

Inside this Issue

Page 2

- October 1 news workshop
- BroadcastUnity Day
- News briefs
- Welcome new members

Page 3

- Washington update
- National Preparedness Month
- Members report relief efforts
- Convention schedule at a glance

The *Transmitter* is free to members and available to non-members by subscription for \$25 per year. 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.

Kansas Association of Broadcasters
1916 SW Sieben Ct, Topeka KS 66611
(785) 235-1307*FAX (785) 233-3052
www.kab.net * e-mail: harriet@kab.net



Bringing Community Service Home

Help in the aftermath

Here are websites or hotlines of some of the organizations providing disaster relief in the aftermath of Hurricane Katrina:

- Federal Emergency Management Agency (FEMA) – www.fema.gov
- Salvation Army – www.salvationarmyusa.org or call 1-800-SAL-ARMY
- American Red Cross – www.redcross.org or call 1-800-HELP-NOW



Chairman's message



Jackie Wise, Vice President/General Manager, Entercom Radio, Wichita

In the aftermath of Hurricane Katrina, our thoughts are with the victims and those undertaking rescue and disaster relief efforts. I know Kansas broadcasters are stepping up to help and informing listeners and viewers about how they might help.

On a more positive note, we've got much to look forward to this fall.....KU and KSU football, a strong Kansas City Chiefs defense, cooler weather, our annual news workshop in early October, and the annual KAB Convention in mid-October!

The October 1 news workshop will be in Topeka and will feature sessions on open government in Kansas, potential agro-terror/terror threats in Kansas and news room preparation for disaster. The slate of speakers includes Media Law Attorneys Mike Merriam and Mike Kautsch, Kansas Adj. General and Homeland Security Director Tod Bunting, Livestock Commissioner George Teagarden, and NewsLab's Deborah Potter.

Our convention will be at the Wichita Marriott. Activities begin Sunday, October 16 with the Hall of Fame Reception and run through Tuesday, October 18. The convention committee has lined-up great speakers including Mimi Donaldson, motivational speaker and co-author of *Negotiating for Dummies*; Programming Guru Mike McVay; WSU's Dr. Gerald Graham; and Christine Coyle, creative director of Dick Orkin's Radio Ranch.

Take advantage of these cost effective ways to provide your people with national caliber training by the KAB. See you in October.

Transmitter

Volume 44 No 7 Aug. Issue/Sept 2, 05

Hurricane Katrina disaster relief

Broadcasters – do what you do better than any other medium – provide the means for Kansans to reach out and help our neighbors in this time of need.

BroadcastUnity Day – September 9 Read details on page 2.

There is no doubt that Kansans want to help the victims of Hurricane Katrina. Kansas broadcasters are facilitating that help by airing information about relief organizations and where to send money to aid victims. To download information about “BroadcastUnity Day”, relief organizations, radio public service announcements, live copy, or details on how to request TV PSAs from NAB, go to www.kab.net and click on “Hurricane Katrina” or go to www.nab.org.

State broadcast associations in Louisiana, Mississippi, and Alabama have requested that broadcasters do NOT sponsor public food drives. According to Sharon Tinsley, executive director of Alabama Broadcasters Association, “There is no infrastructure in existence to handle distribution . . . it becomes a drain on labor resources, as well as security”. The associations agree that what is needed is money.

The Mississippi and Louisiana associations have set up disaster relief funds to assist broadcasters hardest hit by Hurricane Katrina, primarily those broadcasters who do not have the financial resources or backing of major groups. The relief funds will be used in rebuilding stations and in meeting the needs of their personnel. KAB will provide further details when they become available.

October 1 news workshop set

With scenes from the devastation of Hurricane Katrina still top-of-mind, “When Disaster Strikes” will be one of the sessions during KAB’s News Workshop on Saturday, October 1, in Topeka. NewsLab’s Executive Director **Deborah Potter** will conduct the afternoon session on disaster preparedness for news rooms. She will cover:

- *developing a newsroom disaster plan;
- *terrorism threats and safety tips; and
- * how to make good decisions in the heat of the moment.

To help set the stage for the afternoon session which will not be limited to covering natural disasters, Deborah will moderate a morning panel discussion about the potential for terror/agro-terror threats in Kansas. Panelists will include Kansas Adjutant General and Homeland Security Director **Tod Bunting**, and Livestock Commissioner/Director of the Kansas Animal Health Department, **George Teagarden**.

The first session of the morning will feature Media Law Attorneys **Mike Merriam** and **Mike Kautsch**. They will focus on the nuts and bolts of open meetings and open records in Kansas. They also will be prepared to answer questions regarding the status of reporters’ privilege in Kansas, slander/libel, and invasion of privacy.

Schedule and registration information will be distributed soon.

#

News briefs

***Candace Walton**, general manager and adviser to KSU’s student radio station – KSDB FM – has accepted a position as visiting assistant professor in the Department of Contemporary Media & Journalism at the University of South Dakota, Vermillion SD.

***Bryce Dawson** has joined Clear Channel Radio / **KZCH FM**, as an account executive.



Deborah Potter is a journalist and educator who spent 16 years as a network correspondent for CBS and CNN. Since 1998, she has been executive director of NewsLab, a non-profit journalism training and research center in Washington DC.



Maj. Gen. **Tod Bunting** oversees the activities of The Adjutant General’s Department. He oversees administration and training guidance for over 7,700 soldiers and airmen in the Kansas Army and Air National Guard. As the Director of Kansas Emergency Management, he oversees the state’s efforts to prepare for and respond to disasters. Maj. Gen. Bunting also is the Director of Homeland Security for Kansas, working to ensure security in the state is a top priority.

Not pictured is **George Teagarden**, Livestock Commissioner, Kansas Animal Health Department. An expert on animal health issues, Commissioner Teagarden will address the potential for animal bioterrorism in Kansas. He was raised on a family farm in LaCygne KS and graduated from Kansas State University with a BS degree in Animal Husbandry. He served in the Kansas House of Representatives from 1981 to 1994. He has served as Livestock Commissioner since 1994.



Mike Merriam is KAB’s Topeka Legal Hotline attorney. He has practiced First Amendment and media law for more than 20 years appearing before courts in cases regarding access, privilege and defamation defense.



Mike Kautsch developed and directs KU’s Media Law Clinic and Media Law course. He holds a degree in journalism and law from University of Iowa. He was a practicing journalist for 10 years and served as dean of KU’s journalism school until 1997.

September 9 BroadcastUnity Day for victims of Katrina

NAB has designated Friday, September 9 as “BroadcastUnity Day”, to generate an extra surge of funds for the victims of Hurricane Katrina.

The goal of “BroadcastUnity for Katrina Victims” is to raise \$100 million in cash donations for relief efforts and it includes a \$1 million cash donation from the NAB to the American Red Cross.

In addition to local relief efforts, the NAB is asking all stations on September 9, to dedicate a minimum of 60 seconds each hour to the relief effort. New, Katrina-specific radio and TV PSAs are available on NAB’s web site at www.nab.org or link to the site at www.kab.net, or by e-mailing roberts@nab.org. NAB is asking stations to air the PSAs at the top of each hour.

Following are other ideas for raising funds:

*Utilize station management, news personnel, local athletes or other personalities for live cut-ins to solicit donations, or use taped messages if necessary.

*Broadcast or crawl fundraising hotlines such as the Salvation Army (1-800-SAL-ARMY) and the American Red Cross (1-800-HELP-NOW).

*Broadcast or crawl fundraising web addresses such as www.salvationarmy.org and www.redcross.org.

*Organize a local radiothon, telethon or phone bank to raise funds.

*Air live read copy found on NAB’s web site at www.nab.org.

#

Welcome new members

A warm KAB welcome to new station member: **KLJC FM**, Kansas City, **Bud Jones**, station manager.

#

Washington update

At the FCC

*The FCC has issued its **first fine under the new EEO rule** adopted in November 2002. A Honolulu TV station was fined \$8,000 for failure to recruit for 22% of its 51 vacancies in the two years on which it reported, and its failure to be able to document the number of interviewees that it had for its job openings. The FCC also faulted the station for failure to self-assess its EEO program by not discovering the deficiencies in its processes for 18 months.

*Despite numerous press reports lauding eight days of non-stop **coverage of 2004's Hurricane Charley**, by two Florida television stations (which were credited with saving lives), the **FCC fined each \$24,000**. The FCC asserted that the stations failed "in a timely manner to make accessible to persons with hearing disabilities emergency information that they provided aurally in their programming during the Hurricane Charley emergency in the Fort Myers-Naples FL area . . ."

***September 7 is the deadline for stations to file their FY 2005 regulatory fees**. Payments may be made using Fee Filer or via regular mail to Mellon Bank. Fee Filer may be accessed by going to <http://www.fcc.gov/fees/feefiler.html>. Payments received after 11:59 pm ET on September 7 will be assessed a 25% late payment fee.

In Congress

*NAB anticipates that the House Commerce Committee will **consider DTV legislation** the week of September 5. The Senate Commerce Committee is expected to consider its DTV bill the following week. Both committees are hoping to move digital television as part of a larger, budget reconciliation package, which they must complete by September 16. Broadcasters are lobbying for cable carriage of multicast signals.

#

Members report disaster relief efforts

*Wichita's **KWCH TV** and **KSAS TV** in partnership with **Journal Broadcast Group** set up a live phone bank to benefit the American Red Cross Disaster Relief Fund. The phone bank started Wednesday at 4pm to 10:35 pm. It continued Thursday at Noon to 10:35 pm. Two day total funds raised was \$250,485. The phone bank is operating Friday from Noon to 6:30 pm.

*According to **Wayne Godsey, KMBC TV**, Kansas City, raised "\$761,907 for the American Red Cross over four evenings under the banner of 'Help from the Heartland'. We ran a mini-telethon from the H&R Block call center, manned by Red Cross volunteers. We used crawls, promotional avails within programming, and live cut-ins during our newscasts to promote the event."

KAB asks stations to keep records of your over-the-air and off-air efforts, directly and indirectly, to help the victims of Hurricane Katrina and its aftermath.

Send information about your efforts to KAB and we'll share with our membership and include it in the report being compiled.

#

National Preparedness Month is Sept.

In support of National Preparedness Month, PSAs produced by the Department of Homeland Security and the Ad Council, will be on NAB's television satellite feed September 16. The PSAs focus on the resources needed to prepare and respond to acts of terrorism, natural disasters, and other emergencies by encouraging parents to take an active role in preparing their families.

For radio PSAs and a copy of NAB's preparedness guidebook, which outlines how to build a disaster-resistant community, what to do when a disaster strikes and how to help after a disaster, contact NAB National Campaigns at sroberts@nab.org or 202-429-5448. or go to www.nab.org/publicservice/Ready.asp.

Convention schedule at-a-glance, at the Wichita Marriott

Sunday, October 16

6:00-8:00 pm **Hall of Fame Reception** and Inductions; presentation of KAB Individual Awards

Monday, October 17

AM - For GMs and department heads - a **management session** with WSU's management guru **Dr. Gerald Graham**; and PM - **Legal and Regulatory Update** with our Washington Hotline Attorney **David Oxenford**; and **annual business meeting**.

- For **engineers**, a full day of sessions

-Also sessions for **broadcast educators**

Luncheon - A session on **enhancing broadcasters' lobbying clout** and political influence.

Monday night - **Station awards program**

Tuesday, October 18, full day of concurrent sessions for sales, continuity/creative, and radio programming:

*Sales: AM - **Mimi Donaldson's Don't Wait, Negotiate!** And PM - **Brandeis Hall** will present RAB's **NTR Extension Program**.

*Continuity/Production: **Chris Coyle**, creative director for Dick Orkin's Radio Ranch will present her day-long **Advertising 2005: The New Consumers and How to Reach Them**

*Radio Programming: **Mike McVay** of McVay Media will present his day-long seminar - **Programming, The Total Picture**

Luncheon - Using her humorous style, **Mimi Donaldson** will discuss communication between the sexes: **Men and Women, Can We Talk?**

Convention schedule and hotel information is online at www.kab.net

Registration fees and information will be distributed and posted online soon.

#

THANKS to these "early bird" convention sponsors

- BMI
- Kansas Electric Cooperatives