

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

TO: All General Managers & Department Heads

www.iowabroadcasters.com

1-25-08

2008 IOWA RAB TRAINING ACADEMY

The RAB Sales Training Academy will be in Iowa **February 25-27** with two sales programs...*Sales Foundations* and *Advanced Sales Techniques*. The Academy will take place at Iowa Valley Community College in Marshalltown. Partnering with the RAB and Iowa Valley Community College to underwrite this event, is the Q-Mac/IBA Endowment Fund of the Greater Cedar Rapids Community Foundation. The Academy is two-and-a-half days of training-teaching real-world marketing concepts and selling skills. Registration is only \$50.00 per person – **Space is limited** and registration is on a first come first serve basis! RAB has emailed registration information to all radio stations. Contact Bob Lawrence at the RAB, [888-276-2729](tel:888-276-2729) or blawrence@rab.com for more information.

MEMBERSHIP REMINDER...

IBA membership dues were due on January 15. Are you paid and a member in good standing?

2008 NATIONAL GUARD CAMPAIGN

The first flight of the 2008 IBA/National Guard NCSA schedule began on **Monday, January 21**. The campaign schedule, traffic instructions, videotapes and CD's were mailed to all stations last week. If you did not receive this mailing, or if you have any questions the NCSA program, contact Mark Osmundson, IBA/NCSA Coordinator at [641-751-4122](tel:641-751-4122) or mark@kdao.com.

FEBRUARY 2009 -- REPORT YOUR EFFORTS

A reminder for all Iowa television stations...Please email examples of your DTV Public Education efforts to the IBA office at iowaiba@dwx.com. Speaking engagements, PSA's, news stories, web postings, etc...let us know what you are doing. It is important for us to let our policymakers know that Iowa broadcasters are engaged and working hard to make sure all viewers are aware, informed and prepared for the switch. IBA will continue to serve as a clearinghouse for statewide DTV public education information and your assistance is greatly appreciated. Congress and the FCC are seriously considering mandates and/or possible legislation. They are very interested in what local stations are doing when it comes to DTV education and we want them to know of your efforts. As IBA heads to Washington in February ... Please keep us posted so we can help promote your good works.

FCC FINES

A Florida antenna structure owner was fined \$3,000 for Failing to Register the Antenna Structure. A Florida station licensee was fined \$10,000 for Failure to Comply with Radiofrequency Radiation Requirements and the Licensee of a Utah radio station was fined \$4,000 for Violating the Rule on Broadcasting Telephone Conversations. This according to the January edition of the *FCC Enforcement Monitor*, a publication of Pillsbury Winthrop Shaw Pittman, LLC- tracking FCC enforcement actions taken around the country.

NAB CRYSTAL AWARD ENTRIES DUE FEB 1

The NAB Crystal Radio Award is one of the most prestigious awards in Radio, given for excellence in community service. 50 finalists will be honored and 10 winners announced during the Radio Luncheon at the NAB Show in Las Vegas on April 15. Click on [NAB](#) for entry information.

PSA STUDY

The Kaiser Family Foundation has released a new, updated study examining the extent and nature of PSAs on broadcast and cable TV. The report "Shouting To Be Heard (2): Public Service Advertising in a Changing Television World" – found that broadcast and cable stations in the study donated an average of 17 seconds an hour to PSAs – totaling one-half of 1% of all TV airtime. The most frequent time period for PSAs to air was between midnight and 6 a.m., accounting for 46% of donated PSAs across all stations in the study; looking only at broadcast stations, 60% of donated PSAs ran overnight. The time period with the fewest donated PSAs was during prime time (8-11 p.m.), with 13% of all donated PSAs. The most common issue among donated PSAs was health (26%), followed by fundraising (23%), family/social concerns (12%), community organizations/events (8%), and volunteerism (6%). The report was released yesterday at a forum featuring FCC Commissioners Capps, Adelstein, and Tate along with representatives from News Corp., CBS, Time Warner, Univision, the Ad Council and the American Legacy Foundation. *The Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.*

UPCOMING

February 25-27 (Marshalltown): RAB Training Academy. February 25-27 (Washington, DC): NAB State Leadership Conference. February 27 (Washington, DC): IBA Calls on Congress. June 12 (West Des Moines): IBA Summer Convention & Sales Seminar.

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