



## Chairman's Message:

*Mark Vail, Eagle Communications*

**On a recent network newscast, there was a story on multitasking, communications, meetings and all that good stuff. There seems to be a new trend in meetings – Topless...as in lap-top less. My takeaway from the story is that our ability to communicate effectively is diminished when we multitask and that in order to get back to true interaction and effective one-on-one or even group communications, we may need to rethink some of the ways we do business – and for broadcasters that is our lifeblood, communication.**

**KAB's commitment to communicating the industry message has never been stronger and is proving to be very effective. As you have reviewed updates from Kent and have seen the responses from the Kansas Congressional delegation from recent visits in Washington and in certain district meetings plus Kent's work at the Statehouse, KAB is not only communicating well but is getting action and results.**

**Our respective roles within the communities we serve has probably never been more important. With the nation electing new executive leadership and legislative representatives, broadcasters play a critical role. When weather or other dangers and disasters happen it is broadcasters that deliver news and information to keep people informed and safe and provides critical service to our viewers/listeners.**

**An area of communication where we all need improvement is documenting and then communicating the work we do back to the regulators and legislators. Too often, I'm afraid, some assume that no information means nothing is being done. I submit that is the furthest thing from the truth. In fact, KAB's members do localism and community service as well as any public servant (I might submit better than some) and do it as part of our normal course of business. If we didn't we wouldn't stay in business.**

**But do we tell, explain or communicate that? If you do, great. If you don't, let's get at it. It has become painfully clear from recent FCC proposals that regulators assume the worst and have, from time to time, stacked the deck in soliciting input. Time to take this communication thing a little more seriously and demonstrate just how good we really are.**

**Get your localism comments in to the FCC ASAP. Every opportunity you and your staff members have to speak and communicate with legislators, do it. Get your local viewers/listeners/advertisers to do likewise. I hope KAB members are leaders in really communicating what we do, how we do it – and we're good. Let us all do our part and explain it to them.**

## **Moves to stop the new FCC Localism rules progressing**

On several fronts, the KAB, NAB, and local broadcasters are fighting the FCC's rulemaking on "localism" requirements. The KAB, along with other state associations, will be filing next week a petition for reconsideration with the FCC. The Petition will urge the FCC to reconsider and rescind its not yet effective new requirement that television stations complete, publicly file, post and file with the Commission FCC Form 355 every calendar quarter. It will also urge the FCC to suspend the not yet effective online public inspection file requirement while the FCC reconsiders the need for the new requirement and, in any event, narrows the scope of the requirement, simplifies compliance and eliminates a number of ambiguities associated with the new requirement.

Signing letters on behalf of broadcasters to the FCC so far are Sen. Pat Roberts, Rep. Jerry Moran, and Rep. Todd Tiahrt

The NAB has filed a petition in Federal Court challenging the new rules and asking for a review.

And many of you have already sent comments from your stations along with letters from your public files showing the good work you are doing. You still have until April 26 to file. This link will take you right to the FCC site. [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)

You can go to [kab.net](http://kab.net) and at the top of the home page is a link that explains how to file. It takes less than 15 minutes and you can attach as many letters or emails as you wish.

## **Kansas Legislative Update**

The Kansas Legislature is moving quickly to first adjournment – set for Friday. They are currently working bills from conference committees. These have passed one house and been amended by the other. Only bills that are brought to the floor (except spending ones, of course) this week have any chance of passing this session. Of the four we followed, only one passed and another still has a slim chance

- **HB 2331** – This was formerly SB 621. It never got out of committee so we had it amended into this house bill. It was passed out of committee, and we are desperately trying to get it to a vote on the floor of the Senate. Several members of the Topeka City Council engaged in "serial communications" in discussing this issue. Those communications were conducted by phone by one member of the council to each of four other members for the purpose of influencing the vote. Along with the KPA, we believe this violates the spirit of open government.
- **HB 2775** – It passed out of a House committee but is not going to get a vote on the floor. It would require all government agencies and municipalities to report their lobbying expenditures.
- **HB 2825** – This passed both houses and has been sent to the Governor. It would require judges and justices to explain in open court their justification for closing any court documents or hearings. Currently they can simply close them at the request of either party.
- **SB 313** – This didn't even get to a committee vote. We'll try again next session. The Shield Law protects reporters from revealing sources in certain instances.

## **Hod Humiston Award Winner!**

This year's recipient is Randy Goering of KVGB in Great Bend. He has been in radio since 1974 and was the "Voice of the Great Bend Panthers" for 18 of those years. In addition, he covered the State Track Meet for 12 years, providing up to 70 reports a day to various radio stations across Kansas. Randy is currently Sales Manager for the Eagle owned stations in Great Bend.

The award will be presented at the KAB Sports Seminar on May 6<sup>th</sup> at Kauffman (Royals) Stadium. Congratulations, Randy!

By the way it's not too late to sign up for the Sports Seminar at [www.kab.net](http://www.kab.net)

## **FCC fines station for violating EEO rules**

On March 25, the FCC admonished Entravision Holdings, LLC for its recruitment practices at four Texas radio stations during the two year period of April 2003 to April 2005. In its response to the FCC's random EEO audit, the licensee reported that the stations used the licensee's corporate website, station on-air advertisements, word-of-mouth, walk-ins, unsolicited job applications, or internal job postings to recruit for its full-time openings during the period. From 2003 to 2004, eight out of its nine full-time vacancies were filled in this manner as was the case for all four of its full-time vacancies from 2004 to 2005. The Commission also stated that a "walk-in" may be a "source" of an interviewee or hiree, but it is not a recruitment effort.

The Commission acknowledged that it does not require use of a specific number of recruitment sources, but emphasized that the efforts undertaken must be "sufficiently broad." The sources used must "reasonably be expected, collectively, to reach the entire community" in order to be found in compliance with the Commission's rules.

## **Bergamo memorial services set**

Ron Bergamo's "Celebration of Life" service will be held at 2pm on May 2<sup>nd</sup> at the North Phoenix Baptist Church (Central & Bethany Home) in Phoenix, AZ. There will be a reception following the service at the church. Ron, a former Kansas TV GM, was killed in an auto accident in early January. His wife Jane has been recuperating from the same accident and is now at home.

## **Deadlines for Scholarships/Internships**

May 1<sup>st</sup> is the deadline to apply for scholarships or internships with stations. It's open to any Kansas resident who will be at least a junior and attending a Kansas university or college or is a sophomore at a Kansas community college or trade school/vo-tech. Go to this website to apply.

<http://kab.net/Programs/StudentServices/default.aspx>

Broadcasters, please feel free to use this in any community programs or spots you air.

## **Amber Alert successful for Kansas child**

An Amber Alert was issued on February 3<sup>rd</sup> for an abducted child out of the Kansas City area. Less than 24 hours later the suspect was caught in Denton, Texas and the child released unharmed. I thought you might find a portion of this email from the Amber Alert coordinator in Kansas, KBI Agent Rick Sabel...

Guerrero and his son Seth were driving through Texas when both he and the boy became tired. He decided to find a hotel in Denton to rest for the evening. He obtained a room at the Motel 6. A reserve deputy decided to drive by some low end hotels in his area when he observed a pick up truck backed into a stall matching the description of the Guerrero vehicle. The deputy got out of his vehicle and checked the tag information. At approximately 8:45 a.m. on 2-4-08, Andrew Guerrero exited his hotel room (leaving Seth inside the room) with the thought of going to his vehicle in preparation for leaving the fine city of Denton, TX. Much to his surprise he didn't quite make it to the truck.

The ironic part of this is the evidence technician that worked the crime scene looked out the doorway of the hotel room and observed a large digital billboard, approximately 150 yards away, prominently displaying the AMBER ALERT notification with both Andrew and Seth's photo and the vehicle information sought in the abduction. Again, thank you Broadcasters very much for a job well done!

## **Dr. MacFarland retires – reception scheduled**

On December 14, 2007, Dr. Dave MacFarland taught his last class at Kansas State University, marking the end of a distinguished career at K-State that has seen nearly 1,000 radio-television majors graduate from the A.Q. Miller School of Journalism and Mass Communications. All of those alumni, plus countless students from other majors, have had Dave as an instructor.

To honor MacFarland's distinguished teaching career, the Miller School will host a retirement reception in conjunction with the School's annual award banquet on Friday, April 25, at Manhattan's Clarion Hotel at 5:00 p.m. The cost is \$50 with proceeds going to the Dave MacFarland Technology Fund. You may RSVP by calling 785-532-6890. The deadline is April 11.

## **For News Directors – [livenewscameras.com](http://livenewscameras.com)**

(This is an excerpt of an email from Andrew Finlayson, News Director, WFLD-TV in Chicago)

We have quite a few of the major station groups involved...to do something no one has done before...give the public live news cameras from around the US (and soon around the world). We already have over one hundred active streams. We have been live over or at many events that would be of interest to your team. We are the place to turn to if you want to see live breaking coverage of news across the country. If the helicopter or crews roll at one of our member stations, chances are they are going to stream it...and we give the first look. We had five different live streams of the tornado damage in Atlanta this weekend.

If your member newsrooms are going to stream a live news event, we would like to know about such events to see if we want to link to it. (Yes, we include radio...we are talking to a number of them around the country.)

This website is still an experiment...something that we hope your stations will want to get involved in. There is NO cost and NO obligation. We are not selling anything. This is pure journalism in this beta stage. [Andrew.Finlayson@FoxTV.com](mailto:Andrew.Finlayson@FoxTV.com)

**Thank you to these “early-bird” 2008 convention sponsors**

**Koch Industries**  
**ASCAP**  
**Kansas Electric Cooperatives**  
**SEASAC**

## **2008 Station Renewals**

Thanks to these additional stations that have renewed their membership with the KAB for 2008 in March: **KVCO FM**, Concordia; **KMDO/KOMB**, Ft. Scott; **KMAN/KMKF/KXBZ/KACZ**, Manhattan; **KNGL AM/KBBE FM**, McPherson; **KSEK AM/FM**, Pittsburg; **KRSL AM/FM**, Russell; **Cumulus Broadcasting**, Topeka; **Journal Broadcast Group**, Wichita; **KSGL AM**, Wichita.

## **Kansas Action for Children is your nonprofit, nonpartisan resource on public policy.**



**STEPHANIE MULLHOLLAND**  
*Director of Communications*

Kansas Action for Children is the leading source for information on health, education and economic **policy that affects the lives of Kansas children** and their families. This Legislative Session, KAC is involved in a number of key issues, including health care reform ... graduated drivers licensing ... funding for early childhood programs ... predatory lending protections ... and asset-building opportunities that will encourage home and business ownership among low- and moderate-income Kansas families. Whether it be a **news or feature idea** ... a **quote for a story** ... or just a fact-checking question on a **tight deadline**, please contact Stephanie Mullholland — [stephanie@kac.org](mailto:stephanie@kac.org) or **785.554.1317** — whenever Kansas Action for Children can be a resource for you.



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Send comments to [kent@kab.net](mailto:kent@kab.net)