

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

TO: All General Managers & Department Heads

www.iowabroadcasters.com

2-24-06

COAST GUARD NCSA CAMPAIGN BEGINS MONDAY

The 2006 IBA/U.S. Coast Guard NCSA Campaign will begin on **February 27** and run for 4-weeks. Tapes, CDs and traffic instructions have been sent to all stations. If you did not receive this mailing, or if you have questions about this campaign or the NCSA program, contact IBA NCSA Coordinator Mark Osmundson at 641-752-4122 or mark@kdao.com.

THANKS FROM THE NATIONAL GUARD!

The following e-mail message was received from SFC Gary Waters, with the Iowa National Guard: "*Sue, Can you put out a big THANK YOU to all the stations playing the Iowa National Guard PSA's. I had our Recruiters from around the state commenting that stations are playing our PSA's all the time!*" -- SFC Gary L. Waters, Marketing NCO, Iowa National Guard. IBA thanks all Iowa radio and TV stations for your continued support of the IBA NCSA program and this important campaign. Keep up the good work!

HERE FOR YOU!

Two of most valuable IBA resources are the two Legal Hotlines available to all dues paying members. Both Hotlines are a free service of the IBA. In Iowa, dues paying members can contact Gene LaSuer gene.lasuer@lawiowa.com and Sharon Malheiro sharon.malheiro@lawiowa.com at the Davis Law Firm in Des Moines at 515-288-2500. Or contact the Washington Hotline and speak with David Oxenford at Davis Wright Tremaine, LLP, 202-508-6656, davidoxenford@dwt.com. IBA Hotlines are available to help IBA Members with their general legal and regulatory questions and concerns.... give them a call!

LOWEST UNIT RATE REMINDER...

The Lowest Unit Rate period for the June Primary begins on **April 22**. It begins on **September 7** for the November General Election. Lowest unit rate charges begin 45 days prior to Primaries, 60 days prior to General Elections and applies to all state, local and federal elections. Any dues paying IBA member with political advertising questions can call the Iowa Hotline or Washington Hotline anytime, free of charge.

FROM NAB – FCC Reaffirms Program-Length Commercial Definition

In admonishing a station for exceeding ad limits in kids shows, the FCC has reaffirmed that even a two-second shot of Donald Duck in a videotape box in an ad in a TV program can render it a program-length commercial, in violation of FCC rules. The commission also admonished another station for failing to publicize the existence and location of kids TV information in its public file.

THERE'S STILL TIME

There is still time to turn in your NAB Community Service Surveys! The deadline has been extended to **February 28**. You can complete the survey online at: www.broadcastpublicservice.org logging in with your UserID (call letters) and your password (shown on the survey label you received in the mail) and responses will be kept confidential. Contact [Terry Ottina](mailto:Terry.Ottina@nab.org) of NAB Research and Planning at 202-775-4977 if you have any questions. Thanks to all Iowa stations who have already responded!

TV WORKSHOPS

On **May 2** and **May 9** two TV Satellite Sales Workshops featuring sales trainer Jim Mathis will be presented to participating Iowa TV stations beginning at Noon CDT. The two-part series...**May 2 "The Dynamics of Sales & Dynamic Sales People"** and **May 9 "Understanding Behavior Dynamics and Adapting to Your Prospects Buying Style."** will be two 90-minute workshops fed live via satellite. Registration information will be sent out to all TV GM's and Sales Managers in April. Watch your mail and respond.

FCC ISSUES INDECENCY FINE

The FCC will stick by their decision to issue CBS a \$550,000 fine for the Janet Jackson wardrobe malfunction during the 2004 Super Bowl. New sanctions are also planned against Fox, NBC and CBS TV stations or affiliates for violating decency standards. In the next couple of weeks, a number of indecency rulings and dismissals of complaints are expected. The rulings will be the first issued by the FCC in more than a year, and signal a renewed crackdown on broadcast indecency. The sanctions will also be the first issued under FCC Chairman Kevin Martin, who has complained to industry executives about indecent programming children might see.

IBA OFFICE NOTE

I will be in Washington next week...**PLEASE NOTE:** The IBA office will be **closed** from **February 27 – March 3**. For any questions or Association information check the IBA web site at www.iowabroadcasters.com.

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