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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 KAB Convention

October 10-12, 2004
Overland Park Sheraton



Chairman's message

(Kyle Bauer, KFRM/KCLY)

Among my hobbies and interest, I consider myself a student of leadership. I know, I know. How can someone who studies it be so bad at it? Well, I study bad leadership too. Sometimes it is easiest to talk about things we DON'T want to do in order to learn what we DO want to do. Whether we are talking about being leaders in our families, in our communities, or in our businesses, I have a list of things NOT to do.

1. Don't have any direction. Live each day and attend each meeting with no purpose or goals to achieve.
2. Don't listen to anyone else. You have all the answers and the people in this organization are insignificant.
3. Do all the work yourself. No one else can do it correctly and besides it is easier to do it yourself than to ask anyone.
4. Let the loudest people talk the most. They must be the smartest, they ARE the loudest.
5. Let the people who want to talk all the time, talk all the time. The quiet people don't have any good ideas.
6. Develop an atmosphere of mistrust. That way people won't get comfortable.
7. Let poor performing people set the standard in your organization. If you let the poor performers stay, you look smarter compared to them.
8. Don't try new things. It didn't work in 1977 so it won't work today. Besides if you didn't think of it, it won't work.
9. Require your people to work long hours in an unpleasant environments,

(Continued on page 2)

Transmitter

Volume 42 No 10 November 26, 2003

Thanks for airing our NCSAs!

KAB commercial members have been generous in 2003 by pledging time to KAB's time bank and airing and reporting NCSAs.

In mid-December KAB will mail time bank pledge forms for 2004. When you receive the form, please take a minute to make your pledge and return the form as soon as possible.

The membership dues you pay to KAB underwrite our lobbying efforts at both the state and national levels. **The NCSA funds we receive from the Time Bank are used for underwriting many of KAB's member services and benefits:**

- FREE Legal Hotlines
- Numerous filings in FCC proceedings on behalf of KAB members
- Professional training seminars for management, sales, production/continuity, news, programming, and engineering
- Alternative Inspection Program
- Broadcast scholarships
- Student Seminar/Awards program and Career Fairs
- Paid student internships at KAB member stations
- Paid internships for broadcast educators at KAB member stations
- KAB Kids Scholarships for children of employees at radio and television stations
- Co-founding and continued support of KS Sunshine Coalition for Open Government
- Broadcast coordination in Kansas AMBER Alert Program and providing related materials
- Freezing annual dues

#

Chairman's message continued

but then you come late and leave early.

10. Never compliment a coworker or person you supervise. They will get a big head.

11. Keep your organization so disorganized that only you can run it. You are so good at crisis management because you create them daily

12. When people make mistakes, cut them down hard. Especially the first time they make the mistake. No mistake should go unpunished.

13. Don't get to know your people personally. What is and has been happening in their personal life should not have anything to do with your contact with them.

14. Expect your people to be on time and their work done on time but be late and unreliable on requests of you. You are much too busy to meet their needs.

15. Have many personal flaws in your life. What you look like, how you act, and what bad personal hygiene practices you have, shouldn't matter as to how people respect you.

16. Never smile or act like you enjoy life. That frown shows just how serious you are.

17. Talk badly about your competition and anyone else who is accomplishing. After all, it is easier to win a race by tripping the people in front of you rather than out running the competition.

18. Don't recruit people that would fit in your organization. Hire the cheapest people and deform them to fit.

19. Don't stand up for yourself or your organization. Let people say bad things in your presence. After all you shouldn't care if someone calls your baby ugly.

20. Let your organization go in many different directions at once. Better to do many things badly rather than a few things well.

Sometimes we can learn the most by studying the worst and doing the opposite. Your community, your family, your business and your industry needs your leadership.

#

Available from KAB

*KAB's *Careers in Broadcasting video* has been updated and is available on VHS format. The video is about 5 ½ minutes in length and is excellent for showing at career fairs or to community and student groups.

*KAB has compiled a *Recruitment Resource Listing* for stations to use in their recruiting for full-time vacancies. The document lists more than 250 organizations – state, regional, and national - to assist stations in their EEO requirements under Prong 1, which requires stations to “widely disseminate” information about full-time vacancies.

*KAB's *Action Plan to Help Members Comply with EEO* identifies the initiatives which KAB has or will undertake to assist stations in their EEO efforts.

#

EAS test

Tues., December 9, 10:50 pm / EAS

2004 political dates-Ks, Mo

December 20 – Missouri Presidential Primary lowest unit rate window opens

February 3 – Missouri Presidential Primary

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

Pass inspection

These stations have recently passed a KAB Alternate Broadcast Inspection, gaining a three-year exemption from routine FCC inspections: **KLBY TV**, Colby; **KUPK TV**, Garden City; **KNZA FM**, Hiawatha; **KNGL/KBBE**, McPherson; **KKOW AM/FM / KBZI FM**, Pittsburg; **KMZA FM**, Seneca; **KSNT TV**, Topeka; **KAKE TV**, Wichita.

#

Free weekly health series available

Kansas Public Radio / KANU FM, Lawrence, is offering its award-winning, weekly health series free to all KAB member radio stations. Voted best in-depth news series in Kansas the past three years and winner of a national best series award from Public Radio News Directors Inc., this project explores issues affecting the physical, mental and emotional health and well-being of Kansans.

For the past three years, the series has focused on the health of Kansas children. Beginning in January 2004, the series will explore the health issues of all Kansans – adults, seniors and children. The series received a major grant that will allow it to be produced through 2007.

Veteran Kansas broadcast reporter, Bryan Thompson, is the voice of the series, which will be renamed “Kansas Health: A Prescription for Change.” KPR News Director J. Schafer and former NPR Producer Laura Lorson are the editors for the series. At least 40 new reports are produced each year. The weekly stories, all about 7:30 minutes in length, are produced in broadcast quality .wav files and are available for download at the project web site: www.KansasKidsHealth.org. A username and password are needed to access the “member station” part of the site.

For more information contact J. Schafer at (785) 864-2246 or toll free at (888) 577-5268.

#

United States Army Reserve

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The Army Reserve: The best kept secret in America!

National Guard 367 years old Dec. 13

The National Guard, the oldest component of the Armed Forces of the United States and one of the nation's longest-enduring institutions, will celebrate its 367th birthday December 13, 2003. The Guard traces its history back to the earliest English colonies in North America. Responsible for their own defense, the colonists drew on English military tradition and organized their able-bodied male citizens into militias.

Following independence, the authors of the Constitution empowered Congress to "provide for organizing, arming, and disciplining the militia." However, recognizing the militia's state role, the Founding Fathers reserved the appointment of officers and training of the militia to the states.

Today's National Guard remains a dual state-Federal force. Following the attacks of September 11, 2001, more than 50,000 Guard members were called up by both their States and the Federal government to provide security at home and combat terrorism abroad. Most recently, thousands of Citizen-Soldiers have been mobilized and countless continue to be deployed to defend the Iraqi people and their country while the war there persists.

The Army National Guard in Kansas and across the U.S. has met its recruiting mission for the seventh consecutive year. In fact, this year, the Army National Guard overcame a 4,000 plus deficit to end the fiscal year over their Congressional End-Strength objective of 350,000. Much of their recruiting success is attributable to the NCSA program. The Army National Guard is a major NCSA sponsor in the 50 state broadcast associations.

Radio stations are encouraged to air this 10 sec. Live Read "Birthday" Copy: "On December 13th, I will have served my country, community and homeland for 367 years . . . I am the Army National Guard."

#

NAB military PSA available

NAB has partnered with the four Military Aid Societies on a campaign to help support troops and their families. Representing the Army, Navy, Marine Corps, Air Force and Coast Guard, The Armed Forces Relief Trust is a new fund which provides the financial assistance necessary to the morale and welfare of the men and women in our Armed Forces and their families at a time of increasing need.

Go to this site for information about the Relief Trust:

<http://www.afitrust.org/>

Go to this site to download the :30 second radio PSA:

www.nab.org/publicservice/AFRT.asp

#

Court of Appeals – GETO not a state agency

The Kansas Court of Appeals, on October 31, affirmed a Shawnee County district court ruling, finding that the Governor-Elect Transition Office is not a state agency subject to Kansas Open Meetings Act (KOMA).

Shawnee County District Court Judge Eric Rosen ruled last December, that the transition office of Gov-Elect Sebelius was not a state agency and therefore, it and its advisory committees – Budget Efficiency Savings Teams (BEST) - were not subject to KOMA.

The Associated Press, Kansas Press Association, Kansas Association of Broadcasters and several newspapers filed suit about a year ago, claiming that BEST teams violated KOMA by not conducting their meetings in public. Topeka Attorney Mike Merriam represented the media organizations, which do not plan to pursue the suit.

#

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For information contact:

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Community service survey coming

The Community Service Survey conducted every other year by NAB and the 50 state broadcast associations is scheduled to start arriving at stations soon. To assist stations in tracking their public service, go to this web site to access the tracking tool for your 2003 public service contributions.

www.broadcastpublicservice.org/community/

The 2002 survey results showed broadcasters across the country contributed \$9.9 billion in service to their communities. The total for Kansas broadcasters was \$111.3 million.



Bringing Community Service Home

Washington update

At the FCC

*Commercial and noncommercial **digital television station** licensees is required to annually report whether its station **provided ancillary or supplementary services** at any time during the 12-month period preceding September 30, 2003. A new FCC Form 317 has been approved and is now available for use. Form 317 is to be filed with the Commission on or before December 1, 2003. It may be filed electronically or in paper form. To retrieve the form, go to www.fcc.gov and click on the Forms link.

*The Commission denied NAB's petition to reinstate a previous ruling that stations are not required to sell **odd-length time (e.g., 5-minute ads)** to federal candidates. The FCC held that broadcasters' obligation to provide reasonable access to a legally qualified federal candidate precluded any blanket ban on non-standard length time. Stations still may evaluate requests for time on a case-by-case basis.

*The FCC has announced a window which will **open the AM airwaves to new stations** and allow major modifications to old ones. The window will open January 26, 2004 and close January 30, 2004. It is accompanied by a temporary freeze on minor technical changes. There is no table of allotments on the AM band; wannabe licensees will have to identify an available frequency.

In Congress

*The Senate and White House have reached agreement on the **national television cap** provision included in the end of year, omnibus appropriations bill. The compromise language would permanently codify the national television viewership cap at 39%. This would prevent the FCC from modifying the cap during future ownership reviews. The language would also change the FCC's ownership review process from being a biennial exercise to being conducted every four years. Both the House and Senate have recessed until the week of December 8, when it's anticipated that each chamber will take up the omnibus package.

Hillis Bell, Jr.



Hillis F. Bell, Jr., 74, died November 15 at his home in Larned. A Larned resident for 36 years, he was a radio broadcaster and previous owner and operator of KANS Radio (now KNNS AM).

He was a member of First United Methodist Church, American Legion, VFW, Larned Country Club all of Larned, as well as NRA and Ducks Unlimited. He was a 32nd Degree Mason.

Hillis is survived by his wife, Marilyn, a son, a daughter, and five grandchildren.

Funeral services were held November 19 at First United Methodist Church, Larned. He was cremated. Memorial contributions may be sent to First United Methodist Church Radio Broadcast Fund, Ducks Unlimited or Golden Belt Hospice all in care of Beckwith Mortuary, PO Box 477, Larned, KS 67550. Condolences may be sent by going to www.beckwithmortuary.com

#



KAB Executive Committee members met November 25 in Topeka to begin planning for 2004. Pictured from left are **Wayne Godsey**, KMBC TV, Kansas City, 2004 secretary/treasurer; **Jackie Wise**, Entercom Radio, Wichita, 2004 chair-elect; **Cliff Shank**, KSKU/KXKU/KGGG, Hutchinson, 2004 chair; and **Kyle Bauer**, KFRM/KCLY, Clay Center, 2003 chair.

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Kansas Farm Bureau

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News briefs

***Kelly Lenz**, **WIBW AM** farm director, has been recognized as the National Association of Farm Broadcasters' 2003 Farm Broadcaster of the Year for the south region. He was nominated by farm broadcasters across the nation and selected by former honorees. Lenz has spent more than 25 years in broadcasting.

***Howard Hill**, public address voice of Allen Field house at the University of Kansas will retire from the post later this basketball season. He has been the voice on the public address system at KU basketball and football games since 1982. Hill is a past chairman of KAB and spent most of his professional life as a broadcaster, including 20 years as the general manager of KANU FM, Lawrence.

*KAB Associate Member, **Travel Industry Association of Kansas** (TIAK) is under new management, with The Carter Group. Dick Carter is executive director. He takes over management from Gaches, Braden, Barbee and Associates.

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