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 - ____ Engineering
-



Transmitter

November 20, 1998 Volume 37 No 9

Inside this Issue

Page 1

- **KAB wins another national award for adoption effort**

Page 2

- **First KAB paid faculty internship to Ron Johnson**
- **KAB long range plan updated**

- **New KAB members**

Page 3

- **Washington Update**
- **News briefs**
- **Voters polled on election coverage**

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 (Howard Hill, KANU FM)

KAB's First Annual *Team Day* is Friday, January 8, 1999!

It's a great opportunity for Kansas broadcasters to demonstrate the power of over-the-air radio and television. I urge you to commit your station to the *Team Day* program. If you haven't done so already, do it now...or no later than Wednesday, November 25.

We will raise money to support the Kansas Adoption Network. Our efforts to place foster children in permanent homes have already won KAB two national awards. More important, we have been a part of finding homes for hundreds of great Kansas kids who otherwise would languish in temporary placements.

We will help find adoptive families for more than 600 kids who still need permanent homes.

We will remind every Kansan that broadcasting is the media industry with the greatest commitment to public service and to our local communities.

Your sales staff has the opportunity to find new prospects when they knock on the door with a project that involves local businesses and their employees with important community service.

While you're prospecting, don't forget government offices, foundations, service clubs and other organizations that have lots of
continued on page 2

KAB wins *another* national award

The U.S. Department of Health and Human Services (USDHHS) has selected Kansas Association of Broadcasters to receive an Adoption 2002 Excellence Award for "demonstrated excellence in providing adoption and other permanency outcomes for children in foster care."

KAB Chairman Howard Hill and President/Executive Director Harriet Lange will accept the award on behalf of KAB from HHS Secretary Donna Shalala on Tuesday, November 24. A White House reception will follow.

Linda Weir-Engren, board president of Kansas Families for Kids (KFFK) and a community activist and adoptive parent from Wichita, also will attend.

Seven other organizations or individuals will be recognized. KAB is the lone winner in the philanthropy category, one of five categories for which awards will be presented. The HHS award comes on the heels of KAB's top Summit Award for community service from American Society of Association Executives. KAB's adoption effort also was recognized by Kansas Society of Association Executives with its 1997 Award for Community Service.

KAB was nominated for the Adoption 2002 Excellence Award

continued on page 2

Chairman's message cont.

employees or members. They can all benefit from participation and publicity.

Sales people will cement relationships with existing clients who will get positive feedback from their employees and the public.

Every broadcast sales person in Kansas has a chance to win a trip to Hawaii or another destination of their choice!

It's a win-win-win partnership among broadcasters, businesses and Kansas kids. There's never been anything like it in Kansas before. Let's make the most of **Team Day!**

#

Johnson first to take advantage of KAB-paid internship

Ron Johnson, associate professor of communication arts at Sterling College has been awarded the first paid faculty internship by KAB. Johnson's two-week internship will occur in January at KAKE TV, Wichita. The internship will focus on three aspects of television news: news management, news gathering, and news production/ delivery.

The paid internship program was initiated this year to give broadcast educators real world broadcasting knowledge they can take back into the classroom. It also is intended to give KAB member radio and television broadcasters a faculty insight into their business.

The next application deadline is May 1 for summer internships. Contact KAB for details.

#

National award cont.

by KFFK Executive Director David Scott and Communications Director Kelley Carpenter. Governor Bill Graves and Weir-Enegren wrote letters of support for the nomination.

KFFK's nomination highlighted: KAB's partnership with KFFK in airing PSAs (\$404,780 reported to date) about the need for permanent families for kids in foster care; the recent launching of the KAB Kid of the Month feature which gives "increased special air time on radio to hard-to-place children"; sponsorship of KAB's Reunion Camp for Brothers and Sisters, which brought together for a week of camping fun, 91 kids from 34 sibling groups separated by adoption or foster care; and KFFK's prominent link on KAB's web site (www.kab.net) which features Kansas children in need of a family. KFFK's nomination letter from Scott and Carpenter stated . . . "KAB's support of foster children is unprecedented. We know of no other state, which receives the amount of financial and other support from broadcasters . . ."

KAB's adoption initiatives in 1999 will include a statewide fund raiser with **Team Day** on January 8; the second annual KAB Reunion Camp for Brothers and Sisters at Tall Oaks in Linwood KS, August 1-6; and distribution of new PSAs. KAB just distributed new TV PSAs featuring KU Coach Roy Williams. Radio PSAs will soon follow.

Welcome new members

A warm welcome to new KAB members: Station – **KSRX AM**, El Dorado, **Jan Watts**, general manager; Associate – **Utilicorp United, Inc.**, Kansas City, **George Minter**; Professional – former student member **Callie Kolacny**, reporter for EBC, Inc., Salina.

Call for congratulatory letters, memorabilia

In January 1999, Claude Hughes celebrates 50 years of nearly continuous service to KNGL AM (formerly KNEX) McPherson. General Manager Bill Oliver asks Kansas broadcasters to send congratulatory letters, recorded messages, copies of photos and other memorabilia to his HOME: Bill Oliver, 800 N Maple, McPherson KS 67460.

Arrangements are being made for KNGL's 50th birthday party. Claude was with the station when it signed on in January 1949.

#

Long range plan updated

KAB's long range plan, last updated in 1992, has again undergone minor changes. The top four priorities where KAB resources will be directed are: 1) Lobby for Kansas broadcasters; 2) Develop/recruit current and future broadcasters; 3) Raise public awareness of broadcasters and KAB; and 4) Increase profitability of member stations. KAB activities in the next few years will reflect these priorities.

Serving on the committee which met in August, were 1998 KAB board members: Lance Saylor, Howard Hill, Kirk Black, Joe Engel, Rod Atteberry, Ron Collins, Scott Donovan, Al Lobeck, Charles Frodsham, Robert Hilton; and past presidents Hank Booth, Lea Firestone, Gary Shorman and Rich Wartell.

Committee members prepared for the planning session by conducting a brief telephone survey of GMs at Kansas radio and TV stations.

#

Washington Update

At the FCC

*The Commission, at their November 19 meeting, voted unanimously to issue a **Notice of Proposed Rulemaking seeking comments on new EEO rules**. The FCC's old EEO rules were invalidated earlier this year by the U.S. Court of Appeals in *Lutheran Church – Missouri Synod v. FCC*. The Notice will seek comment on two proposals with respect to outreach. The first will require that stations use a specified minimum number of national and local recruiting sources when seeking applicants for each job opening and a specified minimum number of sources likely to reach women and minorities. The second proposal is to permit licensees discretion in fashioning their recruitment outreach programs. Comments will be sought on what advertising methods should be utilized by stations. The Notice will continue to require the filing of an annual employment report, but the reports will be used only to show broad industry trends in employment, not for examination of particular stations' employment profiles. The proposed rules will allow religious broadcasters to establish religion as a bona fide job requirement for applicants for jobs. The FCC also will seek comments on ways that smaller stations can be relieved of burdens under the new EEO rule. The Notice will propose crediting broadcasters for joint stations' efforts such as job fairs and the like.

*The Commission voted unanimously to impose a **fee on DTV licensees providing "ancillary and supplementary services"** via their digital spectrum. The fee would equal five percent of gross revenues obtained from the sale of services.

News briefs

***Former KAB Board Member Jon Burlew** e-mailed the KAB recently to report he and his family "made it safely to the Bluegrass State". Jon is teaching at the University of Kentucky in Somerset and also working the afternoon-drive shift at WLLK FM. Jon would love to hear from KABers. His address is 203 Gentry Lane, Somerset, KY 42501. E-mail is jwburl0@pop.uky.edu. (Note, it's not a "10" after jwbur; it's a lower case "L" and a zero).

*New news director at **KWBW AM**, Hutchinson is **Jerry Buxton**, former staff writer and columnist for the *Great Bend Tribune*.

*Three Kansas stations earned national recognition for outstanding contributions to The Associated Press report. Cited by AP Managing Editors were **KFDI** and **Mid-America News Network (MANN)**, both of Wichita and **KJCK** in Junction City. KFDI and MANN were honored for their help on the story of an explosion at a grain elevator near Wichita. KJCK was cited for help on a story about the arrests of two KSU athletes in unrelated incidents.

***Jim Overbay, KCTV**, Kansas City has retired after 35 years in Kansas City television. He served as KCTV news director from 1980 to 1992 and then as station relations manager and news manager for all Meredith stations.

#

*The Commission will issue a Notice of **Proposed Rulemaking regarding the use of ancillary and supplementary DTV services by noncommercial stations**. The Notice seeks comments on what restrictions, if any should be placed on stations selling such services.

Voters polled on coverage

More than eight in ten voters polled after the November 4 General Election said broadcasters provided either too much or just the right amount of time covering the 1998 elections. The NAB-commissioned poll of 1008 voters was conducted by Wirthlin Worldwide.

The poll found that 45% of voters believe radio and television stations provided "just the right amount of time" reporting on campaigns, debates and candidate forums. Another 38% said broadcasters offered "too much time" for political coverage. Only 15% said broadcasters offered "too little time". The poll revealed that 42% either watched or listened to a debate or candidate forum on TV or radio. By a 61%-36% margin, voters said they oppose mandated free time for politicians in addition to unlimited candidate spending on commercials.

The poll indicated 37% of voters listed TV and radio news coverage – combined with TV and radio sponsored debates and forums- as most helpful in selecting a candidate. Newspaper coverage of the candidates was listed by 28% of voters as most helpful in selecting a candidate, and only 6% of those polled cited paid political ads as most helpful in selecting a candidate.

#

1999

KAB Convention

October 6, 7

Manhattan

Holiday Inn/Holidome

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

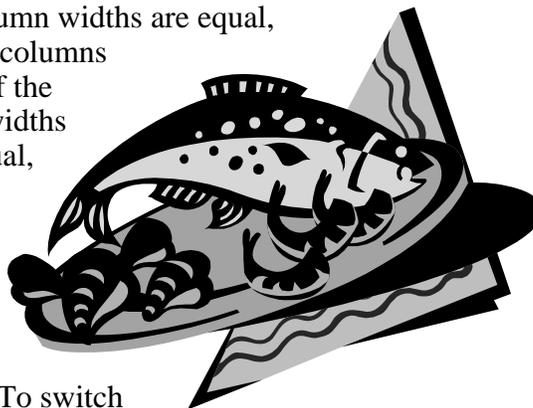
Your By-line

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
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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.

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.

