



The Broadcaster

Spring 2010

what's inside

Hall of Fame Inductions
PEP Update
KBA Hosts NASBA
WKU Goes Green
Barfield Scholarship
RAB Training at KBA
Free Webinars



Hall of Fame Inductions

The Kentucky Journalism Hall of Fame held its 30th Annual Induction Ceremony on Thursday, April 8, 2010.

The following broadcasters were inducted:

Jim Phillips, News director at WGOH-WUGO radio in Grayson. Has been on air for 40 years, reporting local news daily. Winner of numerous AP awards including five Best Newscast awards; station has received four NAB National Crystal Radio Awards for community service during his tenure. Has also received numerous awards from Kentucky Broadcasters Association for coverage of breaking news and for community service reporting. Was previously editor of weekly Grayson Journal-Enquirer, also wrote for Courier-Journal and Ashland Daily Independent. Born in Grayson, attended University of Kentucky.

Liz Everman, Former anchor at WLKY NewsChannel 32 in Louisville, continues to work on weekly "Wednesday's Child" segment, special reports focused on finding adoptive homes for children. Has helped almost 3,000 special-needs children find homes. "Wednesday's Child" has won more than 50 awards, including Adoptive Exchange Association Award for best segment of its kind in the country. Has been honored by the United States Congress for her work with adoption; was named an Adoption Angel by the Congressional Coalition on Adoption in 2001. Previously worked for Lexington stations WLEX-TV and WTVQ-TV. Born in South Shore, graduated from Morehead State University.

Fred Paxton (posthumously), Ended his career as Chairman of the Board of the Paxton Media Group; previously served as president of the company, publisher of The Paducah Sun and president of WPSD-TV. Over time, the Paxton family's media company owned 29 daily newspapers and dozens of weeklies in nine states. Served four terms as chairman of the NBC Affiliates Board, a three-year term as chairman of the Maximum Service Telecasters, and was president of the Kentucky Broadcasters Association. With his wife, established a million-dollar fund called the "McCracken County Community Career Endowment" to improve the lives of African-Americans in the Paducah area. Born in Paducah; graduated from Notre Dame. Passed away in 2006.

Information provided by the KY Journalism Hall of Fame

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PEP

PEP (Public Education Partnership) Update:

The KBA's PEP Program is airing announcements for seven radio sponsors and five TV sponsors. Stations that are participating in the PEP program are asked to air one spot per day for each sponsor (7 radio & 5 TV). Stations are asked to send affidavits to the KBA by e-mail pep@kba.org or by regular mail to 101 Enterprise Drive, Frankfort KY 40601. New traffic for both radio and TV will be sent via e-mail and regular mail in late June.

If you are running the PEP Program spots and have any question as to which announcements should be airing they are available on the KBA website at www.kba.org/pepspots.html. This link contains the current radio spots, Traffic and Broadcast Orders.

If you are not airing these spots and would like to, please contact the KBA and we will get you signed up. The radio announcements can be e-mailed or sent via regular mail to your stations. If the traffic personnel who are responsible for the PEP Program changes, please notify the KBA office.

Funds received through the PEP Program are used to fund numerous members services. As always, Thank you for participating in the PEP Program.



The KBA hosted the NASBA Mid-West meeting May 20 -21 at KBA headquarters in Frankfort. Broadcast Association executives from Ohio, Tennessee, Michigan, Wisconsin, West Virginia and Illinois gathered to discuss broadcast issues that affect the industry and the region. Each attendee was named a "Kentucky Colonel" and presented a certificate to display. Pictured are Chris Merritt of Ohio and Gary White.



WKU First Station in County to Use New "Green" Studio Lights

The television studio at WKYU is the first PBS station in the country to use a new all LED (light emitting diode) lighting system, and only the second television station in the United States – public or private – to use this technology. The implementation of this new lighting system will reduce energy consumption by 97%.

WKYU's studio lighting system has been completely rebuilt, replacing aging incandescent equipment with new, "green" LED instruments. The old studio lighting system was about 40 years old and regularly malfunctioned, suddenly flickering or dimming and taking several minutes to fully turn on.

KBA Announces 2010-11 Harry Barfield Scholarship Recipients

This marks 19th year of the program

The Kentucky Broadcasters Association today announced the recipients of its 19th annual Harry Barfield Scholarship awards program.

The four new recipients who will be receiving \$2,500 scholarships for the 2010-11 academic year are: Jonathan Beam, University of Kentucky; Katelynn Griffin, Eastern Kentucky University; Jacob Ryle, Western Kentucky University (WKU); and, Matthew Wagner, also of WKU.

The scholarships are awarded through a competitive application process which includes academic achievement, the recommendation of a faculty member, and extracurricular activities. The awards are renewable for a second year provided recipients continue to meet specified criteria.

Two students who received the KBA Harry Barfield Scholarship in 2009-10 have had their awards renewed for the 2010-11 academic year: Caitlin Richard, WKU; and, Hannah Ulmer, Northern Kentucky University.

“The Kentucky Broadcasters Association is proud to be able to help these talented students pursue their higher education,” said Gary White, president and CEO of KBA. “The KBA has awarded a total of more than \$130,000 in scholarships since the inception of the program in the 1992-93 academic year. Many of these recipients have gone on to successful careers in broadcasting.”

The program is named in honor of Harry Barfield, the late president and chairman of WLEX-TV in Lexington.



The Kentucky Broadcasters Association hosted the RAB Training Academy June 8 – 10 at the KBA Headquarters in Frankfort. Twenty-one sales associates from Pikeville to Cadiz and points in between took advantage of this event. Brandeis Hall of the RAB was the instructor. Pictured are members of the group.

New Member Service

board of directors

Jeff Ray, Chairman

Gateway Radio, Owingsville

Keith Casebolt, Chairman-Elect

East Kentucky Broadcasting
Pikeville

Tom Ulmer, Past-Chairman

MainLine Broadcasting, Louisville

Radio Directors**Chris Freeland**

WCBL AM/FM, Benton

Bob Kelley

WFMW WKTG, Madisonville

Doug James

MainLine, Broadcasting, Louisville

Mike Tarter

Forcht Radio, Somerset

Jim MacFarlane

L M Communications, Lexington

Kelly Wallingford

Wallingford Broadcasting, Irvine

Chris Winkle

WCYN-AM, Cynthiana

Dan P'Pool

East Kentucky Broadcasting, Pikeville

Derron Steenbergen

Commonwealth Broadcasting Glasgow

Chuck Miller

WNKU-FM, Highland Heights

Francis Nash

WGOH WUGO, Grayson

Television Directors**Bill Lamb**

WDRB-TV/WMYO-TV, Louisville

Chris Aldridge

WTVQ-TV, Lexington

Rick McCue

WBKO-TV, Bowling Green

Julie Schmidt

KET, The Kentucky Network

Mike Feldhaus, Associate Member

KY Farm Bureau, Louisville

Dawn Sciarrino-Legal Counsel

Sciarrino & Shubert, Centreville VA

The Kentucky Broadcasters Association and Local Broadcast Sales (LBS) have partnered to bring FREE webinars to member stations. Each month LBS produces two webinars one regarding Broadcast Sales and the other on Digital Sales. Leading sales trainers from around the country are showcased to help local broadcasters make more money from both traditional and nontraditional revenue sources.

Watch the e-CAST for the dates and links. If you are not receiving the KBA's e-CAST go to <http://www.kba.org/maillist/maillist.asp> to subscribe.

The fees for participation in the Local Broadcast Sales sessions have been paid by the KBA with funds provided by our Public Education Partnership (PEP) sponsors.



Robert "Bob" Doll, founder and editor emeritus of Small Market Radio Newsletter and author of *Sparks Out of the Plowed Ground*, a book about small-market radio, died Tuesday, June 1 in Seguin, Tex. He and his wife Barb started the newsletter in 1983 and sold it to Jay Mitchell 10 years later. "If I'd been born before radio, I'd have been a small-town newspaper editor like William Allen White in Emporia, Kansas," Doll said.

Doll grew up in Cincinnati and had his first full-time radio job at WDLB in Marshfield, Wis. His first management job was at WKY in Richmond, Ky., and he was chairman of the Kentucky Broadcasters Association board in 1972. He and his partners owned The Cardinal Group of small-town stations in Kentucky, Indiana and Ohio from 1960 to 1973. After selling them, he bought WAOP in Otsego, Mich. For a full biography, <http://www.smallmarketradio.com/bio-bob.htm>. A memorial service will be announced later.

(Information provided by Al Cross, Director, Institute for Rural Journalism and Community Issues)

2010 KBA Annual Conference

October 12 – 14 • Pikeville, KY

Watch your e-Mail and the KBA website for more details