



Oklahoma Association of Broadcasters

Volume 17 – No. 1

Spring 2004

www.oabok.org

A Successful 2004 Convention



More than 175 Student Day participants were enlightened by radio and TV professionals

If the 2004 OAB Convention did not set a record for attendance, it came awfully close to it. On Friday all sessions were well attended and the foyer adjacent to the meeting rooms and exhibit area were a constant beehive of activity. The big Sony tractor-trailer in front of the hotel also proved to be a popular attraction.

Our Washington counsel, **David Oxenford**, did his usual outstanding job in conducting Political and EEO workshops on Friday morning. A highlight of the Friday morning Engineering Conference was an open discussion via telephone line with Inspectors in the FCC Dallas office. With the inspectors 200 miles away the questions flowed freely from the engineers in attendance.

Radio & Records' **Erica Farber** addressed a packed ballroom at

Friday's Student Appreciation Luncheon with over 275 in attendance. Erica's comments ranked high on the charts with the students and broadcasters in attendance.

Friday afternoon's sessions on legal and regulatory matters and the future of broadcasting were well attended and received many excellent comments. NAB's new Chief

Legal Counsel **Marsha MacBride** offered her perspective on a multitude of regulatory issue. With three top broadcasting execs stating their views, panelists **Traug Keller**, President, ABC Radio Networks; **Steve Newberry**, Commonwealth Broadcasting President, and **Brian Jones**, Regional Vice President for NexStar Broadcasting, covered



Erica Farber spoke to 275 attendees at the Student Appreciation Luncheon

what's down the road for broadcasting. These two sessions were about as good as you could have at a convention.

The Friday Student Day morning program offered an opportunity for the students **Continued On Page 3**

Foundation Golf Scramble

June 17 is the date for the OAB Education Foundation Golf Scramble at Oak Tree Country Club in Edmond. Tee off time for the scramble is 1:00 p.m. with a buffet luncheon preceding the afternoon's play. An awards reception will follow the afternoon of fun and challenges.

Pro Shop gift certificates will go the to top three teams and the winners of the Putting, Longest Drive and Closest to the Pin contests. A special competition for Automobile Dealers is also planned.

A number of event and hole sponsorships are still open. Full particulars on the Scramble may be found on the OAB website at www.oabok.org.

Entry fee for the Scramble is \$125, which will cover the green fees, prizes, luncheon, and reception. Profits for the Education Foundation are expected to come from the event sponsorships. If you have questions, call the OAB office.

on the inside

OAB gets first woman as board chair	Page 3
Hall of Fame gets new members	Page 4
Stations and Personalities of the Year	Page 5
Thank you, Mr. Coleman	Page 7

Message from the Chairman

They Turn Us Off

Last month, I was fortunate enough to be included in the Oklahoma delegation of broadcasters who attended the NAB legislative Conference in Washington, D.C. For three days, we heard the power brokers in Washington speak about issues facing our industry. **Tom Daschle, Bill Frist, Kevin Martin**—each could have been reading from the same script that began, “Janet Jackson etc, etc, etc.” Did you know that in the last year (as of early March), the FCC has received 530,885 complaints about indecency? Of those, 530,828 were concerning Janet Jackson and the Super Bowl. Do the math: the FCC had received only 57 non-Super Bowl complaints.

Although our industry has other pressing concerns, we will spend the next few months dealing with “indecency.” Now, I do agree that there are certain words and actions that do not belong on the public airwaves, but I am also a proponent

of First Amendment rights. As free, over-the-air commercial broadcasters, we exist on advertising revenue. Our revenue comes rather directly from our ratings. Our ratings come from our listeners and our viewers. If we air something they do not like, *They turn us off*. In other words, they vote with their ears and eyes. We are dependent on our listeners and viewers for our livelihood: we will regulate ourselves because we must to remain commercially viable. What is considered to be “indecent” will be decided by the listeners and viewers in our broadcast areas. I believe that what is “indecent” to Oklahoma listeners will be substantially different from what is “indecent” to LA or New York listeners. How many hearings will it take to come up with an official definition? And what about cable, the internet, and satellite radio? More questionable content comes into our homes through these sources than through free radio and TV. Why are they not sharing the heat?

But this is an election year, and we will have the spotlight giving

us sustans for a least the next few months.

On the fourth day of the conference, we made calls on the Hill. Our legislative delegation gave us the opportunity to express our concerns and opinions. I felt vaguely like “Mr. Smith Goes to Washington.” Actually, Mr. Smith *did* go to Washington. I realized first-hand how fortunate we are to have **Carl Smith** as our President. He is both well-known and well-respected in Washington circles, and has to contacts to get things done.

It was an interesting trip, punctuated by laughter, good food, and singing the Old Miss fight song (in Old Miss Jerseys) during the opening night reception. For an explanation of this activity, you’ll have to contact your out-going Chairman, **Bill Coleman**. I shall try to provide more decorous leadership during the coming year.

Thank you for allowing me to serve as your Chairman for 2004. It’s going to be a *great* year in Oklahoma.

—Pat Bryson

OAB Board of Directors

Pat Bryson	Renda Broadcasting, Tulsa	Chair
Sue Stuecheli	KAUT-TV, Oklahoma City	TV Vice Chair
Roger Harris	KADA AM/FM, Ada	Radio Vice Chair
Vance Harrison	Renda 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	
Brent Hensley	KOCO-TV, Oklahoma City	
Michael Kronley	KJRH-TV, Tulsa	
Kevin Perry	Perry Broadcasting, Oklahoma City	
Kevin Potter	KWON/KYFM/KRIG, Bartlesville	
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 **E-Mail**— smith@oabok.org

Calendar of Events

June 12

Lowest Unit Charge begins for Primary Election

June 17

OAB Education Foundation Golf Scramble
Oak Tree Country Club

July 27

Primary Election

July 28

Lowest Unit Charge begins for Primary Runoff

August 24

Primary Runoff

September 3

Lowest Unit Charge begins for General Election

Bryson First Lady Chair

Pat Bryson, General Manager for Renda-Tulsa, is the new Chair of the OAB Board of Directors. Bryson



moved up to the top office at the recent convention. Pat is the first woman to hold the OAB's top elected office.

Wes Milbourn, KFOR-TV, was elected Chair-elect at the annual meeting on April 2. **Brent Hensley**, KOCO-TV, joined the OAB board filling a two-year unexpired term. Elected to three-year terms were **Roger Harris**, **Sue Stuecheli**, **Pat Baldwin** and **Lee Anderson**.

Officers approved by the board for the coming year were Roger Harris, Radio Vice Chair, Sue Stuecheli, Television Vice Chair and **Vance Harrison**, Treasurer.

Bill Whitley is the Associate Member representative to the board and **Michael Bruce** the OBEA representative.

Bryson is a graduate of the University of Tulsa and began her broadcast career in Muskogee. After a short tenure there she joined KRAV in Tulsa as an account executive, ultimately advancing to sales manager. Under her leadership the station established all-time sales records for the Tulsa market. In recent years she has been the general manager of KBEZ/KHTT in Tulsa.

Convention Success to "Quiz Continued from Page 1" the General Mangers." General managers **Pat Bryson**, **Sue Stuecheli**, **Bill Coleman** and **Brent Hensley** fielded questions from the students and moderator **Gwin Faulconer-Lipfert**. The Futures panel of **Traug Keller**, **Brian Jones**, and Renda's **Vance Harrison** sitting in for **Steve Newberry** followed this opening session. It was very enlightening for the group of future broadcasters.

Friday afternoon, 11 Oklahoma City radio and television professionals conducted roundtable discussions on six areas of broadcasting for the 175 students in attendance.

The Friday evening Hall of Fame Dinner/Program is covered in another article, but drew a near record attendance.

The hectic pace of Friday's activities slowed somewhat on Saturday without the broadcast students, engineers and exhibits. The opportunities for learning continued as Nielsen and Arbitron presented separate sessions on the metered ratings. Arbitron, in the throws of testing their new metering system, presented some astonishing information on not only radio listening, but television viewing as well. The Arbitron metering system is not restricted to in-home data, but is a people meter that travels and records data as the individual moves about.

The NCAA Final Four and district political caucus impacted the attendance of our congressional delegation and the length of the Saturday luncheon program. **Senator Nickles**, an OSU grad, was at the Final Four; **Representative Istook** had a conflict, and **Representative Sullivan** had illness in the family. **Senator Inhofe**, **Representatives Carson**, **Cole**



Commonwealth's Steve Newberry, ABC's Traug Keller, and Nexstar's Brian Jones discussing the future of broadcasting in the new millinium

and **Lucas** were in attendance, but the program was cut short because some had commitments to party caucuses. A special guest at the luncheon was **Major General Harry Wyatt**, Adjutant General of the State of Oklahoma.

Sean Luce did his usual excellent job in presenting an afternoon session for sales managers.

Saturday evening proved to be an exciting evening to two packed houses. First the foyer was packed with folks watching the OSU vs. Georgia Tech Final Four game over three television sets. Unfortunately, those viewers were disappointed in the outcome. At the second packed house, the awards dinner and program, spirits were lifted as most in attendance were the happy recipient of one of the awards presented. Approximately 275 attended the dinner that was delayed 30 minutes due to the basketball game.



Outgoing (in more ways than one) OAB Chairman **Bill Coleman** showed his colors as his final act as Chairman, when he ripped open his shirt and exposed his orange OSU Final Four T-shirt.

Hall of Fame Honorees

The OAB honored three Oklahoma broadcasting legends at the OAB Hall of Fame dinner on Friday evening, April 2. Honored were (left, top to bottom, with Bill Coleman) **Dick Johnson**, co-founder of KWEY, Weatherford, **Ronnie Kaye**, Oklahoma's Mr. Rock and Roll, and **Representative Ron Kirby**, former talk show host and general manager in Lawton. Among the 150 in attendance honoring the inductees was **Lt. Governor Mary Fallin**.

One of the nation's most successful businessmen, **Boone Pickens**, was the speaker kicking off the evening's program. Mr. Pickens is a Holdenville native, graduate of Oklahoma State and received national publicity for his attempted takeovers of some of the country's largest oil companies.

Dick Johnson is a 52-year veteran of broadcasting having started in Chicago in 1952. In 1970, he put KWEY on-the-air. Even though he sold the stations in 1991, he continues to work at the stations doing news, hosting a talk show and selling.

Ronnie Kaye has enjoyed a 45-year career and still does a daily air shift on KOMA-FM, Oklahoma City. In 1963 on WKY, he enjoyed the highest rating ever garnered by a radio personality, a 65 share. His sincerity on the air over the years has allowed him to still enjoy a strong bond with his listening audience.

Representative Kirby is another 52-year veteran of broadcasting having started in McAlester at the age of 12. He was the general manager of the Drewry radio stations for 14 years. Kirby was a pioneer of talk radio in Oklahoma and maintained the highest ratings in the market for many years. For the past 12 years he has served the Lawton area as a member of the Oklahoma House of Representatives.



Keynote speaker Boone Pickens



Three Receive Special Recognition

At the Convention Student Appreciation luncheon, three individuals received special recognition from the OAB for their past and current support of the association.

Retiring University of Central Oklahoma professor **Dr. Jack Deskin** received an Honorary Lifetime Membership in the OAB. Dr. Deskin is former Oklahoma broadcaster and has been a broadcast professor at UCO for several years. He was the director of the OAB Kravis Broadcast Institute for the two years of its existence.

Receiving Special Recognition awards at the luncheon were KTUL-TV Operations Chief **Roger Herring** and **Britt Lockhart**, Chief Engineer for Clear Channel in Oklahoma City. Both Roger and Britt were key players in the establishment of the State EAS Plan and now serve as co-chairs. They are also members of the State Amber Alert Committee and have played an important role in integrating the State EAS system with the Amber Alert program.



Special Recognition recipients (left to right)—Jack Deskin, Roger Herring, and Britt Lockhart



KWTV Promotions Director **Mike Thomas** (left) accepts the Television Station of the Year award from Kevin Potter



General Manager **Kevin Potter** (left) accepts Non-Metro Radio Station of the Year award for KWON, Bartlesville from Wes Milbourn



Radio Personality of the Year Award Winners—Non-Metro winner **Ryan Diamond** (above), KPNC, Ponca City, with Kevin Potter • (right) the Metro winners **Jack Elliott** and **Ron Williams**, KYIS, Oklahoma City, with Wes Milbourn in the middle



General Manager **Harold Wright** (top left), and the staff of KWEY, Weatherford



General Manager **Dan Lawrie** (right) and Program Director **Drew Anderssen** (center) pick up the Metro Radio Station of the Year Award for KRMG, Tulsa from Wes Milbourn



Top Honors Go To...

Taking the top honors at the OAB convention awards program was **KWTV**, Oklahoma City, **KRMG**, Tulsa and **KWON**, Bartlesville. KWTV was named Television Station of the Year, KRMG Metro Market Station of the Year and KWON for Non-Metro.

The Radio Personality of the Year awards went to **Ryan Diamond**, KPNC, Ponca City and **Jack Elliott and Ron Williams**, KYIS.

In the individual category competition, **KWEY**, Weatherford was the big winner with seven awards in the Non-metro division. KRMG was the top Metro winner with 5 awards and **KFOR's** 5 awards led the television division.

Special Thanks to OAB Convention Sponsors & Exhibitors

Sponsors

- ABC Radio Networks
- American Electric Power
- Arbitron
- ASCAP
- BMI
- Bank of Oklahoma
- ConocoPhillips
- Devon Energy Corporation
- Freeland Products
- Kerr-McGee
- Koch Industries
- Media Services Group
- Nielsen Research
- OGE Energy Corp.
- Oklahoma Army National Guard
- Oklahoma Energy Resources Board
- Oneok/Oklahoma Natural Gas
- SBC Communications
- Sony Broadcast & Production Systems

Exhibitors

- American Power Conversion
- Broadcast Electronics
- Digital Resources/AMI
- EVS-Electronic Video Systems
- Grass Valley Thomson
- Harris
- Integrated Lighting Systems
- L-3 Communications
- Media Specialists, Inc.
- Oklahoma Army National Guard
- Orban
- RF Specialties of Texas
- Sony
- Tektronix
- TM Television
- TRON-Tek, Inc.



Recognized at the Student Day Luncheon (clockwise from the top left)—2004 Lisa John Faculty Fellowship award-winner **Sheree Martin** from Oklahoma State University • winners of the 2004 OAB Education Foundation student scholarships—**Kristin Basler**, Oklahoma City University • **Jennifer McMahan**, East Central University • **Lacey Lett**, Oklahoma City Community College • **Matthew Tinley**, Oklahoma Baptist University • **Paige Tebow**, Oklahoma State—not pictured is **Kimberly Buser**, Oklahoma State University



Col. James Greenfield and **Major General Harry Wyatt**, Army National Guard • **Amanda** and **SFC James Collins**

Stations Receive PEP Awards

The Oklahoma Army National Guard and Department of Human Services recognized several radio and television stations for their outstanding support of the individual PEP programs.

DHS Communications Director **George Johnson** presented special awards to KOTV and KTUL, Tulsa; KFOR-TV and KOMA AM/FM, Oklahoma City; and KADA, Ada.

With **Lt. Colonel Gregory Davis** and **SFC James Collins** assisting **Major General Harry Wyatt** and **Colonel James Greenfield**, the Oklahoma Army National Guard recognized KRIG, Bartlesville, KRMG & KGTO, Tulsa, KFOR-TV, Oklahoma City, KWOX, Woodward and KKBI, Broken Bow with special presentations.

In-Fighting on the NAB Board

In the few months that **Phil Lombardo** has served as Chairman of the NAB Joint Board, he has caused more chaos than I have seen in my many years of being associated with the NAB. Backed by a small group of television execs, Lombardo, although publicly denying it, has pushed **Eddie Fritts** to resign as President of the NAB. His confrontation with Eddie in full view of several hundred, including Congressmen and FCC officials, at the recent Governmental Affairs dinner in Las Vegas was a disgrace. I might add that Eddie maintained his cool throughout the ordeal. Two days later at a BMI dinner, a similar incident occurred.

It is my understanding that Lombardo, during his short tenure, has attempted to micro-manage the NAB and has alienated a majority of the staff.

Filling the balance of former Chairman **Jim Yager's** term, he will need to be re-elected to the Chairman position in June. It is doubtful that support will be there, with the radio board and some television board members backing Fritts.

When Eddie Fritts assumed the

leadership of the NAB over 20 years ago, the NAB was recognized as one of the poorest lobbying groups in Washington. Today the NAB is recognized as one of the strongest. This transition occurred because of the leadership Eddie provided and the outstanding people he brought on staff. Today Eddie Fritts and his staff are well respected throughout the Halls of Congress and the FCC. His recent appointments to senior level positions of **Kathy Ramsey** and **John Orlando** in Governmental Affairs and **Marsha MacBride** is an example of his continued history of bringing excellence to the NAB. National broadcast lobbying is a partnership effort of the NAB and the state associations. The leadership of the NAB and the manner in which they operate is very important to us. To push a respected individual such as Eddie Fritts out would be a major setback for NAB in Washington circles. The NAB efforts today need to be concentrated on the major issues facing all of broadcasting and not the disruptive actions of a few.



Thank You, Mr. Coleman

As chairman this past year, **Bill Coleman** did an outstanding job in providing leadership and cohesiveness to the OAB Board of Directors. The OAB enjoyed one of its finest years with Bill at the helm. Our programming and convention enjoyed record participation and finances are at an all-time high. A second-generation broadcaster, Bill is dedicated to all of the good things Oklahoma broadcasting stands for.

Dates Change For Future Conventions

The 2005 OAB Convention will be held on April 1 & 2 at the beautiful new **Renaissance Hotel and Convention Center** in Tulsa. Mid-March conflicts caused a change in the 2005 convention dates and hotels.

Finding appropriate dates for our convention has been a problem in recent years. February is a television sweeps month, regional and area basketball playoffs and the NAB National Legislative Conference typically fall in February. March dates conflict with state high school basketball championships and spring school breaks. Easter usually falls somewhere in that time frame. The NAB Las Vegas Convention is usually held in mid-April and anytime after that you are into graduation and summer break.

Taking all of this into consideration, future OAB conventions will be held during the one window that we appear to have, which is the first weekend in April.

Of course, that weekend has a conflict because the NCAA Basketball Final Four is held on those dates. If OSU, OU or Tulsa make it in future years, we will work around it just as we did this year with television sets at the awards dinner.

Those are the dates we plan for the OAB Convention during the next three years.

Bert Chambers 1950-2004

Broadcasting lost one of its finest people with the passing of Bert Chambers, President of QuinStar Communications Network.



Bert always had a smile, a great sense of humor and made you feel like you were something special to him. Bert was something special to all of us that came in contact with him.

Here & There

Bill Kurtis, a Peabody Award winning 30-year veteran of CBS News, has purchased KBVL-FM in the Pawhuska/Bartlesville market. Kurtis owns KIND-AM/FM in Independence, Kansas, and is a Kansas native. **Patti McCormick** serves as the General Manager of both operations.

The **Family Broadcasting Group** headed by **Brady Brus** is the new owner of KSBI-TV in Oklahoma City as of March 12, 2004. The group had been operating the station under an LMA.

Pat Ownbey, general manager of **On-the-Air, Inc.**, announced that they have signed a lease contract to operate KNOR in Krum, TX, a part of the Dallas/Ft.Worth market. On-the-Air owns KICM, Ardmore, and has an LMA for KACO-FM.

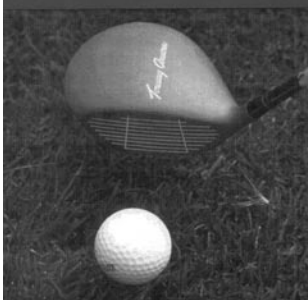
South Central Oklahoma Christian Broadcasting, owners of KTGS, Ada, has purchased KIMY, Watonga.

The **Stipe Family** is selling KMCO/KNED/KTMC AM/FM, the McAlester radio stations, to a group headed by state senator **Richard Lerblanc** of McAlester.



Oklahoma Association of Broadcasters
6520 N. Western, Suite 104
Oklahoma City, OK 73116

**Education
Foundation
Golf
Scramble**



Thursday, June 17, 2004
Oak Tree
Golf & Country Club