



Kentucky Broadcasters Association
THE VOICE OF KENTUCKY BROADCASTERS

2007 annual report

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message from Chairman Beth Mann

KBA 2007 Accomplishments

Your Kentucky Broadcasters Association has had a phenomenal year. The KBA board set several lofty goals for 2007 based on your feedback from a survey conducted during the 2006 Annual Leadership Conference. This survey showed that additional training opportunities for members should be a top priority for KBA. To fulfill that request, your KBA took the following action:

Sponsored 2 tours across the Commonwealth (rather than 1 as in past years), offering training by Bart White and a full day seminar by RAB focusing on Competitive Media.

Provided a free political seminar by Dawn Sciarrino to prepare us for the primary election.

Offered training by Jim Doyle for all television member stations, and made that training material available via DVD to radio stations.

Purchased our first ever RAB Interactive Sales Training that allowed your staff members to train on-line rather than incurring travel expenses to attend training in person.

In the same survey, members asked for help in hiring, training, and retaining quality staff. Your KBA successfully completed our second career fair on-line, allowing all member stations to participate in the fair at no charge. Dozens of stations reported several hiring successes resulting from the career fair. Everyone who participated earned EEO credit!

We've been planning an extension of our grass roots lobbying efforts for many years, and this year we successfully accomplished our mission. We made it a priority to meet with all of our legislators while they were in their home districts this fall, in addition to our annual lobbying trip to the hill. Every legislator expressed their gratitude for the meeting. Please plan now to be more active in 2008 in our lobbying efforts. We have huge issues facing our industry, and relationships truly matter!

board of directors

On a state-wide level, we spent a huge amount of time and substantial money working on the public notice issue, which would give the option of using a website and broadcast rather than being print mandated. This is going to be a long, expensive battle that is just beginning.

We expanded the Harry Barfield Scholarship Program by promoting it via radio statewide. We had the largest number of applicants that we've had in many years and granted 100% of our budget to Kentucky students. Next year, we will grant \$2500 scholarships for the first time. We owe a huge thanks to Carl Nathe, who has overseen this awesome cause for many years! Additionally, this year, your KBA provided a scholarship for the first time ever to the NAB's Minority Leadership Program.

Gary and Patti have worked really hard this year at revamping the KBA website and improving communication with member stations via our e-casts. Per your request, we also re-introduced the KBA quarterly newsletters that are mailed to your stations.

I hope you took advantage of conferences made available to you this year. Our first-ever Mid States Conference, where we partnered with Ohio, Illinois, and Indiana, was a great learning experience. Tim Gilbert and the planning committee did a fabulous job with the Annual Management Conference that included the Governor's Forum and keynote speaker, Commissioner Deborah Tate.

Our KBA has huge momentum, and Tim Gilbert will do a phenomenal job taking us to the next level in 2008. I want to say a heartfelt thank you to Gary and Patti for always going the extra mile and representing KBA in such a tremendous way. Thank you for allowing me the opportunity to serve as your KBA Chairman. It has been an honor to represent you, and I've enjoyed building new relationships that will last a lifetime.

Chairman

Beth Mann WKDZ AM/FM Cadiz

Chairman-Elect

Tim Gilbert WLEX-TV Lexington

Past-Chairman

Randy Thompson WKCB AM/FM Hindman

Radio District Directors

Jim Freeland WCBL AM/FM WCCK-FM Benton/Calvert City

Henry Lackey WSON Henderson

Tom Ulmer WXMA, Main Line Broadcasting, Louisville

Rene' Bell WASE-FM WLK-FM Elizabethtown

Jim MacFarlane L M Communications Lexington

Kelly Wallingford Wallingford Broadcasting Irvine

Paul Lyons WQXX-FM WMOR-AM Morehead

Alan Burton WKLW-FM Paintsville

Public Radio Director

Jack Hanes WKYU-FM Bowling Green

Commercial Television Directors

Jim Carter WLKY-TV Louisville

Tim Gilbert WLEX-TV Lexington

Ed Groves WNKY-TV Bowling Green

Public Television Director

Ed Mastreen KET, The Kentucky

Network Commonwealth of Kentucky

Associate Director

Ed Henson Henson Media, Inc. Louisville

At-Large Directors

Keith Casebolt East KY Broadcasting Pikeville

Mark Thomas Salem Radio Louisville

Legislative Leadership Chairman

Randy Thompson WKCB AM/FM Hindman

Legal Council

Dawn Sciarino Sciarino & Associates Centerville

President/CEO

Gary White Kentucky Broadcasters Association Frankfort

Executive Assistant

Patti L. Pullen Kentucky Broadcasters Association Frankfort



message from
President/CEO Gary R. White

If you have room on your New Year resolutions list let me suggest adding one more item.

“Take advantage of ALL the services, benefits and programs offered by the KBA in 2008.”

Throughout the year KBA members are offered a plethora of opportunities to boost advertising sales, enhance programming, get answers to legal and regulatory questions, receive technical advice and polish up on their management skills, to name a few.

Here's a “TO DO” list to help remind you of opportunities you and your station can take advantage of this year.

1. Watch for upcoming sales, management and programming seminars. (Information is sent via e-mail, postal service and on the KBA website.)
2. “Book Mark” the KBA website on my office, laptop and home computers. (www.kba.org)
3. Make sure I'm getting the KBA's e-mail newsletter called “e-CAST”.
4. Make sure key (if not all) staff members are also getting “e-CAST”. (Send an e-mail to kba@kba.org and ask us to add them.)
5. Attend the Association's Annual Conference.
6. Sign up for the Alternative Broadcast Inspection Program. (This can prevent an FCC inspection for up to 3-years. There is a small fee for this service.)

7. Participate in the annual Washington, D.C. lobbying trip.

8. Visit my Congressman and Senators when they are in the district to discuss broadcast issues.

9. Use the “FREE Legal Hotline” for political advertising or regulatory questions. (Attorney Dawn Sciarrino 703-830-1679 or email dawn@sciarrinolaw.com)

10. Make sure my stations are airing all the Public Education Partnership (PEP) spots and mailing affidavits to the KBA office.

(Contact the KBA office if you have questions about sponsors and/or schedules.)

11. See if participating in the KBA health insurance program might save my station (and employees) some money.

12. Inform the KBA of news about my station for use in the e-CAST newsletter. This can be awards, special recognition, personnel or programming changes, community service projects or anniversary events.

Many stations take advantage of these and other opportunities offered by the KBA throughout the year. We hope the above list will be a helpful reminder to them, and to those stations that may have let last year slip away without letting us be of service to them.

HAPPY NEW YEAR!!!

Gary R. White,
President/CEO

KBA services and benefits



2007 LOBBYING

Kentucky broadcasters made the annual lobbying trip to Washington DC in February this year. Thirty KBA members met with the KY Congressional delegation to discuss matters that affect broadcasters before Congress and the FCC. We are happy to report that Kentucky's Congressional Delegation continues to support the Commonwealth's broadcasters.

This year we continued our efforts by meeting with the Senators and Representatives while they were in their home districts.

KBA was also present at the Capitol during the Kentucky Legislative session. We will continue to represent Kentucky broadcasters in DC and Frankfort.



more KBA services and benefits

FEDERAL PROCEEDINGS

The Kentucky Broadcasters Association has participated in the following Federal Proceedings on behalf of its members. We will keep you updated on the progress of these initiatives throughout the coming year.

December 17, 2007. *Joint Reply Comments in the Matter of Review of the Emergency Alert System (EB Docket No. 04-296), Further Notice of Proposed Rule Making. [Pending without decision]*

December 3, 2007. *Joint Comments in the Matter of Review of the Emergency Alert System (EB Docket No. 04-296), Further Notice of Proposed Rule Making. [Pending without decision]*

October 31, 2007. *Letter pleading filed by RTNDA in which many state broadcasters associations joined as a coalition of more than 70 media organizations in opposing the Notice of Apparent Liability for Forfeiture ("NAL") against Comcast Corporation for violation of the FCC's sponsorship identification rule in connection with the airing of a Video News Release. [Pending without decision]*

October 15, 2007. *Joint Comments in the Matter of Digital Audio Broadcasting Systems and Their Impact on the Terrestrial Radio Broadcast Service (MM Docket No. 99-325), Second Further Notice of Proposed Rule Making. [Pending without decision]*

October 1, 2007. *Joint Comments in the Matter of DTV Consumer Education Initiative (MB Docket No. 07-148), Notice of Proposed Rule Making [Pending without decision]*

August 21, 2007. *Joint Reply Comments in MB Docket No. 07-137, re Application of the Commission's Political Programming Regulations to Three Internet "Airtime Sales Programs." [Pending without decision]*

August 6, 2007. *Joint Comments in support of Request for Declaratory Ruling, MB Docket No. 07-137, re Application of the Commission's Political Programming Regulations to Three Internet "Airtime Sales Programs." [Pending without decision]*

June 19, 2007. *Request for Declaratory Ruling re Applicability of Prior FCC Precedent to the Internet Sales Programs of Bid4Spots, SoftWave Media Exchange and dMarc. [Pending without decision]*

April 23, 2007. *Joint Comments in FCC Notice of Proposed Rule Making Proceeding, WT Docket No. 03-187, re Matter of the Effects of Communications Towers on Migratory Birds. [Pending without decision]*

March 28, 2007. *Press Release re Copyright Royalty Board Decision.*

ABIP

The KBA's Alternative Broadcast Inspection Program (ABIP) is under the direction of Greg Happel. This year 35 stations across the Commonwealth were inspected. These stations are now exempt from routine FCC inspections for a Three year period.

Once a station passes the ABIP inspection a certificate is issued of regulatory compliance and the FCC is notified. Stations who wish to participate in this program may do so by contacting the KBA office to have the paperwork sent.

TDGA

The Kentucky Broadcasters Association for the fourth year has underwritten memberships in the Traffic Directors Guild of America. One hundred eleven (111) KBA Member Traffic, Continuity, Business Managers, Office Managers and GM's have taken advantage of this FREE offer from the KBA.

The TDGA is a professional association of highly skilled persons working in the radio and television broadcasting industry.

If you would like a complementary membership in the TDGA contact the KBA office.

SCHOLARSHIPS

The 2007-08 academic year (calendar year 2007) marked the 16th year of the scholarship program and saw a record number of applicants, thanks largely to the innovative leadership and support of KBA Chairperson Beth Mann. Ten (10) new scholarship recipients and one renewal were awarded this calendar year. Since its inception, the KBA Harry Barfield Scholarship Program now has awarded upwards of \$80,000 in scholarships to more than 80 college students, predominantly juniors and seniors, across Kentucky who have demonstrated strong academics and a desire to pursue a career in broadcasting/telecommunications.

The scholarship program is, and continues to be, a success and a credit to the KBA.

STATION VISITS

Throughout the year Gary White, KBA president/CEO is on the road visiting KBA members around the state. This year's visits totaled 99 stations from Pikeville to Hopkinsville. The KBA visits are with local managers and staff and give the KBA an opportunity to stay on top of local station issues and concerns. White says, "Station visits are the best way to learn about areas the KBA needs to focus on. I'm able to get feedback from the management and staff about the programs and services we offer and ask what else can the KBA do for you?" White added.

LEGAL HOTLINE



For the third straight year, political broadcasting questions topped the list of most frequent calls to the KBA Legal Hotline. In 2007 Dawn Sciarrino, our KBA legal counsel, handled hours worth of calls on numerous FCC related topics. In addition to political broadcasting, the questions fielded by KBA members included EEO, use of FM Translators by AM stations, pre-sunrise/post-sunset authority, lotteries, contest and sweepstakes, music licensing, HD Radio, EAS and closed captioning, just to name a few.

In her role as counsel to the KBA and member of the Board of Directors, Dawn also has worked on a number of important projects for the KBA including significant work on the legal public notice legislation, the Mid-States and KBA annual conference planning committees and advocacy work on Capital Hill on behalf of the KBA. Dawn also worked extensively with the committee appointed by the Board of Directors to review the GlobalNotice proposal, on the Board personnel committee and as a liaison for KBA with NAB on the myriad of issues facing broadcasters on the Hill and at the FCC.

Lee W. Shubert, whom KBA members met when he presented a fabulous session on contests and lotteries at the annual conference, has joined Dawn on the Hotline in 2008! Dawn and Lee have teamed up to form Sciarrino & Shubert, PLLC. The hotline is available free to KBA member stations for legal advice on general FCC related topics.

Dawn M. Sciarrino
Sciarrino & Associates, PLLC
5425 Tree Line Dr., Centreville, VA 20120
703.830.1679 (phone)
703.991.7120 (fax) 202.256.9551 (cell)
dawn@sciarrinolaw.com

KBA 2007 seminars training events



Jim Doyle Satellite Seminar – February
Political Seminar with Dawn Sciarrino - March
John Tack Satellite Seminar - April
Bart White Spring Sales Road Trip 6 Locations - April & May
Mid-States Conference – July
RAB Skill Enhancement Program – August
RAB Academy On-Line Made Available to Stations



KBA Annual Conference – October
Deborah Taylor Tate, FCC Chairman – Keynote Speaker
Jeffrey Hedquist, Speaker
Jim “Taz” Tazerreck, Speaker
Dawn Sciarrino, Sciarrino & Associates
Lee W. Shubert, Katten Muchin Roseman
Ann Bobeck, NAB
Robin Oxford, NAB





Award Winners

2007 Annual
Conference



(Above L to R) Kentucky Mike Winners: Terry Meiners, WHAS-AM Louisville, Barry Williams Bowling Green, D J Everett WKDZ AM/FM WHVO Cadiz/Hopkinsville (Next Photo) Danny Tabor - JT Whitlock Life Member Award, Henry Lackey - Al Temple Award and Al Smith -Ralph Gabbard Distinguished Kentuckian Award.



Alan Watts of WKDZ AM.FM Cadiz /WHVO Hopkinsville was awarded the KY Farm Bureau Communications Award for a Broadcaster. The award was presented by Mike Feldhaus, Director of Broadcast Services.

What is PEP?

The lifeblood of the KBA is the Public Education Partnership Program (PEP).

PEP generates almost 90% of the KBA's annual operating budget. The program allows government agencies and non-profit organizations to secure statewide airtime for public awareness campaigns that do not have sufficient funding for a paid schedule.

The KBA PEP program coordinator is Patti L. Pullen. If you have any questions please contact her at the KBA office.

How does PEP work?

- A limited number of PEP sponsors (6 maximum) can participate in the program under strict rules established by the KBA
- For a fee, KBA distributes radio and television messages to 275 Kentucky stations.
- Kentucky stations are asked to donate airtime to the campaigns, document the time and send affidavits to the KBA.
- KBA compiles reports on the airtime and value for the sponsor.
- The PEP program guarantees a ROI of 5 to 1 for the sponsor...but the ROI is often closer to 10 to 1.

How does KBA Invest the Revenue?

This year the PEP program generated \$965,000 in revenue that was re-invested in Kentucky stations in the form of member services and benefits. Some of the services are the Legal Hotline, e-CAST (an online newsletter), The Kentucky Broadcaster (a quarterly publication), job bank, sales and management training seminars, political advertising seminars, the Alternative Broadcast Inspection Program (ABIP), satellite seminars and many more. These events are offered at a reduced rate or are **FREE!**

Thanks to KBA stations for their generous support of the current PEP sponsors: The Kentucky Army National Guard, the Kentucky Circuit Court Clerks Association-Trust for Life, Kentucky Colonels, Kentucky Public Service Commission, Council on Postsecondary Education and the Kentucky Department of Tourism.

\$965,000



financial report

On behalf of the staff of the Kentucky Broadcasters Association and its Board of Directors, I am pleased to report that on November 30, 2007, Kentucky Broadcasters Association, Inc. completed another successful financial year. Total gross receipts are up considerably compared to last year while expenses were up slightly creating a strong bottom line, thereby increasing our net asset reserve by 38.9%. Working capital ratio at November 30, 2007, was approximately 5 to 1. This strong balance of reserves and liquidity should allow us the ability to continue to grow the programs and services which will benefit our membership in the upcoming years. As detailed on the adjoining pie chart you can see where 43% of all expenditures were spent directly on members' benefit programs.

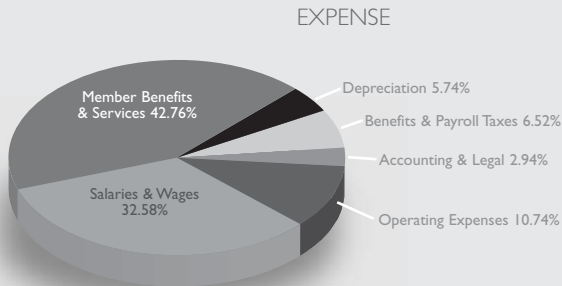
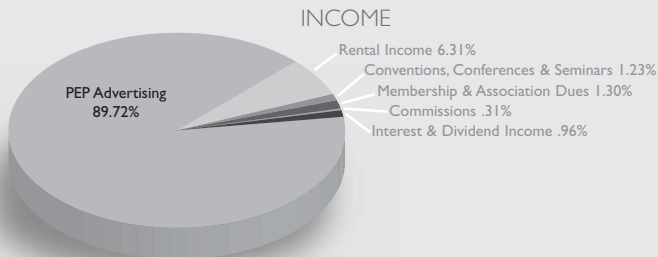
The Board recognized its fiduciary duty to protect and maintain the financial strength and integrity of the Association. As part of the process it takes a close and continuous management approach in overseeing the financial aspects of the Association including budgeting of funds and management of program, operating and capital spending. Good stewardship of the Association's funding is a high priority for your board.

The Board believes the Association and its members should be proud of its accomplishments and feels that its current financial situation puts it in a position to achieve even more for the broadcasting industry, and most particularly its membership. Through the combined efforts of the Directors and a dedicated staff its membership can rest assured the assets of the Association will be managed in a manner to achieve maximum benefit for its membership.

Let me take this opportunity to express the Board and staff's grateful appreciation for the memberships' continued loyalty and encourage each and every member to take an active role in our conventions and membership functions.

Gary White
Secretary/Treasurer

financial information and pie charts



KENTUCKY BROADCASTERS ASSOCIATION, INC.
ASSETS, LIABILITIES, AND NET ASSETS – TAX BASIS

November 30, 2007

		ASSETS	
CURRENT ASSETS			
Cash	\$	293,126.79	
CD #3 – Century Bank		219,074.79	
Accrued interest income		<u>223.30</u>	
TOTAL CURRENT ASSETS	\$		512,424.88
FIXED ASSETS			
Land		87,500.00	
Building		1,069,270.99	
Furniture, fixtures & equip.		73,731.79	
Accumulated depreciation		<u>(270,805.89)</u>	
TOTAL FIXED ASSETS			959,696.89
OTHER ASSETS			
Investments (cost)		37,328.96	
Investments (Equity)		<u>805.17</u>	
TOTAL OTHER ASSETS			<u>38,134.13</u>
TOTAL ASSETS			<u>\$ 1,510,255.90</u>
LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accrued payroll taxes	\$	7,664.11	
Accrued pension		4,078.02	
Current portion of L-T debt		<u>94,800.00</u>	
TOTAL CURRENT LIABILITIES	\$		106,542.13
LONG TERM LIABILITIES			
N/P – Century (#13741)		347,486.01	
Less: current portion		<u>(94,800.00)</u>	
TOTAL LONG TERM LIABILITIES			<u>252,686.01</u>
TOTAL LIABILITIES			<u>359,228.14</u>
NET ASSETS			
Unrestricted net assets		<u>1,151,027.76</u>	
TOTAL NET ASSETS			<u>1,151,027.76</u>
TOTAL LIABILITIES AND NET ASSETS			<u>\$ 1,510,255.90</u>

“SEE ACCOUNTANT’S COMPILATION REPORT”
“NOT AUDITED OR REVIEWED”

Kentucky Broadcasters Association Past Chairmen

1946	Hugh O Potter	Owensboro	WOMI	1977	Jack Farmer	Danville	WHIR
1947	J E Willis	Lexington	WLAP	1978	Fred Paxton	Paducah	WPSD-TV
1948	Harry McTigue	Louisville	WINN	1979	William Summers 3rd	Louisville	WLOU/WNUU
1949	F E Lackey	Hopkinsville	WHOP	1980	Bill Walters	Elizabethtown	WIEL
1950	J Porter Smith	Louisville	WGRC	1981	Henry G Lackey	Henderson	WSON
1951	Charles C Warren	Ashland	WCMi	1982	J B <i>Crawley</i>	Campbellsville	WCND WLCK WMSK
1952	J W "Bill" Betts	Maysville	WFTM	1983	Harry Barfield	Lexington	WLEX-TV
1953	Joseph Eaton	Louisville	WKLO	1984	G Nolan Kenner	Somerset	WSFC WSEK
1954	Mike Layman	Somerset	WSFC	1985	Ralph E Hacker	Lexington	WWLK AM/FM
1955	Sam Livingston	Paducah	WKYB	1986	Charles M Anderson	Bowling Green	Western Kentucky University
1956	Gilmore Nunn	Lexington	WLAP	1987	Ralph W Gabbard	Lexington	WKYT-TV
1957	Arthur Ellerman	Covington	WZIP	1988	B Douglas Hamby	Providence	WHRZ
1958	Walter "Dee" Huddleston	Elizabethtown	WIEL	1989	Edward Henson Jr	Louisville	WAVG WLRS
1959	Alvis H Temple	Bowling Green	WKCT	1990	Bill Evans	Elizabethtown	WQXE
1960	J Franke Fox	Harlan	WHLN	1991	James Allison III	Lexington	WLEX-TV
1961	Don Horton	Lexington	WWLk	1992	Connie J Sabad	Lexington	WWLK AM/FM
1962	James M Caldwell	Louisville	WAVE	1993	Robert "Bob" Scherer	Louisville	WHAS WAMZ
1963	William M Whittaker	Morehead	WMOR	1994	Steven W Newberry	Glasgow	WHHT WKNK WXPC
1964	C A "Bud" McClain	Frankfort	WFKY	1995	Leonard "Corky" Norcia	Owensboro	WBIO WKCM WLME
1965	James H Topmiller	Louisville	WHAS	1996	Dan Dorsett	Lexington	WLAP AM/FM
1966	W P Sosh	Russellville	WRUS	1997	Christopher Baker	Louisville	WLRS
1967	J T Whitlock	Lebanon	WLBN	1998	Wayne Martin	Lexington	WKYT-TV
1968	Ray Holbrook	Danville	WHIR	1999	J Barry Williams	Bowling Green	WBGL WBGH
1969	Arthur Grunewald	Henderson	WSON	2000	Francis Nash	Grayson	WGOH WJGO
1970	H Lee Browning	Louisville	WAVE-TV	2001	Ed Mastrean	Lexington	KET, The Kentucky Network
1971	Walter E May	Pikeville	WPKE	2002	Dale Thornhill	Elizabethtown	Commonwealth Broadcasting
1972	Robert Doll	Frankfort	WFKY	2003	Mark Thomas	Louisville	Clear Channel Radio
1973	Roy A Redmond	Maysville	WFTM	2004	Mike Tarter	Somerset	Key Broadcasting
1974	Charles W Stratton	Mayfield	WNGO	2005	Steve Langford	Louisville	WAVE-TV
1975	Ernest Sparkman	Hazard	WKIC	2006	Randy Thompson	Hindman	WKCB
1976	Garland R West	Bowling Green	WKCT	2007	Beth Mann	Cadott/Hopkinsville	WKDZ AM/FM WHVO



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