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Transmitter

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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
1916 SW Sieben Ct, Topeka KS 66611
(785) 235-1307*FAX (785) 233-3052
www.kab.net * e-mail: harriet@kab.net

Cliff's notes



Cliff Shank, KAB Chairman
KSKU/KXKU/KGGG
miataman13@yahoo.com

Memorial Day...Summer is here! April and May have been busy and successful months for KAB. The student seminar in Overland Park and the sports seminar at Kauffman Stadium were both very successful.

On May 26, the KAB awarded \$25,000 in broadcast scholarships to 39 students majoring in broadcasting at colleges and universities across the state. Twelve students were invited to Topeka to be interviewed. They were very bright, hard working, and impressive. The KAB also awarded \$18,000 to children of employees at KAB member stations. The KAB is making a significant investment in Kansas youth, funding scholarships for 63 students this year in the record amount of \$43,000. A reminder that we're able to do this because of the success of our NCSA program and the air time which stations donate to KAB's time bank.

Our investment in education and training doesn't stop with the students. On June 14 in Wichita, the KAB presents Paul Weyland at our sales seminar. Weyland is one of the best sales trainers in the nation. He is a dynamic speaker and makes learning fun. Charging only a minimal registration fee, KAB is underwriting a significant portion of the cost to bring Paul Weyland to Kansas. I also urge students to attend the sales seminar. Many of you up and coming

(Continued on page 2)

June 14 Weyland sales seminar set

Veteran Radio Manager and Seller Paul Weyland will take you on an entertaining and logical step-by-step adventure on how to properly sell a lot more LOCAL DIRECT. He is presenting *The Ten Steps to Selling More Local Direct Business* on Monday, June 14 at the Wichita Marriott.

Clients don't perceive media salespeople as resources. Salespeople perceive direct business as being awkward and difficult to close. In this logical step-by-step process, Weyland will teach your salespeople a very compelling story about the importance of marketing and advertising and how to sell direct business whether your station is number one or number 30. Rate resistance disappears. No more mismanaged expectations about advertising results. No more added value. Double or triple what your local direct advertiser thinks he should be spending with you. This 10-step system shows clients why long-term contracts with your station are logical.

How to Convince a Client that Broadcast Advertising Is Not Complicated, Confusing and Expensive

How to Explain Marketing in Language Your Mother Would Understand

How to Break Through 2500 Commercial Impressions per Day

The Importance of Branding

How People Really See and Hear Advertising

Why it's Logical to Use Your Station, No Matter what Your Ratings

How to Help Your Client Establish an Identifiable Difference

The Difference Between Good and Bad Advertising

How to Effectively and Logically Buy Media

How to Calculate Return On Investment

And, finally - The Homogenization of America and How it's Killing Your Local Direct Clients

Go to www.kab.net for registration details.

Chairman's message continued

broadcasters now in college may have the opportunity to go into sales at some point in your careers.

The KAB Foundation board of directors also will have a meeting on June 14 after the sales seminar. We have received our IRS approval and are ready to start fund raising. If you are interested in making a tax deductible donation to the Foundation, now would be a great time to open up your checkbook and help us get the foundation up and running. Our goal is to raise an endowment to begin funding our scholarships through the foundation. Contribute to the foundation and get an EEO credit as well.

I hope everyone is keeping an eye to the sky. Kansas has been hit by a recent outbreak of tornadoes and our listeners and viewers are depending on Kansas broadcasters for life saving severe weather information. Kansas peak tornado season is April through June. At Ad Astra per Aspera Broadcasting, Inc. we are going to start giving watches and warnings also in Spanish. A lot of new residents are not familiar with tornadoes and the dangers they pose.

MORE \$\$\$\$ in 2004!

#

2004 KAB Events

- June 14 - KAB Sales Seminar featuring Paul Weyland, Wichita Marriott
- June 14 PM – KAB Foundation Board of Directors Meeting, Wichita Marriott
- June 15 AM - KAB Board of Directors Meeting, Wichita Marriott
- July 12 to August 2 – KAB Office Closed
- September 1 - KAB Board of Directors Meeting, Hutchinson
- October 2 – KAB News Workshop featuring Valerie Hyman, Wichita
- October 10-12, KAB Convention, Overland Park Sheraton
- November 17 - KAB Executive Committee Meeting, Topeka
- December 7 - KAB Board of Directors Meeting, Lawrence

#

Fred White Humiston Award winner

The 2004 Hod Humiston Award for Sports Broadcasting was presented to sportscaster, Fred White, during KAB's annual Sports Seminar at Kauffman Stadium in Kansas City, on April 27. The Award is named for Hod Humiston of Hutchinson, now deceased. Humiston 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, to recognize broadcasters who have made significant contributions to sports broadcasting.

White currently is director of broadcast services and alumni for Kansas City Royals. In that position he works with radio affiliates and former players. White also does play-by-play for approximately 30 Royals games on Royals Radio Network. In addition to his duties for the Royals, White does play-by-play for ESPN Regional for Big 12 basketball and various shows for MetroSports TV in Kansas City on Time Warner Cable.

White started in radio at WITY in Danville IL. He became sports director in 1967 at WIBW Radio/TV, Topeka, where he did play-by-play for high school and college sports. He broadcast K-State sports from 1967 until 1979. White joined Royals Radio and TV in 1973.

Beginning in 1979, White did extensive college and professional sports play-by-play for ESPN. During his career he has served as lead announcer for Big 8, Big 12, ACC, Metro and Atlantic 12 Conferences. He also has worked for CBS, NBC, and ABC Networks. He has broadcast seven NCAA Final 4's on radio, eleven college bowl games on TV, seven American League Championship Series and two World Series.

White was born and raised in Homer, IL and educated in Homer public schools and Eastern Illinois University.

When notified of his selection for the Humiston Award, White said, "Kansas has such a great history of legendary broadcasters, and I've always felt privileged to be a part of that history".

Sports seminar sets attendance records

The April 27 KAB Sports Seminar at Kauffman Stadium set attendance records with 93 broadcasters and students attending. Chaired by Cliff Shank with assistance from Dave Witty and Fred White of the Royals, the seminar featured round table discussions facilitated by representatives from Kansas State High School Activities Association, Mid America/K-State Sports Network, and ESPN Regional/Jayhawk Radio Network. Sportscasters Fred White and Tom Hedrick provided play-by-play critiques and Cliff Shank facilitated a round table on tools and short cuts for play-by-play.

During the afternoon session participants heard from Bob Davis and Bob Newton, Jayhawks Network; Wyatt Thompson and Steve Webster, K-State Sports Network; Mitch Holthus, Voice of the KC Chiefs; Paul Splittorff and Bob Davis, Royals Sports TV Network; Royals Radio Announcers Denny Matthews and Ryan Lefebvre, former Royals player, George Brett; and Texas Rangers Announcers Josh Lewin, Eric Nadel and Victor Rojas.

Tickets to the Royals vs Texas Rangers game rounded out the day and were compliments of the Royals.

#

Governor signs bills

Governor Kathleen Sebelius has signed bills which KAB supported during the 2004 session. She signed an omnibus tax bill which included a provision KAB supported: defining broadcast and cell towers as tangible personal property. She also signed open records legislation – SB 552 – which included provisions supported by the media as well as local units of government.



Governor Sebelius signed SB 552. Pictured standing (from left) Jim Edwards, KS Assn of School Boards; Doug Anstaett, KS Press Assn; Harriet Lange, KAB; Rep. Jene Vickrey, chair of House Local Government Committee; Richard Gannon, KS Press Assn; Don Moler, KS League of Municipalities; and Mark Desetti, KNEA.

Scholarship winners announced

Kansas Association of Broadcasters will award a total of \$45,000 in 2004 for KAB Kids scholarships, broadcast scholarships and paid internships. KAB's ability to fund scholarships is due to the success of the NCSA program. Following are the 2004 recipients.

KAB Kids Scholarships: KAB will award 24 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 community college, four-year college or university). The institution may be private or public, in-state or out-of state. The student's major or field of study is not a determining factor. The application for a KAB Kids Scholarship requests information about the student's school and community activities, and an essay written by the student 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 and why.

KAB Kids scholarships are an important industry benefit, helping Kansas broadcasters to educate their kids. The winners in 2004 are:

Kody Clawson, son of Stacie Immenschuh, KHOK FM; **Ashley Cornish**, daughter of Kent Cornish, KSAS TV; **Heather Ebert**, daughter of Sue Korthanke, KNZA FM; **Jeremy Ekland**, son of Mark Ekland, KBBE/KNGL; **Talia Firestone**, daughter of Lea Firestone; KVOE AM/FM/KFFX; **Cherie-Dawn Hampton**, daughter of Jimmy Hampton, KSCB AM/FM; **Ian Hartsook**, son of Roger Hartsook, KVOE AM/FM; **Andrew Hodges**, son of Ann Hodges, KTKA TV; **Benjamin Johnson**, son of Matt Johnson, KYFW FM; **Daniel Kimberlin**, son of Karri Kimberlin, KVOE AM/FM; **Katie Lechner**, daughter of Laura Lechner, KFDI; **Daniel Melia**, son of Marty Melia, KLOE/KKCI/ KWGB; **Erin Miles**, daughter of Roger Miles, KSAL/KYEZ/ KZBZ; **Christopher Nauslar**, son of Maureen E. Nauslar, KWCH TV; **Sidney Niblack**, daughter of Becky Swan, KSNW TV; **William Pertl**, son of Brian Pertl, KOOD TV; **Daniel Rowson, Kaysie Rowson**, and **Nathan Rowson**, children of Bill (Rowson) Ray, KYEZ FM; **Jon Shank**, son of Cliff Shank, KGGG/KSKU/ KXKU; **Heath Schreiner**, son of Jill Nelson,

KOAM TV; **Bryan Sorenson**, son of Jeanenne Cullop, (formerly) Journal Broadcast Group; **Brittany Williams**, daughter of Michele Kuhn, WIBW Radio; and **Benjamin Wimsett**, son of Rhonda Kane, KKOW AM/FM / KBZI.

KAB Broadcast Scholarships: KAB will award 39 broadcast scholarships during the 2004-2005 school term. To be eligible, applicants must be Kansas residents, attending a Kansas college or university, and majoring in broadcast or a related field. The application for a KAB broadcast scholarship requests information about the student's school and community activities, and an essay written by the student to address the student's choice of broadcasting as a career choice, career goals, the importance of advertising to a station, the role of government in broadcasting, and how the student's education will improve his/her value as a broadcaster.

The students who will receive a broadcast scholarship and the college they will attend: **Bradley O'Bryhim**, Baker University; **Corrin Ball** and **Wyatt Rundel** (past winner), Colby Community College; **Tyler Brack**, **Taryn Everhart** (past winner), **Michael Koerner** (graduate student), **Kolissa McVay**, and **Jonathan Zweygardt**, Fort Hays State University; **Jenna Murphy**, Johnson County Community College; **Jessica Anderson**, **Danna Aves**, **Sarah Bain**, **Megan Connor** (past winner), **Mike DeVader**, **David Donaldson**, **William Kissel**, **Ariel (Paul) Melin**, **Anna (Elyse) Molstad**, **Adam Pechin**, **Kenneth Titus**, **Audrey Vail**, **Neil Weiland**, and **Philip White**, Kansas State University; **Joshua Brennon**, Labette County Community College; **Jamie Arthur**, **Melanie Turner**, and **Lori Wadhams**, Pittsburg State University; **Roger Hays**, Seward County Community College; **Ellyn Angelotti**, **Thomas Beeler**, **Georgia Chandler** (past winner), **Tyler Klaus**, **Reid Petty**, **Michelle Rodick** (past winner), and **Cory Sims**, University of Kansas; **Jake Labahn**, **Amanda Schuster**, and **Brittany Williams**, Washburn University; **Ryan McGuigan**, Wichita State University.

Paid Internships: During 2004, KAB will provide two paid educators (summer) internships at KAB member stations. Educator interns are: **Becky Kiser**, Fort Hays State University/Eagle Radio, Hays; and **Terry Bryant**, University of Kansas / KCTV-MetroSports, Kansas City.

#

Mark your calendar
2004 KAB Convention
October 10-12 /Overland Park

A note of thanks . . .

KAB received the following note from Candace Walton, faculty adviser and manager of KSDB FM, Kansas State University, Manhattan.

"I'm just back from BEA/NAB. After sharing my experience with the KAB with my colleagues from across the country, I've learned how special the KAB is. Without the Kansas Association of Broadcasters support over the past seven years, I would not have the great student staff or the respect of my administrators. The recognition KAB provides for KSDB is priceless. Thank you. Thank you."

#

More pass inspection

These stations have recently passed a KAB Alternate Broadcast Inspection, gaining a three-year exemption from routine FCC inspections: **KINZ FM**, Chanute; **KAYS AM**, **KHAZ FM**, **KJLS FM**, **KKQY FM**, and **KFIX FM**, Hays; **KLWN AM/KLZR FM**, Lawrence; and **KKLO AM**, Leavenworth.

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 alternate inspection. Go to www.kab.net to download a "KAB Broadcast Inspection Request Form".

#

2004 political dates-Ks, Mo

June 19 – Start of lowest unit rate period for Kansas and Missouri Congressional and Statewide Primaries

August 3 - Kansas and Missouri Primary Elections

September 3 – Start of lowest unit rate period for General Election

November 2 – General Election

United States Army Reserve

89th Regional Readiness Command offers careers in

broadcast media

| | |
|--------------------|---------------|
| Education benefits | Travel |
| Networking | Extra pay |
| Career enhancement | Cool uniforms |

Contact Public Affairs:
316-681-1759 x 1329/1335

The Army Reserve: The best kept secret in America!

Washington update

At the FCC

*The FCC will initiate **EEO audits** with the first wave of audit letters going out Friday, May 28. The FCC will audit 5% of all television and radio stations to determine stations' compliance with the FCC's EEO rules. The Commission also will audit a number of smaller stations that have claimed exemptions from the EEO rules based on their employment size. KAB member should: download and review ShawPittman's EEO Legal Guide and KAB's Action Plan for EEO Compliance, from our web site -

www.kab.net; sign up for EEO1Source, the web-based EEO compliance tool KAB is providing to member stations free of charge (minimal fees apply to Fax feature); and review your annual EEO Public File Reports for accuracy and completeness.

*The FCC is seeking public comment on NAB's satellite radio petition. In April, the NAB petitioned the FCC for a Declaratory Ruling that would make clear that **satellite digital audio radio services** providers, licensed as a national service, are prohibited from using any technology to permit the delivery of local content. Comments in support of the petition are due by June 4 with reply comments due by June 21. KAB is joining several other state broadcast associations in a filing supporting NAB's position.

In the Courts

*The federal appeals court in Washington DC approved the **FCC's point system for awarding noncommercial educational television and FM licenses**. The system allocates NCE licenses by awarding points to competing applicants based on various criteria, including diversity of ownership and the local or non-local nature of the applicants.

#

EAS monthly tests AMBER quarterly tests

Tues., June 8, 10:50 pm / EAS

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

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

Thurs., August 12, 1:50 pm / AMBER

Tues., September 14, 1:50 pm / EAS

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

Welcome new members

A warm KAB welcome to new Professional Members: Former student member, **Erin Dehn**, KNSS AM and KAKE TV, Wichita; **Duane Meis**, KWBW AM, Hutchinson; and **Jolean Olson**, KSHB TV, Kansas City.

KAB thanks these stations for renewing: **KSNP FM**, Burlington; **KKOY AM/FM**, Chanute; and **KSEK AM/FM/KWXD FM**, Pittsburg.

#

News briefs

*The **Associated Press Broadcasters Missouri-Kansas joint state meeting** is set for June 11-12 in Kansas City. For details contact AP Broadcast Editor Jim Bagby in Kansas City at (800) 852-4844.

***Delvin Kinser**, formerly at **KSCB Radio** in Liberal, has been named news director at **KJIL FM**, Meade.

***Gary Cantrell**, at **KLKC AM/FM** in Parsons for 25 years, has moved to **KSEK/ KWXD**, Pittsburg. He'll do sales and an afternoon shift on KWXD, an oldies station. At KLKC, Cantrell had been station manager, sales manager, production director, talk show host and engineer. The Parsons stations were sold in March following the death of co-owner Dick Combs. The new owners are operating as Acme Broadcasting. Replacing Cantrell as general manager at KLKC is **Tony Encarnacion**.

***Wayne Grabbe** will celebrate 35 years at **KRSL/KCAY**, Russell on June 1. He began as a salesman and sports announcer on June 1, 1969. He became station manager in 1983 and general manager in 1984 when he also became part owner.

***Scott Roberts**, reporter and anchor at **KFDI/KFTI**, Wichita, has been appointed night assignment editor for **KWCH TV**. Replacing Roberts at **KFDI** is **Jared Cerullo** as assignment editor and court reporter.

***Carter Broadcast Group**, owner of **KPRT** and **KPRS**, Kansas City, has purchased a substantial interest in **KSJM/Sherman Broadcast Co.**, Wichita. The new partnership/company is named **Carter Sherman Broadcast Group**.

#

KC stations take baseball to military families abroad

News Radio 980 KMBZ and KCSP 61 Sports are taking baseball to U.S. soldiers abroad. From June 9-15, with help from the US Department of Defense, KMBZ's talk show host Russ Johnson, KSCP's Bill Maas, talk show host, Jason Whitlock, along with members of Kansas City T-Bones baseball team and Northern League All-Stars, will tour US military bases and hospitals in Germany where our wounded are recovering. They will hold baseball clinics for some of the over 10,000 children and 6,000 spouses at various bases, who currently have family members on the front lines. Plus, the Northern League All-Stars led by the Kansas City T-Bones will play a pick-up baseball game with members of the U.S. Air Force.

#

May 25 – Missing Children's Day and statewide test of AMBER Alert system

May 25 was Missing Children's Day. Families and child advocates have observed this date since 1983, when President Ronald Reagan proclaimed the date as National Missing Children's Day. May 25 is the date six-year-old Etan Patz disappeared from a New York City street corner on his way to school in 1979. His case remains unsolved.

In Kansas at the end of April 2004, the Kansas Bureau of Investigation had 516 open reports on missing children. While most are runaways, 42 were reported as parental abductions, 8 as stranger abductions and 23 as endangered.

Governor Kathleen Sebelius proclaimed May 25 as Missing Children's Day in Kansas. Also, the date is used as one of four quarterly AMBER Alert tests over the EAS (Emergency Alert System). The May 25 test also was the first statewide AMBER test utilizing the National Weather Service network. The NWS has completed work at their state weather forecasting offices to forward AMBER Alerts.

#

Scenes from the KAB Sports Seminar



Past Humiston Award Winner Bill Miller presented the 2004 Hod Humiston Award for Sports Broadcasting to Fred White.



Bob Newton answers questions about ESPN Regional/Jayhawk Sports Network.



RSTN Announcers Paul Splitteroff and Bob Davis.



36 years of "Voice of the Tigers". Fort Hays State University radio announcers since 1968 included (from left) Steve Webster/1989-2002, Wyatt Thompson/1984-1989, Bob Davis/1968-1984; and Gerard Wellbrock/2002-present.



Wyatt Thompson and Steve Webster talk about the MidAmerica/K-State Sports Network during the morning roundtables.



Texas Rangers Announcers Eric Nadel, Victor Rojas and Josh Lewin.



Francine Martin and Gary Musselman facilitate the round table for the KSHSAA.



Veteran Sportscaster Tom Hedrick critiques play-by-play tapes brought by seminar participants.



Fred White and Mitch Holthus take a time-out during the sports seminar.



Cliff Shank facilitates the discussion about tools and short cuts play-by-play announcers use.



Royals Radio Announcers Ryan Lefebvre and Denny Matthews.



Former Royals Player George Brett talks with Kansas sportscasters.

