



Chairman's Message:

Mark Vail, Eagle Communications

Broadcasters across the nation have responded to all types of natural disasters this year with tornados, floods and fires. Reports are numerous about the length and depth of reporting, communicating and assisting local communities with many broadcasters abandoning formats and commercials to carry much needed information to their viewers and listeners.

It doesn't take much effort to see and hear what broadcasters have done to serve the public interest and the public good yet, as has become all too customary, regulators and legislators question what it is we do and how we do it and how well we do it. Be that as it may, if ever there was a time and place for broadcasters to document the service and display it for the world (or at least our Washington, D.C. regulators) this is the time.

One note of caution to operators everywhere...be sure and check, then double-check your security measures at remote locations as well as your normal place of business. There are elements in society that wish to make a dollar or two by scavenging, damaging and/or destroying other's property. Many of our remote locations provide easy opportunity for this type of illegal activity – but our operations pay the price. This is one of those 'ounce of protection equals a pound of cure' situations. Take measure and few more ounces.



KAB Career Fair brings prospects

Nearly 400 prospective employees came through the Career Fair held at the Wichita Marriott on June 24. There were 16 representatives of radio and TV stations throughout Kansas participating, along with 13 other Wichita area companies/organizations. The feedback was very favorable with several stations reporting that second interviews would be scheduled. Those stations will be able to place information on this career fair in their public file and receive an EEO credit. Be sure to

watch for the announcement of next year's event.

Quarterly Issues/Program list due July 10

The next Quarterly Issues/Programs List ("Quarterly List") must be placed in stations' local public inspection files by July 10, 2008, reflecting information for the months of April, May, and June. The

FCC's recent action adopting the new program report Form 355, which is intended to replace the Quarterly Issues/Programs Lists, will not have any effect on this 2nd Quarter report.

Majority of House opposes "performance Tax" on radio

Four additional House members have voiced opposition to the recording industry-backed effort to levy a "new performance fee, tax, royalty or other charge" on local radio stations for music airplay. The Congressional opposition to the label-led campaign now stands at 220 (all 4 Kansas members have signed), representing a majority of the 435-member U.S. House of Representatives. "This announcement sends a powerful message to foreign-owned record labels that Congress is not falling for their bogus campaign to blame local radio stations for their financial woes," said NAB Executive Vice President Dennis Wharton. "NAB thanks those members of Congress who appreciate the fact that free radio airplay of music generates untold millions into the wallets of performers and record labels. We will continue to educate policymakers on the devastating impact this RIAA tax would have on America's hometown radio stations."

Kansas Attorney General supports Shield Law

Attorney General Stephen Six joined 36 other Attorneys General signing a letter in support of federal legislation that would provide a qualified privilege for reporters so as not to have to turn over their sources. Exceptions would include national security, personal safety and for law enforcement reasons. Many states have laws on the books (not Kansas) to provide the protection but this bill would make it a federal law. We have case law in Kansas that could provide it but a reporter (station) would have to go to court to seek that protection. The KAB will be working on legislation this next session to get this rectified.

DTV Column by Joan Barrett, KWCH-TV

(I thought this would be an informative article for radio folks who don't deal with this on a daily basis)

Digital. Analog. High Def. DTV. HDTV. What does it all mean? In simple terms, it works like this. Analog is the broadcast standard – television broadcasters have been sending signals from their transmitters in analog form since the beginning of television. In February of 2009, digital or DTV will become the broadcast standard, and the analog signals will be turned off. Right now, most television stations are broadcasting in both analog and digital. But the government wants to reclaim the analog spectrum – and has ordered that broadcasters to shut off their analog television signals no later than February 17, 2009.

The good news – digital signals provide higher quality pictures and audio. One of the best digital pictures will be High Definition or HDTV. HDTV is a high resolution picture of the digital signal. It's so sharp and clear – that you should see a noticeable difference. When Tiger Woods putts, you'll see the blades of grass. All high definition broadcasts are digital. But just because the transmission or picture is digital – doesn't mean it is high def.

Both digital and high definition broadcasts are available free, over the air. You can use an antenna with a new television with a digital receiver to pick up both the digital and high def channels. If you have an older television, you'll need to use an antenna and purchase a converter box to receive the channels, but the picture will not be digital or in high def. The converter actually down converts the digital signal to analog – so your older set can display the picture. Your older set will have a better picture with the converter box than what you are currently receiving, but it will not be a digital picture. The government is providing a \$40 coupon to assist in the purchase of a converter box, you can call the 24-hour hotline at 1-888-DTV-2009, that's 1-888-388-2009; or go to www.dtv2009.org.



Wichita broadcasters meet with Rep. Tiahrt

General Managers from radio and television station in Wichita met for over an hour with Rep. Todd Tiahrt on June 13. Many issues were covered during the meeting, but much of the time was spent on the new localism rules being proposed by the FCC. At one point, host Joan Barrett brought out the materials from the 2007 public file to illustrate what stations already provide the FCC. Congressman Tiahrt is quite sympathetic and earlier signed a letter to the FCC requesting reconsideration. I can't stress enough the importance of

meetings like these with broadcasters and hope that you will work with me to set up a meeting when one of our Kansas Congressional delegation members is in your area. OR even a meeting with his/her regional office staff any time of the year.

FCC to review product placement advertising

The FCC has just released a Notice of Inquiry and Notice of Proposed Rulemaking examining the relationship between its sponsorship identification rules and product placement. Here is the opening paragraph just to give you an idea of their inquiry.

We solicit comment on the relationship between the Commission's sponsorship identification rules and increasing industry reliance on embedded advertising techniques. (Embedded advertising describes situations where sponsored brands are included in entertainment programming.) Due, in part, to recent technological changes that allow consumers to more readily bypass commercial content, content providers may be turning to more subtle and sophisticated means of incorporating commercial messages into traditional programming. As these techniques become increasingly prevalent, it is important that the sponsorship identification rules protect the public's right to know who is paying to air commercials or other program matter on broadcast television and radio and cable. Accordingly, we seek comment on current trends in embedded advertising and potential changes to the current sponsorship identification regulations with regard to embedded advertising.

Did you know?

To keep your annual dues so low and yet provide financial support for the KAB, we have the "Public Education Partnership" (aka NCSA). Kansas commercial radio and television stations pledge air time to the KAB's time bank. KAB in turn makes that time available to public service organizations and agencies at one-third to one-fourth its value. If you are not participating, please contact the office so we can get you signed up. Check with your traffic or PSA folks to be sure.

Campaign advertising laws – double check!

Although the KAB is not your law firm, I feel a great responsibility in making sure you know the laws and don't get into trouble. That's why we held our Campaign advertising webinars, and it's why your membership gives you access to one of the best FCC lawyers in DC. Don't hesitate to use David Oxenford for questions. Or you can always call me and I will get the answer.

In addition, you should all have recently received in the mail a letter from the Kansas Governmental Ethics Commission outlining the rules for candidate/third party disclaimers on commercials. If you did not, you can go to their website and read the information <http://ethics.ks.gov/statsandregs/19-20-4.html>

Kent's Great Adventure

This past month I made several station visits to meet GM's and find out what we can do better to serve our members. As I make these trips I will take pictures of the GM's and put them in the newsletter for all to see. Don't be surprised to get a call in the coming months that I'm headed your way!



John Swanson, KVSU – Beloit



Wade Gerstner, KDNS – Glen Elder



Bob Yates, KKAN – Phillipsburg



Todd Lynd, KAYS - Hays

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

Koch Industries

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Kansas Electric Cooperatives

Patrick Communications

RCS/Prophet Systems

Jones Radio Network

Caption Solutions

KIN/KAN

SESAC

Heartland Video Systems

Kansas Farm Bureau

Kansas Lottery

KC Royals Radio Network

K-State Sports Network

Radio2dot0

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)

FREE WEEKLY HEALTH FEATURES ON YOUR RADIO STATION



Subscribe to Kansas Public Radio's **FREE**, award-winning, weekly health series and get in-depth reports about the health and well-being of Kansans

Easy downloads. No commercials. No commitments.

Each week, get a new 4- to 8-minute health report that you can use on the air, helping to fulfill your responsibilities with the FCC to address public issues and concerns in your community

Get all the details by contacting KPR News Director J. Schafer at (785) 864-2246 or jschafer@ku.edu

Ask about KPR's Statehouse news coverage as well

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