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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, and to promote free over-the-air broadcasting, for the purpose of enhancing the success of Kansas broadcasters and helping them better serve the people of Kansas.

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Satellite radio survey

According to an American Media Services national telephone survey of 1008 people, 86% of Americans are not likely to consider the purchase of satellite radio because of Howard Stern's move to Sirius.

In a prior question, 82% of respondents said they were unlikely to purchase the necessary equipment and pay the monthly fee to receive satellite radio over the next year.

When asked what they liked about conventional radio, the top vote getters were: local traffic and weather information (33%); radio is available when needed (25%); radio connects the listener to local community (13%); and radio is there to help in an emergency (10%).

As to what consumers do not like about radio, 57% responded that they did not like "the amount of time for commercials". (As reported in *Radio Business Report*).



Chairman's message



*Wayne Godsey, President/General Manager, KMBC TV / KCWE TV
Kansas City*

One of the great strengths of the Kansas Association of Broadcasters is that we have member stations in nearly every community in the state. Managers and employees of these stations are active and involved in their communities. This means that when there is a political issue important to our industry, we have the relationships and the credibility to deliver our message to the people who count. Because some of us operate television stations and others run radio operations, not every issue affects us all in the same way. When that happens, all KAB member stations have a tradition of deferring to and supporting the position of the affected stations. Such was the case when television members supported our radio members on satellite radio and FM drop-ins.

KAB television members now need the support of radio members to pass a bill that is working its way through the Kansas Legislature.

It is SB-449, the Video Competition Act. Similar to a bill already passed in Texas, it would open the door for telephone companies to offer video services in competition with cable companies. It may have drawn little notice from radio operators, but could have a significant impact on our television members.

A little history: Some years ago, when Congress wanted to encourage the growth
(Continued on page 2)

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Student seminar April 12

The 2006 KAB Student Seminar is scheduled for April 12 at the Topeka Downtown Ramada. The full day event will provide high school and college students who have an interest in pursuing a broadcast career with a real world view of the industry and profession.

The morning sessions will include a panel discussion by radio and television professionals titled "Jobs in Broadcasting – What the Future Holds"; followed by a panel of recent graduates and seasoned veterans discussing "The Real World of Broadcasting – Advice From Recent Grads and Old Hands".

Student broadcast awards will be presented during the noon luncheon. The afternoon round tables will acquaint students with jobs in sales, news, sports, production, programming, marketing and promotions.

KAB Board Member John Ewy, Dodge City Community College is chairing the seminar.

Seminar schedule and registration information is available on KAB's web site: <http://www.kab.net>

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Sports seminar April 25

KAB Sports Seminar Chairman Mike Sutcliffe, KINZ FM, Chanute is planning a fun day at Kauffman Royals Stadium for sportscasters on Tuesday, April 25. Seminar schedule and registration information will be posted online soon. In the meantime get the date on your calendar.

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Chairman's message cont.

of the cable industry, local television stations were required to provide their signals at no charge to the upstart cable companies. Even though local stations are typically the most viewed channels on any cable system, it wasn't until relatively recently that stations were given the right to withhold their signals from cable companies if they were unable to reach a financial agreement for the right to carry it.

But by the time that happened, the penetration of the cable systems was so high that to withhold one's signal was thought to be economic suicide. As an example, cable penetration in Topeka is 65%, in Wichita it is 67% and in Kansas City it is 64%. In most communities, there is but one cable system, meaning that the same company that competes with local television stations for local advertising revenue also controls the station's access to about two thirds of its audience.

You can see why television broadcasters think permitting the telephone companies to provide video services is a great idea. It will introduce a well-financed competitor to what has been a near-monopoly and it will offer television operators a real alternative for reaching their audience.

It also strikes us as only fair that telephone companies be allowed to provide video services when more and more cable companies are providing phone services in addition to their regular cable channels.

While your association is actively supporting the introduction of more competition, we are leaving it up to the representatives of the cable and telephone companies to work through the details of creating a level playing field. That said, we believe phone companies should have the same obligations (government access channels, franchise fees, customer service) as cable. Phone companies should be able to build out their video systems over a reasonable period of time, but they should be obligated to serve all residents of a local political subdivision and not cherry pick. In other words, they should not be able to serve only the rich folks.

Make it a point to speak with your State Representative or State Senator. And when you do, tell them to support SB-449.

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Riggert Stauffer award winner



Dave Riggert, sports director for KSAL and Salina Media Group is the 2006 winner of the Oscar Stauffer Award – Sportscaster of the Year. The award is sponsored by the Kansas State High School Activities Association (KSHSAA).

Riggert is in his sixth year at Salina Media Group. He has been sports director for one year and serves as the play-by-play voice of Salina Central, Salina South, and Kansas Wesleyan University football and basketball. He also serves as host of a weekly high school coach's show and co-hosts "In the Zone", a nightly sports talk show on KSAL.

Riggert is a 2000 graduate of the University of Nebraska. He has won four KAB awards, including first place in 2004 for play-by-play.

KAB assisted KSHSAA by soliciting play-by-play tapes from Kansas high school sportscasters and judging the entries. Tom Hedrick, Lawrence, judged the entries for KAB this year.

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2006 KAB deadlines

- March 6, deadline for nominations for KAB Hod Humiston Award for Sports Broadcasting
- April 3, deadline for KAB Kids Scholarship applications
- 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 3, deadline for KAB station awards entries
- August 11, deadline for nominations for KAB Distinguished Service Award, Hall of Fame inductees, Sonny Slater Award, Mike Oatman Award, and Tony Jewell Award

Career fairs set for March 14 in Wichita; April 18 in Overland Park

KAB is teaming up with Career Fairs Global, Inc., of Omaha, to provide KAB member stations with an opportunity to find qualified applicants for open positions at stations, as well as earn one full EEO credit by hosting jointly one of the fairs with KAB, Career Fairs Global and participating stations.

The Career Fairs will not be "broadcast only" fairs, but will be open to all employers who wish to participate. Participating stations will jointly "host" the career fairs thereby qualifying for one EEO credit. "Hosting" will require stations to be involved in a "meaningful way" in the planning, promotion and implementation of the fair in which they participate. The fair in each location will be from 9:00 am to 3:00 pm.

Details on how stations may register and participate have been posted on the KAB's web site: <http://www.kab.net>.

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Call for Nominees – Humiston Award for Sports Broadcasting

The KAB Hod Humiston Award is given annually to a Kansas broadcaster who has made significant contributions to the field of sports broadcasting. The award is named for the late Hod Humiston who 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.

Hod was founder and a co-owner of KSKU radio and was also employed as an announcer for KWBW and KWHK radio stations in Hutchinson. He was instrumental in bringing the national junior college basketball tournament to Hutchinson, where it has been since 1949.

The award will be presented during the KAB Sports Seminar at Kauffman Stadium, Kansas City on April 25.

Please send your nomination to KAB by March 6. The Board will select the winner at the March 14 board meeting. In your nomination, please include your nominee's name, address, current status, previous experience and why the individual is deserving.

If you made a nomination last year - please confirm to KAB that you want the nominee considered this year.

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2006 station renewals

KAB thanks these stations which have renewed their membership for 2006.

RADIO: KVSF AM/FM, Beloit; KGCR FM, Brewster; KSNP FM, Burlington; KKOY AM/FM and KINZ FM, Chanute; KFRM/KCLY, Clay Center; KXXX/KQLS, Colby; KNCK/KCKS and KVCO FM, Concordia; KGNO/KOLS/KZRD/KSSH, Dodge City; KBTL FM, El Dorado; KANS FM and KVOE AM/FM / KFFX, Emporia; KMDO/KOMB and KVCY FM, Fort Scott; KANZ/KZNA/ KZAN, Garden City; KHOK/KVGB AM/FM / KBGL and KZLS/KNNS/ KGTR, Great Bend; KAYS/KHAZ/KJLS/ KKQY/KFIX and KPRD FM, Hays; KJRL FM, Herington; KCVW FM, KSKU/KGGG/KXKU, and KWBW/ KHUT/KHMY, Hutchinson; KJCK AM/FM / KQLA FM, Junction City; KCCV AM/FM / KMBZ/KYYS/ KXTR/KQRC/KUDL/ WDAF/KRBZ/ KCSP, and KCMO AM/FM / KCFX/ KCJK, Kansas City; KANU/KANH/ KANV, KJHK FM, and KLWN/KLZR, Lawrence; KYSS/KSLS, Liberal; KMAN/ KMKF/KXBB/KACZ, Manhattan; KJIL/KHYM, Meade; KBCU FM, North Newton; KOFO AM, Ottawa; KKOW AM/FM / KBZI, KRPS FM and KWXD/ KHST, Pittsburg; KWLS AM, Pratt; KRSL/KCAY, Russell; KCVS FM and KINA/KSKG/KILS/KQNS, Salina; KFEQ/KSFT/KKJO/KSJQ, St. Joseph; KBUZ FM, KCVT FM, KJTY FM, KMXN FM and KTPK FM, Topeka; KLEY/KWME, Wellington; KCFN FM, KMUF FM, KSGE AM, and KTHR/ KZCH/KRBB/KZSN, Wichita; KKLE AM, Winfield.

TELEVISION: KOOD TV/KSWK TV/ KDCK TV, Bunker Hill; KBSD TV, Dodge City; KSNG TV and KUPK TV/KLBY TV, Garden City; KBSL TV, Goodland; KSNK TV, Great Bend; KBSH TV, Hays; KCPT TV, KMBC TV/KCWE TV, and WDAF TV, Kansas City; KUJH LPTV, Lawrence; KSNK TV, Oberlin; KSNT TV and WIBW TV, Topeka; KAKE TV, KSAS TV/KBDK TV/KAAS TV/KSCC TV, KSNW TV, KWCH TV, KTQW LPTV, KWCV TV, and KSMI LPTV, Wichita.

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NAB ballots due March 17

Past KAB Chairman Cliff Shank reminds NAB member radio broadcasters that he is a candidate for the NAB Radio Board and would appreciate your vote. Ballots should be returned to NAB by March 17.

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National Sunshine Week March 12-18



Kansas Sunshine Coalition for Open Government (KSCOG) is participating in a national effort to alert the public to the dangerous growth in government secrecy and to enlist the public to understand and support open government and the right of access to public information. Activities include a day at the Statehouse on March 14, to bring attention to legislators to the public's right of access. KAB and Kansas Press Association, along with the League of Women Voters is co-sponsoring the day at the Statehouse with KSCOG.

Sunshine Week launches on Sunday, March 12, and carries through the entire week. In addition to engaging the public through news coverage, editorials, stories, and other reporting, Sunshine Week is designed to shine light on the public's right of access to government information, refocus attention on the Freedom of Information Act, and elicit a range of stories and editorials for television, radio and other media that address restrictions that have been placed on reporter access to documents and public information.

Radio Television News Directors Association's web site contains information on everything from story suggestions for your station to a chart for how to conduct a public document audit. Go to <http://www.rtnda.org>.

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Career fair at KSU

Kansas State University's A.Q. Miller School of Journalism and Mass Communications will host an Internship/Careers Fair on March 14. The fair will be from 1:00 to 4:30 pm in the Courtyard of the K-State Union.

Space is limited and is available on a first-come, first-served basis. Last year, 25 organizations and more than 75 students attended.

Contact Gloria Freeland, for registration information. gfreela@ksu.edu.

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Reserve your tournament phone lines on March 6

State high school basketball tournament pairings will be announced on Sunday, March 5. To reserve your phone lines for broadcasting games, call Justin Fluke, KNZA FM, Hiawatha at (785) 547-3461 on Monday, March 6. Call after 8:00 AM and before 4:00 PM. Justin, with the help of Robert Hilton, is coordinating lines for all six tournament sites.

Cost for members is \$10 per game broadcast. Dues for 2006 must be paid or partially paid to qualify for the member rate. Non-members will pay \$35 per game broadcast.

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2006 KAB Events

*March 14, KAB Board of Directors meeting, Harrah's Prairie Band Casino, Mayetta

*March 14, KAB/Member Stations hosted Career Fair, Wichita Marriott
*(Date TBA) KAB Political Broadcasting Webinar

*April 12, KAB Student Seminar, Topeka

*April 18, KAB/Member Stations hosted Career Fair, Double Tree Hotel, Overland Park

*April 25, KAB Sports Seminar, Kauffman Royals Stadium

*June 6, KAB Board of Directors Meeting

*June 7 (TBC), KAB Sales Seminar

*August 31, KAB Board of Directors Meeting, Kansas City

*October 22-24, KAB Convention, Harrah's Prairie Band Casino and Convention Center, Mayetta

*November (date TBA), KAB Executive Committee meeting

*December 5, KAB Board of Directors meeting, Topeka

Mark Your Calendar

2006 KAB Convention

Harrah's Prairie Band Casino Hotel and Convention Center

Mayetta (20 minutes north of Topeka on Hwy 75)

October 22-24, 2006

Washington update

At the FCC

*The FCC, in its "Further Report on the **Packaging and Sale of Video Programming Services to the Public**", reversed conclusions of its 2004 report on the same subject. The 2004 report concluded that a la carte regulation would increase expenses for MVPDs and provide little economic benefit to consumers. The more recent Report concludes that the earlier report relied on problematic assumptions and presented incorrect and biased analysis. Based on a more complete analysis of the costs and benefits of bundling and the potential costs and benefits of a la carte, the FCC Media Bureau concludes that a la carte could be in consumers' best interests and increase consumer choice.

*The FCC adopted its 12th "**Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming.**" The Commission scrutinized changes that have occurred in the market in 2005 and factors that have facilitated or impeded competition among rival providers. Among the statistics cited, Americans on average spend close to 30 percent of our day engaged in some activity involving media, with television viewing the dominant media activity. For the September 2004 to September 2005 television season, the average household tuned into TV for 8 hours, 11 minutes a day. This is almost 3 percent higher than the previous season and more than 12 percent higher than 10 years ago.

In Congress

*The U.S. House of Representatives passed the budget reconciliation bill which included a **digital television provision establishing February 17, 2009 as the hard date for the end of analog broadcasts.** The bill also allocates \$1.5 million to reimburse consumers who purchase digital to analog converter boxes. President Bush has signed the legislation.

*According to an article in *Television Business Report*, Senator John McCain (R-AZ) will offer a **two-pronged approach to cable regulation.** He proposes that in return for providing a la carte channel options for subscribers, cable operators will receive regulatory relief from the existing patchwork quilt of local franchising authorities. McCain's

EAS summit

The National Alliance of State Broadcasters Associations (NASBA) will host the second annual National Summit on EAS and Emergency Communications on February 25, in Arlington, Virginia. The 2006 Summit is made possible by underwriting assistance from the National Association of Broadcasters. The Summit will bring 250 to 300 local, state and federal government officials and presidents/executive directors of state broadcasters associations together to develop plans to utilize broadcasters' unique mass audience capabilities to communicate with the public in a crisis.

Representing Kansas at the Summit will be KAB President Harriet Lange, EAS State Committee Chair Bill Nolan, and Sedgwick County Emergency Management Director Randy Duncan.

The 2006 Summit on EAS and Emergency Communications will focus on broadcasters as the lifeline of information to the American public in times of crisis; to ensure that every state in the U.S. has a robust, operable Emergency Alert System; to expand the discussion beyond initial EAS alerts to encompass follow-on emergency communications and information dissemination; and to begin an examination of the security and reliability of the American broadcasting infrastructure.

Local broadcasters are the first responders to any emergency situation through their unique role in gathering and broadcasting vital life-saving information to the public. Studies show most people expect to be warned in times of danger via broadcast stations. Dissemination of emergency information through broadcasters is imperative and must become a part of state and local governments' standard operating procedures.

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proposed change to franchising would not eliminate local involvement, but would streamline it by creating a blanket approach at the state or national level. The same system would apply to new cable entrants, or new entrants into the MVPD business, such as telcos, as long as they too, offer an a la carte menu option.

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News briefs

***KOAM TV** and **KFJX TV** reporter, **Doreen Scanlon** has been promoted to permanent Morning and Noon News Anchor. She started as a news reporter at KOAM TV and KFJX TV in July 2005. She formerly was a production assistant for the Fox News Channel in New York.

*After four years absence, KTKA TV, Topeka, launched a local newscast on Super Bowl Sunday. Co-anchors are **Jana Corrie** and **Matt Brennan**. Chief meteorologist is **Matt Miller** and sports director is **Nick Griffith**. The 49 NEWS Team includes over 30 reporters, producers, directors, photographers and team members. News director is **John Rinkenbaugh** and general manager is **Jim Evers**.

***Sherriene Jones**, KSNT TV news reporter, anchor and producer, has left the station to become the state director for Netsmartz. It is a new program which teaches children K-12 online how to be safe on the internet.

*Broadcast and Media Professionals of Wichita has announced 2006 award winners: Broadcasters receiving the **Peggy Scott Achievement Award** – **Linda Madzey**, Clear Channel Television; **Don Vest**, KWCH TV; **Kristi Christy**, Clear Channel Radio; **Scott Piper**, Journal Broadcast Group; **Dan Wall**, KAKE TV; **Scott See**, Kansas' WB; and **John Speer**, Entercom Radio.

***The Kansas Sunshine Coalition on Open Government** presented its first Above and Beyond Award to the *Lawrence Journal World*, for "investing their capital, not just their ink, into fighting for open government." The newspaper has invested tens of thousands of dollars in pursuing open government cases.

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2006 EAS monthly tests

Tues., March 14, 1:50 pm
Tues., April 11, 10:50 pm
Tues., May 9 1:50 pm
Tues., June 13, 10:50 pm
Tues., July 11, 1:50 pm
Tues., August 8, 10:50 pm
Tues., September 12, 1:50 pm
Tues., October 10, 10:50 pm
Tues., November 14, 1:50 pm
Tues., December 12, 10:50 pm

Annual AMBER Test:

Thursday, May 25, 1:50 pm
National Missing Children's Day