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# Transmitter

Volume 43 No 7 September 24, 2004

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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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## KAB Convention

October 10-12  
Overland Park  
Sheraton

Go to [www.kab.net](http://www.kab.net) for  
schedule and registration

## Cliff's notes



Cliff Shank, KAB Chairman  
KSKU/KXKU/KGGG  
[miataman13@yahoo.com](mailto:miataman13@yahoo.com)

I hope you can join the KAB in Overland Park October 10-12. The KAB Convention Committee, the Board of Directors, and Harriet have put together an outstanding convention with an all-star line-up of speakers and trainers.

The FCC has announced the participants of FM Broadcast Auction 37. Nearly 700 prospective bidders filed forms with the FCC to bid on 366 construction permits across the country. Nine construction permits in Kansas are up for sale. The auction begins November 3, 2004. Every market in Kansas has at least 50 potential bidders.

It has been a bad week for CBS! The FCC just announced a \$550,000 fine for the Janet Jackson Super Bowl wardrobe malfunction, and the *60 Minutes* reporting scandal just keeps getting worse. I grew up in the country outside of Salina and KTVH (now KWCH), the CBS affiliate, was the only channel we could receive clearly. I was a nerdy little kid and loved news programs. I remember watching the *CBS Evening News with Douglas Edwards*, and then Walter Cronkite. I even remember watching Edward R. Murrow. I have watched *60 Minutes* religiously since the program's creation. How could the professional journalists at CBS make such a monumental mistake

(continued on page 2)

## October events set

On Saturday, **October 2**, Valerie Hyman will conduct a **day-long seminar on "Doing Effective Journalism"**. Hyman is president of News & Management Training, St. Petersburg, FL. She was the founding director of the Program for Broadcast Journalists at The Poynter Institute, a non-profit, educational organization, where she spent a decade leading seminars and conferences in management, reporting, writing, and enterprise thinking.

Radio and television reporters, producers and photojournalists should attend. Topics which Hyman will cover include:

- Elements of a Lead Story and How to Get Them Into Yours
- From the General to the Particular: What is THIS story about TODAY
- Drop the Interview, Pick up the Conversation
- Pulling It All Together

For schedule and registration details go to [www.kab.net](http://www.kab.net) and click on "October 2 KAB News Workshop".

KAB's **2004 Convention** is set for **October 10-12** at the Overland Park Sheraton. Although it's too late for the early bird discount, it's not too late to register. Schedule, registration information and registration form are online at [www.kab.net](http://www.kab.net). Look under "Hot Links for KAB Members". There have been some minor changes and major additions to the convention schedule so take a look at it TODAY, and then put your registration in the mail.

Sessions are planned for management, engineering, sales, programming, and continuity. Pay one low station fee with no limit on number of registrants from the same station. The Convention is a great learning opportunity for station personnel. Don't miss it!

## Cliff's notes continued

and destroy decades of credibility. Was their judgment clouded by hatred?

I am a huge fan of Walter Cronkite. While watching Walter on the air I never knew he was a liberal. I discovered his personal political views in books I read after he retired. Dan Rather on the other hand, has been pretty easy to identify politically. Almost every time I would watch the *CBS Evening News with Dan Rather*, he would say something that would upset me. I will never watch another program featuring Dan Rather. Life is too short to be ticked off by something you hear on television. It's obvious his hatred and bias has clouded his judgment.

I am a conservative. I support President Bush, but on the three radio stations I own, I demand fair, impartial, reporting of the facts on local, regional, and national news stories. I have never editorialized on the air in favor of one candidate or the other. I only do that in the *KAB Transmitter!*

Our nation is split evenly, 42% Republican and 42% Democrat. The rest are independent or undecided. Is it good business to alienate nearly half of your audience with biased news reporting? I don't think so. Talk shows, editorials, and personality based programs are a completely different subject, as long as they are not presented as news.

ATTENTION...ATTENTION...LICENSE RENEWAL is just around the corner for all Kansas radio stations. Don't miss the license renewal seminar with Barry Umansky at the KAB convention. There is nothing more important than successfully renewing your license.

More \$\$\$\$ in 2004!

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## Kudos to KAB's online Job Bank

Brad Howard, KOFO AM, writes about his success with using KAB's online Job Bank.

"I posted a job opening on the KAB website yesterday morning about 9. Five minutes later the phone rang. Since then I've gotten two emails and someone has dropped by an aircheck. I've *never* had that kind of response before. And it's a low pay part-time job!"

## Emerging Country artist to perform at KAB



Nashville recording artist and Iola, KS native Sean Locke will perform at the Kansas Association of Broadcasters Awards Program in Overland Park

Monday evening, October 11. Locke is currently on a radio tour supporting his debut single, "Don't Look Away," which is beginning to attract national attention. His previous writing credits include the hit "Barbed Wire & Roses" as well as songs recorded by Gary Allan, Bruce Robison and Kieran Kane.

KAB President Harriet Lange said that her group is happy to be featuring an up and coming recording artist with Kansas roots. Lange stated, "We're looking forward to Sean's performance at the Convention. KAB is pleased to help a talented Kansan get some exposure in front of Kansas broadcasters - broadcasters who are in a position to put Sean's music on the air so it can be heard by Country fans across Kansas. If we can contribute to his success, we certainly are happy to do it."

Additional upcoming Sean Locke performances include October 9 in Iola (Bowlus Arts Center) and October 16 in Pittsburg (Foxtown City Limits). For more information on Sean Locke, please visit his website, [www.seanlocke.com](http://www.seanlocke.com).

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## KSDB looking for alums for 55<sup>th</sup>

KSDB FM, K-State's student station, is preparing for its 55<sup>th</sup> anniversary celebration scheduled for April 29-May 1, 2005. KSDB alums are asked to contact Candace Walton, KSDB adviser and event organizer, to be added to the anniversary celebration mailing list. E-mail Candace at [walton@ksu.edu](mailto:walton@ksu.edu).

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## Radio's effectiveness studied

The Radio Ad Effectiveness Lab (RAEL) has released the first in a series of major consumer research studies. The goal of the studies is to assist advertisers and agencies in better understanding issues concerning Radio including synergy, ROI and Radio's effectiveness for advertisers.

The objective of the first study was to demonstrate how Radio advertising affects consumers in ways that are different from television and newspapers. Conducted by Wirthlin Worldwide and titled *Personal Relevance, Personal Connections: How Radio Ads Affect Consumers*, the study reveals the following key findings:

\*Radio listening is a one-on-one and emotions-driven experience.

\*Listeners believe that both the medium and its advertising are more personally relevant to them (compared to television and newspapers).

\*Listeners are ready to react at a more emotional level - if the advertisement is well suited for that program's context.

\*Radio can be effective when the creative is executed well and placed appropriately.

To access an executive summary and a link to the full report, please visit <http://RadioAdLab.org/reports.htm>.

For more information, or to access any of RAEL documents, go to [www.radioadlab.org](http://www.radioadlab.org).

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## THANKS to these Convention sponsors

Broadcast Music, Inc.  
Kansas Children's Service League  
Kansas Electric Cooperatives, Inc.  
Kansas Farm Bureau  
MBC Web Radio

Additional Sponsorships Available

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## Washington update

### At the FCC

\*The FCC is proposing a **\$550,000 fine against CBS/Viacom** in connection with the "Jackson/ Timberlake segment" of the Super Bowl halftime entertainment. The total represents a maximum fine of \$27,500 per CBS-owned station. The FCC did not propose a fine against CBS affiliated stations not owned by CBS.

\*The FCC's Media Bureau has placed a **freeze until further notice, on the filing of all applications using FCC Forms 301, 314 or 315**, that involve commercial radio stations construction permits.

### In Congress

\*The Senate Commerce Committee marked up Chairman John McCain's (R-AZ) **digital television legislation**. The initial version of the bill would have required the end of all analog television broadcasts by January 1, 2009. The Committee voted 13 to 9, to amend the legislation limiting the hard deadline for only those stations operating on channels earmarked for future public safety use (channels 63, 64, 68, and 69). The amended language, supported by NAB and KAB, was offered by Sen. Burns (R-MT) and Hollings (D-SC). **Kansas Senator Sam Brownback did not support the Burns/Hollings amendment.** *Television Business Report* reports that Sen. Lautenberg' (D-NJ) amendment passed, which would require the FCC to develop "minimum quantitative guidelines for locally originated programming, local electoral and public affairs programming, and independently produced programming for television broadcast licensees." According to NAB, it is unclear whether the DTV bill as amended will be attached to broader, homeland security legislation this Congress.

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## EAS monthly tests AMBER quarterly tests

Tues., October 12, 10:50 pm / EAS  
Tues., November 9, 1:50 pm / EAS  
Thurs., Nov. 11, 1:50 pm / AMBER  
Tues., December 14, 10:50 pm / EAS

## DOJ warns of illegality of Internet gambling

In a letter from the United States Department of Justice, Criminal Division, to the Newspaper Association of America, DOJ states that "with very few exceptions limited to licensed sportsbook operations in Nevada, state and federal laws prohibit the operation of sportsbooks and Internet gambling within the United States, whether or not such operations are based offshore." In urging the newspaper association to forward the letter to its members, the DOJ further states that "Broadcasters and other media outlets should know of the illegality of offshore sportsbook and Internet gambling operations since, presumably, they would not run advertisements for illegal narcotics sales, prostitution, child pornography or other prohibited activities." The DOJ warned that "the entities and individuals placing these advertisements may be violating various state and federal laws, and that, entities and individuals that accept and run such advertisements may be aiding and abetting these illegal activities."

Advice from KAB's Washington Counsel Dick Zaragoza is, if a station is asked to air a message which promotes sportsbooks or Internet gambling, proceed with caution and consult with counsel before accepting the ad.

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## Boyd Center lecture scheduled

The Huck Boyd Center for Community Media at Kansas State University will celebrate its fifth annual lecture with the return to K-State of alumna Susan Edgerley. The lecture is scheduled for October 14, 10:30 am, in Forum Hall at the K-State Union.

Edgerley is the metropolitan editor of the *New York Times* and graduated cum laude from KSU in 1976 with a degree in English and journalism.

The Huck Boyd Center is in the A.Q. Miller School of Journalism and Mass Communications. Gloria Freeland is director.

## News briefs

\***KKOW Radio**, Pittsburg, is celebrating **Dan Willis'** 40<sup>th</sup> anniversary at the station, with a September 26 BBQ at PSU Gorilla Village from 11:00 am to 3:00 pm. Also in Dan's honor, the station is raising money to fund a scholarship at Pittsburg State University.

\***Angela Haar** has been named general manager of **ESPN Plus** at the University of Kansas. The Lawrence office of ESPN Plus handles the partnership with the KU Athletic Department for the sales and operation of the Jayhawk Radio and Television Networks. Haar previously was lead account executive at the KU office.

\*The Voice of the Royals **Denny Matthews** has been inducted into the Kansas City Royals Hall of Fame. Matthews is in his 36<sup>th</sup> season behind the mic for the Royals.

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Ron Keefover (left), president of the **Kansas Sunshine Coalition for Open Government**, presented the organization's 2004 Friend of Open Government Award to state **Rep. Jene Vickrey**, R-Louisburg. Rep. Vickrey was recognized for his "untiring efforts in strengthening the Kansas Open Records Act and otherwise promoting openness in state and local government." A member of the Legislature since 1993, Rep. Vickrey is chair of the House Committee on Local Government, which led the way on a number of open government bills during the 2004 session.

### KAB deadlines

- **November 1**, deadline for KAB Student PSA Contest (alcohol/ drug prevention - holidays)
- **November 1**, deadline for paid faculty and student internships (semester break and spring break)

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