

# IOWA BROADCASTERS ASSOCIATION

## FAST NEWS

ROUTE TO: General Managers & All Department Heads

www.iowabroadcasters.com

3-14-08

### SCHOLARSHIP PROMOS TO END TOMORROW

Important Reminder...All 2008 IBA Scholarship promos currently running are to stop airing TOMORROW, **Saturday--March 15**  
Thanks to all stations that helped to spread the word!

### IOWA BROADCASTERS GAIN VALUABLE SALES TRAINING

In spite of the weather... 43 radio account executives attended the 3-day 2008 RAB Sales Training Academy, held at Iowa Valley Community College in Marshalltown, February 25-28. Thanks to the support of the Q-Mac/IBA Endowment, IBA was able to bring the on site Training Academy back to Iowa. A very special thanks to all General Managers who made the time and financial commitment to send staff to this valuable event.

### ON CAPITOL HILL- IBA WORKING FOR YOU

The voice of local broadcasters has been heard loud and clear on Capitol Hill. A delegation of Iowa broadcasters, met with Members of Congress in Washington, on February 27, advocating on behalf of all Iowa broadcasters. Issues relating to Localism, the DTV Transition, Radio Performance Tax and Internet Streaming were the main topics discussed with Iowa lawmakers and key staff. Following our meetings on Capitol Hill, Iowa Rep. Steve King (R-5<sup>th</sup>) signed on as a co-sponsor of H. Con. Res. 244, "The Local Radio Freedom Act," in opposition to the proposed "performance tax." on radio broadcasters. Congressman King now joins all of Iowa's Representatives in support of this resolution. He has also, on behalf of local broadcasters, signed on to the Ross-Blackburn "Localism Letter" being circulated in Congress. Also following our Hill meetings, Rep. Bruce Braley (D-1<sup>st</sup>) signed on as a co-sponsor of H.R. 2060 "The Internet Radio Equality Act" ensuring the growth of Internet radio streaming on behalf of Iowa radio stations. IBA is proud to serve all Iowa broadcasters through this strong lobbying effort.

### MEET WITH YOUR MEMBERS DURING RECESS

With Congress home March 15-April 30 for Easter recess, Iowa broadcasters have an excellent grassroots opportunity to drive home our message on key issues, including the FCC Localism Proceeding. For **Radio**, it's also Performance Tax and Radio Internet Streaming...for **TV**, the DTV Transition and Unlicensed White Spaces. Sometime during the next few weeks, try and schedule a meeting with your Member of Congress and Iowa Senators while they are back in Iowa...invite them to your station(s)...Grassroots contacts will continue to be key to our success this legislative cycle and face-to-face meetings provide the most effective forum for highlighting our issues and conveying our concerns!

### AT THE STATEHOUSE

On Thursday, IBA/INA lobbyists Keith Luchtel and Scott Sundstrom met with Senator Michael Connelly (D-District 14) and lobbyists for cities, schools and counties to discuss the FOI Open Records/Public Meetings Reform Bill - SF 2378 and the consensus amendment put forward by the Iowa Newspaper Association. A conference call will be held this morning to learn what Sen. Connolly has decided to do with the bill. With hopes of strengthening Iowa's open meetings/open records laws (Chapters 21 and 22 of the Iowa Code) IBA and INA have been working for passage of this legislation. If passed by the state legislature, the bill would expand the current open meetings/public records law and add much-needed enforcement help. We will keep you posted.

### IOWA STATIONS NAMED CRYSTAL AWARD FINALIST

Iowa stations, KSTZ-FM in Des Moines and KCVM-FM, Cedar Falls have been named a finalist for the **NAB Crystal Radio Awards** for excellence in community service. KSTZ-FM is part of the Des Moines Radio Group, owned by Saga Communications and KCVM-FM is part of Sturgis Falls Broadcasting in Iowa. 2008 Crystal Award winners will be announced at the NAB Show in Las Vegas, during the Radio Luncheon on April 15.

### COLE TO NAB TV BOARD

Ray Cole, President and General Manager, WOI-TV, Des Moines and COO of Citadel Communications has been appointed to the NAB TV Board. Cole, who was appointed by NAB TV Board Chairman Alan Frank, will serve through June 2009. The Citadel group of stations includes two Iowa stations, WOI-TV and KCAU-TV; along with KLKN-TV Lincoln, NE; and WHBF-TV, Rock Island, IL.

### UPCOMING

June 12 (West Des Moines): IBA Summer Convention & Sales Seminar w/Jim Taszarek.

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