



Chairman's Message:

Mark Vail, Eagle Communications

With the economic stimulus checks starting to hit bank accounts it will be worthwhile to consider what our industry can and has done for advertisers, viewers and listeners. With no intent of cynicism, advertising might very well be the key ingredient in informing consumers about the opportunities that businesses are offering – quite aggressively – with the current state of the economy.

While one might argue what the actual economics show, one thing is certain. Most of the data that we hear about, especially the negative stuff, is historical rather than forward looking. The broadcast industry does its best work in dealing in the here and now – whether it is news, weather, information, advertising or entertainment, which will have much more impact on the future...and the future is where change will take place.

The future is where we need to have our business focused as that is where our service and success lies.

All members of the Kansas Congressional delegation sign letter

I am very pleased to tell you that each senator and congressman from Kansas signed a letter to the FCC asking them to reconsider their proposed rule changes regarding "localism." On the house side, Rep. Moran was the first to add his name, followed by Rep. Tiahrt, Rep. Moore, and Rep. Boyda. On the senate side, Sen. Roberts authored the letter and it was quickly co-signed by Sen. Brownback.

To my knowledge, there was no other state that had all members sign. The reason that happened, beside the obvious respect our delegation has for broadcasters, were the calls and emails many of you sent seeking their help. From the visit to Capitol Hill made by 7 KAB members in February, to the calls this office made on a regular basis to legislative assistants, and your diligence, we got it done. Now we wait.

Where we are on the FCC Localism filings

(The following is a letter from the attorney representing all of the state associations – NASBA)

To update you, on Monday, April 14, we timely filed the Joint Petition for Reconsideration of the FCC's new TV Online Public File Rule. At bottom, the FCC should give stations the option of maintaining their own online public file or providing the FCC electronically with any other documents necessary to "duplicate" a station's own public file. We filed our Joint Comments (NASBA) in opposition to the various re-regulatory proposals under consideration in the FCC's Broadcast

Localism rule making proceeding. Later in May we will be filing Joint Comments arguing that OMB should not approve either the TV Online Public File rule or the TV Disclosure Report on Form 355.

May 22 is the deadline for comments on proposed modifications to the Annual Employment Report on FCC Form 395-B. We intend to register our continuing constitutional objection to the form if it is to be filed in a way that publicly links the data to specific licensees/stations. Also sometime in May, we will likely file a Joint Reply to any party that has opposed our Joint Petition for Reconsideration of the FCC's TV Online Public File Rule. I know that this is a lot of advocacy, but we have no option but to fight for our industry.

NAB files petition for review with U.S. Court of Appeals

NAB Executive Vice President Dennis Wharton issued the following statement regarding a petition filed by the NAB. "America's broadcasters have no quarrel with serving the public interest. Indeed, public service is the lifeblood of our business, and the most successful radio and television stations are laser-like in their commitment to community, whether that be in the form of local news, raising millions for charities, or saving children's lives with Amber Alerts.

"Our concern with the new FCC rules is their scale and scope, and the burden involved in complying with this new mandate, particularly for smaller stations. Free, local broadcasting serves a unique role in the fabric of American life, and we would submit that the impact of these regulations would negatively impact the ability of many broadcasters to continue to serve our communities."

Kansas Legislative Update

The Kansas Legislature was in adjournment for two weeks and has returned for the traditional "veto" session. As I'm sure you are aware, much of the legislature's time has been spent on the coal powered plant in Holcomb, immigration, and overall state spending. There is one bill we have worked on that is still alive. That's HB 2331 (formerly SB 621).

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 and this bill would hopefully prevent that from happening. It never got out of a senate committee so we had it amended into this house bill, but sat in the senate without a vote. After meeting with the opponents (Kansas League of Municipalities) we reached some compromise language, and believe it will get a favorable vote in the senate and passed over to the house this week.

Next session we hope to resurrect the "Shield Law" bill and begin discussions on some EAS language that would set up a committee of stakeholders to oversee grant money. This has happened in a few states to date.

FCC release new "Public and Broadcasting" guide for your files

The *Public and Broadcasting* is a document first written by the FCC in the 1970s to tell the public about how the FCC regulates broadcast stations, and to tell the public how they can get involved in the regulatory process. Broadcasters must maintain a copy of the manual in their public file, and make it available to members of the public who request it. For more information and to download a copy, go to David Oxenford's website <http://www.broadcastlawblog.com/>

A very successful Student Seminar

Over 160 high school and college students attended the annual KAB Student Seminar in Wichita this month. The evaluations came in very positive, with a few excellent suggestions to improve next year's event. My thanks to John Ewy of Dodge City Community College, and Kevin Hager of Wichita State for their great work as co-chairs. They put together an excellent group of broadcasters for the panels and round tables. Kevin also arranged to have a former Kansas broadcaster, Jeremy Hubbard, who is now an anchor with ABC News, to speak to the students. During lunch the KAB honored the winners of the annual student awards competition and presented clips of the 1st place honorees.

Did you know?

One of the many benefits your membership provides is a FREE "Legal Hotline." It gives you access to attorneys that specialize in FCC law, campaign laws, and first amendment rights. David Oxenford handles federal issues from Washington, DC while Mike Merriam in Topeka specializes in newsroom issues and Kansas law. For more information go to our web site and click on KAB programs and services/members services. <http://www.kab.net/Programs/MemberServices/default.aspx>

KFDI-FM/KFTI-AM earn Edward R. Murrow Awards

KFDI-FM 101.3 and KFTI-AM 1070 has won three regional Edward R. Murrow Award from the Radio-Television News Directors Association (RTNDA).

The KFDI News Department was awarded the Murrows in the categories of Overall Excellence for a compilation of 2007 news stories, Spot News for coverage of a chemical plant explosion and fire in Valley Center, and Continuing Coverage following the Greensburg tornado.

National judging will be held in Washington, D.C., in June. If one of the three regional awards wins at that level, it will be the sixth consecutive year the KFDI News Department has been honored with a national Edward R. Murrow Award.

KAB Carrer Fair coming up in June

It's not too late to sign up and participate in the KAB Career Fair June 24th in Wichita. Participating stations receive EEO credit, have an opportunity to look for prospective employees – and it's free. A conference call is being held at 2pm on May 7 to discuss plans and answer your questions. Part of the EEO credit requires that someone from the station take part in the call. The number is 712-775-7100 and the passcode is 774964#. You can find out more about eh fair and to register by going to our web site www.kab.net and clicking on "events."

Fitzwater to speak at Kansas State

Marlin Fitzwater, press secretary to Presidents Ronald Reagan and George H.W. Bush, will deliver the ninth annual Huck Boyd Lecture in Community Media at 10:30 a.m. Sept. 10, 2008, in Forum Hall of the K-State Student Union at Kansas State University. The purpose of the lecture, sponsored by the Huck Boyd National Center for Community Media in the Miller School of Journalism and Mass Communications at K-State, is to recognize the role of community journalists in helping keep their communities strong. For more information about the lecture, contact Gloria Freeland at Kansas State University: gfreela@ksu.edu

Wisdom

(Courtesy of Spike Santee, Cumulus Radio-Topeka)

Spring is finally here and with it comes thoughts of planting a bountiful vegetable garden. We till our soil, plant our seeds, water and weed and in a couple of months we can enjoy mouth watering tomatoes, cool crisp cucumbers, delicious beans and squash. The most delicious harvest from the garden often takes the most care. It's the natural order of things. It's called the Law of Seed Time to Harvest.

When it comes to advertising a business many owners want to advertise today and harvest the customers tomorrow. Just like a garden, advertising is governed by the Law of Seed Time to Harvest. You plant your seeds today and harvest the results in a few weeks.

Advertising doesn't cause people to buy things. The only thing advertising can do is let people know who you are, where you're at and what you can do for them. People buy things when they have a need or a desire. We believe that anyone who tells you otherwise is committing marketing malpractice.

Thank you to these "early-bird" 2008 convention sponsors

Koch Industries

SEASAC

ASCAP

Heartland Video Systems

Kansas Electric Cooperatives

If you have any prospects for sponsorships you think we should pursue, please contact me or Charles Frodsham (ckfrodsham@nckcn.com)

2008 Station Renewals

Thanks to these additional stations that have renewed their membership with the KAB for 2008 in April: KZQD, Liberal; KCLY/KFRM, Clay Center, KJIL/KHYM, Meade; KLZR/KLWN/KMXN, Lawrence; KBUF/KKJQ/KSKZ/KSSA/KWKR/KSKL, Garden City; KFXK/KULY, Ulysses; KKOW AM-FM/KBZI, Pittsburg; EPA office of Public Affairs (Associate)

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 or **785.554.1317** — whenever Kansas Action for Children can be a resource for you.



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Do you have something you would like in the newsletter? Send it to kent@kab.net