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## Chairman's message



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

The recent Student Seminar and Career Fair in Wichita received a warm welcome from students and advisors as almost 300 participated to learn more about TV and radio opportunities. It was inspiring to see so many young, intelligent high school and college students show a strong interest in broadcasting as a career. Another event, well attended by students and station members alike was the KAB Sports Seminar held in Kansas City a few days ago.

As broadcasters look to the future it's our responsibility to both nurture and grow this interest in our industry. In addition to the Career Fairs and Sports Seminars, another way KAB facilitates this growth is through our scholarship programs. KAB awards scholarships to Kansas college students majoring in broadcast/communication programs at Kansas colleges and universities. In addition, the KAB Kids Scholarship program provides one-time scholarships for graduating high school seniors who are children of employees at Kansas broadcast stations. (*Before next spring, make sure your employees whose kids are entering college get this valuable information.*) Plus, KAB provides funding for qualifying student internships, travel scholarships for educators and funding for faculty internships at KAB member stations. These many contributions to tomorrow's broadcasters are made possible through your support as a KAB member station and participation in our NCSA program.

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# Transmitter

Volume 44 No 4

April 29, 2005

## Hilst receives Humiston Award



KAB presented the 2005 Hod Humiston Award to KWBW Sports Director Rusty Hilst during KAB's Sports Seminar on April 26 at Royals Kauffman Stadium in Kansas City.

Hilst was recognized for his contributions to sports broadcasting in Kansas.

Hilst recently completed his 25<sup>th</sup> year at KWBW and has been broadcasting Hutchinson High School and Hutchinson Community College games since 1969. He has broadcast more than 3,000 high school and college events, while also teaching full time at Hutchinson High School where he has been math department chairman since 1978. Hilst also coached the HHS boys golf team from 1971 to 2001, winning state titles in 1974 and 1994. He started his teaching career at Hutch High in 1966.

Hilst started his broadcast career in 1969 at KWHK Radio and moved to KWBW in 1980 to join Jerry Kershaw doing Hutchinson High School, Hutchinson Community College games and the NJCAA tournament. He moved into the sports director's slot when Kershaw retired in 1995.

Hilst was named Sportscaster of the Year in 2004 by the Kansas Interscholastic Athletic Administrators Association and was honored by the Kansas Senate in 2003 for his teaching in the classroom and on the golf course. He was inducted into the Kansas Golf Hall of Fame in 2002.

The KAB Award is named for Hod Humiston of Hutchinson, now deceased. Humiston was a sportscaster and salesman for KWBW and he was the first television sportscaster in Kansas when he did play-by-play coverage of college games for KTVH (now KWCH TV), channel 12, Wichita. The KAB established the award in Humiston's honor in 1979.

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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.

**Kansas Association of Broadcasters**  
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Go to [www.kab.net](http://www.kab.net)  
for a complete list of  
winners in KAB's 2005  
Student Broadcast  
Awards

## 300 attend April student seminar

KAB held its 2005 Student Seminar and Career Fair on April 5 at the Wichita Hyatt. Approximately 300 students and educators attended the morning student seminar representing 19 Kansas high schools and 14 colleges. A Career Fair was held during the afternoon at which 23 station groups exhibited. Kevin Hager, Wichita State University, chaired the seminar.

During the morning round table discussions, the following radio and television broadcasters facilitated the discussion at 17 topical tables: **Beverlee Brannigan, Josh Wells, and Eric McCart**, Journal Broadcast Group; **Ted Woodward, Mac Payne, and Brad Horning**, Entercom Radio; **David Hill**, KSAS TV; **Jesse Huxman, Mark Bogner, and Stewart McKenzie**, KSNW TV; **Jeff Herndon, Cara Kumanri, and Bryan Frye**, KAKE TV; **Jay Sanderson, Todd Crane, and Rebekah Dryden**, KWCH TV; and **Molly Fox**, KPTS TV; also Kevin Keplar of Fishbowl Audio. KWCH TV VP and General Manager **Joan Barrett** presented a seminar for college juniors and seniors on *Landing That First Job or Internship*.

Station groups represented at the Career Fair included: KSOK AM/FM, Arkansas City; KNCK/KCKS, Concordia; KHOK/KVGB, Great Bend; KHUT FM and KSKU/KXKU/KGGG, Hutchinson; KJCK/KQLA, Junction City; KMBC TV/KCWE TV, Kansas City; KLWN/KLZR, Lawrence; KSLs/KYUU, Liberal; Manhattan Broadcasting Co., Inc.; KSAL/KYEZ/KZBZ/KSAJ/KBLS/KABI and KSKG/KINA, Salina; KSNT TV, KTMJ TV, KTPK FM, and WIBW AM/FM, Topeka; Entercom Radio, Journal Broadcast Group, Clear Channel Radio and Television, KSNW TV, KTQW TV, KWCH TV, and KWCV TV, Wichita.

Nine colleges were represented at the Career Fair to talk with high school students about their respective broadcast programs: Butler County Community College, Cloud County Community College, Colby Community College, Dodge City Community College, Fort Hays State University, Kansas State University, University of Kansas, Pittsburg State University, Washburn University, and Wichita State University. KAB also provided space at the Career Fair for the Kansas Army National Guard, a major NCSA sponsor.

## KAB presents student broadcast awards

KAB Chair Jackie Wise presented 56 First Place, 31 Second Place, and 47 Honorable Mention awards to high school and college student winners. KAB presented the awards during the Student Awards Luncheon at the April 5 Student Seminar in Wichita.

Award categories included PSAs, station promotion announcements, public affairs and entertainment programs, complete newscasts, news and sports features, package news stories, play-by-play, DJ personality and student station web sites. Student winners represented: Arkansas City High School, Chapman High School, Garden City High School, Leavenworth High School, Blue Valley High-Stilwell, Blue Valley Broadcast Technology- Overland Park, Topeka High School, Butler County Community College, Colby Community College, Fort Hays State University, Kansas State University, University of Kansas, Pittsburg State University, and Wichita State University. Terry Bryant, broadcast instructor from University of Kansas produced the student awards video. Go to [www.kab.net](http://www.kab.net) for a complete list of the winners.

KAB traded student judging responsibilities with educators from Nebraska colleges. Kansas educators from Fort Hays State, Hutchinson Community College, Kansas State, University of Kansas and Washburn University, judged Nebraska's student entries.

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## 2005 station renewals

KAB thanks these stations which have renewed for 2005, since the March 24 *KAB Transmitter*. KOOD TV, Bunker Hill; KCPT TV, Kansas City; KLWN/KLZR/KKYD, Lawrence/Topeka; KFNF FM, Oberlin; and KLKC AM/FM, Parsons.

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*Mark your calendar*

**October 16-18**

**KAB Convention**

**Wichita Marriott**

## Sports seminar a hit with sportscasters and students

The April 26 KAB Sports Seminar at Royals Kauffman Stadium was a hit with the 85 students and sportscasters who attended. Sports Chairman Cliff Shank chaired the seminar with assistance from the Royals' Dave Witty and Fred White.

The morning roundtable discussions were facilitated by Tom Hedrick on play-by-play; Wyatt Thompson, Keith Sampson and Nate Jolly, K-State Sports Network/Learfield Sports; Bob Newton and Angela Haar, Jayhawk Radio Network/ESPN Regional Sports; Gary Coleman and Steve Sobek, Kansas City Chiefs Radio Network; Gary Musselman, Kansas State High School Activities Association; Dave Mize and Bob Fidler, Kansas Shrine Bowl; Cliff Shank, Sports Sales for Small Market Radio; Kim Hillix, Kansas City Royals on Sports Promotions; and Dave Witty, Kansas City Royals on Preparing for a Sports Broadcast Career.

Appearing during the afternoon were Bob Davis, Bob Newton, KU Network and Wyatt Thompson, K-State Network; Paul Splittorff and Bob Davis, Royals Sports Television Network; Mark Gorris, Royals SR VP of Business; Royals Players Mike Sweeney and John Buck; Minnesota Twins Broadcaster John Gordan; and Royals Announcers Denny Matthews and Ryan Lefebvre.

Tickets to the Royals vs. Minnesota Twins game were compliments of the Royals.

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## 2005 KAB deadlines

- May 2, deadline for KAB Broadcast Scholarship applications
- May 2, deadline for KAB paid summer student internships
- May 2, deadline for KAB paid summer educator internships
- 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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# Reminder on emergency information

The FCC is reminding broadcasters of the rules requiring the accessibility of emergency information to both the hearing and visually disabled. The FCC's rules require broadcast stations that choose to provide local emergency information to make the critical details of that information accessible to persons with hearing and visual disabilities.

Broadcasters are required to make emergency information that is provided in the audio portion of the programming accessible to persons with hearing disabilities through closed captioning or other methods of visual presentation, such as open captioning, crawls or scrolls. Any crawls or scrolls providing emergency information should not block any closed captioning, and any closed captioning provided should not block any emergency crawls or scrolls.

Details of emergency information must also be made accessible to visually disabled viewers through aural presentation whenever such information is provided during regularly scheduled newscasts or unscheduled newscasts that preempt regularly scheduled programming. If a station does not interrupt its regular programming to provide emergency information but rather does so through another manner, such as a crawl or scroll during that programming, the station is required to accompany that information with an aural tone to alert visually impaired viewers. (Source: NAB *TV Today*).

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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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Ed O'Donnell, chief engineer at WIBW Radio, was all smiles at his March 24 retirement party in Topeka. He started at WIBW in 1961. Ed and his wife, Jean, are moving to Lenexa in late May. He will continue as a KAB Broadcast Inspector and to consult for WIBW Radio.

## Be Human!

By guest columnist, Jeffrey Hedquist, Hedquist Productions

People buy from people, not from institutions. Advertisers often forget this, and are more concerned about their perfect "image" than about relating to their audience as fellow human beings. It's not a perfect world, and listeners recognize this, so a commercial that tries to portray the advertiser as perfect, doesn't ring true.

Let the audience in on your little faults, the chinks in the armor. For example, the car dealer who says, "We have the best deals, the biggest selection, the friendliest salespeople, but...our coffee's not so good," allows the listener to discover his embarrassing secret. Don't be afraid to joke about your hard-to-find location, the tacky sign you inherited from the former owner, the boss's idiosyncrasies.

A little self-effacing humor can go a long way. Give listeners something to smile about. If a listener can say "Yeah, that's me. I've done that." you've established a bond. Now your audience is involved.

Poke fun at yourself and punch up sales.

Jeffrey Hedquist has been helping advertisers poke fun at themselves for years. You can poke fun at Jeffrey anytime at Hedquist Productions, Inc. P.O. Box 1475 Fairfield, IA 52556. Phone 641-472-6708, Fax 641-472-7400, email [jeffrey@hedquist.com](mailto:jeffrey@hedquist.com). Visit <http://www.hedquist.com> for a FREE newsletter.

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## AMBER training scheduled

Kansas broadcasters will partner with law enforcement officers to conduct AMBER training in Kansas communities in May and June. Two training sessions are scheduled for each location - one two-hour session in the morning and one in the afternoon, to provide an option for broadcasters and law enforcement officials who wish to attend.

Cities and dates of the training sessions include: **Atchison**, Friday, May 6; **Beloit**, Tuesday, May 17 (PM) and Thursday, May 19 (AM); **Chanute**, TBA; **Colby**, Tuesday, May 10; **Concordia**, Tuesday, May 17 (AM) and Thursday, May 19 (PM); **Dodge City**, Tuesday, May 24; **Emporia**, Thursday, May 26; **Garden City**, Wednesday, May 11; **Great Bend**, Wednesday, May 18; **Hays**, Thursday, May 12; **Hutchinson**, Thursday, May 19; **Junction City**, Monday, May 23; **Lawrence**, Friday, May 13; **Liberal**, Wednesday, May 25; **Norton**, Tuesday, May 24; **Olathe**, June 20; **Overland Park**, June 22; **Pittsburg**, TBA; **Salina**, Monday, June 13; **Topeka**, Tuesday, May 17; **Wichita**, Tuesday, May 17; and **Winfield**, Wednesday, June 1.

Local broadcasters serving as trainers include: **Robert Hilton**, KNZA; **Rod Keen**, KFRM/KCLY; **Patti McCormick**, KIND Radio; **Nancy Baumrucker**, Hull Broadcasting; **Delvin Kinser**, KJIL FM; **Cordelia Brown**, KANU/Kansas Public Radio; **Scott Donovan**, KHOK/KVGB; **Kirk Chestnut**, Entercom Radio/Kansas City; **Drew Dimmel**, Dimmel Communications; **Todd Pittinger**, KSAL/ KYEZ/KZBZ; **Roy Baum**, WIBW Radio; **Dan Dillon**, KFDI Radio; and **Jeff Gibson**, KWCH TV.

KAB will distribute details to all stations when all the dates and training sites are confirmed.



Broadcasters and law enforcement personnel gathered at the Kansas Highway Patrol Training Academy in Salina on April 15, for an AMBER Train the Trainer session. State AMBER Coordinator Whitney Watson, KHP's Lt. John Eichkorn, and KAB's Harriet Lange conducted the training.

## Washington update

### At the FCC

\*The FCC has released **regulatory fees for 2005** with most broadcast license fees set to increase. The increases range from about 1% for some Class A AM stations, to 14% for certain VHF TV stations.

However, the FCC is proposing a reduction of the fees for new construction permits by up to 70%, to more accurately relate the amount of these fees to those required for the actual broadcast license in the various media services fees categories.

\*The FCC has issued a **public notice on video news releases** which states that broadcast and cable outlets “generally must clearly disclose the nature, source and sponsorship” of the material, or face possible fines, license revocation, or imprisonment of up to a year. The FCC rule is broad and requires a sponsorship identification whenever a station is provided, at no charge or at a nominal fee, any films, records, transcriptions, talent, scripts, or any other material or service, as an inducement to the broadcast of the program.

### In Congress

\*The Senate Rules Committee, in marking up S. 271 (tightens restrictions on “527” independent political expenditure groups), added an amendment by Sen. Durbin (D-IL) which **redefines Lowest Unit Charge law** to entitle candidates for Federal office to deeply discounted political advertising time. The amendment allows Federal candidates to be eligible for the lowest rate that aired during the previous year. It also would make all Federal candidate ads non-preemptible, regardless of what price the candidate pays.

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## 2005 EAS / AMBER tests

Tues., May 10, 1:50 pm / EAS

Wed., May 25, 1:50 pm / AMBER

(It's National Missing Children's Day)

Tues., June 14, 10:50 pm / EAS

Tues., July 12, 1:50 pm / EAS

Tues., August 9, 10:50 pm / EAS

Thurs., August 11, 1:50 pm / AMBER

Tues., September 13, 1:50 pm / EAS

Tues., October 11, 10:50 pm / EAS

Tues., November 8, 1:50 pm / EAS

Thurs., Nov. 10, 1:50 pm / AMBER

Tues., December 13, 10:50 pm / EAS

## News briefs

\***KAIR** staffers, **Jason Drake, Brian Hagen** and **Rachel Lecar**, will be one of the featured segments in the A & E Network program, *Airline*, on May 2, 2:30 PM CDT. A production crew from *Airline* followed the “Wake Up Crew” to San Diego last October for the NAB Radio Show. KAIR was a finalist for the Marconi Awards that were presented at that show. The *Airline* production crew came to Atchison and taped the KAIR morning show, rode with them on the Southwest Airlines flight to San Diego and taped when the awards were presented.

\***KAHS AM**, El Dorado has been sold to SMP Communications Inc. for \$400,000, by Reunion Broadcasting LLC. Ambrosio Medrano is co-manager of SMP.

\***KTCM FM**, Kingman, has been sold for \$1.7 million by Maria Salazar, to Connoisseur Communications. Jeff Warshaw is CEO of Connoisseur.

\***William Downs** is new station manager at **KTKA TV**, Topeka. He previously was general sales manager for the ABC affiliate in Columbus, GA. Former KTKA general manager, **Bob Fulmer**, is pursuing real estate sales and his family's construction business.

\***Kevin Wagner** has been named director of programming for the radio division of **Eagle Communications, Inc.**, Hays. He has been with Eagle's St. Joseph four-station cluster since January 2003. Eagle owns stations in Kansas, Nebraska and Missouri.

\*Wichita media organizations have filed court papers seeking the release of sealed documents in the BTK case. Broadcast stations in the filing include **KWCH TV**, **KAKE TV**, and **KSNW TV**. Other organizations include the Associated Press, Wichita Eagle, and Kansas Press Association.

\***Scott Roberts** will become news director for **Mid America News Network** on May 2. He most recently was assignment editor for KWCH TV.

\***Clear Channel Radio**, Wichita has recently added three new account executives – **Shiloe Schlesinger, Pat Richmond**, and **Michael O'Donnell**.

\*The **Bill of Rights Institute** has received a grant from the Fred C. and Mary R. **Koch Foundation** in support of the first year of a five-year initiative, Educating the Next Generation of Kansas Citizens about the Founding Documents. The program is designed to produce measurable annual increases in knowledge, appreciation, and commitment to the U.S. Constitution and Bill of Rights among young people in Kansas. The Bill of Rights Institute is an educational nonprofit organization and its mission is to educate high school students and teachers about our country's founding principles.

## Scenes from KAB April events



A crowd of 300 students and educators attend the KAB Student Seminar Awards Luncheon.



The April 5 KAB Career Fair allowed job seekers and students to visit with Kansas broadcasters and educators about career opportunities.



Bob Davis, voice of the KU Jayhawks and Wyatt Thompson, voice of the K-State Wildcats, spoke at the April 26 KAB Sports Seminar.



Minnesota Twins broadcaster John Gordan and Fred White, Kansas City Royals.



Royals players, John Buck and Mike Sweeney.