



## Oklahoma Association of Broadcasters

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[www.oabok.org](http://www.oabok.org)

# Digital TV Conversion Hard Deadline Proposed

On May 26, House Commerce Committee Chairman **Joe Barton** introduced in the Telecommunications Subcommittee a “staff draft” on establishing a hard deadline for television to surrender their analog spectrum and transmit digitally only. Originally, Chairman Barton had proposed a December 31, 2006 hard deadline, but the staff draft established a date of December 31, 2008. Currently the conversion date is December 31, 2006 or when 85% of the consumers in the market are capable of receiving a digital signal. Barton’s proposal offers no alternative to a hard deadline. Fortunately many concerns were raised during the subcommittee hearing and it was generally felt the “staff draft” was a starting place for discussion of legislation.

In Oklahoma there are 232,000 homes that receive television over-the-air and not by cable or satellite. These are homes occupied primarily by minorities and the disadvantaged. One of the alternatives in providing coverage to these “over-the-air” homes was the government providing a convert box to each one. In Oklahoma alone the estimated cost would be over \$11,000,000. The cost nationally would be astronomical. This does not consider those homes with cable or satellite that have television sets not on either service, but served by the stations’ over-the-air broadcast.

The primary objectives of hard deadline legislation is to expedite the conversion from analog to digital and most importantly from the government’s standpoint, the return of the analog spectrum for auction that will generate tremendous revenues.

Unfortunately, the most important person involved is being ignored ... the consumer.

# Eighty-Percent of Oklahoma Delegation Sponsors Radio Bill

Oklahoma House members **Tom Cole, Frank Lucas, John Sullivan, and Dan Boren** have signed on to co-sponsors HR 998 “Local Radio Service Preservation Act.” Representative **Istook** has previously indicated support for HR 998, but has not signed-on as a co-sponsor. Our thanks to Representatives Lucas, Cole, Sullivan, and Boren for their commitment to co-sponsor.

This legislation would prohibit the satellite radio services from carrying local programming such as news, weather and traffic reports. Satellite services are now advertising their coverage of college sports being carried by local radio stations through their network affiliations. The satellite radio services were licensed by the FCC to provide national programming only, but have ignored an agreement with the NAB and the original licensing intent by providing local weather and traffic reports in selected cities and developing technology capable of transmitting other programming.

If your representative is one that is co-sponsoring HR 998, be sure to thank him for his support.

### On The Inside

Are lotteries legal, or not?	Page 3
New Workshops + 2005 Sports Day	Page 3
Golf shorts and gimme caps—Pictures!	Page 4
Golf Scramble is a real “hole-in-one”	Page 5

## Summer Fun!!!

What a great way to get the summer started!!!! I want to thank everyone who participated in the OAB Annual Foundation Golf Tournament at the West Course of Oak Tree Golf and Country Club on Thursday, June 9th. It was another successful event attended by 72 golfers from around the state. We had a 30-minute delay due to weather, but the afternoon turned out great. A big thank you to our many sponsors for supporting the foundation tournament and we look forward to your support and participation again next year!!!!

Don't forget to check out and explore our very informative web site—[www.oabok.org](http://www.oabok.org). It is loaded with information that can help you find out about upcoming workshops, seminars, and a vast amount of other broadcasting information.

As a member of the OAB, you not only have access to our website but to information concerning our conventions, access to our legal hotline, information on our inspection program, and the latest on advertising issues. And remember that the education foundation provides us with learning opportunities. What a great value for being a member of the OAB!

We have several very important issues facing our broadcasting industry today. I encourage you to get involved with your legislators and the political process.

Until next time, if you have any questions or concerns, please feel free to contact me anytime.

—Wes Milbourn, OAB Chairman, 2005–2006



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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 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.

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**FAX**— 405-848-0772 **Email**— [smith@oabok.org](mailto:smith@oabok.org)

## Events Calendar

### August 2

#### **Sports Day**

Metro Tech, Oklahoma City

### August 10

#### **Mary Cox TV News Workshop**

Metro Tech, Oklahoma City

### August 16

#### **Board of Directors Meeting**

Tulsa

### September 7

#### **Awards Meeting**

Oklahoma City

### September 8

#### **Awards Meeting**

Tulsa

### September 21–23

#### **NAB Radio Show**

Philadelphia

### October 4

#### **Small Market Workshop**

Oklahoma City

### November 14–18

#### **News Awards Competition Week**

### November 15

#### **Board of Directors Meeting**

Oklahoma City

### January 10

#### **Board of Directors Meeting**

Oklahoma City

### March 31–April 1

#### **OAB Annual Convention**

Sheraton Hotel, Oklahoma City

## August 2 is OAB Sports Day

Not held last year, but returning to the OAB programming agenda is the Annual Sports Day program scheduled for August 2 at Metro Tech in Oklahoma City.

The program for the day has not been completed but currently scheduled to appear are **Bob Barry and Merv Johnson**, OU broadcast team; **Dave Hunziker**, OSU broadcast team; and **Danny Rennels**, OSSAA, who will cover not only rule changes but a hot new topic in secondary school activities—Steroids.

The program should be completed and complete details mailed to OAB members around July 1. Mark the date on your calendar now.

## Lottery Confusion

The passage of the Oklahoma State Lottery issue has many thinking that any lottery is legal in Oklahoma. Not true. The issue approved by the public was for the establishment of a State sponsored lottery and did not authorize any other lotteries. The approval of a State lottery did trigger previous passed legislation authorizing lotteries conduct by certain non-profit organizations. Details on non-profit lotteries can be found on the OAB website at [www.oabok.org](http://www.oabok.org).

On another gaming issue, if you want to host a Texas Hold ‘em Poker Tournament, don’t! It’s illegal in Oklahoma! The only places that can lawfully host card gambling games are Indian casinos with compacts with the State of Oklahoma.

## Graeme Newell Workshop August 10

**Mary Cox**, a member of Graeme Newell’s 602 Communications training staff, will conduct news workshops on Wednesday, August 10, at Metro Tech in Oklahoma City. The morning session will deal with “Branding Your On-Air Talent” and the afternoon session will cover

“Wake Up Your Morning News.”

Mary has 20-plus years experience as a news manager, producer and reporter in some of the nation’s top newsrooms. As a news director, she created a successful start-from-scratch newsroom at KNXV, the ABC affiliate in Phoenix. She oversaw the day-to-day operations at WSB in Atlanta as assistant news director, served as an executive producer at KSAZ in Phoenix and produced newscasts at WCCO, Minneapolis. Mary also worked as Director of Client Services for Convergent Communications Consultants.

Complete details will be mailed to OAB members around July 1.

## Small Market Workshop coming October 4

If you are interested in improving your personal or station air sound or how HD radio can work at your station, then you need to attend this workshop on October 4. Plans call for some of our top programmers to provide you with their insight on putting together a successful sound on various music, news and talk formats.

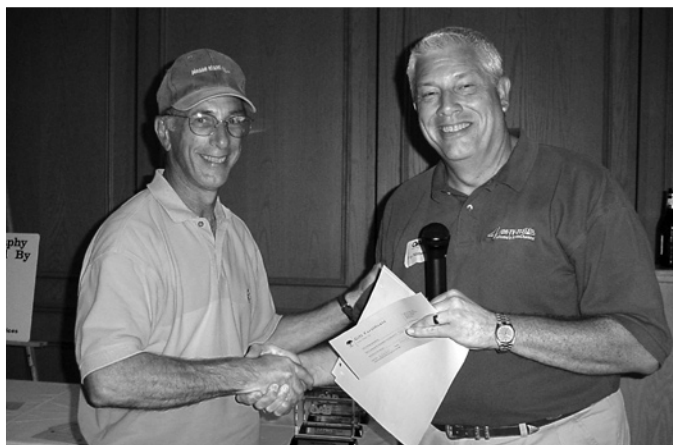
A part of the day’s program will cover critique of individual air-checks of those attending. It’s all geared to improving your sound.

If you have been thinking about taking the step to HD radio, but been hesitant, come hear what’s necessary to make the switch, the advantages and revenue possibilities. A representative of Ibiquity is being invited.





# 2005 Teams



[Left to right] *Closest to the Pin* on hole #2, **Aaron Gregory**. ◀ *Closest to the Pin* on hole #14, **Gene Vidler**. ▶ *Closest to the Pin* on hole #10, **Roger Hadley**.





## Huge Success

The most threatening thing at the Oak Tree Country Club on June 9th was not the 72 players entered in the Foundation Golf Scramble, but lightning and the thunderstorms moving in that direction prior to the start. Fortunately Mother Nature cooperated moving the storms around the area and tee-off was only delayed 30 minutes and a per-

fect afternoon for golf followed.

Preliminary results indicate the Scramble made approximately \$7,500 for the OAB Education Foundation. Results of the competition are listed elsewhere in this newsletter.

The field of 72 represented broadcasters and associates from all parts of the State that thoroughly enjoyed their afternoon at Oak Tree. Participants enjoyed a deli buffet lunch courtesy of OGE Energy, then loosened up on the practice tee and putting green prior to the 1:30 tee-off. Team pictures were taken courtesy of **Todd Fowler** and American Media Services.

The awards reception following play featured hot hors d'oeuvres and free wine and beer. Sponsors of the reception were scramble

sponsors Oklahoma Army National Guard, OERB, Chickasaw Nation and KFOR-TV with assistance from BMI.

Our special thanks go not only to our sponsors, but also to "The Rendettes," **Kristen Davis, Kathy Jones** and **Keri Clemons, Vance Harrison's** Creative Marketing for providing commemorative t-shirts, and **Jack Deskin** and **Mark Scott** for handling the putting contest.

Other sponsors that played a role in the success Longest Drive sponsors KFOR and KTUL; Closest to the Pin sponsors Team Radio, Perry Broadcasting, KJRH and KWCO. Our hole sponsors were Roger Harris, KJRH, Cox Radio, KFOR, KOCO, KSWO, KTUL, KWTU, McAlester Radio, KXII, KOKH/KOCB, KWCO, KAUT, Bartlesville Radio, and Tulsa's Renda.



[Left to right] Winning First Place, with a score of 56, was the KWTU team of **Heath Vaughn, Kyle McQuaid**, and **Sean Berndt**. Not pictured is **Brad McRae**. ➤ Scoring 58 for 2nd Place was OERB's team of **Aaron Gregory, Mike Terry**, and **Matt Thompson**. Not pictured is **Steve Agee**.



[Left to right] Taking 3rd Place, with a score of 58, was the Paragon Communications team of (l-r) **Dustin Gunkel, Brooks Brewer, Paul Gunkel**, and **Blake Brewer**. ➤ Closest to the Pin on hole #6, and Longest Drive on hole #16, **Chris Cutler**.



# Around the State

**Gail Payne**, KTFX, Sand Springs, recently received the Oklahoma Conference of the United Methodist Church Human Relations award for her work with religion and race.

**Jerry Butler** has moved from Altus to become general manager of KOFM/KGWA in Enid.

Oklahoma State professor **Jack Hodgson** has been named the recipient of a RTNDF Summer Fellowship at 6 News in Lawrence, KS.

**Kevin Perry**, Perry Broadcasting, is the recipient of a fellowship to the NAB Education Foundation Executive Development Program for Radio Broadcasters on July 16-19 at Georgetown in Washington.

**Tim Hudson** has left the University of Oklahoma and is the now Professor and Director of the School of Communication at East Carolina University.

## KOSU Wins Murrow Award

The Radio & Television News Directors Association has awarded KOSU, Stillwater, a Edward R. Murrow award. The national honor was presented for their series on the problems and possible solutions at the nation's largest EPA Superfund site, Tar Creek, in Northeastern Oklahoma. KOSU Program Director will receive the award in New York City in October. KOSU is celebrating its 50th anniversary.

## Hanszen Named NAB Vice Chair

**Jerry Hanszen**, Oklahoma broadcasters' representative on the NAB Radio Board, has been named 2nd Vice Chair of the NAB Radio Board. Jerry, a Carthage, TX broadcaster, is serving his second term on the NAB board as the Oklahoma and North Texas representative. He has attended a number of our conventions and board meetings.

## Roy Stewart Named FCC's Deputy Chief

New FCC Chairman **Kevin Martin** recently named **Roy Stewart** Senior Deputy Chief of the Media Bureau. Roy has been serving as Chief of the Broadcast Licensing Policy Division. Roy has appeared at many of our OAB conventions, most recently in Tulsa this past April. Our congratulations to Roy.



# Sports Day



# August 2