



Oklahoma Association of Broadcasters

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New Alternative Broadcast Inspection Policies

In recent months a committee from the National Alliance of State Broadcast Associations has been negotiating with the FCC Enforcement Bureau regarding the Alternative Broadcast Inspection Program (ABIP). The negotiations stemmed from different interpretations of agreements by some FCC field offices. The new agreement will become effective on September 29, 2003. The following covers some of the changes that have been made:

Signed Agreements Procedure

In the past, our agreement was with the Dallas FCC field office. Under the new agreement it will be with the FCC Enforcement Bureau in Washington.

In the future, a copy of your request to the OAB for an inspection must be posted in a prominent place in the station(s). Upon receipt of your request, and with your consent, the OAB will notify the Dallas field office that a request for an inspection has been received. By granting your consent to notify the FCC, your immunity from an official FCC *Continued On Page 3*

Washington Flack

The new FCC ownership rules passed by the commission on June 2 has created quite a stir on Capitol Hill. The new rules increase the television ownership cap from 35 to 45%; establish guidelines for multiple ownership of television stations in the same market; establish guidelines for radio, television and newspaper cross-ownership, and redefine the market rules on local radio ownership.

Increasing the cap to 45% has received a great deal of opposition in Congress, and has brought a great deal of focus on our profession. As an NAB memo stated, "The climate right now is to throw 'everything but the kitchen sink' at broadcasters, approaching almost every conceivable broadcast policy issue." Among them are public interest obligations, radio consolidation, license renewals, and indecency. Senator **John McCain** has brought back his "free air time" proposal from last session. For more details on the McCain proposal, see article on page 4.

The OAB is supportive of the retention of the 35% ownership cap, but only as a clean bill without the various amendments that are being offered. Most are detrimental to a free broadcast *Continued On Page 4*



For Nationwide Work

OAB President Honored

The National Center for Missing and Exploited Children honored OAB President **Carl Smith** for his work nationwide on the Amber Alert program. FCC Chairman **Michael Powell** (above, center), NAB President **Eddie Fritts** (left), and Smith were presented with the Charles B. Wang International Children's Award at a dinner in Arlington, VA. The award is the highest given *Continued On Page 3*

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Message from the Chairman

No One Seems To Know ...

Maybe you were like me and were quite shocked following the recent Senate hearings on broadcast ownership. My shock came from the feeling that no one seems to know what broadcasters do for the communities they serve. It seems to me all I heard in the hearing was what we did *not* do to serve our communities. For a moment I wondered why that was, and then it hit me—we seldom tell anyone what we do to serve our communities. Other than fellow broadcasters, how many Oklahomans know that Oklahoma was the first state in the nation to implement a statewide Amber Alert program? Probably very few.



Please, in the next few weeks, think about all that your stations do to serve your community, and tell someone outside of this industry. Carl has asked each member for a breakdown of their community service efforts so we can share that information with the Oklahoma delegation. Please, if you have not sent your report to Carl, get it done. I am sure that in Oklahoma we have a much better-than-average story to tell Congress about how Oklahoma broadcasters serve their communities.

—Bill Coleman

OAB Board of Directors

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President and CEO	Carl C. Smith	
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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.

Telephone— 405-848-0771 **Web Site**— www.oabok.org
FAX— 405-848-0772 **E-Mail**— csoab@aol.com

Calendar of Events

August 27

Awards Meeting
Oklahoma City

August 28

Awards Meeting
Tulsa

September 4

New Ownership Rules Effective

October 1-3

NAB Radio Show
Philadelphia

October 14

OAB Board of Directors
Oklahoma City

October 21

Paul Weyland 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

OAB Job Bank
www.oabok.org

inspection starts at that time. Should your station(s) not consent to notifying the FCC, you are subject to an inspection even though an application is pending. The FCC's rationale for this is that it would eliminate inspectors making unnecessary trips to inspection stations when the station has a application pending.

This is not a change for our association as we have been notifying the Dallas office when an application is received. The consent factor is the change here.

A major change is the time allotted for issuance of a Certificate of Compliance. From the date of your application to the completion of the inspection and any corrective measures necessary for the issuance of the Certificate of Compliance, a 150-day time period is established under the new agreement.

Stations will be immune from drop-in inspections during the 150-day period.

The station's Request Application and Certificate of Compliance must be posted at the station in a prominent place; the application when it is mailed, and the Certificate when received.

Compliance Benefits

A Certificate of Compliance provides you with three years of protection against drop-in FCC inspections, with the following exceptions:

- Political Files
- EEO Compliance
- Targeted inspections only for safety matters related to the towers
- Investigation of complaints.

Should an inspector discover violations unrelated to the purpose of their inspection of a certified station during a Political, EEO or Targeted Safety inspection, station personnel will be notified. Correction of the violations is between the inspector and the station without an official write-up. If, during a Complaint Driven inspection, violations other than the complaint are discovered, the inspector may take enforcement action.

Currently Certified Stations

The FCC will honor any Certificate of Compliance issued prior to the start of the new agreement on September 29, 2003 as long as the Certificate is on file at the Dallas FCC office and is properly posted at the station.

ABIP Inspection

The official ABIP Inspector for Oklahoma will contact the requesting station within 30 days of the request date to schedule an inspection of the station.

The inspection will be conducted following the same procedures as a standard FCC Enforcement Bureau full station inspection. The inspection will not include an inspection of the station's conformance with any regulations relating either to EEO or to political broadcasting, except to determine whether a station maintains annual EEO Public File Reports (if required) and a Political File that is available to the public for inspection.

Upon completion of the inspection, the inspector will issue in writing a letter notifying the station of its compliance or non-compliance. Copies will be sent to the OAB office.

If a station is in compliance, the OAB office will issue the Certificate of Compliance with a copy to the Dallas FCC field office. If a station is not in compliance, they will have the balance of the 150-day period to correct any violations and have a certificate issued. Should they fail to make the necessary corrections within the 150-day period, all fees are forfeited and they are subject to FCC inspections. A copy of the non-compliance letter is not sent to the Dallas office.

Weyland Seminar with New Twist

Paul Weyland's return trip to Oklahoma City on October 21 and to Tulsa on October 22 will offer a new twist. Paul's morning sales session will be for broadcast sales people, and the afternoon session will be restricted to direct advertising accounts only. Attendance at the sessions will be restricted to those stations subscribing to the OAB Paul Weyland E-lesson program. More information will be mailed out in September.

National Award continued from page 1

by the National Center.

Smith has worked with the other state broadcast associations in the establishment of 45 state-wide programs in the country. He serves on the Department of Justice Amber Advisory Committee.

McCain's Free Time Is Back

After suffering a defeat of "Free Time" legislation in the last session, Senator **John McCain** (R-AZ) has introduced similar legislation this session. The new bill would:

- Mandate all television and radio stations carry two hours per week of "candidate or issue centered" coverage in the six weeks leading up to a federal election.
- Modify the Lowest Unit Charge to apply to national parties, require that parties and candidates receive all ads at the lowest preemptible rate; and make all candidate ads non-preemptible.
- Impose a 1/2-1% tax on gross revenues of all radio and television broadcasters. Monies raised would fund a voucher system for candidates and parties to purchase broadcast time.

As broadcasters, we would not only give free time, but also discount time and then help pay for it.

At a time when there is so much concern in Washington with localism, what about the impact of McCain's legislation on access for local advertisers and political candidates? That doesn't appear to be one of his concerns.

It's a frightful thought that this legislation would pass, but there is always that possibility. In the past our Oklahoma Congressional delegation has opposed similar legislation. We have a number of reasons to oppose this legislation. If you need updates, let me know.

Another Volley: Chairman Powell's Localism Initiatives

In an effort to counter the attacks that the FCC is not concerned with localism (charges stemming from the June 2 changes to FCC Ownership Rules), Chairman **Michael Powell** has come up with new initiatives. He is proposing:

- Speeding the activation of low power FM Stations
- Establishing a Localism Task Force within the Commission to measure localism, to organize public hearings on localism around the country, to make recommendations to Congress for adding thousands of low power FM stations, and for promoting localism.
- Adopting a Notice of Inquiry seeking public comment on ways to promote localism.

These proposals could bring quantitative minimums on informational programming, shorter license terms, and more contentious renewal application processing.

It looks like it's going to be a long winter for broadcasters.

How We Serve Our Local Communities

Our thanks to those of you who responded to our request for a report on "How You Serve Your Local Community." Ten televisions and over 50 radio stations responded. Reports came from the smallest of operations and those owned by the major broadcast corporations.

The reports are a glowing example of how our Oklahoma stations serve their communities and serve them well. I know that some were quite modest in their reporting. The many things that some of our small market stations do for their communities made us quite proud.

Congressman **John Sullivan** was presented a copy of the report at a luncheon in Tulsa on August 21. Copies will be provided to other members of our delegation on a trip to Washington in September.

Washington Flack continued from page 1

system. We are also quite concerned with discussions that suggest local broadcasters are not serving their local communities due to consolidation. We know better, and that was the purpose of our recent request for a report on how you serve your local community. Those reports have been bound and will be presented to members of our Oklahoma Congressional delegation.

The next few weeks and months are very important times for broadcasters with all of the flack going on in Washington. Maintaining a relationship with your representative, keeping him advised of your role in the community and your position on issues important to you should be at the top of your priority list.

Foundation Golf Scramble

The KOCO team of **Brent Skarkey**, **Rick Pendergraft**, **Jason Mullenix**, and **Jeff Cunningham** took the top honors at the Education Foundation Golf Scramble held on July 22. The Oklahoma City Channel 5 team shot a 58 on the Jimmie Austin OU Golf Course in Norman. The winning team received plaques.



Taking the Longest Drive honors were Jason Mullenix on #4 and UPN43's **Mike Lewis** on #10. In the Closest to the Pin contest the winners were Oklahoma Farm Bureau's **Sam Knipp** on #3 and KFOR's **Wes Milbourn**, who was 14 1/2" from the hole on #11. Winners of the Longest Drive and Closest to the Pin Contests received \$100 pro shop gift certificates courtesy of Team Radio, KFOR, Renda Broadcasting, and KTUL-TV.

Putting Contest winner **Michael Kronley**, KJRH-TV, Tulsa, received a Sony Vega television courtesy of KFOR-TV.



Sponsors of the Foundation Golf Scramble were the **Oklahoma Energy Resources Board (OERB)** and the **Oklahoma Army National Guard**. With 46 golfers participating, the scramble presented a strong case for making it an annual Education Foundation fundraiser. It is anticipated that next year's event will be much larger and even more attractive.



Stan Ball's staff at Jimmie Austin did an outstanding job of conducting the scramble.

The Scramblers—[counter-clockwise from top left]—Renda's persuasive Account Executives helped raise money for the Education Foundation by selling Mulligans and Putting Contest Entries. Renda's Kristen Davis, Oklahoma Farm Bureau's Sam Knipp, Renda's Amanda Self ❁ BMI's Paul Cooper with KWCO's Matthew Mollman ❁ OSSAA's Ed Robinson, KTUL-TV's Garry Porterfield and Pat Baldwin with OSSAA's David Jackson ❁ *Longest Drive Winners*—Mike Lewis and Jason Mullenix ❁ The KECO team—Shawn Wilson, Blake Brewer, Brett Brewer, and Brooks Brewer ❁ *Closest to the Pin*—Farm Bureau's Sam Knipp and KFOR-TV's Wes Milbourn ❁ Tournament Sponsor OERB's team—Kristi Allison, Mindy Burney, Mike Terry, J. D. Holbird, and David Littlefield ❁ *Putting Contest Winner*—KJRH-TV's Michael Kronley, Contest Sponsor KFOR-TV's Wes Milbourn ❁ *The Winning Team*—KOCO-TV's Brent Skarkey, Tim Brassfield, Rick Pendergraft, and Jason Mullenix



New OAB Website

The new OAB website is expected to become operational during September.

The homepage will feature a timeline crawl with historic pictures of Oklahoma broadcasting. It will be far more user friendly and you will be able to navigate throughout the site with ease.

To assist in meeting your EEO requirements, posting job openings and searching job applicants will be far easier. Direct registration for OAB events such as seminars and convention will be a feature. Advertising, political and regulatory sections will be expanded. Ultimately the OAB directory will be on the website with stations having the ability to update their information at any time.



OAB Chair **Bill Coleman** presents Colonel **Ken Calhoun** with plaque

OAB Honors Colonel Calhoun

At the July board of directors meeting, Colonel **Ken Calhoun** of the Oklahoma Army National Guard was honored for his continuous strong support of the OAB PEP program. Colonel Calhoun was recently assigned a new responsibility with the Guard and has been in charge of the marketing and recruiting program.

Chairman **Bill Coleman** presented the Colonel with a "Friend of Broadcasters" award at the board meeting.



Tompkins "storytelling" earns the group's attention.

[inset] Al Tompkins (third from left) with KFOR-TV's **Jacquie Damrill** and KWEY/KQMX's **Mary Beth Henschel** and **Jennifer Bradford**

Tompkins Storytelling Bootcamp Huge Success

"Al Tompkins inspired me to try new things and reminded me of my responsibilities as a journalist. I know I will be a better reporter and storyteller because of what I learned."—**Jana Clark**, KOKI Fox 23 News, Tulsa

"Great stuff! Thanks for setting up the Al Tompkins seminar. I think it is going to turn out to be one of the most useful one-day sessions I've attended. I look forward to a return engagement."—**Charlie Taraboletti**, KWON, Bartlesville

Those are just two of the comments from the many we received from the 54 broadcast journalists attending the Al Tompkins Storytelling Bootcamp on August 9.

From the first moment of the morning session to the final tape on Saturday afternoon, Al had the group totally immersed in the world of broadcast news writing. His taped stories were learning experiences and often offered new insights and challenges to our journalists. Simple pointers on making the transition from reporter to journalist were commonplace. Al is a remarkable teacher.

We're Into Plastic

Want to charge your convention registration to Visa or MasterCard? Registration to a seminar or workshop? You now can as the OAB has moved into the world of plastic. We are not marketing our own Visa or MasterCard, but we are accepting them for any OAB charges. This service will be available at any OAB events and on registration forms for events.

2003 Kravis Broadcast Institute

The second class of the Kravis Broadcast Institute at UCO in July was an exciting group. You couldn't find a finer group than the 15 young people who participated in the two-week on-campus experience. They were a dedicated group, concentrating on their learning experience and bonding together quite well.

The group showed a diverse interest in all aspects of broadcasting. Some had interest in on-camera work, some radio, and some in behind-the-scenes activity. They were all exposed to the diverse careers broadcasting offers. Numerous professionals appeared before the classes as guest lecturers, and the group took trips to Clear Channel Radio, KFOR-TV and Garman Productions.

Evening entertainment included a Redhawks game from the KFOR suite, a water park trip,



2003 Kravis Broadcast Institute Graduates—(front row, left to right) Alicia Adams, Kaylee Casey, Kyler Pettitt, Jillian Lombardi, Whitney Danker, Jessica Plummer, Maris Skinner * (back row) Brett Hiseley Nicole Simmons, Kody Looper, Kelly Callison, Robert Dinger, Micah Manalo, Chelsea Moore, Amber Ainsworth, Institute Counselor Mark Scott



2003 Kravis Broadcast Institute Faculty and Staff—(left to right) Keith Swezey, Institute Instructor; Mark Scott, Men's Counselor; Pat Casey, Institute Instructor; Charlotte Waddle, Institute Coordinator; Jack Deskin, Institute Director. Not pictured is Stephanie Scott, Women's Counselor

and dinner and a canal water taxi ride in Bricktown.

The OAB July Board meeting was held at UCO on the final day of the Institute. Members of the board viewed the students' video presentations, lunched with them, and Chairman **Bill Coleman** presented the Certificates of Completion.

UCO faculty members Dr. **Jack Deskin**, Dr. **Keith Swezy**, **Pat Casey**, and staffer **Charlotte Waddle** did an outstanding job in putting the program together. **George Kravis** funds the Broadcast Institute through the Raymond and Bessie R. Kravis Foundation.

Annual Sports Day Program Goes Well



KMGZ's **Chuck Morgan** and **Jana O'Malley**, OSSAA's **Ed Robinson**, and KMGZ's **Steve Adams**

Thirty-three OAB sports broadcasters attended the July 22 morning Sports Day program at Jimmie Austin OU Golf Course.

Mike Hauck of the OU Athletic Information Department spoke on working with the national media. **David Jackson** and **Ed Robinson** of OSSAA gave the group an update on recent rule and policy changes. Veteran play-by-play broadcasters **Chuck Edwards** and **C. J. Montgomery** offered their insights on calling games.



Greg Swaim—Greg Swaim Recruiting Service

Wrapping up the morning was recruiting guru **Greg Swaim** from Stillwater who offers one of the most respected basketball recruiting services in the country. Most of the nation's top basketball programs utilize his service. Swaim also produces four basketball classics around the country that showcases high school talent for college coaches. He also has a daily radio show on basketball recruiting.



Oklahoma's 100th Birthday

2007 marks the 100th anniversary of Oklahoma's becoming a State. The Oklahoma Centennial Commission has been working on plans for a statewide celebration of this historic event.

As a leading voice in your community, it is time you start talking with your local leaders on what is being planned or can be planned to mark this once-in-a-lifetime occasion. The OAB office has been in contact with Centennial officials and will be contacting you later with more information that might assist you in joining the party.



October 21 & 22
Paul Weyland
Seminar