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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.

**Kansas Association of Broadcasters**  
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**\*June 17** – Lowest Unit Charge period begins for August 1 Kansas Primary

**\*June 24** – Lowest Unit Charge period begins for August 3 Missouri Primary

### *2006 KAB deadlines*

- **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

### *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**



## Chairman's message



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

Kansas broadcasters should demonstrate their gratitude to state legislators who supported the conference committee report for the machinery and equipment exemption and digital broadcast equipment credit.

Kansas is one of only a few states to eliminate this onerous tax. The M & E exemption will provide Kansas a definite competitive advantage in attracting new investment and jobs as well as growing existing businesses.

This legislation also will provide temporary property tax relief for radio and television stations on digital broadcast equipment as they make the transition to digital broadcasting. The legislation calls for temporary relief for television until the TV analog signal is shut off (2009); for radio - until December 31, 2013 or until 50% of the radio sets in the U.S. are digital sets, whichever occurs first.

Television stations will receive a credit on the station's property tax bill on digital television equipment acquired prior to July 1, 2006. With the credit, stations will pay property taxes on their digital equipment based on the percentage of television sets in the U.S. which are digital sets. This information will be based on figures from the Consumer Electronics Association. The credit will be temporary, only until the analog signal is turned off - February 17, 2009.

*(Continued on page 2)*

# Transmitter

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## June 7 sales seminar to feature Joe Bonura

*Throw the Rabbit...The Ultimate Approach to Three-Dimensional Selling*

June 7, Wichita Hyatt



Wouldn't you like to STOP selling one-time spots and START negotiating more long-term, profitable schedules? Joe Bonura will show you how to uncover what your advertising clients really need and how to develop a plan to meet those needs.

Discover how to help your advertisers see the whole marketing picture and how broadcast advertising fits into the bigger scheme.

### **You will learn how to:**

- Negotiate more **profitable, long-term advertising campaigns**
- Design a **strategic marketing plan** for individual customers
- Develop **lasting relationships** with your advertisers where they buy again and again
- Press **advertising agency hot buttons**
- Position yourself as a **media consultant and problem solver**
- Design dynamic sales presentations based on the **benefits of broadcast advertising**
- Apply the **five empowering principles** behind every successful salesperson

Joe Bonura specializes in teaching radio and television salespeople how to develop profitable relationships with their clients and sell more advertising. He spends over 100 hours a year in the field sharpening his sales skills while making real sales calls with real sales people on real prospects.

Registration fee to attend is \$30 per person from a KAB member station. Go to [www.kab.net](http://www.kab.net) to download the schedule and registration form.

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## Chairman's message cont.

This provision is estimated to produce about \$1,000,000 in tax savings (based on expenditures of more than \$33 million for digital equipment) for the 23 television stations located in 19 Kansas counties, 2007 through 2009.

The legislation will provide radio broadcasters a credit on digital equipment until more than 50% of the radio sets in the U.S. are digital radio sets, or until December 31, 2013, whichever ever occurs first. It is estimated that Kansas radio stations will spend an average of \$100,000 in equipment purchases to make the transition to digital. That creates an average initial tax impact per radio station of about \$2,500 to \$3,500.

A list of Representatives and Senators who voted to support elimination of this tax is available from Harriet Lange at the KAB office. Please review each list and send a note of thanks to all of your Members who voted "Yes". Send a note to your legislators and express your appreciation for their support of this pro-business, pro-Kansas, pro-broadcasting legislation.

You might also send a note of thanks to Governor Kathleen Sebelius for taking the initiative in proposing the business machinery and equipment exemption. The Governor's address at the Statehouse is 300 SW 10th Ave, Topeka KS 66612.

This victory for Kansas broadcasters would have not have happened without Harriet's hard work and the efforts of many broadcasters who responded to her requests to contact legislators. These grass roots contacts of legislators made the difference in getting our digital provisions through the House and in the bill that the Senate considered. Special thanks also to KAB Board Member Joan Barrett, KWCH TV, who took the time to write testimony, drive to Topeka and appear before the House Taxation Committee. Her testimony educated the committee about the transition and the huge costs to broadcasters in complying with the FCC mandate for television.

Thanks not only to legislators who supported this initiative, but to Harriet and our members who made it happen!

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## Eleven to receive broadcast scholarships

KAB will award 11 broadcast scholarships for the 2006-2007 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.

KAB's Scholarship Committee is chaired by Eugene Williams, KTWU TV. Committee members are Olivia Dorsey, KMBC TV; Joe Jindra, KNCK/KCKS; Lance Saylor, SE Kansas Broadcasting; Cliff Shank, KSKU/KXKU/KGGG; and Harriet Lange, KAB.

The students who will receive a 2006/2007 broadcast scholarship are:

\***Erinn Abernathy**, Goodland  
Sophomore / Garden City Community College;

\***Danna Aves**, Macksville  
Senior / Kansas State University;

**Jerod Beard**, Minneola  
Junior / Fort Hays State University

\***Aric Cherry**, Ozawkie  
Sophomore / Southwestern College,  
Winfield;

**Andrew Daugherty**, Cherryvale  
Junior / Pittsburg State University;

\***Tyler Klaus**, Hays  
Senior / University of Kansas;

**Zoel Lopez**, Coffeyville  
Junior / Pittsburg State University;

\***Jessica Mills**, Topeka  
Senior / Washburn University;

\***Alicia Phillips**, Pratt  
Junior / Washburn University;

\***George West**, Concordia  
Cloud County Community College;

\***Philip White**, Wellington  
Senior / Kansas State University.

\* Indicates past recipients

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## Mock AMBER Alert provides test of readiness

May 25 – National Missing Children's Day – provided the backdrop for a statewide mock AMBER Alert. The simulated event allowed all AMBER partners to test their procedures when an actual AMBER Alert is issued.

At a news conference following the mock alert, Kansas Attorney General Phill Kline declared the simulated abduction/mock AMBER Alert a success. He congratulated Topeka law enforcement and the KBI in their quick response.

As part of the drill, a mock child abduction was reported to the Topeka Police Department call center and tracked through the initial notification of local law enforcement to the Kansas Bureau of Investigation and broadcast media partners. The EAS/AMBER Alert system was tested as well. However, only a "test" message was distributed via the EAS system, rather than the details of the simulated abduction.

The Kansas AMBER Plan has been used successfully seven times since its creation in 2002. Nationally, AMBER Alerts have saved the lives of more than 265 children. Kansas was the twelfth state to establish an AMBER Alert Plan. All 50 states now have a plan in place.

Broadcast participation is voluntary. Currently 187 radio stations and 26 television stations serving Kansas have signed up as AMBER broadcast partners. A list of these stations is available at [www.ksamber.org/amber/stations.htm](http://www.ksamber.org/amber/stations.htm).

There have been enhancements to the program since its inception in 2002. Kansans may now receive AMBER Alerts over weather radios; and anyone may request to receive AMBER Alert information over their wireless phones and on their personal computers by e-mail. To sign up for this service go to: <http://www.ksamber.org/amber/join.htm>

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## 2006 station renewals

KAB thanks these stations which have renewed their membership for 2006 since the last *Transmitter*. RADIO: **KOTE FM**, Eureka; **Western KS Broadcast Center**, Garden City; **KKLO AM**, Leavenworth; **KLKC AM/FM**, Parsons; **KSEK AM/FM**, Pittsburg; and **KGSO AM**, Wichita.

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## Washington update

### In Congress

\*On May 22, the Senate passed by unanimous consent, **Senator Sam Brownback's** Broadcast Decency Act which **increases fines for indecent broadcasts of up to \$325,000 for each violation.** That amount must now be reconciled with the House's \$500,000 limit. Sen. Brownback had 27 co-sponsors on his bill, including Kansas **Senator Pat Roberts.**

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### News briefs

\*The sale of 29 Susquehanna radio properties to Cumulus Media Partners has been completed. Kansas City stations included in the sale are KAB members - **KCMO AM/FM, KCFX and KCJK.**

\***KNDY AM**, Marysville, will celebrate its 50<sup>th</sup> anniversary on July 10. Dierking Communications, Bruce Dierking, President, owns the station, along with KNDY FM and KQNK AM/FM in Norton. A new broadcast facility is under construction in Marysville.

\***Cody Coil** has been hired as weekend sports anchor and sports reporter for **KOAM TV** and **KFJX TV**, Pittsburg. He has worked previously at KRBC in Abilene, TX and KBTX TV in Bryan/College Station TX.

\***Jesse Huxman** has accepted the Director of Content position at **KPTS TV**, Wichita. He will manage and grow the station's programming initiatives emphasizing local programming, services and marketing. He has been assistant news director at KSNW TV for six years.

\***SESAC**, in partnership with The International Broadcasters Idea Bank (IBIB) awarded a \$7,500 scholarship to Southwestern College Student **Tommy Castor.** Castor is a sophomore majoring in communications with an emphasis in radio and television. He has completed an internship and is employed at KFBZ FM. He also is a board operator at KSOK AM/FM. **Mark Trotman, KHUT/KHMY**, presented the check on behalf of IBIB and SESAC, during Southwestern's honors convocation in April.

\***Martha Evans**, NAB, has joined the Propane Education and Research Council as Director of Industry Programs. She had been at NAB for 12 years working in the public affairs/ government relations department.

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## Reasons to participate in KAB's alternative inspection program

NASBA Attorney Richard Zaragoza recently compiled a list of reasons why stations should participate in the alternative broadcast inspection program:

"The FCC's Enforcement Bureau and your State Broadcasters Association have entered into an Alternative Broadcast Inspection Program. The FCC encourages your participation. The ABIP Program, as it is commonly called, can provide your station with the following important benefits:

1. When a licensee decides to sign up for an ABIP Inspection, the licensee routinely places its staff on notice. This get-ready posture, in turn, often results in an immediate, higher level of station regulatory compliance than might ordinarily be the case.
2. A station that successfully completes the ABIP program has freed itself, with some exceptions, from the risk of FCC inspections for a period of three years, as well as from fines that might have resulted from an FCC inspection that was not preceded by a successful ABIP inspection. In addition, since FCC fines are now measured in the thousands and tens of thousands of dollars, and a fine that may be issued against one station in a broadcast station group may be increased by the FCC due to violations previously found at other stations in the same group, the importance of taking adequate steps to insure continuous, full compliance is obvious. A station's successful participation in the ABIP program is certainly evidence of the licensee's positive attitude toward regulatory compliance.
3. A station that holds an ABIP Certificate of Compliance also has reduced the risk that the FCC's inspectors will see a violation of a regulation that was the subject of the ABIP inspection even when they come to inspect the station as a result of a complaint driven inspection or other type of inspection that is exempt under the ABIP Program.
4. A station that participates in the ABIP Program receives the same type of input that an outside accountant provides, namely the assurance that adequate compliance systems are in place (or not), that station personnel are knowledgeable and diligent about compliance (or they are not), and that certain things need to be attended to (or not).
5. If a station will be sold, it is likely that the buyer of that station will want the station, as a condition precedent to closing, to hold an ABIP Certificate of Inspection.
6. If a station is to be refinanced, it is also likely that the lender will want the station, as either a condition precedent to closing or as a post-closing affirmative covenant, to successfully participate in the ABIP Program."

## Tony Jewell



Tony Jewell, 85, died May 25 at his home in Garden City. He was a Kansas broadcaster, beginning his career at KIUL in Garden City in 1946. He became president and general

manager of the station in 1968. He retired from KIUL in 1986.

Tony served several terms on KAB's Board of Directors and as president in 1974-75. He received the KAB's highest award, Distinguished Service Award, in 1983. Tony was in the charter class of broadcasters inducted into KAB's Hall of Fame in 2000. He received the KAB's Hod Humiston Award for contributions to sports broadcasting and the University of Kansas Grover Cobb Award for broadcasting service. KAB established the Tony Jewell Award in 1987 to recognize a Kansan who has made a significant contribution to the prevention or treatment of alcohol and drug abuse.

Tony was a member of Community Congregational Church, the Tyrian Masonic Lodge, and he was a lifetime member of Disabled American Veterans, the VFW and the Elks Lodge. He was a city commissioner for six years and mayor of Garden City in 1975. Tony served on the board of Valley Hope Association since 1972, and served as president since 1983. He served in the Army during WW II.

He is survived by his wife of 64 years, Maxine, two daughters, one son, six grandchildren and six great-grandchildren.

Memorial services will be at 10:30 am, Tuesday, May 30 at Community Congregational Church in Garden City. Memorial contributions may be given to Valley Hope Association and sent in care of Price & Sons Funeral Home, 620 N. Main, Garden City KS 67846

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## More pass inspection

These stations have passed a KAB/FCC Alternative Broadcast Inspection, exempting them from routine FCC inspections for three years: **KNCK/ KCKS**, Concordia and **KOFO AM**, Ottawa.

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