

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

TO: General Managers & All Department Heads

www.iowabroadcasters.com

5-3-06

JOIN US JUNE 29

Plan to join us for this year's **IBA Summer Convention** being held on June 29 at the West Des Moines Marriott. The theme this year is "*Industry Evolution – Make it Your Choice*"... focusing on the future. It will feature a one-day sales seminar presented by Irwin Pollack...one of the top broadcast sales trainers in the country! New NAB President & CEO David Rehr will deliver the keynote address at the 11:30am-1:00pm IBA Awards Luncheon, recognizing our 2006 Award winners and new IBA Scholarship recipients. General sessions will include for Radio- an HD- Radio's Future session; For TV it is- Over the Air & Over the Web with Jack Perry of Decisionmark; A panel on Internet streaming – The ABC's of Web Casting addressing streaming fees and rights issues... How to web cast, How to compete and How to make money taking advantage of the "New Media." Finally, an EEO seminar -Are You In Compliance? is being held for all Managers. Remember...a management-training program on EEO issues gives your station a "credit" towards EEO compliance. Registration materials are being finalized and will be sent out shortly ... Plan to attend.

IBA ANNUAL MEETING NOTICE

The **2006 IBA Annual Meeting** will be held at 3:30pm on June 29, at the West Des Moines Marriott. All IBA members are encouraged to attend.

NOMINATIONS REMINDER- DEADLINE IS MAY 22

Do you know a fellow broadcaster deserving of recognition? Nominations are being accepted through **May 22** for this year's "*Broadcaster of the Year*" and "*Hall of Fame*" awards. The "*Broadcaster of the Year*" is awarded to management...Owner, President, or General Manager...providing exceptional leadership and service to his/her station and community. The "*Hall of Fame*" is presented to an Iowan, (not always a broadcaster), who has made a lasting/significant contribution to community, state of Iowa and broadcast industry as a whole. Nomination forms have been sent to all GMs. and are available online at www.iowabroadcasters.com Nominations should be submitted to 2006 Awards Chair, Steve Martinson at KIMT-TV in Mason City. Award winners will be announced on June 29th at the IBA Annual Awards Luncheon.

\$100,000 IN SCHOLARSHIPS AWARDED

IBA will award a total of **\$100,000** in broadcast scholarships and grants to deserving Iowa students beginning in 2006/07, thanks to the generous support of the Quarton-McElroy/ IBA Endowment. At their April 28th meeting, the Q-Mac/IBA Advisory Board approved increasing the annual scholarship funding beginning in 2006, to \$4,000 per student, up from the current \$3,000. This year a total of seven new Iowa students have been selected as recipients of an IBA Broadcast Scholarship...they are: Bennett Blake, Wiota; A.J. Ellingson, West Des Moines; Jonathon Gregg, Charlotte; Michael Reid, Council Bluffs; Kelsi Roberts, Bloomfield; Shelley Russell, Waverly; and Tony Tracy, Clive. Each will receive a \$4,000 a year renewable scholarship, to pursue a broadcast education at an Iowa college/university. Also, two UNI/Electronic Media students, Valerie Pitts of Oskaloosa and Mike Verlo of West Branch were selected to receive \$4,000 scholarships to continue their electronic media studies at UNI. All of these students will be recognized at the **Annual Awards Luncheon** on June 29.

POLITICAL ADVERTISING Q & A

David Oxenford, Esq., IBA Washington Hotline

Q. Do I have to give lowest unit rates to state and local candidates?

A. Yes. While stations are not obligated to sell time to state and local candidates (reasonable access applies only to Federal candidates), once a station agrees to sell time to these candidates, the time must be sold at lowest unit rates.

Q. Do bonus spots given to charities or government agencies affect lowest unit rates?

A. In the past, the FCC had said that bonus spots given to nonprofit organizations or government agencies do not need to be considered in lowest unit rate computations. In recent informal statements (which are not binding on the FCC but are indicative of their probable outcome of any case), FCC officials have expanded that holding to state that all spots sold to charities and governmental agencies can be excluded from lowest unit rate computations. The reasoning given is that candidates are supposed to get the same rates as "commercial" advertisers, and charities and government agencies are not commercial entities.

Q. How do I treat per inquiry spots for lowest unit rate purposes?

A. Per inquiry spots have no effect on a station's lowest unit rates. This type of spot does not need to be offered to political candidates.

IBA OFFICE

Please make a note...**The IBA Office will be closed May 4 –11**. Members with legal questions should contact Sharon Malheiro / Gene LaSuer at the IBA Legal Hotline, 515-288-2500 sharonmalheiro@lawiowa.com / genelasuer@lawiowa.com; or in Washington, contact David Oxenford at the IBA Washington Hotline, 202-508-6656, davidoxenford@dwt.com.