
Please route to

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

Inside this Issue

Page 1

- **Chairman's message**
- **KAB Internet Academy**

Page 2

- **KAB to continue help with adoption effort**

Page 3

- **Washington Update**
- **News briefs**
- **Thanks for airing our NCSAs**
- **Read Across America**
- **Welcome new members**
- **More pass inspection**

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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HELP!

Please call KAB if you know who won the KU signed basketball (door prize) at the Convention that was to be mailed by mid-December?

* * * *

Also at the convention, did you ask to look at the Kansas broadcasting early history and not return it to Howard Hill? If so, please call KAB.



Chairman's message

(Robert Hilton, KNZA/KMZA/KAIR)

I am writing this on Monday the 20th and wondering "Will we know who the President will be by the time this is distributed to KAB members?" (I am betting NO.)

I am looking at the December 11 KAB Internet Academy information and trying to figure out who is going to stay at the station and keep us on the air. I plan to bring everyone who can and wants to attend this KAB event. The staff kids me that our stations just barely made it into the computer generation before the 20th century ended. And our most computer literate person is our newest employee who is 19 years old. Well, we intend to move faster in the 21st Century.

KAB board members Gary Hawke and Larry Avery, along with Rob Bunting, have put together perhaps the most important KAB event of the year. I can't urge you enough to utilize this one-day session to get the latest information on this rapidly changing media and technology.

One of the sessions will be presented by Jerry Hinrikus of EBC Inc of Salina. I saw his presentation at the NAB in Las Vegas and at the Nebraska Broadcasters Convention in August. If you attend only this session you will come out well informed and excited about the Internet.

The Academy is in Topeka at the Capital Plaza Hotel. Harriet has reserved a block of rooms for Sunday night if you are too far away to drive in on Monday AM. And if for some reason you have not seen the KAB Internet Academy information and registration form just call and get another one and attend.

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KAB's first Internet Academy set

Managers, sales reps, promotions and marketing people, programmers, operations/technical people, and station webmasters will want to attend KAB's Internet Academy, Monday, December 11 at Topeka's Maner Conference Center (next to Capitol Plaza Hotel). The day-long academy will acquaint participants with opportunities and pitfalls in developing an Internet site. A variety of sessions will be offered, from introductory to advanced.

The Internet is revolutionizing our society and mass communication. The Internet provides broadcasters limitless opportunities to expand the service and content they provide their local communities and to enhance their bottom lines.

Sessions will run concurrently, except general sessions on changing media habits, the broadband revolution, and the impact on audience, as well as on legal issues. Participants will have an opportunity to attend four additional sessions. Here are the other topics:

- *Getting Started
- *Content and Programming
- *Advertising and Promotions
- *Building a Successful Web Strategy
- *Localizing your TV Web Site and Generating Revenue
- *Localizing your Radio Web Site and Generating Revenue
- *The Internet, Local Retail, and Radio - Natural Partners
- *Solution Providers for the Internet
- *Advice From an Internet Media Buyer
- *A Sales Approach to Streaming
- *Cutting Edge Technology

Call KAB for details.

#

KAB asked to continue help for Kansas children looking for "always and forever" families

(By Barbara Rixstine, Marketing & Media Specialist, Kansas Children's Service League)

Back in the '70s, Heat Wave had a big hit with a song called "Always and Forever." That song might symbolize the goals of a new adoption recruitment campaign from the Kansas Children's Service League (KCSL). Coming Home Kansas is aimed at finding "always and forever" families for more than 700 Kansas children.

Kansas broadcasters will soon see Coming Home Kansas radio and television PSAs according to executive director Harriet Lange who is orchestrating KAB's involvement with the campaign.

"Coming Home Kansas"

What all is involved with making Coming Home Kansas successful? Getting the word out to prospective adoptive families is one of the most important components and that's where KAB comes in.

"Coming Home Kansas is really more than just a campaign," said KCSL Chief Executive Officer Bob Hartman. "It's another example of KCSL's commitment to children and to Kansas families. The support that KAB can offer in assisting with our commitment will benefit children immensely."

The history behind the campaign

In July, KCSL assumed responsibility for nearly 1500 children awaiting adoption through its four-year contract with the State of Kansas' Social and Rehabilitation Services department. Approximately half of those children were already in the process of permanent placement, but approximately 700 others still need families.

"Adoption is at the root of KCSL's history," said Hartman, of the agency founded in 1893. "We are pleased to have been selected to play a pivotal role in the lives of children and families through our

public-private partnership, and excited about the opportunity to bring parents and children together. Along with Lutheran Social Service, we'll be working together to achieve permanency for Kansas children as quickly as possible.

"When it's all said and done, we just want to make sure that every Kansas child is in a home where he or she can grow and learn, safely and with love."

Most children are special-needs children

Most children listed in Coming Home Kansas are those with special needs. They may have been abused or neglected by their parents, be part of a group of brothers and sisters or just be older children. But like boys and girls across the globe, they all want a family, a family who'll love them no matter what.

Take the case of "Byron," an older boy currently awaiting adoption. Affectionate, engaging and friendly, "Byron" was born with Fetal Alcohol Syndrome and Fetal Drug Syndrome. His needs include special education and wrap-around mental health services. His social worker says that "Byron" desperately wants a family who can love him, whether he can earn that love or not. He also wants a family where the members "stay in place," and finding a family like this is his - and KCSL's -- goal.

Another child awaiting adoption is "Susie." Four-year-old "Susie" is one of four siblings who all want to be adopted together. "Susie" is a tomboy, who likes to talk and play outside. She's playful and affectionate, and is in need of individual attention and a structured environment from a loving and nurturing family.

Then there's "Marie." Marie is almost a teenager. She likes to ride her bike and enjoys all sorts of games and activities, including reading. She bonds easily with people, is intelligent, and likes to please others. Although she has no medical risk factors, "Marie" has mild emotional and learning difficulties. She attends a regular classroom at school and is looking for adoptive parents who can give her a future and a family.

Finding the right family isn't easy

For almost all "waiting children," finding the right family is essential. Many potential parents sometimes believe that any home is better than no home, but that's not true. Making a child's dream come true takes some effort by social workers, interested family members and others involved with the child's best interests.

Sometimes, because of abuse or neglect, a child may need to be his or her parents' sole focus of attention instead of being one of two or three sharing that attention. In other cases, because of past traumas, children may need to be in a home without younger or older children.

"It's so important to match a child correctly with the right family," said Kristi Oberg, KCSL's recruitment manager for the Coming Home Kansas campaign. "So many of these children are waiting for a permanent family. To disrupt them time and time again because a family doesn't work out doesn't help them and it doesn't help our families who want to adopt. We want to put the right child with the right family and we believe that Kansans will take on the responsibility to give each child a safe, loving home. That's what it's all about."

For more information on adoption, please call Coming Home Kansas toll-free at 877-530-5275 or visit our website at www.cominghomekansas.org.

* * *

Editor's Note: KAB will distribute radio and television PSAs soon to all commercial stations serving Kansas. Stations will be asked to air the initial PSAs December through March. New PSAs will be distributed for airing April through July and August through November.

#

Post your openings

Go to www.kab.net, click on "Job Bank" and follow the instructions from there, to provide information to job seekers about opportunities at your station(s). From KAB's Job Bank, you also may go to the Broadcast Executive Director's (BEDA) national broadcast career page. To access BEDA's career page contact KAB for the password.

#

Washington update

In Congress

*The **Senate passed Low Power FM legislation** on October 27 when it passed the Commerce, Justice, State appropriations bill – by a vote of 49 to 42. Both Kansas Senators – Brownback and Roberts – voted for the appropriations bill. Earlier, Senator Brownback had signaled his support by signing on as a co-sponsor to S 3020 – Sen. Rod Grams (R-MN) bill that protects existing full power FM stations from interference. The House earlier overwhelmingly passed the LPFM legislation in the form of HR 3439. House and Senate negotiators still must resolve some of the contentious issues in the appropriations legislation to get the White House on board.

#

News briefs

***KSDB FM**, KSU's student station, Manhattan, celebrated its 50th anniversary on November 8. KSDB alumni were invited to attend the celebration luncheon and two panel discussions: "Sports Broadcasting in the 21st Century" and "Can Radio Survive the Internet?". Candace Walton is KSDB Station Manager and Faculty Advisor.

***BMI** is encouraging broadcasters to use **their Electronic Music Reporting (EMR) system** to eliminate the time and expense of completing and mailing a paper music log. Stations which use the EMR will be entered into a drawing for a Palm IIIc. For additional information, contact BMI representative, Paul Cooper, at 800-258-5813... **BMI has introduced TV Select** – a new Internet-based system available to television stations wishing to license BMI music on a per program basis. To access the free program, go to www.bmi.com. For additional information contact Teresa Averette at taverette@bmi.com, or call her at (615) 401-2916.

#

Thanks for airing our NCSAs!

KAB commercial members have been generous this year by pledging time to KAB's time bank and airing and reporting NCSAs for: KS Army National Guard; KS Dept of Health & Env./ Handwashing (radio only); KS Dept of Transportation/ Workzone safety; Bureau of Traffic Safety/ Safety belt education and underage drinking; and Valley Hope Treatment Centers (radio only).

Please respond generously again when you receive the NCSA form for pledging to KAB's 2001 time bank.

NCSA funds 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, news, programming, engineering
- Alternative FCC 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
- Scholarships for children of employees at KAB member stations
- Co-founding of KS Sunshine Coalition for Open Government
- Freezing annual dues
- AND new in 2000 - a December 11 KAB Internet Academy

KAB will distribute 2001 NCSA pledge forms soon.

#

Happy Thanksgiving

Read Across America

KAB Associate Member Kansas National Education Association (KNEA) is sponsoring Read Across America, a reading initiative that calls for every child in every school in every community to celebrate reading March 2, 2001 – Dr. Seuss' 97th birthday. K-State Football Coach Bill Snyder is featured in radio and TV PSAs distributed to Kansas stations. For information on the initiative contact KNEA's Cynthia Menzel, (785) 232-8271.

#

Welcome new members

A warm KAB welcome to new station member – **KQNS FM**, Salina; Butch LaBelle, general manager.

#

More pass inspection

These stations have recently passed their KAB/FCC Alternative Inspection, exempting them from routine FCC inspections for three years: **KCLY FM**, Clay Center; **KQLA FM**, Junction City; and **KCFN FM**, Wichita.

The Stars Are Out

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★ **Innovation**

★ **Community**

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