



Oklahoma Association of Broadcasters

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www.oabok.org

EEO Public File Report Due February 1st

The new EEO rules require that Station Employment Units (SEU) with five or more employees must prepare on an annual basis, an “EEO Public File Report.” An “SEU” is defined as one or more stations that are commonly owned or controlled, located in the same market and share at least one employee.

The EEO Public File Report must be placed in the public file each year by the anniversary date on which its license renewal application is due to be filed. **The EEO Public File Report must be filed on the station’s website as well, if it has a website.**

Under the new rules, Oklahoma radio and television stations must place their first “EEO Public File Report” in their public file by **February 1, 2004**. Since the new rules did not become effective until March 10, 2003, your first report should cover the period March 10, 2003 through January 31, 2004. You may cutoff the report up to ten days prior to the January 31 date, but your next annual report must begin the day following that cutoff date.

Complete information and sample forms are contained in the Shaw Pittman Legal Guide we mailed you earlier this year.

NAB Community Service Survey Coming

Shortly after the first of the year, you will receive the NAB survey covering how your station(s) served your local communities during 2003. The NAB Community Service Survey enables us to show the great job we do for our communities, large and small. In 2002 radio and television stations generated \$9.9 billion in service for their communities.

When you receive the survey, take some time and give some thought to all of the projects and ways you helped your local people. Complete the survey and get it back to the NAB.

Foundation Golf Scramble Planned

The Education Foundation Golf Scramble this past summer was a test run for a future larger event. The test run was so well received that planning has begun for a 2004 Foundation Golf Scramble tentatively scheduled for June 17 at Oak Tree in Edmond. A committee comprised of **Kevin Potter, Vance Harrison, Bill Coleman, Pat Baldwin** and **Wes Milbourn** are working on the event.

Plans call for a luncheon with play beginning at 1:30 followed by an awards presentation reception. Members of the winning team will receive \$100 Pro Shop Gift certificates, with \$50 certificates for second and \$25 for third. Prizes will also go to the winners of the Longest Drive, Closest to the Pin, Putting, and whatever other contests that may be scheduled. All entrants will receive a goody bag.

Tournament, hole, and contest sponsorships will be available.

Mark your calendar now for this first-class event scheduled for June 17 at Oak Tree.

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Looking Back With Thanks

As we get ready for another holiday and a brand new year, I would like to thank each of you for your continuing support of the OAB. Through your efforts, the association continues to grow in the services provided to the membership.

This last year the OAB was able to make a total overhaul of its web site. If you haven't seen it, please take a look. The new website has everything on it you need to know.

In 2003, many of you took advantage of the Paul Weyland sales training program. This program was provided at a minimal cost to member stations. This was a great benefit to our members.

These were just a couple of the added services that make your membership in the OAB very beneficial.

The biggest thank you I have is to Carl and Nancy. They are doing a great job keeping the OAB in shape. I have really appreciated their tremendous efforts in 2003. Both of them are so vital to the operation of our association.

To each and every one of you, I hope that you and your family have a tremendous holiday season, and may 2004 be a great year for you, and for all broadcasters in Oklahoma.

—Bill Coleman



OAB Board of Directors

| | | |
|--------------------------|---|------------------|
| Bill Coleman | Team Radio, Ponca City/Perry/Blackwell | Chair |
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| Roger Harris | KADA AM/FM, Ada | Radio Vice Chair |
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| Pat Baldwin | KTUL-TV, Tulsa | Past-Chair |
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| Michael Kronley | KJRH-TV, Tulsa | |
| Wes Milbourn | KFOR-TV, Oklahoma City | |
| Kevin Perry | Perry Broadcasting, Oklahoma City | |
| Kevin Potter | KWON/KYFM/KRIG, Bartlesville | |
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| 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.

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

Calendar of Events

December 20

LUC Presidential Primary Begins

January 13

OAB Board of Directors Meeting—Oklahoma City

January 16

OAB Awards Entry Deadline

February 1

EEO Public File Report Due in Public File & on Website

February 3

Oklahoma Presidential Primary

OAB Award Winners Announced

February 5-7

RAB—Dallas

March 1-3

NAB Legislative Conference
Washington D.C.

March 4-6

State High School Basketball Championships Class A & B

March 11-13

State High School Basketball Championships Class 2A, 3A, 4A, 5A & 6A

April 1

OAB Board of Directors Meeting—Oklahoma City

April 2-3

OAB Annual Convention
Westin Hotel, Oklahoma City

Counting My Blessings

I think all of us spend a few moments this time of year reflecting upon the past, assessing the present and looking to the future with great hope and expectations. I know that I do and hope you do also. Our knowledge and experiences gained from the past have brought us to this point in our life cycle and provide us with the springboard that launches our future.

We've been blessed with many great experiences and relationships over the years in our everyday life and this great profession. Most have been good, some maybe not so good, but all played a role in our personal growth. For those we are thankful.

This coming February will mark my 14th anniversary with the OAB. We're proud of the growth of the OAB over that period of time. Again, we've been blessed to have worked with and had the support of some really fine broadcasters as officers, board members and members. In recent years you have been tremendous.

Our association with and the support of the NAB has been a gratifying relationship.

And for 13 of my 14 years, Nancy has always been there to make certain everything went according to plan. She is another of my blessings.

Of course, my greatest blessing has been my wife, Barbara, and our family.

For all of these things I am thankful.

As we close 2003 and look to 2004 with great expectations, **may you and your family have a happy holiday season, and may 2004 be filled with many blessings!**

—Carl

Jimmy Young Leaves OAB Board

With the sale of his Altus stations, **Jimmy Young** has resigned from the OAB board. Jimmy and his wife, **Linda**, are two of the nicest people in Oklahoma broadcasting. Their contributions to Altus and Oklahoma broadcasting are appreciated. Jimmy has been a pillar in the Altus community for many years.

The new owners of the stations are **Matt Ward** and his wife, **Kristin**. Matt is a Kansas native and a graduate of Broken Bow High School. In recent years he has been in radio management in South Dakota and Minnesota.

Another Satisfied Member

One of the benefits of OAB membership is the waiver of broadcast rights fees by OSSAA on state playoff games. In this regard, **Bill Payne** emailed the following to the OAB office.

“I have checked with some of my broadcast friends out-of-state who own about 400 radio stations and many report broadcast rights fees that are charged by their state high school associations for playoff games. They even have to pay for phones.

“Because of the OAB efforts, the saving we all have in Oklahoma, with our Athletic Association, more than pays for our annual dues.

“Thought you might like to know this. Thanks, THANKS, **THANKS!**”

New Management Folks

Michael Oppenheimer is the new Market Manager for Clear Channel Radio in Tulsa. Michael was the manager of Clear operations in Waco, TX.

John McCarroll recently assumed the directorship of OETA in Oklahoma City. John was previously associated with Texas Public television in Austin. **Bill Thrash** has been named Station Manager.

EEO: Will it go away? No.

Occasionally, some broadcaster asks us, "Do you think EEO regulations are going to continually be a part of our future operational requirements?" My answer is always quite simple. "Yes." Those who think they are going to go away are "wishing on a star." Court victories, appeals, commission comments all aside, I think some of our broadcasters need to face reality and get with the program. Broadcast EEO regs are on the books now, we need to comply.

Your first "EEO Public File Report" is due in your Public File by February 1, 2004. If you are not in compliance your license could be in jeopardy or face a huge fine. Another article in this newsletter addresses the "EEO Public File Report."

The National Alliance of State Broadcasters, NAB and others will continue to work for changes, but EEO is with us and will always be in some form.

If an FCC Inspector Walked in Today...

If an inspector from the FCC visited your station ...

- Would your Political File be up-to-date?
- Would your EEO file be in compliance?
- Would your tower pass a safety inspection?

Even though you may have an ABIP Certificate, these items are not exempted from inspection under the agreement. Regarding the ABIP certificate, is it displayed in a prominent place?

If you have chosen not to participate in the OAB Alternative Broadcast Inspection program, would your station pass the test on those three areas? Would your EAS equipment be operational and all tests properly logged?

We pose these questions because FCC fines for violations have greatly increased and these are primary areas of concern.

If you haven't had an ABIP inspection, you should. It's cheap insurance. If you still don't want to participate, then you should do an annual mock inspection.

Preventive medicine goes a long way in avoiding future problems.



Paul Weyland delivers another Sales Sermon on the Mount in Oklahoma City [bottom left] and Tulsa [left].



October 9-10, 2003

Paul Weyland Sales & Direct Client Seminars

2004—A Big Political Year

2004 will be a big political year in Oklahoma. The year starts with the Oklahoma Presidential Primary on February 3. Many of the Democratic Presidential candidates have visited the State and some on several occasions. A few have purchased time during the past few months. Surveys have not indicated any clear-cut favorite, so it should be a real horse race.

With **Senator Nickles** leaving the Senate, a bevy of candidates has surfaced to replace him. **Kirk Humphries**, recent Mayor of Oklahoma City, is expected to have a full war chest to compete. Second District Congressman **Brad Carson** is leaving the House to seek the position and is expected to have the dollars to make him a formidable candidate. Congressman Carson's decision opens up the Second District position that is expected to draw a number candidates.

On the state level with term limits taking effect, 41 seats will be up for grabs with the incumbent having to retire. There will be 13 on the Oklahoma Senate side and 28 in the House.

There will be races and candidates galore in 2004. It makes for an interesting year for Oklahoma broadcasters.

Key Political Dates

December 20

Lowest Unit Charge Begins for Oklahoma Presidential Primary

February 3

Oklahoma Presidential Primary

June 12

Lowest Unit Charge begins for Primary Elections

July 27

Primary Elections

August 24

Runoff Elections

September 3

Lowest Unit Charge Begins for General Elections

November 2

General Elections

Words of Caution About Political Advertising

With 2004 expected to be a big political advertising year, prepare yourself now to make certain you are operating by the book. Quite often we receive calls from stations requesting us to send them some stuff on political advertising. They are looking for a primer on political advertising. I wish it worked that way, but there are so many ramifications that it is not a simple topic.

There are certain basics and housekeeping things that need to be done. Our website, www.oabok.org, covers some of those. One of our best resources, other than our attorney, is the *NAB Political Catechism*. This book addresses many of the issues in a Q & A manner. I think every station should have a copy. It can be ordered from their website, www.nab.org.

Unfortunately, the *Catechism* or any other publication cannot address all of the questions that come up. New situations quite often require new interpretations and that is why we have Washington attorneys. One of our OAB services is the Legal Hotline, 202-663-8128, which will get you **David Oxenford**.

regulatory issues for radio and television.

During the holidays and in the coming months, strengthen your relationship with those who represent you in Washington. When they are in-town or at the station, make it a point to see them and express your concerns.

The Lull Before the Storm

All is quiet on the eastern front today regarding broadcast issues, but come January, look out. 2004 may be loaded with land mines for broadcasters planted by the commission, politicians, consumer advocates, special interest groups, and others with a cause.

"Too much media concentration," "We don't serve our

public," "Broadcasters should be providing candidates with free airtime and lowest unit rate at all times," are some of the bel-lowing battle cries that will be heard. EEO and television transition issues will continue to be debated. I don't recall when our profession has had so many issues on the table. It's going to be a full year of legislative and

Have You Checked the New Website?

The new OAB website, www.oabok.org, is up and running. We think you will find it more attractive and easier to use. Of special interest might be the use of historical broadcast photos throughout the site. If you haven't checked it out we ask that you do so. We especially need you to make certain your directory listing is correct. The **Advertising Issues** section can provide you with information on numerous topics, political advertising, lotteries, tobacco, liquor, raffle and gaming advertising. **Legal and Regulatory** addresses some of the issues such as towers, public file and EEO. **Member Services** highlights

some of the services we provide the membership. Click on the **Membership Directory** and you will find information and personnel for all of the Oklahoma radio and television stations, associate members, Congressional delegation and more.

Careers covers "Preparing for a Career in Broadcasting" listing colleges and universities offering broadcast education, OAB scholarships, Faculty Fellowship and internships available. The **Job Bank** allows member stations to post their job openings and review resumes posted. Job Seekers may post their resumes and

review any job openings that are posted.

Need information on the **Oklahoma Amber Alert** program? Click on Amber Alert on the upper right side of the home page. For information on **EAS** including Monitoring Assignments, again go to the upper right hand corner. All of the information on the OAB awards programs, including entry forms, can be found in the **Awards** section.

The Login Name and Password has been mailed to all OAB members. If you have misplaced it, call the office at 405-848-0771 or send an email to struby@oabok.org.

