
Please route to

____ General Manager
____ Sales Department
____ News and Sports
____ Programming
____ Production
____ Promotion
____ Engineering

Inside this Issue

Page 1

- **Chairman's message**
- **Programming Summit**

Page 2

- **April 5 student seminar**
- **2004 KAB deadlines**
- **2004 political dates**
- **EAS/Amber tests**
- **2004 KAB events**

Page 3

- **Student awards**
- **Welcome new members**
- **NASBA gets Cobb award**
- **Check inspection certificate**
- **Top40 Turns 50**
- **Property, casualty insurance**
- **Political webinar well-received**

Page 4

- **Washington Update**
- **News Briefs**
- **Carolyn Condron Blair**

Pages 5 & 6

- **Pictures of student seminar and career fair**

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

April is the beginning of tornado season in Kansas. Tornadoes may occur any month, but April, May, and June are the three most active months. In Kansas severe weather coverage can be the difference between life and death for our listeners and viewers. Good severe weather coverage is good broadcasting!

Severe weather can develop with little warning, but the National Weather Service is pretty good at predicting severe weather with Severe Thunderstorm Watches & Warnings and Tornado Watches & Warnings.

I know a lot of radio stations operate unattended after hours and on weekends. During times of severe weather, spend a few extra dollars and make sure someone is on duty who can pass on the local warnings! It's a small investment, but you could save a life. Our severe weather coverage has saved lives. In Kansas, severe weather coverage is one of our most important services to the local community. It's also good business. Listeners and advertisers know who they can count on when the going gets rough.

Student Seminar - The Kansas Association of Broadcasters had a huge turnout of students and educators in Overland Park on April 5. I would like to personally thank all of the broadcasters

(Continued on page 2)

Transmitter

Volume 43 No 3

April 22, 2004

Programming summit results in Task Force on Responsible Programming

The NAB Executive Committee, following the all-industry programming summit on March 31, announced plans for a Task Force on Responsible Programming. The Task Force will be charged with reviewing a number of options, including the possible implementation of an NAB Code of Conduct.

The first meeting of the Task Force was to be held in Las Vegas during NAB 2004, which concluded today, April 22. Members of the Task Force were to be appointed representing segments of the entire broadcast industry.

More than 350 broadcasters attended the NAB Summit on Responsible Programming. KAB's representative at the Summit was Rich Wartell of Manhattan Broadcasting who serves as the KAB National Government Relations Chair for Radio. Also attending from Kansas was Gary Hawke, University of Kansas.

Policymakers from Congress and the FCC offered their views on legislation and regulations being examined in light of recent complaints about indecent programming. Among the speakers was Kansas Senator Sam Brownback. NAB President and CEO Eddie Fritts said, "In my more than 20 years at NAB, I cannot remember such a frank and wide-ranging discussion in our industry focusing specifically on programming. This was an important family meeting."

#

Mark your calendar
2004 KAB Convention
October 10-12
(Sunday - Tuesday)
Overland Park Sheraton

Chairman's message continued

who donated time, effort, energy, and expertise to the student roundtables and lectures. Hundreds of students from all over the state, from high schools and colleges attended the event. The future of Kansas broadcasting is bright.

Once again, our executive director and president, Harriet Lange, did a magnificent job coordinating the event, almost single handedly!

Sports Seminar - Mark your calendars and attend the KAB Sports Seminar at Royals Stadium, April 27. Dave Witty with the Kansas City Royals has confirmed the following broadcasters for the afternoon session: Mitch Holthus, Voice of the KC Chiefs; Fred White, KC Royals, RSTN, Big 12 Basketball; Denny Matthews & Ryan Lefebvre, KC Royals; Paul Splittorff, RSTN, Big 12 Basketball, UMKC; Bob Davis, RTSN, Kansas Jayhawks; George Brett, KC Royals; and Kevin Harlan (if he does not have an NBA assignment on April 27), Fox NFL, TNT NBA, NCAA Basketball, WHB 810 AM. It's an All-Star line up and you get to see the Royals play the Texas Rangers.

KAB Kids Scholarships - The KAB will award nearly \$15,000 in scholarships to high school seniors, children of employees who work for KAB member stations. The applications were impressive, and the essays were very interesting to read. It's a great group of high school graduates! All of the parents should be very proud of their kids, and impressed with the influence that broadcasting has had on their lives.

Sales Seminar - The KAB Sales Seminar is coming to Wichita, June 14, featuring Paul Weyland. Don't miss it!

More \$\$\$ in 2004!

#

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!

April student seminar well-attended

The April 5 KAB Student Seminar and Career Fair was held at the Overland Park Marriott. The morning seminar was attended by 265 students and educators; and 18 stations/station groups participated in the afternoon career fair.

High school students and teachers numbered 135 from 17 high schools; college students and educators numbered 130 from 13 Kansas colleges.

During the morning round table discussions, these radio and television broadcasters facilitated the discussion at the 14 round tables: **Heather Fischer**, KRBZ FM; **Kent Heier** and **Kevin Wagner**, Eagle Radio; **Craig Colboch** and **Jim Edmonston**, WIBW AM/FM; **Cliff Shank**, KSKU/KXKU/ KGGG; **Michael Cornette**, **Jim Flink**, and **Joel Nichols**, KMBC TV; **Jana Calkins**, **Bob Hess**, and **Tye Murphy**, WDAF TV; **Debbie Bush**, KSHB TV; and **Dana Wright** and **Regent Ducas**, KCTV.

Gary Hawke, University of Kansas, moderated the afternoon panel discussion: *The Real World of Broadcasting – Advice From Recent Grads and Old Hands*. Recent grads on the panel were **Liz Pepperdine**, WDAF TV and **Blake Hodges**, KMBC TV. Old hands were **Craig Colboch**, WIBW AM/FM, and **Mark Vail**, Eagle Radio.

#

2004 KAB deadlines

- May 1, deadline for KAB Broadcast Scholarship applications
- May 1, deadline for KAB paid summer student internships
- May 1, deadline for KAB paid summer educator internships
- July 1, deadline for KAB station awards entries
- August 16, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Sonny Slater Award, Tony Jewell Award, and Mike Oatman Award
- 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)

#

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

EAS monthly tests AMBER quarterly tests

Tues., May 11, 1:50 pm / EAS
Tuesday, May 25, 1:50 pm / AMBER (It's National Missing Children's Day)
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
#

2004 KAB Events

- April 27, KAB Sports Seminar, Royals Stadium, KC
- June 14 - KAB Sales Seminar featuring Paul Weyland, Wichita Marriott
- June 15 - KAB Board of Directors Meeting (Morning); KAB Foundation Board of Directors Meeting (Afternoon), 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

#

Student awards presented

KAB Chairman Cliff Shank presented 44 first place, 29 second place, and 31 honorable mention awards to high school and college student broadcast award winners during the KAB Student Seminar Awards Luncheon, April 5 in Overland Park.

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. Judging the entries were representatives from Hutchinson Community College (high school entries), KJTY FM, KJIL FM, KMBC TV, KWCH TV and KSAS TV.

Students who won awards represented: Arkansas City High School, Garden City High School, Blue Valley High/Stilwell, Blue Valley Television, Blue Valley Northwest, Wamego High School, Butler County Community College, Coffeyville Community College, Colby Community College, Hutchinson Community College, Baker University, Fort Hays State University, Kansas State University, Pittsburg State University, University of Kansas, and Wichita State University. Kevin Kneisley, broadcast instructor at Hutchinson High School, produced the awards video.

#

Welcome new members

A warm KAB welcome to new Station Member: **Carter Broadcast Group**, Kansas City, **Michael Carter**, President; and new Student Members – **Shane Apple** and **Jacob Holland**, Kansas State University.

KAB thanks these stations for renewing in 2004. **RADIO** – KVCO FM, Concordia; KDCC/KONQ, Dodge City; KZRD FM, Liberal; and KTPK FM and WIBW AM/FM, Topeka.

#

NASBA tapped for Grover Cobb Award

The National Alliance of State Broadcasters Associations (NASBA) was to be honored at NAB2004 as the recipient of the NAB's Grover Cobb Award. The state broadcast associations, according to NAB President and CEO Eddie Fritts, "have been steadfast in our public affairs activities including documenting broadcasters' commitment to their communities. They are equally adept at representing broadcasters locally, in their state capitols and in the nation's capital."

NASBA President, Ann Arnold, executive director of the Texas Association of Broadcasters, was to accept the award on behalf of the 50 state broadcast associations.

The award is named for former Kansas Broadcaster Grover C. Cobb, now deceased, who served as NAB's senior executive vice president for government relations during the 1970s. Prior to his service at NAB, Cobb was general manager of KVGB, Great Bend. He was one of the founders of the KAB.

The annual NAB award recognizes a broadcaster, broadcasting organization or public official who demonstrates unusual dedication to improving broadcasting's relationship with the federal government.

#

Check your KAB inspection certificate

If the expiration date on your Certificate of Compliance is in 2004, 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 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 alternate inspection.

#

Top40 turns 50

Encore '54: The Top40 is 50! is the official commemoration marking the 1954 purchase of WHB Radio by Todd Storz. He purchased WHB from Cook Paint & Varnish Co. and introduced Top40 radio programming at the Kansas City station.

Encore '54 is scheduled for Friday, June 11, The Hollywood Room, Kansas City MO. A dinner and program are planned, beginning with a cash bar at 6:30 pm.

Retired U.S. Senator William L. "Bill" Armstrong, will discuss his early years as America's first teenage Top40 DJ and program director at Todd Storz' WRIX in New Orleans. He also was the PD who helped bring Top40 programming to Storz' 50,000-watt WDGY, Minneapolis MN.

Cost to attend is \$40 per person, or \$60 per couple, due by May 25. For further details call Richard Fatherly at (913) 362-9793.

#

Property, casualty insurance available

NAB has formed a partnership with Aon Association Services and The Hartford to provide property and casualty (P&C) insurance coverage to NAB members. The program is intended to ensure that NAB member radio and television stations have access to competitively priced and broadly based P&C coverage including property and tower coverage, general liability, automobile, workers compensation, umbrella liability and directors' and officers' liability. For additional information send an e-mail to info@npo-ins.com or call Aon's Amy Doherty or Maria Moreno at (800) 432-7465.

#

KAB's political advertising "webinar" well-received . . .

To the person, participants appreciated the time-saving online "webinar" KAB sponsored on March 24. Participants saved travel time and could participate and learn from the comfort of their office. Presenter Barry Umansky said "It went GREAT! Mark (Vail) did a fine job of moderating and there really were no significant technical glitches. So, I very much appreciated the opportunity for the premiere Webinar!"

Washington update

At the FCC

*The Commission **has imposed a \$495,000 indecency fine** against Clear Channel Communications for Howard Stern broadcasts on six Clear Channel stations. The FCC levied the maximum fine of \$27,500 for each of 18 violations on the six stations.

*The FCC has **proposed 2004 regulatory fees** which increase the total collected in fees by 1.5% over FY 2003. Not all licensees will see the same increase. VHF television stations in the top 10 markets and most UHF stations will see an increase greater than 1.5%, while VHF stations in markets 11 and smaller will see a slight decrease. Class A and B AM radio will see no change. FCC regulatory fees are due September 30, 2004. For information on the proposed fees go to <http://www.fcc.gov/fees/regfees.html>.

*The NAB has **petitioned the FCC for a Declaratory Ruling that would make clear that satellite digital radio service (SDARS) providers are prohibited from using any technology to permit the delivery of content that would be aired on a receiver in one location that differs from the content that would be aired on a receiver in a different location; and providing locally oriented services on nationally distributed channels.** The petition is in response to an announcement earlier by satellite radio companies, XM and Sirius, that they would begin delivering local traffic and weather reports. According to the NAB, this foray into local content is directly contrary to the SDARS licensees' repeated promises that satellite radio service would be limited to delivering national programming to serve the unserved and underserved.

In Congress

*The House Telecommunications Subcommittee held a hearing on **reauthorization of the Satellite Home Viewer Improvement Act**, which expires at the end of 2004. The hearing was held to examine a "staff discussion draft" of legislation.

*Two members of the House Energy and Commerce Committee – Rep. Chip Pickering (R-MS) and Gene Green (D-TX) - have introduced **legislation to preclude satellite companies from offering local radio content.** The bill,

News briefs

***KOOD TV**, Smoky Hills Public Television in Bunker Hill, has appointed a new CEO and general manager. **Larry Holden** will assume the position in June.

***Waitt Radio** has recently appointed new general managers at their Colby and Salina stations. New GM at **KXXX/KQLS** in Colby is **Mike Fell**, replacing Joe Munsell. **Steven Johns** replaces Les Tuttle at **KILS/KQNS** in Salina.

***Carter Broadcast Group**, Kansas City, has purchased a substantial interest in Wichita station, **KSJM FM**, from Sherman Broadcast Group.

*New general manager at **KNGL/KBBE** in McPherson is **Bob Hapgood**. He replaces Claude Hughes, who died in December, 2003.

*New general manager of Morris Communications Salina stations is **Larry Riggins**, who previously was with KINA/KSKG, Salina. Morris recently purchased **KSAL, KABI, KSAJ, KBLS, KYEZ, and KZBZ** from EBC, Inc. Interim general manager for Eagle Radio's **KINA/KSKG** is **Mark Vail**.

***KSNT TV**, Topeka has appointed a news director and sports director. New news director, effective April 27, will be **Michelle Barlow**. A native Topekan, she currently is executive producer at Emmis station, **KGUN TV**, in Tucson. New sports director, effective May 11, will be **Lance Veaser**. He currently is a photographer/reporter at Emmis station, **WSAZ TV**, Huntington/Charleston, W VA.

*New general manager at **WIBW TV**, Topeka, effective May 10, will be **Steve Cornwell**. He is transferring from another Gray Communications property.

***John Walker** is new general sales manager for Clear Channel's **KZSN FM** and **KRZZ FM**, Wichita.

#

HR 4026, would codify into law an earlier signed agreement between NAB and one of the satellite companies. The agreement clarifies that satellite companies would not be able to use their network of ground based repeaters to insert local programming content.

#

Carolyn Condron Blair



Carolyn Blair, 68, of Topeka, died March 21 at home. She was married to Merle Blair, former Topeka GM of KTOP/KDVV Radio. He survives.

Carolyn obtained degrees in communications and education from Washburn University in 1958. She pursued an acting career in Abington VA and New York and later returned to Topeka. She and Merle were married in September 1959.

Other survivors include two sons, a daughter and nine grandchildren.

A Mass of Christian Burial was held March 24 in Topeka. She is buried in Mount Calvary Cemetery. Memorial contributions may be made to St. Francis Health Foundation, Washburn School of Nursing, Washburn Theatre Dept., Midland Hospice, or Most Pure Heart of Mary Building Fund. (Source *Topeka Capital Journal*).

#



Add Value
to your local radio newscast
with KANSAS NEWS & KANSAS SOUND
KFB
RADIO NEWS
at
WWW.KFB.ORG/RADIO.HTM
KFB
KANSAS FARM BUREAU
The Voice of Agriculture

Scenes from the KAB Student Seminar and Career Fair, April 5, Overland Park Marriott



Students checking in at the KAB Student Seminar



WIBW Radio's Jim Edmonston facilitates the round table on Radio Copywriting



Jana (Blackburn) Calkins, WDAF TV, facilitates the round table for Television News Producer. Jana is a former KAB Scholarship winner.



Kevin Wagner, Eagle Radio, St. Joe, leads the discussion at the Radio Show Host/Music Director table.



Heather Fischer, KRBZ FM, facilitates the Radio Promotions round table.



Dana Wright, KCTV, facilitates the round table for Television News Reporter. Dana is a former KAB Scholarship winner.



KMBC TV's Meteorologist Joel Nichols listens to a student's question.



Gary Hawke (left), University of Kansas, moderates the panel discussion on *The Real World of Broadcasting: Advice from Recent Grads and Old Hands*. Panelists pictured from left are Old Hands Mark Vail and Craig Colboch, and Recent Grads Blake Hodges, KMBC TV, and Liz Pepperdine, WDAF TV.



Debbie Bush, news director at KSHB TV, makes a point at her round table.



Butler County Community College students, Whitney Deal and Kimberly Goodwin, accept the plaque and a check for \$250 from Cliff Shank, for their Radio Production II Class' winning entry in KAB's Student PSA Contest for alcohol/drug abuse prevention.



Cliff Shank's round table on Sportscasting/P-B-P was popular.



The Career Fair was well-attended by students and members of the public who were seeking employment.