

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

TO: All General Managers & Department Heads

www.iowabroadcasters.com

1-19-07

MEMBERSHIP REMINDER...

Your **2007 IBA Membership Dues** were due on January 15th. Are you paid and a member in good standing?

2007 EAS REGULAR MONTHLY TEST SCHEDULE

Reminder...state EAS Tests are always the first Wednesday of each month: **Jan. 3** - 8:55am; **Feb. 7** - 2:55am; **Mar. 7** - 8:55am; **April 4** - 2:55am; **May 2** - 8:55am; **June 6** - 2:55am; **July 4** - 8:55am; **Aug. 1** - 2:55am; **Sept. 5** - 8:55am; **Oct. 3** - 2:55am; **Nov. 7** - 8:55am; **Dec. 5** - 2:55am. The rules allow stations to delay the relay of the test up to one-hour. For all EAS questions, contact State EAS Co-Chairs - Joe Schloss at 712-262-1240, jsshloss@ncn.net or Jim Davies at 319-335-5740, jim-davies@uiowa.edu. A copy of the schedule is posted on the IBA web site at www.iowabroadcasters.com/eas_schd.htm.

IBA SUMMER CONVENTION

The 2007 IBA Summer Convention will be held on **June 28**. Governor Chet Culver has been invited to be the keynote speaker at the noon Scholarship/Awards Luncheon, and Jerry Frentress will be the featured trainer for a daylong Sales Seminar, "Winning Habits". Jerry is a broadcast sales trainer who specializes in upbeat, positive, straight forward selling. He will roll-up his sleeves and share what he has learned in his distinguished 36-year career...in addition, IBA will be providing all seminar attendees with a free copy of Jerry's book "25 Winning Habits". More summer convention information will be forthcoming...Plan to attend!

2007 NATIONAL GUARD/NCSA CAMPAIGN BEGINS JANUARY 22

The first flight of the 2007 IBA/National Guard NCSA Campaign begins on January 22. Campaign schedules, traffic instructions, videotapes and CD's have been mailed to all stations. We appreciate your continued support of this important program. If you have questions or if you did not receive this mailing, contact NCSA Coordinator, Mark Osmundson at [641-752-4122](tel:641-752-4122) or mark@kdao.com.

NCSAs – 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 services and administration, as well as to promote and enhance the business of broadcasting in the state. With industry consolidation, 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 NCSA program...your support is very much needed and helps keep IBA healthy and strong!

2007 STATION DIRECTORY

With a slight delay in the printing of this year's IBA station directory, the new *2007 IBA Directory* is now expected to be complete and available by the middle of next week. Copies of the directory will be mailed to all stations, associate members, state legislators and members of Congress.

ACADEMY REGISTRATIONS FILLING FAST

A reminder... the 3-day RAB Sales Training Academy will be in Des Moines February 19-21 with two separate sales programs and IBA is offering a **\$400.00 per student discount to the first 70 IBA members registered!** Multiple RAB student discounts are also available. To date, 43 students are registered, with an anticipated 53-55 students to be registered by next week. For more information, you should contact Bob Lawrence at RAB, [888-276-2729](tel:888-276-2729) or blawrence@rab.com. With a month to go, time is running out!

TV SATTELITE SALES WORKSHOPS PLANNED

Make a note--**April 25** and **May 2**, IBA will again be offering two **TV Sales Workshops** to Iowa TV stations. Sales consultant, Jim Tkac will present two sessions "**Learning the Auto Business**" and "**Capturing More Retail Automotive \$\$\$\$Dollars.**" They will be fed live via satellite at Noon, CDT to participating TV stations and last approx. 90 minutes. More information in the months ahead.

A SPECIAL THANK YOU

A note of thanks to all those who sent cards and acknowledgements following my father's death in December. They were and continue to be a comfort during this very difficult time. Thank you, *Sue Toma*.

PO Box 71186, Des Moines, IA 50325 Ph: 515-224-7237 Fax: 515-224-6560 E-mail: iowaiba@dwx.com Exec. Dir: Sue Toma

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