

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

ROUTE TO: General Managers & All Department Heads

www.iowabroadcasters.com

4-20-07

CALLING ALL NOMINEES!

Nomination forms for the 2007 **IBA Broadcaster of the Year** and **Hall of Fame** awards have been sent out to all General Managers. If you did not receive this mailing, please contact the IBA office at [515-224-7237](tel:515-224-7237) or iowaiba@dwx.com. The deadline for submitting nominations is **May 22**.

RECOGNIZING LOCAL BROADCASTERS FOR DISASTER RESPONSE

In her keynote address to the 2007 NAB convention in Las Vegas, Senator Mary Landrieu, D-LA, announced new legislation that would for the first time, federally recognize the vital role of local broadcasters in responding to major disasters. Co-sponsored by Senator Ted Stevens, R-Alaska, the **First Response Broadcasters Act of 2007** would take steps to help ensure that local radio/TV stations are able to broadcast essential public information to the disaster area uninterrupted. "Our local radio/TV broadcasters were a lifeline to the people of Louisiana and Gulf Coast as Hurricanes Katrina and Rita rolled ashore in 2005," said Sen. Landrieu, Chairman of the Disaster Recovery Subcommittee of the Senate Homeland Security and Governmental Affairs Committee. "They provided vital public safety information and comfort to thousands of people when both were needed the most." "Broadcasters provide an invaluable public service to Americans, especially in times of crisis," said Sen. Stevens, the Subcommittee's Ranking Member. The bill, introduced in both the Senate and House, would designate local radio/TV stations providing essential disaster-related programming as "first response broadcasters" and open access to federal supplies of fuel, water and food. The Landrieu-Stevens bill also directs FEMA to expedite access to the disaster area by broadcast engineers to restore transmitters and other key broadcast facilities and infrastructure. To better protect these critical-to-air facilities, the bill establishes a Broadcast Disaster Preparedness Matching Grant Program. The grants could be used to protect, upgrade or enhance facilities and infrastructure to better position stations to continue providing vital public information during a disaster. "Local broadcasters are uniquely positioned to provide the vital, often lifesaving, information that Americans rely on during times of crisis," said NAB President David Rehr. "We salute Sens. Landrieu and Stevens for introducing this legislation recognizing the important role played by broadcasters and look forward to working with them to ensure Americans continue to benefit from our lifeline service." NAB has been joined in its support for the bill by the Radio-TV News Directors Assoc. and it has also been endorsed by 45 state broadcast associations, representing: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Wisconsin, Wyoming and Washington, D.C. According to Sen. Landrieu, "This bill recognizes an important public-private partnership that will aid our response to future disasters... As local radio/TV stations stand up, as so many did after 9/11 and the hurricanes, to put commercial interests aside to serve the public interest, the federal government should be ready to stand with them."

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

Mark your calendar! Plans are being finalized for the **IBA Summer Convention & Sales Seminar** to be held **June 28** at the West Des Moines Marriott. This year's theme "*Change is In the Air*" will feature a day long sales seminar presented by Jerry Frentress-one of the top broadcast sales trainers in the country. **Iowa Governor, Chet Culver** has been invited to deliver the keynote address at the noon **IBA Awards Luncheon**, honoring our 2007 Award winners and IBA Scholarship recipients. Management sessions will include an **HD Radio** roundtable, **Disaster Preparedness**, **DTV Transition**, and back by popular demand, a **Web Marketing** session with Sean Barnard, looking at how to build your brand on line and create a profit. Registration materials are being prepared and will be available shortly.

AT THE STATEHOUSE...

SF 585, is a bill relating to the registration of construction contractors. Each contractor is assigned a number and the bill would require their advertising to carry that number. At a subcommittee meeting we were able to point out the difficulty that would present for radio and TV advertising. On behalf of Iowa broadcasters, floor manager of the bill, Senator Bill Dotzler of Waterloo, obtained passage of an amendment removing radio and television advertising from that requirement. We appreciate Senator Dotzler's help and support!

2007/08 SCHOLARSHIP SELECTIONS UNDERWAY

The final 2007/08 IBA Broadcast Scholarship selection process is now underway, with the winners to be recognized on **June 28** at the **IBA Awards Luncheon**. Five Iowa students will receive a renewable scholarship, to pursue an education in broadcasting at an Iowa college or university. IBA broadcast scholarships are awarded annually to qualified Iowa students, through the support of the Quarton-McElroy/IBA Endowment. Last year IBA provided over \$100,000 in college scholarship and grant funding.

CALENDAR

April 25 & May 2 (via Satellite): TV Sales Workshops; **April 27** (Cedar Rapids): Q-Mac/IBA Endowment Board Meeting.
June 27 (W. Des Moines): IBA Board Meeting; **June 28** (W. 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"