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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.

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Go to <http://www.kab.net>
To download schedule and
registration form for KAB's
Sales Seminar, June 6

July 1
Deadline for entries in
KAB Awards for
Excellence in Broadcasting
Go to <http://www.kab.net>
To download the entry
guidelines for member radio and
television stations



Chairman's message



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

For those of you currently airing and reporting NCSA's I want to personally thank you for your contributions and generosity. For those not currently supporting this program I'd like to ask you to consider doing so. While your station dues support KAB's lobbying efforts at the state and federal level, NCSA funds are used for underwriting many of KAB's services and benefits. These NCSA's (non-commercial sustaining announcements) help make the following KAB services possible.

- *EEO 1 Source
- *Free Legal Hotlines
- *Alternative FCC Inspection Program
- *Broadcast Scholarships
- *KAB Kids Scholarships
- *Student Seminar/Awards program
- *Career Fairs
- *On-line Job Bank
- *Paid Student Internships
- *Paid internships for broadcast educators
- *Materials for broadcaster participation in Kansas AMBER Plan
- *Support of KS Sunshine Coalition for Open Government
- *Numerous filings and court proceedings on behalf of Kansas broadcasters
- *Professional training seminars for management, sales, continuity, news, programming, engineering and students at minimal cost.

Again, the services listed above are made possible through Kansas broadcaster's generous contributions in airing NCSAs. If you'd like to find out how your station(s) can participate in the NCSA program please call Harriet Lange at the KAB.

Transmitter

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KAB sales seminar set for June 6

Two of KAB's top rated sales trainers – Danny Thomas and Lance Saylor - will conduct KAB's Sales Seminar on Monday, June 6, at Topeka's Downtown Ramada Inn. Danny and Lance are among KAB's highest rated sales trainers and both are highly entertaining.

During the morning session Danny will present *Getting Your Mind Right*; and *NOT Failing to Communicate*. In the first half of his seminar Danny will describe and show the right mindset and prove that the right mindset can accomplish almost anything. During the second half he will present his technical methods including Prospecting, Qualifying, Presenting and Closing. Most importantly he will cover the process and order in which to go through these steps.

Lance will present *The Psychology of Persuasion* during the afternoon session. In the first hour following lunch, Lance will review the three characteristics a person must have to be persuasive. . . "a very interactive hour". Next, he will review psychological studies which deal with "the rule of reciprocity" and "anchor points". He will cover what sellers must understand about what potential buyers are thinking and feeling – even if they don't know they are thinking or feeling it. During the final hour, Lance will talk more about human behavior and how it relates to what you do; and he'll review "Lance's Triangle" and "Partner in Business (PIB)" Theory.

Danny Thomas' broadcast career has taken him through radio sales, television sales, sales management and general management. Danny currently is president and general manager of the Joplin/Pittsburg CBS Affiliate. He has provided sales training to broadcast organizations, stations and retail groups for many years.

Lance Saylor has done sales training seminars at past KAB Sales Academies – to great reviews from participants. He consistently educates, as well as entertains. Lance currently is general manager of five radio stations in southeast Kansas.

A block of rooms has been reserved at the Topeka Ramada for Sunday night, June 5. Rate is \$70 (single or double), plus sales and guest taxes (13.45%). Call the Ramada to reserve your room – (785) 234-5400.

KAB Kids Scholarships announced

KAB will award ten scholarships at \$750 each, to children of full-time employees at Kansas broadcast stations. Those who qualify must, upon graduation from high school, attend a post secondary institution (vo-tech, two-year or four-year college or university). The institution may be private or public, in-state or out-of state. The student's major of field of study is not a determining factor.

The application for a KAB Kids Scholarship requests information about school and community activities; and an essay to address how the student has benefited by a parent being in the broadcast business, what career the student plans to pursue and why it was selected, in which activities the student has participated related to career choice, and the activity or affiliation which has been most rewarding.

KAB Kids Scholarships are an important industry benefit, helping Kansas broadcasters to educate their kids. The winners in 2005 are:

Shaymarie Genosky, daughter of Jason Drake, KAIR Radio; **Jacob Gonzales**, son of Diana Gonzales, KANZ FM; **Anna Lee Macy**, daughter of Ron Macy, KAKE TV; **Grant Heller**, son of Jayne Heller, KOOD TV; **Chance Linck**, son of Cynthia Linck, KNZA FM; **Kylie Quick**, daughter of Dowe Quick, KOAM TV; **Christopher Verbeck**, son of Daniel Verbeck, KMBZ Radio; **Alex Vigdorth**, son of Don Vigdorth, KWCH TV; **Monica Walker**, daughter of Malinda Walker, KOOD TV; and **David Warren**, son of Dave Warren, KWCH TV.

#

New board members

Two new KAB board members have been appointed to complete unexpired terms of Craig Colboch, who left broadcasting, and Marty Melia, who recently resigned from the board. Completing the unexpired terms of Colboch and Melia are Brad Howard, KOFO AM, Ottawa; and Mike Fell, KXXX/KQLS, Colby. They will attend their first board meeting on June 29 in Topeka.

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Health savings account workshop

The Flint Hills Center for Public Policy will host a workshop on Health Savings Accounts in Topeka on June 15, 2005. The workshop will feature Kevin Knopf of the U.S. Treasury, Consumer Driven Health Care Association founder Howard Wizig and Beverly Gossage of Olympic Financial Marketing.

The online publication - KSSmallBiz.com - will co-sponsor the event. Details of the June 15 workshop will be published in KSSmallBiz.com. To sign up for a free subscription to the online publication go to <http://www.kssmallbiz.com/>.

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2005 KAB Events

- ***June 6** - KAB Sales Seminar, Topeka
- ***June 10-17**, KAB Office Closed
- ***June 29** - KAB Board of Directors Meeting, Topeka
- ***June 30** - KAB Board Planning Retreat, Topeka
- ***July 18-29**, KAB Office Closed
- ***August 31**, KAB Board of Directors Meeting, Wichita
- ***October** (date TBA) - KAB News Workshop
- ***October 16-18**, KAB Convention, Wichita Marriott
- ***November 16**, KAB Executive Committee Meeting, Topeka
- ***December 6**, KAB Board of Directors Meeting

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2005 KAB deadlines

- July 1, deadline for KAB station awards entries
- August 1, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Sonny Slater Award, Mike Oatman Award, and Tony Jewell Award

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Welcome new member

A warm KAB welcome to new Professional Member - **Steven J. Walter** of Olathe, who works at KMBZ Radio, Kansas City.

#

Dan Willis



Darrel Daniel Willis died Sunday, May 1 at Mt. Carmel Regional Medical Center after a lengthy battle with cancer. "Ol' Dan" was a farm broadcaster at

KKOW Radio, Pittsburg until 2003. He started there in 1964.

Dan began his broadcast career in 1955 at KUOA AM while attending John Brown University. In 1960 Dan went to work at KTLQ, Tahlequah, OK. He then moved to Post, TX where he helped design and build KUKO Radio. He also worked at KCLR in Ralls, TX before moving to Pittsburg and KKOW.

In 1993, KAB presented Dan the Sonny Slater Award for Service to his station and audience.

Dan is survived by his wife Linda; three daughters, two stepsons, one stepdaughter, one brother, one sister and eight grandchildren.

A funeral service was held May 4 at Our Lady Of Lourdes Catholic Church, Pittsburg. Memorial contributions may be made to the Dan and Linda Willis Scholarship Foundation at Pittsburg State University or Our Lady of Lourdes Memorial Fund at St. Mary's Church in Pittsburg.

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NAB radio campaign expanded to print

The radio campaign - "You Hear It Here First" - has expanded to print advertising. The purpose of the campaign is to remind listeners of the vitality of free local radio.

The first print ad appeared in the May 5 issue of *Rolling Stone*. Other publications will also carry the ads which states, "Tons of artists. Zillions of songs. And oh yeah, it's free. Radio."

The NAB-sponsored industry initiative includes the donation of \$28 million in airtime by radio stations nationwide. Top recording artists tell personal stories of how radio airplay gave their musical careers a jump-start.

#

Washington update

At the FCC

*The FCC has launched a Second Further Notice of Proposed Rulemaking that examines the Commission's **cable horizontal and vertical ownership limits** – aiming to take a fresh look at rules that will foster competition and diversity in the video programming market. In 2001 the DC Federal Appeals court found that the FCC had failed to justify its cable ownership rules and sent them back to the FCC for further consideration. The current proceeding seeks comment and evidence leading to the formulation of sustainable cable horizontal and vertical ownership limits that will stand the test of the courts. (SOURCE: NAB *TV Today*)

In Congress

*Rep. Joe Barton (R-TX) and his House Commerce Committee have circulated a draft of **digital television legislation** which includes a proposed “hard date” for turning off analog television on December 31, 2008. The House Telecommunications Subcommittee was scheduled to hold a hearing on the “staff draft” on Thursday, May 26.

*The **satellite radio bill** has 58 co-sponsors among U.S. House members to date. The bill is aimed at keeping satellite radio companies to the terms of their national-only licenses. Last Congress, an identical bill attracted 65 co-sponsors. None of Kansas Congressional delegation in the House has signed on as a co-sponsor.

In the Courts

*The U.S. Court of Appeals for the DC Circuit **struck down the FCC's rules adopting a “broadcast flag”**. The rules required digital television receivers and other devices capable of receiving digital television signals manufactured after July 1, 2005, to include technology that would recognize the “flag,” a digital code embedded in the digital signal which prevents reception equipment from redistributing broadcast content over the Internet. The Court ruled that the FCC lacked the statutory authority to issue the rules. NAB's response will be to work with Congress to authorize implementation of a broadcast flag.

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News briefs

*KAB Board Member **Joe Jindra**, owner-operator of **KNCK/KCKS**, has been elected mayor of Concordia. He has been on the Board of Commissioners for three years.

***Gary Shorman**, president/CEO of **Eagle Communications, Inc.**, Hays, and past chairman of KAB, has joined the Blue Cross and Blue Shield of Kansas Board of Directors. The 15-member board represents individual and group policyholders.

*Reporter **Ron Mott** of **KSHB TV**, Kansas City has been named an NBC News Correspondent and will contribute to “Today,” “NBC Nightly News with Brian Williams” and MSNBC.

***Jon Thomas** is new program director for **KLZR FM**, Lawrence and interim program director for **KKYD FM**, Topeka. The stations, along with **KLWN AM**, Lawrence, were recently purchased by Jerry Zimmer.

***Jennifer Denman** has joined **KOAM TV**, Pittsburg, as a news reporter. She will report news and features in southeast Kansas. Previously she worked as assignment editor for **KOLD TV**, Tucson.

***KTWU TV**, Topeka, has won a Bronze Prize in the Annual International Telly Awards for its documentary “Black/White & Brown: Brown Versus the Board of Education of Topeka”. The Telly Awards honor outstanding local, regional, and cable television programs. The documentary is narrated by **Bill Kurtis** and was produced, written and directed by **Dave Kenall**, **KTWU's** director of production and co-host of “Sunflower Journeys.”

***KTKA TV**, Topeka, has been sold by Brechner Management Co. to Free State Communications, LLC, of Lawrence, for \$6.2 million.

***KSNT TV**, Topeka, **KSNW TV**, Wichita, and satellite stations – **KSNG TV**, Garden City, **KSNC TV**, Great Bend, and **KSNK TV**, Oberlin, members of the Emmis Communications television family, have been put up for sale along with Emmis' other television stations.

More pass inspection

These stations have recently passed KAB's Alternate Broadcast Inspection, giving them a three-year exemption from routine FCC inspections: **KKAN/KQMA**, Phillipsburg; and **KFTI AM, KMUW FM**, Wichita.

Recent FCC fines

*The licensee of a Florida AM station has been fined \$12,000 for failing to properly light its tower, for failing to notify the FCC of a change in the ownership of the tower, and for failing to enclose the tower within an effective locked fence. The violations came to the FCC's attention through a complaint that the tower had been unlit for at least six months.

*The licensee of a North Carolina FM station has been fined \$9,000 for failing to include four years' worth of quarterly issues/programs lists in its public inspection file. The violation came to light in connection with the licensee's filing of its license renewal application.

*The FCC has affirmed a fine of \$14,000 against an Illinois FM station for broadcasting indecent material outside of the 10:00 pm to 6:00 am safe harbor. The sexually suggestive and graphic material was broadcast at approximately 8:00 am on two separate occasions. One of the broadcasts consisted of a telephone conversation between the station's morning show staff and a porn star regarding the sexual practice known as “fisting.” The other broadcast featured a female member of the morning show staff interviewing three women about their sex lives, specifically asking them whether they “spit or swallowed.”

*A Massachusetts AM station has been fined \$16,500 for failing to timely file a license renewal application, unauthorized operation (during 13 months from when its license expired to when it finally filed its renewal application), and failing to properly maintain the station public inspection file. The licensee moved its office and failed to notify the FCC for 11 months. The station's public inspection file was missing a number of ownership reports, and was found to be generally “in disarray.”

*A Florida AM and FM combo has been fined \$25,000 for failing to enclose their towers with an effective locked fence, failing to ensure that EAS equipment was operational, and failing to allow sufficient access to the public inspection file.

*The owner of a Georgia communications tower has been fined \$3,000 for failing to register the structure with the Commission. (SOURCE: *FCC Enforcement Monitor* – Pillsbury Winthrop Shaw Pittman LLP)

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