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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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2004

Another great year for KAB!

A special thanks to **Cliff Shank** who steps down as chairman, and to **Kyle Bauer** who leaves the board of directors – for their exemplary service to KAB and the industry.



Cliff's notes



Cliff Shank, KAB Chairman
KSKU/KXKU/KGGG
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Merry Christmas and Happy New Year!

It is hard to believe that my year as chairman of the board of directors of the KAB has come and gone. It has been an honor for me, and I would like to say "THANK YOU" for the opportunity and the responsibility.

I would also like to personally thank Kyle Bauer for his outstanding service to KAB. Kyle is going off the board after serving the KAB as a board member, secretary/treasurer, chair-elect, chairman, and past chairman. Kyle has been a hard worker and a great leader for the KAB. He will be missed.

I would also like to say "THANK YOU" to our president/executive director, Harriet Lange. Harriet is simply the best executive director on the PLANET, and she makes all our lives easier and better!

The license renewal process has begun for all Kansas radio broadcasters. The license renewal application deadline is February 1, 2005. Good luck with your renewals.

Deadline for entries for the KSHSAA 2005 Oscar Stauffer Sportscasting award is January 25, 2005. Please send your play-by-play tape of a high school event to this year's judge, Tom Hedrick, 3024 Oxford Circle, Lawrence, Kansas 66049.

2004 has been quite a year for broadcasters. It has been a roller coaster with lots of highs and lows. Highs include several successful Amber Alerts, a

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KC Chiefs Scott Fujita featured in new adoption PSAs

Kansas Children's Service League (KCSL) has produced new public service announcements for radio and television, inviting Kansans to consider becoming adoptive or foster parents. Kansas City Chief's linebacker, Scott Fujita, is featured in the PSAs titled *Be a Hero*. He was adopted as a child and has committed to help KCSL in its efforts to recruit foster and adoptive families. There currently are about 700 Kansas kids in need of an adoptive home.

KAB has distributed the PSAs to all commercial radio and television stations in Kansas. Radio stations may also download the PSAs by going to KAB's home page at www.kab.net. If you prefer to receive a CD with the PSAs, please contact KAB.

Adoption and foster care have been a public service initiative of KAB since the state privatized adoption in 1996. KAB's efforts in helping to find families for Kansas kids have been successful. Kansas radio and television stations have provided more than \$ 1 million in public service time since 1997. During the fiscal year completed in June 2004, KCSL finalized 627 adoptions. According to Tina Long, recruitment director for KCSL, broadcaster's "consistent messages letting your listeners and viewers know about the need helps underscore the importance" of prospective adoptive families stepping forward.

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Other radio PSAs which KAB encourages radio stations to download from KAB's web site and air, include:

- **KAB's holiday 2004 student PSA winner** – *Teenage Safety* – for alcohol/drug prevention
- **KAB's Broadcast Scholarship PSA** featuring KSU's Kendra Wecker
- **KAB's Online Job Bank PSA.**

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(Continued on page 2)

Cliff's notes continued

very profitable election year, the Olympics, the radio auction of 258 construction permits, a record amount of KAB scholarships, an outstanding line-up of KAB seminars, and a great KAB convention. Lows include the Super Bowl, the resulting indecency/obscenity rules and fines, the confusion surrounding the new and old ownership rules, the abuses of the rules by the satellite radio providers concerning local programming, losing to KU in football, and not qualifying for a bowl game.

Being a Kansas native and a lifelong Kansan, all I know is Kansas broadcasting. I have spent my entire 32 year broadcast career in Kansas. Manhattan, Sterling, Topeka, Wichita, and Hutchinson have been places I have called home. I have also spent about six months of my life in Las Vegas attending the National Association of Broadcasters convention every year for the past 25 years. Some people might say, "Cliff...get a life!" I would not trade my life's experience with anyone. I love Kansas and Kansas broadcasting. One of my favorite sayings is: "Kansas, a great place to live, but I wouldn't want to visit there." Another favorite saying of mine is, "If you love your work, you'll never work a day in your life."

Serving the KAB and being a Kansas broadcaster has been a wild ride baby!

More \$\$\$ in 2005!

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Still time to act on localism inquiry

The FCC will accept comments on or before January 3, 2005, in their Localism inquiry. KAB encourages broadcasters to tell the FCC about efforts to serve the needs and interests of your community with local news, local public affairs and other locally oriented programming.

NAB has launched a Web-based link to the FCC's electronic comment filing system that will automatically forward comments to the FCC. Go to <http://www.nab.org/legal/> for information on how to file.

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

2004 KAB Year in Review

Thanks to the KAB Board of Directors and many member volunteers who gave time and effort to KAB events and initiatives in 2004.

2004 KAB Events

Online Political Broadcasting Webinar with Barry Umansky, March 24

Student Seminar/Career Fair, Overland Park, April 5

Sports Seminar, Kauffman Royals Stadium, April 27

Sales Seminar with Paul Weyland, Wichita, June 14

Online License Renewal Webinar with Barry Umansky, September 8

News Workshop with Valerie Hyman, Wichita, October 2

Convention/Annual Meeting, Overland Park, October 10-12

Other Activities Projects completed in 2004

*KAB lobbied at the national level on issues of vital concern to Kansas broadcasters. KABers called on our Washington DC delegation and attended NAB's Leadership Conference.

*KAB monitored the state legislature for proposals detrimental to Kansas broadcasters and represented broadcasters' interests. During the 2004 session, we lobbied and passed legislation which placed in statute, language defining broadcast towers as tangible personal property for property tax purposes, thereby putting a halt to an attempt to assess broadcast towers as real property. Significant increases in stations' property tax bills were averted with the passage of this legislation. KAB also worked with a coalition in the legislative review of the state's open records exceptions.

*Sponsored the KAB's first ever online seminars: Political Broadcasting Webinar in March and License Renewal/EEO Webinar in September.

*Worked with the NAB in conducting a community service survey of Kansas broadcasters. Stations reported a total of \$134 million contributed in public service time and fund raising efforts for charitable organizations.

*KAB was represented at NAB's Programming Summit, scheduled to explore the industry's response to indecent programming.

*Kansas broadcasters continued to give air time for the Kansas adoption and foster care effort. Total airtime reported since KAB's adoption/foster care on-air initiative began in late 1997, is more than \$1 million

*Developed an on-air initiative in support of the state's Tax Amnesty Program.

*Presented award and cash prize to winner in our PSA contest for high school and college students to produce radio and television PSAs for youth alcohol/drug abuse prevention.

*Continued to coordinate broadcaster participation in the Kansas AMBER Plan.

*Continued FREE legal hotlines to give members a reliable, quickly available source of expert legal advice.

*Continued the Alternative Broadcast Inspection Program for radio and television stations.

*Continued the NCSA time bank resulting in revenues to the KAB from NCSA participants: KS Army National Guard; KS Department of Health and Environment; KS Radon Program; U. S. Coast Guard; KS Department of Transportation; AAA Member Fund for Traffic Safety; and Valley Hope Association.

*With other state broadcast associations, KAB filed comments in the FCC's latest EEO proceeding regarding Form 395-B. Meanwhile, KAB member stations continue commitment to nondiscrimination through outreach efforts as outlined in KAB's Broadcast Careers Program - career fairs, student broadcast seminars, scholarships, paid internships, online Job Bank, and continuing dialogue and collaboration with broadcast educators.

*KAB also joined other state broadcast associations in filing comments in EAS, SDARS, IBOC, mandatory recording and record retention, and broadcast localism proceedings at the FCC.

*In response to the new FCC rule, KAB purchased EEO1Source for member stations. EEO1Source is an online record keeping and compliance tool for EEO.

*Also in response to the new FCC EEO rule, KAB developed an Action Plan for Helping Members Comply with the New FCC EEO Rules.

*Sponsored broadcast awards for radio and television stations and broadcast students.

*Awarded \$45,000 in 2004, through scholarships to future broadcasters and children of employees at broadcast stations and through its paid student and faculty internship programs. KAB awarded 39 broadcast scholarships and 24 KAB Kids scholarships.

*Radio stations took advantage of KAB phone lines during state basketball tournaments.

*Published a *Kansas Radio/Television Directory* and monthly *KAB Transmitters*; distributed numerous communiqués to members about regulatory and legislative issues.

*Outreach included the awarding of the annual Tony Jewell Award for the prevention of alcohol and drug abuse and \$500 honorarium to recipient's chosen organization; assisting with the selection of the winner of KSHSAA's Oscar Stauffer Award for Sports Broadcasting; and assisted in the distribution of numerous PSAs and news releases for organizations.

Washington update

At the FCC

*The FCC **deadlines requiring DTV stations to increase their principal community signal strength** is December 31, 2004 for commercial stations and December 31, 2005 for noncommercial stations. The new principal community field strength requirements are: channels 2 to 6 – 35 dBu; channels 4 to 13 – 43 dBu; and Channels 14 to 69 - 48 dBu.

*The FCC has released its Report and Order/Further Notice on **Children's television programming obligations**. Although geared to address digital programming, many of the provisions apply to both analog and digital programming. Effective February 1, 2005, commercial limits will apply to all digital video programming directed to children ages 12 and under. Effective January 1, 2006, "commercial matter" will include previously exempted promotions of television programs or other video programming services other than children's educational and informational programming. Effective January 1, 2006, digital broadcasters will be subject to the existing three hours per week core programming guidelines on their main program stream and preempted core programs must be rescheduled to be considered core programming.

In Congress

*The 108th Congress finished its business for the year on December 8. It **passed a compromise version of House and Senate legislation to implement the recommendations of the 9-11 Commission**. The final legislation did not include the amendment offered earlier by Senator John McCain (R-AZ) that would have required the cessation of all analog broadcasts by 2009 or later amendments which would have ended analog transmissions for stations operating on channels 60-69. However, the final version of the bill did include non-binding "sense of Congress" language that expresses the sentiment that "Congress must act to pass legislation in the first session of the 109th Congress that establishes a comprehensive approach to the timely return of analog broadcast spectrum as early as December 31, 2006." **Low power FM legislation** which would have exempted low power FM stations from 3rd adjacent channel interference protections was introduced by Sen.

Time for pre-filing announcements

Radio stations licensed to Kansas (and Oklahoma and Nebraska) must air pre-filing announcements on **January 1** and **January 16**. At least two of the announcements must be broadcast between 7am and 9am and/or 4pm and 6pm. **License renewal applications** for Kansas radio stations are **due February 1, 2005**.

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Broadcasts recorded by Library of Congress

The Library of Congress (LOC) has begun recording radio broadcasts as part of its efforts to "collect and preserve broad-based contemporary cultural materials from all kinds of unpublished transmission programs that represent the nation's rich heritage." LOC has recorded selected television broadcasts for years and has amended its rules to include programming from radio, cable, satellite and the Internet.

For the list of radio broadcasts LOC records go to <http://www.loc.gov/rr/record/>. For the list of television broadcasts go to <http://www.loc.gov/rr/mopic/>

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McCain and passed out of his Senate Commerce Committee but it was not considered by the full Senate nor was it introduced in the House. **Satellite radio legislation** - HR 4026 - which would have kept satellite radio to its "national only" charter, gained 65 House co-sponsors. NAB hopes for an early reintroduction of the legislation in the 109th Congress. Legislation proposed by Senator Sam Brownback which would **increase indecency fines** and stiffen penalties for indecent or profane broadcasts was not enacted. President Bush signed into law the omnibus appropriations bill which contained broadcaster friendly legislation to reauthorize the **Satellite Home Viewer Improvement Act**.

The 109th Congress convenes on January 4, 2005. Look for a major rewrite of the Telecommunications Act which will provide a vehicle for many of the issues considered this year but not enacted, such as return of the analog spectrum, indecency, and low power FM.

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Fellowships to attend NAB Management Development seminar

Four NAB Education Foundation (NABEF) Professional Fellowships are available to qualified candidates of color and women to attend NAB's Management Development Seminar for Television Executives, July 24-29 at Northwestern University in Evanston, IL. The NABEF Fellowship Program was developed to promote diversity and inclusiveness and to increase the pool of qualified broadcasters from minority groups, who, to date, may not have been fully represented at the management level.

The deadline to submit a fellowship application is January 31, 2005. For an application, go to www.nabef.org.

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2005 EAS monthly tests, AMBER quarterly tests

Tues., January 11, 1:50 pm / EAS
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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Merry Christmas!

Happy Holidays!