

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

TO: All General Managers & Department Heads

www.iowabroadcasters.com

1-20-06

MEMBERSHIP REMINDER...

Your **2006 Membership Dues** were due on January 15. Are you a member in good standing?

HOTLINE CHANGE REMINDER...

On January 18, the IBA Washington Legal Hotline changed law firms as hotline attorney David Oxenford left Pillsbury Winthrop Shaw Pittman and joined the Washington law office of Davis Wright Tremaine, LLP. IBA dues paying members should note the change to DAVIS WRIGHT TREMAINE, LLP where David Oxenford will continue to serve as IBA Washington Hotline general counsel. Please change your records accordingly:

IBA WASHINGTON HOTLINE

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INDECENCY FALLS TO THE INDUSTRY FIRST

Despite objections from the Parents Television Council, Sen. Ted Stevens (R-AK) indicated yesterday he is going to give the Broadcast and Cable industries a chance to work out their indecency problems, before pursuing new legislation. Radio largely got a pass in yesterday's hearing...with the focus on TV and Cable.

IBA TV SATELLITE WORKSHOPS PLANNED FOR MAY

Mark your calendar...On **May 2** and **May 9**, IBA will be offering two **TV Satellite Sales Workshops** to all Iowa TV stations. Sales consultant, Jim Mathis will present the two sessions to be fed live via satellite to participating TV stations. It's expected each workshop will begin around Noon - Central Time and last approximately 90 minutes, however specifics are yet to be finalized. To learn more about Jim Mathis, go to www.jimmathis.com. Registration materials will be mailed out to all TV stations in the April.

RETAINING AUDIENCE LETTERS

Under FCC rules, commercial stations must retain ALL written comments received from the public, including e-mails, concerning station operations, unless the correspondence is defamatory or obscene...or the writer asks it not be made public. **Only e-mails sent to a publicized station e-mail address or to station management must be retained...**for three years, in paper or electronic format. Frequently check quarantined e-mail folders for any correspondence filtered out of your inbox because it contains a word/phrase that the filter has identified as profane. Stations must review and retain those e-mails they believe are not truly obscene.

IBA SUMMER CONVENTION

The 2006 IBA Summer Convention will be held on **June 29**. New NAB President/CEO David Rehr will be the keynote speaker at the 2006 IBA Awards Luncheon, and sales/management consultant **Irwin Pollack**, comes back to Iowa to be the featured trainer for a daylong Sales Seminar. Pollack specializes in result oriented, high-energy training. He has had a distinguished 20-year career and is one of America's most trusted sources for sales, marketing and management, training. Details in the months ahead... Plan to attend!

2006 NATIONAL GUARD NCSA

The first flight of the 2006 IBA/National Guard NCSA schedule begins on **Monday, January 23**. Campaign schedules, traffic instructions, videotapes and CD's went out this week to all stations. We appreciate your continued support of this important program!

WHY NCSA? – A REFRESHER COURSE

What are NCSAs? Non-Commercial Sustaining Announcements or NCSAs, are announcements: (1) sponsored by a non-traditional advertiser whose resources are not sufficient to insure the placement and frequency of a normal commercial buy, but whose unique coverage needs can't be met by the normal placement of PSAs, and (2) are broadcast using airtime donated by stations through the NCSA program of a state broadcasters association. NCSAs are essential to the operation of all 50 state broadcast associations. Funds received through the NCSA program are used to strengthen each association in terms of member benefits and administration, as well as to promote and enhance the business of broadcasting in the state. With industry consolidation, membership dues income is no longer sufficient to maintain an office and the many services you have come to rely on. We urge your participation in the IBA NCSA program...your support is very much needed and helps keep IBA healthy and strong!

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"Radio and television stations working to promote, protect and enhance free over-the-air broadcasting"