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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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Contact KAB for ShawPittman's  
*Commercial Radio and  
Television Station Public  
Inspection File Advisory*



## Chairman's message

(*Kyle Bauer, KFRM/KCLY*)

The annual convention is in a few weeks. What an opportunity. I am different (many people have said this and I have chosen to take that as a compliment) than most GM's in that I didn't have any broadcast experience when we bought KCLY in Clay Center in 1994 and I took over as GM in 1995. KCLY was a member of KAB, but as most new management and ownership of a failing business, we looked at every expense and cut everything non-essential. So we dropped our membership. After a time, (Harriet probably remembers, but I don't) it became obvious that we needed to network with the industry. I had no one to bounce ideas off, no one to get ideas from, and since I wasn't from broadcast, my ideas of "good management" were pretty bazaar. KAB wasn't really expensive and Harriet would call from time to time to "nudge" me. So we rejoined and I went to the annual meeting. WOW. What a network. I learned some huge lessons:

1. My staff didn't like me and every GM was in the same boat.
2. My ideas weren't that far off. They might not have been right, but I found other people who had worse ideas. (And some people that thought mine were good - well one guy in army surplus clothing).
3. There were many people willing to give advice and genuinely interested in our success.
4. The best ideas weren't in the seminars, they were in the hall (and the bar).
5. My neighboring broadcasters were my competitors, but we could be friends too.

Right now you are saying, what

(*continued on page 2*)

# Transmitter

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## October events set

The Poynter Institute's Al Tompkins will conduct a one-day **Broadcast News Boot Camp**, Saturday, October 4, Holiday Inn West, Topeka. Tompkins is one of America's most requested broadcast journalism trainers and a veteran journalist and author. Registration fee for member stations is \$20 per person. Download the schedule and registration form from KAB's web site:

<http://www.kab.net/images/2003newsworkshopbrochure.pdf>

To sign up for the Boot Camp, fax the form to KAB and get your check in the mail.

KAB's **2003 Convention** is scheduled for October 19-21 at the Wichita Airport Hilton. If you haven't yet registered, get your form and payment in the mail by October 1 to qualify for the early bird discount. And make your hotel reservation at the Wichita Airport Hilton by October 3. Details about the convention schedule and registration may be downloaded from our web site:

<http://www.kab.net/images/2003conventionschedulebrochure.pdf>  
Convention sessions are planned for management, engineering, sales, radio programming, radio and television continuity/creative, educators, and students.

Stations may pay one low station fee with no limit on number of registrants from the same station. Meals are additional. If only one or two from a station/organization plan to attend, you'd probably be better off registering under the "individual rate". See the registration information for details.

Plan to attend KAB 2003 for networking, education and FUN!

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## New members

A warm KAB welcome to new Associate Member **Media/Professional Insurance**, Kansas City – **Mary Schust**; and new Student Member **Sandra Barry**, University of Kansas.

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## DTV update

Nationwide, the number of digital television stations on the air stands at 1,011 in 201 markets that serve nearly 100% of TV households.

Stations serving Kansas which are broadcasting in digital, as well as analog, include: KOOD TV - Bunker Hill; KLBY - Colby; KDCK - Dodge City; KUPK - Garden City; KCPT, KCTV, KCWE, KMBC, KMCI, KSHB, KSMO, WDAF – Kansas City; KOAM, KODE, and KSNF – Pittsburg/Joplin; KAAS - Salina; KQTV, KTAJ – St. Joseph, MO; KSNT, KTKA, KTWU and WIBW TV – Topeka; KAKE, KPTS, KSAS, KSCC, KSNW, KWCH, KWCV – Wichita/Hutchinson.

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## Chairman's message continued

does this have to do with me? Here is the pitch. Kansas broadcasting becomes stronger when we come together. We are competitors but we and our staffs can learn a great deal from the time we spend with each other.

Come to Wichita. Hang around. Hang out. Have your staff do the same. It only takes one good idea to pay huge dividends. Introducing your staff to the rest of the industry shouldn't be scary. If they are good, the rest of the industry is recruiting them already. If they are bad, maybe someone will steal them.

I belong to a number of organizations. (I am not just saying this). KAB is the biggest bargain I have. It is because of you - all of you.

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## THANKS to these Convention Sponsors

ASCAP  
BMI  
KS Children's Service  
League  
KS Electric Cooperatives  
Kansas Farm Bureau  
SalesReady - A Division of  
WireReady NSI  
SESAC  
U.S. Coast Guard

Additional sponsorships available.

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## 2004 political dates

June 19 – Start of lowest unit rate period for Kansas Primary

August 3 - Kansas Primary

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

November 2 – General Election

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## EAS / AMBER tests

Tues., October 14, 10:50 pm / EAS  
Tues., November 11, 1:50 pm / EAS  
Thurs., Nov. 13, 1:50 pm / AMBER  
Tues., December 9, 10:50 pm / EAS

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## 2003 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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## United States Army Reserve

89<sup>th</sup> Regional Readiness Command offers careers in

### broadcast media

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kept secret in America!**

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## Lassberg appointed to KAB Board

Eric Lassberg has been appointed to fill the unexpired term of Dave Trabert, who left KAKE TV and Kansas broadcasting. Eric is general manager of the WB affiliate in Wichita, KWCV TV.

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## Pass inspection

These stations have recently passed a KAB Alternate Broadcast Inspection, gaining a three-year exemption from routine FCC inspections: KSCB AM/FM, KLDG FM, Liberal; and KNDY AM/FM, Marysville.

## New ABIP agreement to be in effect, beginning September 29.

KAB has mailed to all Kansas broadcast stations, a copy of KAB's new agreement with the FCC Enforcement Bureau for conducting an Alternative Broadcast Inspection Program, and a Request for Inspection under the new agreement.

Stations which have Certificates of Compliance in effect, will continue to be immune from routine FCC inspections until the expiration date on their certificate. The Certificates must be displayed in plain view (e.g. on the wall in the entrance area of the station's main studio) or in the station's FCC authorizations binder at the main studio.

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## Alcohol ad study released

A study by the Federal Trade Commission found no evidence that advertisers of flavored malt beverages target underage consumers and that alcohol marketers have significantly improved self regulation.

The FTC said that the largest improvements in self-regulation in the alcohol industry have occurred in the area of ad placement, with 99% compliance with industry codes.

## Washington update

### At the FCC

\*The FCC **suspended the obligation to file FCC Form 395-B**, on January 31, 2001, following a court's rejection of the FCC's **equal employment opportunity rules** in place at the time. To date, the FCC has not reinstated Form 395-B which stations historically have been required to file annually by September 30.

\*With the judicial stay of its new broadcast ownership rules, the **FCC has revised processing guidelines for broadcast station applications**, including transfer applications, filed on Forms 301, 314 and 315. The temporary application filing freeze instituted on September 5 will be terminated when the FCC's public notice announcing the revised application processing guidelines is published in the Federal Register. Under the revised guidelines, pending applications filed on the "old" versions of Forms 301, 314 and 315, will be processed by FCC staff with no further action by applicants needed. Applications filed on or after August 14, 2003 on the July 2003 versions of the forms must be amended by resubmitting complete applications on the old versions.

\*The **FCC has adopted rules that will facilitate compatibility between digital cable and DTV receivers**. The "plug and play" rules will allow consumers to plug their digital cable directly into their digital TV sets without the need for a set-top box. The FCC said the new rules will ease the transition to digital TV by promoting competition, convenience and simplicity for consumers.

### In Congress

\*The Senate Appropriations Committee approved an amendment to the Commerce-Justice-State Appropriations bill that would prevent for one year, the FCC from raising the 35 percent national television viewership cap. The House's Commerce-Justice-State bill, which passed in July, contains an identical provision. (Several Members of the House that oppose retaining the 35% national television viewership cap are

## News briefs

\***Kansas Public Radio**, University of Kansas, Lawrence, dedicated new facilities in Broadcasting Hall on the KU Campus, on Monday, September 15. Kansas Public Radio consists of KANU FM, Lawrence; KANH FM, Emporia; and KANV FM, Olsburg-Junction City. **Janet Campbell** is general manager.

\***WIBW TV**, Topeka, **KAKE TV**, Wichita, and Cox Communications have joined forces to provide Kansas news 24 hours a day on Cox cable systems. Cox has service in 90 Kansas communities with 320,000 cable subscribers.

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circulating for signature a letter to be sent to the President. The letter commits the signatories to supporting a Presidential veto of the Commerce-Justice-State appropriations bill.) The next stop for the Senate appropriations bill is floor consideration by the entire Senate.

\*The U.S. Senate considered Senate Joint Resolution 17 on September 16, which would **rescind all aspects of the FCC's June 2 ownership ruling**. It passed the Senate by a vote of 55 to 40. **Kansas Senator Sam Brownback** voted in opposition to the Joint Resolution and **Senator Pat Roberts** voted in support of the Resolution. It now moves to the House for consideration.

### In the Courts

The U. S. Supreme Court has heard oral argument in cases challenging the **Bipartisan Campaign Reform Act of 2002**. NAB Counsel argued that the act's prohibition on corporations, unions and other entities purchasing broadcast ads referring to federal candidates in periods prior to primaries and general elections violates the First Amendment. Arguments also were presented in opposition to requirements expanding the records that broadcasters must keep about issue ads relating to matters of "national importance". A decision by the Court is expected by the end of the year.

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## Gordon Jump

Gordon Jump, best known for playing *WKRP in Cincinnati's* radio station manager, Arthur Carlson, died Monday, September 22. He was 71. He had pulmonary fibrosis.

Mr. Jump got his start in broadcasting in Kansas. He attended Kansas State University, worked as a producer in radio and later in television. He played a clown on a kid's show on WIBW TV, Topeka.

He moved to Hollywood to pursue an acting career which spanned three decades. He appeared in many television sitcoms and dramas including *The Partridge Family*, *The Brady Bunch*, *The Mary Tyler Moore Show*, *Green Acres*, *Get Smart*, and *WKRP*. After *WKRP*, he did guest appearances on *Love Boat*, *Night Court*, *Growing Pains*, *Murder She Wrote*, *Starsky and Hutch*, *Rockford Files*, *The Bionic Woman* and *The Incredible Hulk*. Mr. Jump portrayed the lonely Repairman in Maytag commercials beginning in 1989 until his retirement this year.

Mr. Jump appeared at KAB's convention in Manhattan in 1999, before an appreciative group of Kansas broadcasters. He is survived by his wife, four daughters and a son, a brother and his father.

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