



Oklahoma Association of Broadcasters

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www.oabok.org

Congress Passes Satellite Home Viewer Act

The NAB and the nation’s television broadcasters achieved a major victory with the passage of the legislation authorizing the extension of the Satellite Home Viewer Improvement Act for another five years. The current Act is scheduled to expire on December 31, 2004.

Countering the strong lobbying effort of EchoStar satellite service and other minor players, the industry was able to get highly favorable legislation for the television broadcaster passed. As a provision of the “Omnibus” funding legislation, the legislation passed the House and Senate on November 20. The inclusion in the legislation of “White-area” and “two-dish” proposals by EchoStar would have been devastating to our commercial stations and the consumers they serve.

A special thanks to the members of the Oklahoma Congressional delegation, **Senators Nickles and Inhofe** and **Representatives Sullivan, Carson, Lucas, Cole and Istook** for their support.

New Lottery and Gaming Laws

The voters at the November elections approved a state lottery and changes in the state gaming laws. A memo was sent to all stations shortly after the elections outlining what we were able to learn at that time about the new ventures. One thing we learned was that nothing changes immediately.

It may be up to a year before the new state lottery is operational. Staff, rules and regulations, a Commission, and probably hundreds of other items must be in place

before it will be operational. Until that time, I wouldn’t be projecting too much lottery advertising for next year.

The questions have come up if out-of-state lottery advertising could be accepted, and whether lotteries such as raffles are legal to advertise. I was advised that the out-of-state lottery advertising question has not been addressed, and until it is the current laws prohibiting such remain in effect. The same holds true for non-profit *Please turn to page 4*

Two New Board Members

Joyce Reed, Vice President of Strategic Planning for Griffin Communications, and **Dan Lawrie**, Tulsa Clear Channel Market Manager, have been appointed to the OAB Board of Directors.

Before moving into Griffin Corporate operations, Ms. Reed was the news director at KWTV in Oklahoma City. A native of the

Springfield, Missouri area, she started her career in Springfield radio, later moving to television news. She has served as news director in several major markets across the country.



Dan Lawrie is a native of London, England, and moved to the United States to pursue a career in professional

soccer. He started in radio sales at Clear Channel in Oklahoma City, ultimately moving up to sales management. Prior to his being named Cox Radio Market Manager for Tulsa; he was a sales manager and *Please turn to page 4*

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The Measure of Our Lives

In just a couple of weeks, 2004 will fade into history as has every year before it. Mother was right: the older you get, the faster time flies. Wasn't Valentine's Day just last month?

How will you remember 2004? Perhaps you will remember it as the year the economy in Oklahoma began to slowly improve. Perhaps you will remember it as the year Janet Jackson stirred up a hornets' nest on Capitol Hill. Perhaps you will remember it as a year of increased challenges for broadcasters, legally and economically.

I think that many of us will remember 2004 for some event in our personal lives. Perhaps the birth, graduation or marriage of a child. Perhaps a special vacation spent with your family. Perhaps the passing of a loved one.

As broadcasters, we all spend most of our waking lives at our studios—we are 24/7, not closing for bad weather or holidays. People depend on us to keep them informed and safe. But in the end, we measure our lives not by the number of hours we have worked, but by the experiences we have had.

Even as we meet the needs of our profession, take time to “look out the other window” as Roy Williams would say. Make time to spend with family and friends this Holiday. Let this season of light replenish your spirit. Eat a little turkey ... drink a little eggnog ... and anticipate a great new year in 2005.

May you have a truly blessed Christmas and my all your dreams come true in the New Year.

OAB Board of Directors

Pat Bryson	Renda Broadcasting, Tulsa	Chair
Brent Hensley	KOCO-TV, Oklahoma City	TV Vice Chair
Roger Harris	KADA AM/FM, Ada	Radio Vice Chair
Kevin Perry	Perry Broadcasting, Oklahoma City	Treasurer
Wes Milbourn	KFOR-TV, Oklahoma City	Chair-Elect
Bill Coleman	Team Radio, Ponca City/Perry/Blackwell/Stillwater	Past-Chair
Lee Anderson	McAlester Radio, McAlester	
Pat Baldwin	KTUL-TV, Tulsa	
Dan Lawrie	Cox Radio, Tulsa	
Michael Kronley	KJRH-TV, Tulsa	
Kevin Potter	KWON/KYFM/KRIG, Bartlesville	
Joyce Reed	Griffin Communications, Oklahoma City	
Associate Representative	Bill Whitley, Media Services Group	
OBEA Representative	Michael Bruce, Oklahoma Baptist University	
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 four 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 **Email**— smith@oabok.org

Events Calendar

Dec. 1 & 16

License Renewal Pre-Filing
Announcements

Jan. 1 & 16

License Renewal Pre-Filing
Announcements

Jan. 18

OAB Awards Entry Deadline

Feb. 1

Oklahoma Radio License
Renewal Filing Deadline
Notification of OAB Award
Winners

Feb. 1 & 16

License Renewal Post-Filing
Announcement

Feb. 10-12

RAB Sales Conference
Atlanta

Feb. 28-Mar. 2

NAB Leadership Conference
Washington, DC.

Mar. 1 & 16

License Renewal Post-Filing
Announcement

Mar. 3-5

State A & B Basketball
Championships

Mar. 10-12

State 2A-6A Basketball
Championships

Mar. 27

Easter

Apr. 1 & 16

License Renewal Post-Filing
Announcement

Apr. 1 & 2

OAB Annual Convention
Renaissance Hotel, Tulsa

Mefford Seminars Are *Huge Success*

You know you have a huge success when 73% of the evaluation respondents score the seminar a 10 and the other 27% give it a 9 or 8. That was the result of the Chuck Mefford Sales Seminars in Oklahoma City and Tulsa on October 9 and 10.

Chuck showed the 160+ radio and television sales execs in attendance how to get into the client's head and learn "How to Brand Your Owner-Operated Business." During the six-hour program, our radio and television sales folks took on the role, in their mind, of one of their local clients. With large national chains moving into all market sizes, Mefford provide the solutions for local owner-operated businesses to acquire and maintain a good chunk of the business. Chuck proved he is one of the real Masters of sales training.

It is anticipated that Chuck Mefford will return early in 2005 to present this same program for local clients.



Cox Radio's Tracie Poe with Mary Light and Erika Smith, KBEZ/KHTT, Tulsa

Chuck energizes the Tulsa crowd



Chuck gives sales tips to Carole Arnold, Clear Channel Radio, Oklahoma City • Bartlesville Radio's Danny Cottrell gets quizzed on cereal brands
 Chuck chats with Nicole Ricks [center] and Sherri Banister [right], KSBI-TV, Oklahoma City

Oklahoma Radio License Renewal February 1, 2005

License Renewal applications for all Oklahoma radio stations must be filed by February 1, 2005. Stations are required to run pre-filing announcements on December 1 & 16 and January 1 & 16. Post-filing announcements must run on February 1 & 16, March 1 & 16, and April 1 & 16.

Suggested copy and information can be found on the OAB website, www.oabok.org.

New Board Members continued from page 1

director of sales.

Reed and Lawrie replace **Sue Stuecheli**, who transferred to Dallas, and **Vance Harrison**, who resigned from Renda in Oklahoma City.

The OAB is indebted to Ms. Stuecheli and Mr. Harrison for their contributions and exemplary service to the OAB. Both were outstanding directors and officers.

Special Notice

The OAB office will be closed on December 24 and 31 in observance of the Christmas and New Year's Holidays.

Sgt. Collins Honored For Marketing



One of OAB's greatest friends and supporters, **SFC. James Collins** of the Oklahoma Army National Guard, was recently named the Outstanding Marketing Non-Commissioned Officer in the nation. Sgt. Collins was recognized at a National Guard dinner in Washington, D.C. in November. Under Sgt. Collins' leadership, the Oklahoma Army National Guard continually ranks among the top states in the country in recruitment. The OAB congratulates Sgt. Collins!

Around the State

Michael Oppenheimer, Clear Channel Tulsa, has been named by *Radio Ink* magazine as one of the top medium market managers in radio markets 31-100.

Carl Wiggle, better known to radio listeners as **Jackson Kane**, passed away on October 27 after a battle with cancer. He was the news director at KTOK from 1981 until the mid-90's.

Debbie Schaer has been named Director of Sales for Perry Broadcasting.

Owner **Larry Hestand** has sales pending before the FCC for KGND, Ketchum, to a National Public Radio Trust or Foundation. The station will be programmed by KOSU, Stillwater.

Earlier this year, **Bill Payne** purchased KTLQ/KEOK, Tahlequah.

Scot Herd is the new market manager for the NextMedia stations in Ardmore.

New Lottery and Gaming Laws continued from page 1 lotteries. The legislation authorizing an election for a state lottery originally contained a provision allowing non-profit lotteries, but it was not in the final bill passed.

It is anticipated it will be a few months before the new gaming laws governing tribal and horse racing track casinos will be worked out. Tribal casinos must have compacts approved by the State and Federal governments. Horse racing tracks will be regulated by the Horse Racing Commission and a director, special commission, and rules and regs must be in place before they can be operational.

We hope to conduct a workshop on these issues sometime after the first of the year.

OAB Annual Awards Programs

Outstanding Achievement Awards

Even though the deadline for entries in the OAB Awards competition is almost two months away, now is the time to start reviewing your potential entries. Last minute efforts can overlook a possible winner.

The competition date for television news, weather and sports-casts was Thursday, November 11. The date for radio newscast entries was Wednesday, November 10.

The deadline for entries is 5:00 p.m. on Monday, January 17, 2005. Entries will be judged the weekend of January 28–29, with winners to be announced on February 1. The awards will be presented at the Annual Awards Dinner on April 2, 2005, at the Renaissance Hotel in Tulsa.

OAB Community Service Awards

Information on these non-competitive awards was mailed to all stations several weeks ago with information on all of the OAB programs. The awards are based on the merit of the individual community service projects conducted by the stations.

The station must have played a major role in the origination, execution, and success of the project. Projects promoted by numerous media outlets should not be entered.

OAB Hall of Fame

The deadline for nominations to the OAB Hall of Fame was Monday, November 22, 2004. A committee of Hall of Fame members previews nominations with the final selection made by the OAB Board of Directors. The Hall of Fame dinner/program will be on Friday, April 1, 2005, at the Renaissance Hotel in Tulsa.

OAB Annual Convention
April 1 & 2 • 2005
Tulsa • Renaissance Hotel

State Broadcast Associations Fight the Battles

The National Alliance of State Broadcaster Associations (NASBA) has provided state broadcaster associations a strong voice on issues before the FCC and the Congress. Joining together in a unified front, the organization has fought numerous battles on behalf of local broadcasters.

NASBA took the FCC to court on the old EEO rules and had them thrown out. They have continued that battle with filed comments and legal action regarding the new rules. Opposition to the re-establishment by the FCC of Form 395-B “Annual Employment Report” based on numbers is one of the latest efforts.

Comments have also been filed with the Commission on “Localism,” “Program Recording,” “EAS,” and “Satellite Radio Providing Local Program-

ming.” All of these actions by NASBA are done on a shared-cost basis, thus minimizing the financial load to each state association.

NASBA also provides the “grass roots” lobbying base for the NAB on all broadcast issues coming before the Congress. Through NASBA and the local broadcasters, the NAB is able to localize its message to the members of Congress.

NASBA is comprised of state broadcast associations in all 50 states and Puerto Rico. It has no staff and is governed and operated by a board of directors and officers from the state associations. It has minimal annual dues and all regulatory and legal actions are financed by assessments to each state association participating in the action.

How Will We Meet Tomorrow?

Our industry—broadcasting—is facing more challenges than at any time I can recall in my many-score years in this wonderful profession. Competition for the listener/viewer and the advertising dollar is greater than ever; Congress and the FCC is not nipping, but trying to take big bites at our backside; and we have the demands of corporate attempting to appease Wall Street.

I recently read where one of the major corporate execs, in introducing a new program, described the various elements of the program. First on the list was “making a profit.” I think we can all agree that is certainly the ultimate goal of any business, but assessing a “fair” profit draws a great variance in opinions.

I could, but won't dwell on that subject. My concerns deal with striking a balance between “pacifying Wall Street” and “serving our public.” Everyone you talk with about the “key” to local radio and television's future says “Localism.” Meeting the needs of our local public through entertainment and information is the key to our ratings and revenues. It will also prevent sweeping re-regulation of our industry by those in Washington.

How are you taking aim on tomorrow? With a double-barrel or a single-shot? And what is your target?

—Carl Smith

Since September 11, 2001, over 4000 men and women
in the Oklahoma Army National Guard



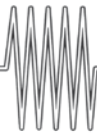
Have Been Called to Serve
To Defend Freedom. We want to say, "Thanks" to the
Patriots of the OAB for Your Dedication and Support.



ARMY
NATIONAL
GUARD

www.1-800-GO-GUARD.com

OAB



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