



Chairman's Message:

Mark Vail, Eagle Communications

NAB has an e-publication that I would encourage you to check if you have not done so already; “NAB Broadcasters In Action”. It is a national summary of broadcasters serving local communities and highlights a lot of good things our industry does for the communities we serve. Yet what broadcasters do every day may very well be the best service to our communities and seldom does it make a newsletter or print – or even our own airwaves.

Service to community through programming, community promotions and events, advertising (yes, even advertising provides a great deal of good information), news/weather/ag/business and other specific information dissemination is exactly what we do. Without such service to community each of us would have a limited business-life span.

The KAB Board of Directors will be meeting mid-month in Dodge City, Kansas, guests of John Ewy at Dodge City Community College. The 2008 meetings are being held in locations around the State that allow for face-to-face meetings and communication with the membership. Area broadcasters are invited to join the Board for the meeting or over the lunch hour for an update on association activities and to discuss broadcast issues with as many KAB members as possible. Members are always welcome to join in the process.

Storms in Kansas/Missouri bring out the best in broadcasters

May 10 and 11 brought tornados to Southeast Kansas, Northeast Oklahoma, and Southwest Missouri, killing a number of people, injuring scores more and creating damages in the millions of dollars. Here are a couple of emails I received from stations letting me know what they were doing for their communities...

“Besides the constant on-air activity we have offered our station's Pittsburg office as a collection point, put up information on all our Websites and have rallied support from our 8 area stations. We have also just produced our own PSA in Spanish offering direction and contact information, due to the large Hispanic population in that area. We are working jointly with the Red Cross, Salvation Army and FEMA. I also contacted Warren over at Community offering any assistance he may need as I heard his Neosho transmitter site was heavily damaged.” (Joe Walker, KWXD/KHST)

“As part of our ongoing commitment to serve the needs of the Four States, KKOW along with Mt. Carmel Regional Medical Center held a one-day relief drive this past Wednesday. In six hours we garnered more than 8,000 pounds of food and other much needed essentials for the Salvation Army to distribute to tornado victims. Those goods have been delivered to both Neosho, MO and Picher, OK.

Additionally more than \$2,800 was collected for the Red Cross which is earmarked 50/50 for MO and OK tornado victim's relocation. We are extremely grateful to those who gave so generously.”
(Paul Lyle, KKOW/KBZI)

These are examples of the terrific things you all do everyday. Make sure the FCC and your elected officials receive emails or letters!

KAB Awards educational scholarships

A record number of scholarships have been awarded by the KAB Scholarship Committee to college students. There were 18 handed out to children of KAB members attending their first year of college next fall. Then the committee awarded 13 scholarships to students who will be sophomores and above and who have shown a strong interest in pursuing broadcast related degrees. All totaled, nearly \$25,000 in awards were given this year. I'd like to thank the committee who spent numerous hours reviewing applications, and spent a day in Topeka interviewing these young people.

The chairman is Joe Jindra of KNCK/KCKS, Concordia. Other members are Cliff Shank of KSKU/KNZS/KXKU/KWHK, Hutchinson; Olivia Dorsey of KMBC-TV, Kansas City; Kathy Mohn of KTKA-TV, Topeka; Jim Allan of KTPK, Topeka.

In addition, the committee approved four educator internships (Troy Comeau of Pittsburg State at KOAM-TV, Bruce McRoberts of Blue Valley HS at KSHB-TV, Terry Bryant of KU at KCTV-TV, and Maria Raicheva-Stover of Washburn at KTKA-TV) and three student internships (Robbie Votaw of Dodge City CC at KMBC-TV, Josh Roesener of Dodge City CC at KGNO/KOLS, and Ashley Blencoe of K-State at KJCK/KQLA). Information on all of these programs is on our website.

Political windows for lowest unit rate

Primary (45 days out) – June 22- August 5

General (60 days out) – September 5 – November 4

The FCC wants you to put employment profile data in public file

(Excerpts of an email from NSABA Counsel, Richard Zaragoza)

The State Associations (including Kansas) filed comments opposing the FCC's apparent decision, after a multi-year hiatus, to require radio and television stations nationwide to publicly file information identifying the racial, ethnic and gender profiles of their full-time and part-time staffing. We pointed out that the current broadcast EEO Rule appropriately focuses on efforts, as expressly required by the Courts in the "Lutheran Church" and "MD/DC/DE Broadcasters Association, et al." cases, and not on results, such as on the number of women and minorities a station employs both overall and in certain job categories. We urged the Commission to give favorable consideration to using a third-party, such as BIA Financial Network, to collect such data under a confidentiality pledge extended to all filers by the FCC so that BIA could, on a confidential basis, collect, collate and provide the Commission with whatever non-station-attributed, aggregated data they might need for evaluation of industry trends and reports to Congress.

Kansas Legislative Update

The Kansas Legislature returned from adjournment and met for several days working on the appropriations bill and again resurrecting the Coal plant bill that had already been vetoed by the Governor twice.

We did get our “Serial” bill passed that better defines what a “serial” meeting is, thus closing a loophole in the open meetings act. I appreciate the help I received from a number of members who pushed their legislators to support us on this. There is no question it would have failed earlier in the session had you not gotten involved.

I will keep an eye on the number of interim committee hearings that will be held through the summer and fall, and alert you to anything impacting our industry.

Kansas City Royals host Sports Seminar

About 85 broadcasters and students attended the annual Sports Seminar at Kauffman Stadium in Kansas City May 6. Chairman Mike Sutcliffe of KINZ, Chanute and Fred White of the Royals Radio



Network put together an outstanding selection of presenters and speakers – including new Royals manager Trey Hillman. Participants also had the opportunity to meet in round tables with members of the Jayhawk, Wildcat, Chiefs, and Royals Radio Networks as well as hear from Royals GM Dayton Moore and the entire Royals radio and television announcing team.

The other highlight of the day was the presentation of the Hod Hummiston Award by Sports Chair Mike Sutcliffe, presented this year to Randy Goering of KHOK/KVGB/KBGL, Great Bend.

Converter Box coupons moving briskly

As of May 1, 2008, NTIA has received applications for 12.7 million coupons from nearly 6.7 million households. This represents nearly 38% of the total 33.5 million coupons available under the law. Meanwhile, 2,966 retailers are participating in the program, and 82 converter boxes have been certified, including 14 models with the “analog pass-through” option. A list of certified converter boxes can be found at www.ntiadtv.gov <<http://www.ntiadtv.gov/>> .

Did you know?

The KAB operates a FREE Job Bank service for persons seeking employment at Kansas radio or television stations. Job seekers may search our online database of station job openings and post resumes, while KAB member stations may view resumes and post or remove their job openings, as well as keep their company info up to date. Go to <http://www.kab.net/JobBank/default.aspx>



Judy Clouse joins KAB office

Judy Clouse has been named Administrative Assistant at the KAB office in Topeka. For the past 32 years Judy has worked for the Kansas Department of Health and Environment in several accounting and administrative capacities.

Judy grew up in Centralia, Kansas and now resides with her husband in Silver Lake where she is a proud supporter of Kansas State (how did I hire her?). They also enjoy spending time with their children and grandchildren.

Congressional panel hears about EAS overhaul

“The Emergency Alert System has served us well, but it’s based on technology that’s over 15 years old,” said retired Maj. Gen. Martha T. Rainville, assistant administrator of national continuity programs for the Federal Emergency Management Agency. Rainville appeared before the Homeland Security Emergency Communications, Preparedness and Response Subcommittee. The panel is holding a series of hearings this month on resiliency.

“Through [the Integrated Public Alert and Warning System], FEMA and our partners are transforming the alert system from an audio only signal sent over radio and television to one that can support audio, video, text and data alert messages sent to residential telephones, to Web sites, pagers, e-mails and to cell phones,” Rainville said. “The mission of the IPAWS program is simply to send one message over more channels to more people at all times and places.” Digital EAS adds the direct transmission of a voice, video or text alert to stations across the country over the Public Broadcast System satellite network. It will also allow the distribution of alerts in sign language and in multiple languages,” she said. Beginning this summer, FEMA will roll out the “first increment” of IPAWS known as Digital Emergency Alert System in nine states and Puerto Rico, Rainville told the panel.

In her written testimony, Rainville also said FEMA is increasing the number of Primary Entry Point Stations, (from 36 to 63) which provides “the foundation for FEMA’s ability to send a presidential alert to the public and provides the existing system over which most” state and local alerts are sent today.

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

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K-State Sports Network

The KAB Annual Convention is October 12-14 at the Wichita Airport Hilton

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

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.



720 SW Jackson, Suite 201 | Topeka, KS 66603
Phone: 785-252-0350 | Fax: 785-252-0699

www.kac.org

If you have anything you would like to place in the newsletter send it to kent@kab.net