

### Oklahoma Association of Broadcasters

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## OAB Convention 2003

What do you have when you mix over 200 college students and faculty, over 50 engineers, 21 exhibits, 11 past Presidents, 10 Hall of Fame Members, 21 sponsors, approximately 80 awards presentations, over 200 station representatives, 2 Senators, 5 Congressmen, a Governor, the NAB President, a director of technology, attorney, news exec, FCC inspector and an economist all mixed with an abundance of good food and drink? The 2003 OAB Annual Convention, that's

what.

That's all it took to put together this year's h i g h l y successful convention



Senators Nickles and Inhofe were joined by Representatives Istook, Cole, Lucas, Sullivan, and Carson

in Tulsa. One other ingredient that we might add was a highly competent and efficient hotel staff at the Tulsa Southern Hills Marriott.

The highlights of this year's convention were many. NAB President Eddie Fritts speaking at the Friday Student luncheon, Governor Brad Henry in the afternoon and seeing Bob Brewer, John Shannon and Helen Alvarez Smith inducted into the Hall of Fame that evening. Having all members of our Congressional delegation at Saturday's luncheon and the Saturday night awards program rank right near the top. The crowning moment though was the three or four minute standing ovation given to Colonel Ken



Governor Brad Henry interviewed

Calhoun and Sgt. James Collins when they were introduced at the Saturday luncheon. There was a lump in many throats in the room as our broadcasters and Congressmen recognized the Colonel and Sgt. as representatives of those thousands of men and women in the Guard



National Guard Colonel Ken Calhoun speaks following standing ovation

that have been called to serve our great nation. It was a moving show of appreciation. The red, white and blue color them of the convention fit the occasion.

**Deborah Potter** of NewsLab received rave reviews for her work with the students on Friday and the special news workshop on Sat-

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### Thanks To Everyone For Another Successful Convention

What a great convention we had in March. If you were able to attend, I'm sure you would agree it was a great program from start to finish. Wasn't it great to see our entire Congressional Delegation there for lunch on Saturday. We got to hear some great insight on the future of Oklahoma from our new Governor, Brad Henry. David Oxenford, as always,



OAB's Nancy Struby [second from left] with volunteers Micki Paulin, Barbara Norman and Ed Paulin

did a great job get-

ting us updated on the latest happenings at the FCC. It was certainly an honor to have NAB President Eddie Fritts on hand to speak to the many students there as well. Thanks to Carl and Nancy for making another great convention happen, and thanks also to Ed, Micki and Barbara. The biggest thanks go out to all of you who attended and participated in our convention. It's you-the membership—that makes attending the annual OAB convention such a great

I look forward to seeing you again next April in Oklahoma City. Until next time, thanks for making broadcasting in Oklahoma such a great profession.

#### -Bill Coleman

pleasure.

#### **OAB Board of Directors**

Bill Coleman Team Radio, Ponca City/Perry/Blackwell Chair Sue Stuecheli KAUT-TV, Oklahoma City TV Vice Chair Roger Harris KADA AM/FM, Ada Radio Vice Chair Treasurer Vance Harrison Renda Broadcasting, Oklahoma City Chair-Elect Pat Bryson Renda Broadcasting, Tulsa Pat Baldwin Past-Chair KTUL-TV, Tulsa

Lee Anderson McAlister Radio, McAlister

Michael Kronley KJRH-TV, Tulsa

Wes Milbourn KFOR-TV, Oklahoma City

**Kevin Perry** Perry Broadcasting, Oklahoma City **Kevin Potter** KWON/KYFM/KRIG, Bartlesville

Jimmy Young Altus Radio Inc., Altus

Associate Representative Bill Whitley, Media Services Group

**OBEA** Representative Gwin Faulconer-Lippert, Oklahoma City Community College

President and CEO Carl C. Smith **Executive Assistant** Nancy Struby

The Oklahoma Association of Broadcasters is comprised of commercially FCC licensed radio and television stations organized for promoting the interest and welfare of the broadcast industry.

The Association publishes the OAB Newsletter five times each year. Advertising rates are available upon request. Articles, pictures and letters to the editor should be mailed to OAB, 6520 North Western, Suite 104, Oklahoma City, OK 73116.

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## **Calendar** of **Events**

May 13, 2003

OAB Board of Directors Oklahoma City

July 7-18

Kravis Broadcast Institute UCO-Edmond

**OAB Board of Directors** UCO-Edmond

August 8-9

Al Tompkins News Workshop Oklahoma City

October 1-3

**NAB Radio Show** Philadelphia

October 14

OAB Board of Directors Oklahoma City

October 21

**Paul Wevland** Sales Seminar Oklahoma City

October 22

**Paul Weyland Sales Seminar** Tulsa

January 13, 2004

**OAB Board of Directors** Oklahoma City

April 1

OAB Board of Directors Oklahoma City

April 2-3

**OAB Annual Convention** Westin Hotel, Okla. City

# Coleman New Association Chair

Bill Coleman, owner/general manager of Team Radio, took over the reins of the OAB as Chairman on Saturday night at the convention. Coleman was first elected to the OAB Board of Directors in 1993. Prior to his elevation the Chairman, he has served as Radio Vice Chair and Chairman-elect in this past year.

At his first OAB meeting as Chairman, Coleman named **Roger Harris**, KADA- Ada, as Radio Vice Chair, **Sue Stuecheli**, KAUT-OKC, Television Vice Chair and **Vance Harrison**, Renda–OKC, as Treasurer. **Bill Whitley**, Media Service Group, was named Associate Board Member. The board ratified his selections. **Gwen Faulconer-Lippert** will be the OBEA representative to the board for the coming year.

Directors assigned to various areas of activities were: Awards, Kevin Potter and Wes Milbourn; Administration/Finance, Vance Harrison; Legislative, Pat Baldwin and Bill Coleman; Member Education/Services, Michael Kronley and Kevin Perry; Metro Markets, Sue Stuecheli and Pat Bryson; Non-Metro Markets, Jimmy Young and Lee Anderson.

A special Foundation Committee was named comprised of **Bill Coleman**, **Vance Harrison**, **Pat Baldwin**, **Kevin Potter**, and **Wes Milbourn**.



#### OAB's First Female Chair-Elect

At the Annual Membership Meeting at the convention on Saturday, **Pat Bryson**, Renda—Tulsa, became the first woman to be elected Chair-elect of the OAB. Bryson has been on the OAB Board of Directors since 1993 and chaired several committees as Radio Vice Chair this past year. She will move up to Chair of the Board at the 2004 OAB Convention.

#### And Two New Directors

Elected to the OAB board were **Jimmy Young**, general manager of Altus Radio, Inc., with stations in Altus and Hobart, and **Lee Anderson**, general manager of the Stipe stations in McAlister and Wilburton. Young has previously served on the board and was elected to a three-year term. Anderson was elected for the first time and will serve a one-year unexpired term

Young and Anderson are replacing **Bryant Ellis**, Muskogee, and **Ken Taishoff**, Ardmore. Ellis and Taishoff recently sold their stations and were no longer eligible to serve on the board. Ellis had been a member of the board since 1996 and Taishoff since 1998. Both were valuable assets to the OAB and are to be commended for their service to the association.



Pat Baldwin with Bill Coleman

#### Thank You, Pat!

A special thank you goes to our immediate Past Chairman of the OAB Board of Directors, Pat Baldwin. As expressed by Chairman Bill Coleman at the convention awards program, "Pat provide the leadership and camaraderie of the board that lead to a very successful year for the OAB." We all appreciate the time and effort Pat gave during his tenure as Chairman of the OAB. He will continue to serve on the OAB board for this year as Past Chairman.

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urday. As always, our Washington counsel **David Oxenford** did his usual excellent job covering the FCC on Saturday morning and a special EEO session that afternoon. NAB's **David Layer's** updates on digital television and HD radio were well received, as was FCC Inspector **Larry Brock**. Oklahoma economist **Larkin Warner**'s outlook for rural and metro Oklahoma was straight forward and probably not the rosy prediction some wanted to hear.

The Engineering Conference sessions were well attended and exhibitors were pleased with the response they received. **Roger Herring** did an outstanding job of putting it together. It was a pleasant sight to see the young and smiling faces of the college broadcast students attending their special Friday program. Our thanks go to the many Tulsa professionals that participated in their program.

All in all, it appeared to be a great convention. There are many people to thank for making it happen.

## Advertising Sales Tax Exemption

We are never quite out of the woods with the legislature on the sales tax exemption on advertising. As long as they are in session and faced with the large shortfall in revenues, the lifting of the sales tax exemption on advertising is a threat. Recently, lifting the sales tax exemptions on a number of items, including advertising, was removed from legislative consideration. But, as Yogi Berra said, "It isn't over until it's over."

Until the legislature is adjourned, you need to remind your state Senator and Representative of the impact the lifting of the advertising sales tax exemption would have on our state economy. Oklahoma would be the only state in the nation with an advertising sales tax. What a negative message that would send to those seeking to move into or expand in Oklahoma. Collecting such a tax is almost impossible and would require extensive administrative and legal staffs. Think of all of the forms of advertising that taxes would have to be collected on. Not just your mainstream advertising vehicles, but convention booths and signs, in-store advertising, sponsor identification on T-shirts, and the list is as long as your imagination. Think of the disadvantage to local retailers versus those from out-of-state or just across the state line. What is to prohibit our advertising agencies from moving out-of-state to eliminate the injustice?

A tax on advertising is not a tax on those in the advertising, but a tax on every Oklahoma business that is soliciting customers. Advertising spurs economic growth. Get that message across to your legislative people.

#### Workshops and Seminars Planned

Later this summer the OAB will be hosting two of our annual seminars, Sports Day and the Non-Metro Radio Workshop. Exact dates have not been established at this time.

A new format for the Sports Day program is being considered with the possibility of an afternoon of golf. It will be held at the University of Oklahoma.

If you have any thoughts as to what you would like to see in the Sports Day or Non-Metro Radio Workshop, give us your ideas. We'll check them out.

#### TV Spectrum Fees Removed

The administration's proposed budget for 2004 contained a provision to charge spectrum fees to television broadcasters that had not returned their analog spectrum by December 31, 2006. The fees would have started in 2007 and averaged approximately \$300,000 annually to the stations. Fortunately, the provision was removed prior to its presentation. Senator Don **Nickles** is Chairman of the Senate Budget Committee. Our thanks to Senator Nickles for the removal of another burdensome tax on the industry.

#### **New EEO Rules**

On March 10, the new FCC EEO rules became effective. Even though the National Alliance of State Broadcaster Association has filed appeals with the FCC, the rules are in effect and stations should be complying with them as they now stand.

In order for our stations to be versed on the new rules, the Shaw Pittman EEO guide has been sent to all members and David Oxenford of Shaw Pittman conducted a twohour workshop at the convention.

In a effort to assist our members, the office is developing new plans to aid in your compliance. To make our Job Bank a more efficient tool, our website is being re-designed. Recently we sent you information on the National Alliance Career Page. We have an agency contact list of approximately 200 which we will edit and send information to. It is also available to you. Plans call for a series of regional Career Fairs around the State.

Unfortunately, the FCC probably won't be getting out of the EEO business, though we all would like to see the elimination of the burdensome paperwork that is now required. That is one of the objectives of an appeal filed with the FCC by NASBA.

### Tompkins News Seminar Scheduled

The Poynter Institute's **Al Tompkins** will be making a return appearance in August when he presents a one-day news seminar in Oklahoma City. Scheduled for Saturday, August 9, Al will be available on Friday evening, August 8, for a special tape critique session.

Al has been a journalist for over 25 years and has won almost every possible news award including an Emmy and Peabody. He is one of the most popular teachers and presenters on the Poynter Institute staff. He is a perennial presenter at the annual RTNDA convention, and he has scored high with those attending his previous OAB workshops. Mark you calendars now to attend the Al Tompkins News Workshop on August 8–9 in Oklahoma City. Full particulars will be mailed to newsrooms and managers at a later date.

# Four in a Row for KTUL

KTUL, Tulsa, won their fourth consecutive OAB Television Station of the Year award at the recent OAB Convention in Tulsa. Accepting for the station was their general manager, Pat **Baldwin**. For the second time. winner of the Non-Metro Radio Station of the Year was KPNC, Ponca City, with owner/general manager Bill Coleman accepting the award. In the Metro Radio competition, grabbing the honors was KRMG, Tulsa. News Director John Durkee and Operations Director **Drew** Anderssen accepted the honor for KRMG.

For the second time, **Will Payne** and **Barry Diamond**,
KITX, Hugo, won the NonMetro Radio Personality of the
Year award. In the Metro Radio
Division, winning for the first
time was **Tony Foster**, KJMZ,
Lawton.

At the Saturday night awards program, twenty-seven radio and television stations were recognized for their outstanding work. In television, KTUL picked up five awards, KFOR four, and KOTV and KOCO, three each. KRMG walked off with five of the Metro awards. In Non-metro, KADA, Ada and KWOX, Woodward garnered two each.



Pat Baldwin, Tulsa, picks up KTUL-TV's fourth Television Station of the Year award from board member Kevin Perry, Perry Broadcasting



Bill Coleman, Ponca City, accepts KPNC's second Non-Metro Station of the Year award from board member Wes Milbourn of KFOR



Cox Radio's Drew Anderssen and John Durkee accept KRMG-AM's Station of the Year Award

## Not By Yourself

At the OAB Convention, much to my surprise, Colonel Ken Calhoun made me an Honorary Colonel in the Oklahoma Army National Guard. I understand that this is an honor that is not given often and must be approved by the Adjutant General. I was certainly humbled by the experience. Over the years we have had a great working relationship with Colonel Calhoun and Sgt. James Collins, my direct contact with the Guard. Although this honor was given directly to me, it is because of the support of the Guard PEP program by you that I received it. To you I say thank you for responding to my calls to support the Oklahoma Army National Guard.

On May 20, in Washington, D. C. The National Center for Missing & Exploited Children at their Hope Awards dinner will present to FCC Chairman Michael Powell. NAB President Eddie Fritts and myself the Charles Wang International Children's Award. This award is being given to me for my work with the other state broadcast associations on the establishment of statewide Amber Child Abduction programs. 18 months ago there were 5 statewide plans, today there are 40. Again, this is a situation where I am honored by the award, but receive it only because of the responsiveness of the other state broadcast associations across the nation. To them I am grateful. It just shows that, "You don't do it by yourself."

—Carl Smith



OAB Convention Exhibitors MCSi, Harris, and RF Specialties display the latest in broadcast equipment.

[clockwise from top-left] Group enjoys Weyland wisdom · Cox Radio's Sandy Hunter, Marianne Herrold, and Jessica Ayala • Paul Weyland with Clear Channel's Jerry Bell, Jesse Marrow, and Bart Brabham • Renda Broadcasting's Pat Dunlap, Amanda Self, Michelle Winters, and Laurie Patterson



## Weyland Seminars and E-lessons Overwhelming Success

The February Paul Weyland Sales Seminars were a huge success in Oklahoma City and Tulsa. One hundred and seventy attended in Oklahoma City and 105 in Tulsa. Paul's enthusiasm, humor and sound sales logic kept the audience attentive throughout the day. The OAB office received a number of reports of the enthusiasm and excitement carrying back to the station in the days that followed. In mid-February stations were e-mailed the first two

lessons of Paul's 26 sales meeting training lessons. The OAB is e-mailing two lessons each month of the year-long program to participating stations.

Paul will make his second appearance in Oklahoma City on October 21 and Tulsa on October 22 as a part of the E-lesson program subscribed to by over 50 of the OAB members. Weyland's October seminar will be a follow-up to the E-lesson

program. There will be no cost to those stations participating in the E-lesson program. Information on the seminar will be mailed to participating stations in September.

The OAB office will announce within a few weeks how stations that did not subscribe to the elesson program when it was initiated can now do so. The package will include the October Weyland seminar.

## A Helping Hand

Many of you are not familiar with the Broadcasters' Foundation and the great work that it does. The Broadcasters' Foundation is the only national, non-profit organization dedicated to improving the quality of life for professional men and women in television and radio who, through no fault of their own, are in acute need. The Foundation assists:

- A 37 year-old radio talk show host who lost his voice due to a brain stem stroke. He is the sole support of a 13 year-old daughter.
- A 45 year-old television veteran with terminal lung disease who depends on an electric wheelchair provided by the Foundation.
- The widow of a broadcaster who is afflicted with multiple sclerosis and is the mother of two teenaged daughters. The Foundation's grant helps keep the family together.

No one else does this work. If you want to make a worthwhile charitable contribution for those in need in your industry, write a check to the Broadcasters' Foundation and mail it to Seven Lincoln Avenue, Greenwich, CT 06830-4823.



[clockwise from top left] NewsLab's Deborah Potter with OBEA President Matt Jenkins • NAB President Eddie Fritts • Hall of Famer Bob Brewer with Pat Baldwin • John Shannon receives his Hall of Fame plaque • Regina Moon accepts on behalf of Hall of Fame inductee Helen Alvarez • Mike Laird picks up KVSO's Station Image award and KKAJ's Sportscast award • Roger Harris shows off KADA's awards for General Image Promotion and Station Event Promotion • David Jefferis with WBBZ's Weather Image award • Kim Dodds accepts KLAW's Commercial Promotion award • Mary McClure, KCCU-FM, with the Special Programming award • Shawn Tiemann, KWOX-FM, displays awards for Feature Single and Newscast • [center] Student Day Participants • KRMG-AM, Tulsa, collected six awards, including Metro Radio Station of the Year • KTUL-TV won six awards, including Station of the Year

#### Here & There

**Bill Hurley** returns to Oklahoma City as the new Market Manager for Clear Channel. An Oklahoma City native, Bill is a former G.M. of KXXY. He has been a general manager in Peoria, IL.

**Randy Bush** is the new Market Manager for the Milwaukee Journal stations in Tulsa. He was formerly with the Clear stations in Oklahoma City.

**Blaise Labbe** has assumed the News Director position at KWTV in Oklahoma City. Blaise came to Channel 9 from KENS in San Antonio.

The General Manager of Clear Channel Tulsa television stations KOKI & KTFO is **Craig Millar**. He was previously with Sinclair Communications, Nashville.

**Tim Meagher** is the new Director of Sales for Clear Radio in Oklahoma City. Tim will continue to serve as Director of Sales for Clear Radio in Tulsa, as well.

**Pat Ownbey**, general manager of KICM, Ardmore, is in the process of repurchasing the station from AM & PM Broadcasting.

**Mac Wall**, Director of OETA, is moving to Kentucky to assume the directorship of the Kentucky Educational Television Authority—the largest system in the country.

The new News Director at KJRH-TV in Tulsa is **Bill Seitzler**—moving from Rochester, NY.

KOSU, Stillwater, was a repeat winner of the Scripps Howard Foundation's National Journalism Awards for their entry "Tar Creek: An Environmental Disaster." The station received the Jack R. Howard Trophy and \$5,000 at a dinner at the National Press Club in Washington on April 4.

# **Radio Stations For Sale!**

Flame Throwers—2 AMs, 3 FMs in West Texas/East New Mexico.

May be purchased separately or in combo. **Cash. No tire kickers.** 

Dale Ganske—(608) 831-8708, or E-mail dganske@charter.net.

Also looking to buy full time AMs in top 200 markets.

