

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

TO: General Managers & Department Heads

www.iowabroadcasters.com

3-16-07

IBA TAKES TO THE HILL

The voice of local broadcasters has been heard loud and clear on Capitol Hill. Iowa broadcasters, met with Congressional and Senate offices in Washington, DC on March 1 and 2. Issues relating to the DTV Transition, HD Radio, AM to FM Translators, Satellite Radio and Retransmission Consent were a few of the topics discussed with Iowa lawmakers and key staff. IBA is proud to serve its members through this strong lobbying effort.

CAUCUS WATCH --LUR BEGINS DECEMBER 1, 2007

As it stands, the Iowa caucuses are scheduled for January 14, 2008, thus the **Lowest Unit Rate** period will begin on **December 1, 2007**. Remember...Lowest Unit Rate windows begin 45 days prior to all Primaries and Caucuses... 60 days prior to General Elections.

AT THE STATEHOUSE...

HSB 105, the Clean Elections Act has now become HF 805. The bill no longer contains the anti-broadcast language as first introduced. The proposed ad tax and burdensome reporting requirements have been removed and the public broadcasting debate provision has been changed. Also, **HF 266**, the Tower Lighting Bill has been pulled and being amended to call for a study by the IDOT with a report to be made to the state legislature next year. Thanks to those who made contacts on behalf of these issues.

SCHOLARSHIP PROMOS END ON SUNDAY

Important Reminder...All IBA Scholarship promos currently running are to stop airing this Sunday--**March 18**... Thanks to all who helped spread the word!

2007 RAB ACADEMY SEES RECORD ATTENDANCE

Over 65 radio Account Executives from all across Iowa attended the 3-day RAB Sales Training Academy in Des Moines February 19-21. With the support of the Q-Mac/IBA Endowment, IBA provided members who attended, a \$400.00 per student discount. Thanks to all GMs and Sales Managers who made the time and financial commitment to send staff to this very valuable event.

TV SALES WORKSHOPS

TV Satellite Sales Workshop registration forms have been mailed to all TV GM's and Sales Managers. The two workshops, "Learning the Retail Automotive Business" and "Selling Against the Other Media" will be presented by John Tkac, live via satellite on April 25 and May 2. If you're interested in having your staff participate in this sales training, return your registration form and payment to the IBA office no later than April 16.

"CHANGE IS IN THE AIR" ... JOIN US ON JUNE 28

Mark your calendars now! Plans are being finalized for the 2007 IBA Summer Convention to be held **June 28** in West Des Moines. Governor Culver has been invited to deliver the keynote address at the noon Scholarship Awards Luncheon, and Jerry Frentress will be the featured trainer for a day-long Sales Seminar, "Winning Habits" Management sessions on Internet Webcasting; HD Radio; the DTV Transition; and Disaster Preparedness are being planned. More details will be forthcoming in the weeks ahead...Plan to attend.

KCVM-FM NAMED CRYSTAL AWARD FINALIST

KCVM-FM in Cedar Falls has been named a finalist for an **NAB Crystal Radio Award** recognizing excellence in community service. Winners will be announced at NAB2007 in Las Vegas. Congratulations to General Manager Jim Coloff and the entire KCVM staff!

FOUNDATION TO HONOR DEAN SORENSON

On April 18th, the Broadcasters Foundation of America will honor long time Iowa broadcaster and station owner Dean Sorenson with the prestigious **2007 Broadcast Pioneer Award**. The Broadcast Pioneer Award, established in 1996 will be presented during the NAB convention in Las Vegas. Congratulations Dean!

NAB TV BOARD ELECTION

Iowa broadcaster, **William Hayes**, Director of Engineering & Technology for Iowa Public Television is a nominee for the 2007 NAB Television Board. Ballots have been mailed to NAB members and must be returned by **March 23**. Remember To Vote.

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