management by continually bringing credit to his or her profession and to the association management community and by providing leadership within their own association, KSAE and other membership organizations.

Lange has been KAB's executive director since 1982. She served several years on KSAE's board of directors and as president in 1991. KSAE is a professional society of executives who manage associations in Kansas. She was 1992 president of the national organization - Broadcast Executive Directors Association.

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### **More pass inspection**

Three more stations have passed the KAB's Alternative Inspection Program and received a three-year exemption from routine FCC inspections.

These three stations bring to 91 the number of Kansas stations that have passed: **KZNA FM**, Hill City and **KYUU/KSLS**, Liberal.

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## Washington Update

### At the FCC

\*Following an FCC audit showing 28% of 1,331 antenna structures audited were not registered as required, the **FCC is cautioning owners to register their structures immediately**. The FCC requires that antenna structures which may pose a hazard to air navigation (towers that are more than 200 ft. tall or within about 4 miles of an airport) must be registered, and the vast majority of these towers are required to be painted and lit. All structures which needed painting or lighting prior to July 1, 1996, had to be registered with the FCC prior to July 1, 1998. Towers over 200 ft tall or near airports, that were constructed after July 1, 1996, must register before construction begins. Rules require the owner to display the registration number on a visible location near the base of the structure. The FCC will step up audits of antenna structures for compliance.

\***Children's Television Programming Reports** on FCC Form 398 for calendar year 1998 must be filed with the FCC electronically by January 11, 1999.

\*The FCC adopted an **Internet-based system for requests for new and changed call signs**. The system will allow users to determine the availability and licensing status of call signs; request an initial, or change an existing, call sign; and to more easily determine the appropriate fee. The system will be implemented in early 1999.

\*Chairman Bill Kennard removed consideration of proposed revisions to the **broadcast ownership rules** from the Commission's December 17 agenda. Senate Commerce Committee Chairman John McCain,

## KAB joins SHVA filing

On December 11, KAB and 38 other state broadcast associations filed comments on the FCC's Rule Making regarding the Satellite Home Viewers Act (SHVA).

KAB opposed the proposals advanced by EchoStar and the National Rural Telecommunications Cooperative to change the definition and measurement of television broadcast signals of Grade B intensity for purposes of the SHVA. The SHVA is a copyright statute passed by Congress in 1988 that was designed to protect the intellectual property rights of local television stations, while ensuring that viewers in areas not served by local TV stations receive network programs.

Some satellite providers have been offering network signals to their viewers in clear violation of the statute, and have been ordered by the courts to cease transmission to all but unserved households. KAB argued the FCC is foreclosed, from adopting any of the proposals, since that would constitute a *de facto* amendment of a federal statute. We also asserted that even if the FCC had the legal authority to act, such action would be an abuse of discretion - undermining Congressional and judicial authority.

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in a second letter to Kennard, reiterated his concern that the FCC follow the will of Congress as expressed in the 1996 Telecomm

Act: "Section 202 (h) of the 1996 Act clearly and unambiguously directs the FCC to review its broadcast ownership rules biennially with an eye to lessening them, not increasing them."

## News briefs

\***Ron Harbaugh** is leaving **KSNT TV**, Topeka after 19 years to anchor the 6 pm and 11 pm newscasts at WLNE TV, an ABC affiliate in Providence, RI. A native of Great Bend, Harbaugh begins work in Providence, the 46<sup>th</sup> television market, on January 4.

\***KWGB FM** went on the air in early December. Licensed to **Colby**, it's owned and operated by Melia Communications, Inc. of Goodland. **Marty Melia** is president and general manager. KWGB FM is a 100,000 watt station, broadcasts a Hot New Country format and is affiliated with Kansas Information Network, Kansas Jayhawk and Kansas City Chiefs networks.

\*Former KAB board member, **Gary Sotir**, is new general manager at **WIBW TV**, Topeka. Sotir served on the board in 1996, when he was GM at KSNT TV. **Mark Ewing** is new sports director, replacing Jeff Alt. Ewing is a former Kansas basketball player and a sports anchor at KWCH TV, Wichita.

\***Dave Wilson**, general manager of **KOOD TV**, Bunker Hill, will become executive director of Kansas Arts Commission, headquartered in Topeka, on January 4.

\*Recent station sales include KSFT/KKJO, St. Joe MO, to **Eagle Communications Inc.**, Hays, for \$4 million. Eagle also owns 7 AMs and 9 FMs. **Gary Shorman** is president. . . **KSOK AM/FM and KAZY FM**, Arkansas City/

Winfield, has been sold to Innovative Broadcasting of Pittsburg for \$800,000. Seller is Great Scott Communications. Innovative also owns KSEK AM/FM and KWXD FM.

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

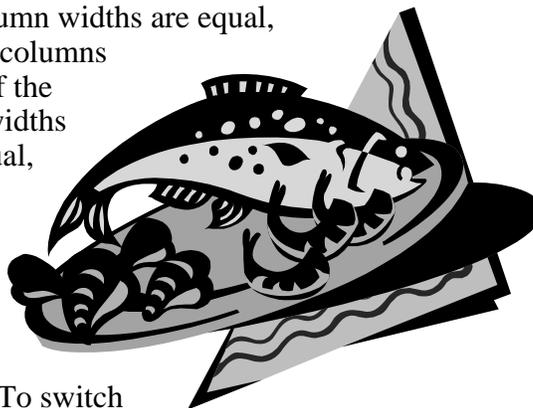
##### *Your By-line*

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.

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

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

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**Event name**

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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.

