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## Chairman's message



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

Hello Fellow Broadcasters!

I'm Jackie Wise, your new Chairman of the Kansas Association of Broadcasters. I'm very excited and enthusiastic about serving as Chairman of the KAB and I'm hoping I can adequately fill the shoes of my predecessor, Cliff Shank. Cliff deserves our thanks for the many years of service he has provided the KAB, most recently serving as Chairman. He has one year left on the board and we intend to take full advantage of his owner/ operator experience. Thank you Cliff for your ongoing contributions, passion and service to the KAB!

My objective as Chairman this year is to redefine the purpose and mission of KAB while elevating our level of service as a viable resource for the broadcasters serving Kansas. To do this effectively, we need your input. What do you need from the KAB that's not being delivered? What can we do better? What are we currently doing that provides you value? As a KAB member, you'll have the opportunity to share your feedback with us very soon. Sometime in February, Harriet will be contacting you via e-mail requesting feedback on what you think the direction and priorities should be for KAB. Your input will be of great value as we move forward. KAB is your organization and we're working for you. Let us know how we can do that better in 2005.

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# Transmitter

Volume 44 No 1 January 28, 2005

## Ad economy in Kansas will generate \$48 billion in 2005

The advertising industry will help generate \$48 billion in the economy of Kansas in 2005, a new study found. The total economic activity generated by advertising – which includes direct spending, supplier spending and inter-industry activity – is estimated to account for a projected 18 percent of the state's \$270 billion economic activity and an estimated 189,777 jobs, or 13 percent of the state's workforce of 1.5 million.

These findings come from a new study conducted by Michael J. Raimondi of Global Insight, under the direction of Nobel Laureate in Economics Dr. Lawrence R. Klein entitled the "Comprehensive Economic Impact of Advertising Expenditures." The study was conducted for The Advertising Coalition, which is comprised of nine national media and advertising trade associations.

The study estimates that the total revenue impact of advertising spending on the state in 2005 will reach a projected \$48 billion. The total projected impact includes the direct impact on area sales of \$24 billion, the impact on supplier economic activity of \$11 billion and the impact on inter-industry economic activity of \$13 billion.

The estimated 189,777 jobs supported by advertising spending in the state are made up of 95,739 jobs from sales directly generated by advertising, another 41,060 jobs generated in suppliers of products and services to the direct sales employers, and 52,978 jobs from third tier inter-industry jobs created by the supply and direct sales activity.

"This landmark study demonstrates that advertising stimulates additional purchases by providing important and useful information to a broad range of purchasers in households and businesses - a critical function in a market economy" said Dr. Klein. "Advertising fulfills the critical role of informing and educating consumers about the many choices available to them in the marketplace. The dollar figures underscore the vital service and economic role this important industry plays in our daily lives."

The Global Insight study measures the impact of advertising at multiple levels in the area economy. The study defines the relationship between the amount spent on advertising by businesses throughout the economy and the impact those expenditures have on economic activity and job creation in

*(continued on page 2)*

## Inside this Issue

Page 2

- **Chair's message continued**
- **EAS/AMBER tests**
- **New members/renewals**
- **Check inspection certificate**
- **NBC news anchor starts at KOAM TV**

Page 3

- **Student seminar/career fair set**
- **2005 KAB Deadlines**
- **Campaign to promote radio**
- **Television by Internet**
- **2005 KAB Events**

Page 4

- **Washington update**
- **License renewal due**
- **News briefs**
- **Kansas Sunshine Coalition**

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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**Mark your calendar**  
**October 16-18**  
**KAB Convention**  
**Wichita Marriott**

## Ad economy continued

all states, metropolitan areas and congressional districts in the United States. Global Insight's comprehensive macroeconomic and industry models work to quantify the economic and employment impacts of advertising.

The study was prepared by Michael J. Raimondi, Executive Managing Director of Global Insight's IT/Telecom Consulting practice, under the direction of Dr. Klein, who is the Benjamin Franklin Professor Emeritus of Economics at the University of Pennsylvania. Dr. Klein was awarded the Nobel Prize in Economics in 1980. Professors Cynthia Saltzman and Vijaya Duggal of Widener University assisted Dr. Klein in preparing the analysis for this study.

The Advertising Coalition includes nine associations: the American Advertising Federation (AAF); the American Association of Advertising Agencies (AAAA); the Association of National Advertisers (ANA); the Grocery Manufacturers of America (GMA); the Magazine Publishers of America (MPA); the National Association of Broadcasters (NAB); the National Cable & Telecommunications Association; the Newspaper Association of America (NAA), and the Pharmaceutical Research and Manufacturers of America.

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## 2005 EAS monthly tests, AMBER quarterly tests

Tues., February 8, 10:50 pm / EAS  
Thurs., Feb. 10, 1:50 pm / AMBER  
Tues., March 8, 1:50 pm / EAS  
Tues., April 12, 10:50 pm / EAS  
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

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Mark your calendar  
*2005 KAB Convention*  
October 16-18  
(Sunday - Tuesday)  
Wichita Marriott

## Welcome new members

A warm KAB welcome to new Station Members: **Infinity Radio, Inc.**, Kansas City – KFKF FM/KBEQ FM/KMXV FM/KSRC FM, **Herndon Hasty**, market manager; and **KSMI LPTV/53**, Wichita, **Philip Newmark**, general manager; and to new Retired Member, **Don Willis**, Oskaloosa.

KAB thanks these stations which have renewed for 2005. **RADIO:** KVSU AM/FM, Beloit; KGCR FM, Brewster; KSNP FM, Burlington; KKOY AM/FM and KINZ FM, Chanute; KFRM/ KCLY, Clay Center; KXXX/KQLS, Colby; KNCK/ KCKS, Concordia; KGNO/ KOLS/ KZRD/KSSH, Dodge City; KVOE AM/ FM / KFFX, Emporia; KHOK/KVGB AM/FM / KBGL and KZLS FM, Great Bend; KAYS/KHAZ/ KJLS/KKQY/KFIX and KPRD FM, Hays; KJRL FM, Herington; KNZA FM, Hiawatha; KSKU/ KGGG/KXKU and KWBW/KHUT/ KHYM, Hutchinson; KJCK AM/FM, QOLA, Junction City; KMBZ/KYYS/ KXTR/KQRC/KUDL/ WDAF/KRBZ/ KCSP, Kansas City; KNNS/KGTR, Larned; KANU/KANH/ KANV and KJHK FM, Lawrence; KKLO AM, Leavenworth; KSCB AM/FM/ KLDG and KYUU/KSLS, Liberal; KMAN/ KMKF/KXBZ/KACZ, Manhattan; KNGI/KBBE, McPherson; KJIL/KHYM, Meade; KOFO AM, Ottawa; KKOW AM/FM / KBZI, KWXD/KHST, KSEK AM/FM, and KRPS FM, Pittsburg; KWLS AM, Pratt; KRSL/KCAY, Russell; KILS/KQNS, KINA/KSKG, and KSAL/ KABI/KSAJ/ KBLS/KYEZ/KZBZ Salina; KMZA FM, Seneca; KFEQ/KSFT/KKJO/ KSJQ, St. Joseph; KBUZ FM, KTPK FM and WIBW AM/FM, Topeka; KLEY/ KWME, Wellington; KCFN FM, KFH AM/FM/KNSS/KFBZ/KDGS/ KEYN, KFDI/KFTI/KICT/KFXJ/KYQQ, KMXW, and KSGI/KMYR, Wichita; KKLE AM, Winfield. **TELEVISION:** KLBY TM, Colby; KUPK TV, Garden City; KMBC TV/ KCWE TV and KSHB TV/KMCI TV/ KPXE TV, Kansas City; KOAM TV / KFJX TV, Pittsburg; KTMJ TV, KTWU TV, and WIBW TV, Topeka; KAKE TV, and KWCV TV, Wichita.

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## Check your KAB inspection certificate

If the expiration date on your Certificate of Compliance is in 2005, start thinking about signing up for another inspection. The advantage to KAB's alternative inspection program is that stations which pass get a three-year exemption on routine FCC inspections. Go to [www.kab.net/members/services/index](http://www.kab.net/members/services/index) to download the information and form to request an inspection, or contact KAB.

A reminder – your station may be “marked” for an FCC inspection if you do not have a current KAB Certificate of Compliance or have not signed up for a KAB alternative inspection.

## More pass inspection

These stations have recently passed a KAB Alternative Broadcast Inspection, gaining a three-year exemption from routine FCC inspections: KJHK FM, Lawrence; KBUZ FM, Topeka; and KFHM AM, KNSS AM, Wichita.

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## NBC news anchor started at KOAM TV

Brian Williams, new “NBC Nightly News” anchor started his journalism career at KOAM TV in Pittsburg. According to an article by KingWorld Productions, Williams dropped out of college because he didn't have money for tuition and became a White House intern during the Carter administration. At the end of his internship he applied for a job at KOAM TV, with a reference from Carter's press secretary, Jody Powell. Williams said his time at KOAM was some of the most valuable of his career, describing it as “my boot camp”. When he talks to journalism students, he always tells the story of how he got started. “You work so hard at that station,” Williams said. “One person does it all. You do your own camera work. After you get the shot, you write the report. I have so much respect for the people that do that. You learn quickly that what you do affects others...”

Williams was more than a reporter at KOAM. He became a weatherman for the noon and weekend newscasts, and some weekends he doubled as a sportscaster”. According to KOAM's current anchor, Dow Quick, “There was a time when I was working on weekends then, too, as an anchor, and Brian would give weather and sports in the same newscast.”

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## KAB Student Seminar/Career Fair set for April 5

The 2005 KAB Student Seminar and Career Fair is scheduled for Tuesday, April 5, Wichita Hyatt Regency, 400 W Waterman. KAB Board Member John Ewy, Dodge City Community College and Kevin Hager, Wichita State University, are co-chairing the seminar.

The seminar and career fair are open to high school and college students interested in pursuing a broadcast education and career. The morning seminar will include round table discussions with broadcast professionals. Topics will include radio and television sales, news, sports, production, programming, etc. Radio and television broadcasters interested in participating as a round table facilitator should contact the KAB.

The afternoon career fair will allow high school students to visit with representatives of Kansas colleges with a broadcast program; and graduating college students to visit with broadcasters about job opportunities.

Go to KAB's web site <http://www.kab.net/programs/student/index.html> to download

- *Student Seminar Schedule*
- *Registration form for students and educators*
- *Sign up form to exhibit at the Career Fair (\$25 for member stations; free to colleges), and*
- *Student Awards Entry Guidelines.*

Deadline for entries in the student awards is Monday, March 7. Student awards will be presented during the April 5 luncheon.

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## 2005 KAB deadlines

- February 1, deadline for entries in KAB Student PSA Contest (alcohol/drug prevention - prom/ graduation)
- March 7, deadline for entries in KAB Student Broadcast Awards
- March 28, deadline for nominations for KAB Hod Humiston Award for Sports Broadcasting
- April 1, deadline for KAB Kids Scholarship applications
- 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

## Music stars sing radio's praises in campaign to promote medium

In the largest cooperative effort in industry history, local radio stations across the country have joined together to launch an integrated marketing campaign celebrating the medium's power as the primary source for new music and compelling audio entertainment.

The first wave of the program involves a series of radio commercials entitled "Radio. You Hear It Here First." The spots were produced by the award-winning New York based advertising agency DeVito/Verdi. A first round of spots released feature superstars like Nelly, Ludacris, Avril Lavigne, Ashanti, Alicia Keys and Hoobastank, all of whom acknowledge radio's role in kicking-off their careers. In each, the artist recites a series of accomplishments and milestones that were achieved only after the artist was initially discovered on the radio.

Over the course of the next several months, the campaign will continue providing the testimonials of artists - from a range of genres - to sing radio's praises on a wide cross section of radio formats, including Urban, Alternative, Classic Rock, Country and others.

Virtually every major radio group including ABC, Beasley, Bonneville, Buckley, Clear Channel, Cumulus, Emmis, Entercom, Greater Media, Infinity, Jefferson Pilot, Journal, Radio One, Regent, and Susquehanna have stepped forward to voluntarily air the spots aggressively. As a kick-off to the program, these groups will air the spots several times per day, every day between now and the end of February. The value of this initial commitment alone exceeds \$28 million.

The campaign also features up-and-coming artists who extol local radio's role in discovering and introducing new music and artists to the American public.

The radio spots may be downloaded at NAB's web site: <http://www.nab.org/newsroom/Issues/radio/radiomarketingcampaignspots.asp>

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## Television by Internet coming

SBC Communications Inc., the second-largest local phone company in the United States, has signed a ten-year \$400 million agreement with Microsoft Corp. to provide next-generation television services using Microsoft's TV Internet protocol television edition software platform. SBC and Microsoft will begin field trials in mid-2005 and plan commercial availability of the IP-based television platform in late 2005.

The companies said the IP-based TV service will include instant channel changing, customizable channel lineups, video on demand, digital video recording, multimedia interactive program guides, event notifications and content protection features.

SBC will use a switched video distribution system, which streams only the content the customer requests instead of broadcasting all channels to everyone at once. The technology frees up large amounts of bandwidth for other applications.

According to SBC Chairman and CEO Edward Whitacre, Jr., "The customer gains additional control over the content they want versus what is delivered to them. We get the flexibility of not being constrained by bandwidth." (Source: Associated Press).

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## 2005 KAB Events

\***February 23**, KAB/KC Broadcasters luncheon at the Statehouse for Johnson, Wyandotte, Leavenworth County legislators

\***April 5**, KAB Student Seminar and Career Fair, Wichita Hyatt

\***April 26**, KAB Sports Seminar, Royals Kauffman Stadium, Kansas City

\***June 6** - KAB Sales Seminar, Topeka

\***June 6** - KAB Board of Directors Meeting, Topeka

\***June 7** - KAB Board Planning Retreat, Topeka

\***June 10-17**, KAB Office Closed

\***July 18-22**, 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

## Washington update

### At the FCC

\*In late December, the FCC issued a Notice of Apparent Liability for Forfeiture against KQRC FM, Leavenworth-Kansas City and KFHM AM, Wichita, for airing indecent material in the spring of 2002 during multiple broadcasts of the "Dare and Murphy Show". The Commission proposed a forfeiture in the maximum amount (\$27,500) allowed for each of the four apparently indecent broadcasts by the two stations, for a total of \$220,000. An anonymous complaint was filed with the FCC about the broadcasts.

It was reported here last fall that the largest ever fine (\$1.18 million) for indecent television programming was levied against the 159 Fox Network affiliates for an episode of "Married in America". That report came a month after the FCC proposed a \$550,000 fine against CBS/Viacom's owned and operated television stations, in connection with the Jackson/Timberlake segment of the Super Bowl halftime show.

On January 24, the Commission issued two orders denying a total of 36 complaints alleging that various television station licensees had aired indecent material during a variety of programs that aired between October 29, 2001 and February 11, 2004. All of the complaints were filed by the Parents Television Council (PTC), against primarily television licensees in Washington DC. KMBC TV, Kansas City was the only station outside of DC, targeted for an April 2003 episode of "NYPD Blue". Other programs alleged to contain indecent material by the PTC included "Everwood", "Dawson's Creek", "Friends", "Scrubs", "Gilmore Girls", "The Simpsons", "Boston Public", "King of the Road", "Angel", and "Will and Grace". The Commission concluded that, in context, none of the segments were profane or patently offensive under contemporary community standards for the broadcast medium.

\*The Commission has extended to February 10, 2005, the filing deadline for FCC Form 382, in the process established through which television broadcast licensees and permittees will select their ultimate digital channel inside the core television spectrum. Form 382 is available on the FCC's web site at <http://www.fcc.gov>

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## Radio license renewal apps due February 1

Kansas (and Nebraska and Oklahoma) radio stations must file license renewal applications (electronically) on FCC Form 303-S, attaching a certification of compliance with RF radiation guidelines and the filing fee. Include FCC Form 396 (EEO) as part of the renewal application. Licenses for station-owned FM boosters, FM translators and broadcast auxiliary facilities will be renewed automatically with the main channel license. Stations must also file an Ownership Report (Form 323 or 323-E) at the same time as the license renewal application.

Radio stations licensed to Kansas (and Oklahoma and Nebraska) must air post-filing announcements on February 1 and 16, March 1 and 16 and April 1 and 16.

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## Also by February 1 –

**All stations** in Kansas (and Nebraska and Oklahoma) must place in their public files an **EEO Public File Report**. This report is placed in the public file annually on the anniversary of the deadline for filing a station's license renewal application.

**All television stations** in Kansas (and Nebraska and Oklahoma) must file a **Biennial Ownership Report** (Form 323 or 323-E), including the appropriate filing fee, on the anniversary of the deadline for filing the station's license renewal application.

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## News briefs

\*KIND AM/FM's sister station in Bartlesville OK, **KBVL FM**, has moved into new offices in the historic Pioneer Building in downtown Bartlesville. **Patti McCormick** is general manager of KIND Radio, Independence and KBVL. The stations are owned by Kurtis Media LLC, Bill Kurtis, president. KBVL is the third station McCormick has built for Kurtis from the ground up.

\***Hank Booth** is back at KLWN AM, Lawrence as station manager. His return follows the purchase of **KLWN/KLZR** by Jerry Zimmer from the Zimmer Radio Group. Market manager and COO for the Lawrence stations is **Ron Covert**. New program director for KLZR and LMA'd **KKYD FM** (Osage City/Topeka) is **Rob Ryan**.

## Are you in the dark about public issues?



PO Box 4341, Topeka KS 66604

[www.sunshinecoalition.com](http://www.sunshinecoalition.com)

*Help the Kansas Sunshine Coalition for Open Government shed light on Kansas open records and meetings by becoming a member today!*

Do you have a question about open records or open meetings?

Call the Kansas Sunshine Coalition Hotline for free information from a qualified Kansas attorney.

(785) 233-3700

- 
- **YES!** Sign me up as a member of the Kansas Sunshine Coalition. I want to help in the fight to keep public meetings and public records open to the public.

\_\_\_ Individual membership \$25/year

\_\_\_ Organization membership \$100

\_\_\_ Students \$10

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E-mail: \_\_\_\_\_

Complete and mail this form with payment to: Kansas Sunshine Coalition, PO Box 4341, Topeka KS 66604