

IOWA BROADCASTERS ASSOCIATION

FAST NEWS

ROUTE TO: General Managers & All Department Heads

www.iowabroadcasters.com

6-6-08

ALTERNATIVE INSPECTIONS SIGN-UP BRISK

2008 IBA Alternative FCC Inspection registrations were sent out to all GMs and Chief Engineers in May. The deadline for sign-up is **July 15**, no exceptions. If you did not get this mailing, please contact the IBA office. Alternative FCC Inspections are scheduled to begin in August. Make sure your 2008 IBA membership dues are paid, in order to take advantage of the lower inspection fees. Non-members pay 50% more per inspection. Sign up today!

IBA CONVENTION & SALES SEMINAR BEGINS THURSDAY

Record breaking attendance is expected for this year's Summer Convention and Sales Seminar. Registrations are at capacity for our meeting room space and the hotel is working hard to accommodate our needs. This year's agenda will include sessions on the New Regulatory Environment, Political Advertising and our upcoming Alternative Inspections. An all day sales seminar on Selling in a Slow Economy is being presented by the eve popular, Jim Taszarek...We look forward to seeing you there!

\$92,000 IN IBA SCHOLARSHIPS AWARDED FOR 2008/09

The IBA will award a total of **\$92,000** in broadcast scholarships and community college grants to deserving Iowa students this year, thanks to the support of the Quarton-McElroy Endowment Fund, through the Greater C.R. Community Foundation. Three Iowa students have been selected as recipients of an IBA Broadcast Scholarship...they are: Ciera Lundgren of Urbandale; Wartburg College Junior, Nicole Ann Newbrough of Montour and Anthony Roth of Oelwein. Each recipient will receive a \$4,000 a year renewable scholarship, to pursue an education in broadcasting. In addition, two UNI/Electronic Media students, Dante' Means of Waterloo and Erin Wilson of Nevada were selected to receive \$4,000 scholarships to continue their Electronic Media studies at UNI. Students will be recognized on June 12th, during the IBA Awards Luncheon in West Des Moines.

IOWA BROADCASTERS LEADING THE WAY

IBA and Iowa Public Television are currently in production of a ½ hour DTV transition public education program titled Iowa DTV Answers. The program is being made available for all Iowa commercial and non commercial television stations to simulcast on June 26th from 6:30-7:00pm. After June 26th the program can be re-played in any other time period and as many times as local stations finds appropriate. This ½ hour public education program will provide answers to questions Iowans have about the February 17, 2009 analog shut-off and how to access digital television. If viewers still have questions, they will be encouraged to contact their local broadcaster or seek out more information on the Web. Our Congressional Delegation is very interested in these DTV efforts and Senator Harkin is looking at a number of DTV meetings when back in the state. This is an exciting partnership and through this joint IBA/IPTV effort, Iowa broadcasters are once again leading the way to ensure the success of the DTV transition here in Iowa.

FROM OUR LEGAL HOTLINE—FIREWORKS ADVERTISING REMINDER

With July 4th around the corner, broadcasters will again be receiving calls from out of state fireworks vendors looking to buy time on Iowa stations. Is it "legal" to advertise the sale of fireworks in Iowa? Under Iowa law it is a simple misdemeanor if anyone "offers for sale, exposes for sale, sells at retail, or uses or explodes any fireworks." However, there is no Iowa statute that prohibits the "advertising" of fireworks for sale either in the newspaper or by broadcasters. Some have questioned whether the language in the statute that says it is illegal for anyone to "offer" fireworks for sale means they cannot be advertised. In other words, does a broadcaster "offer" fireworks for sale because there is an advertisement on the air? We believe that the better answer is that there is no prohibition against the airing of any advertisements for the sale of fireworks and that the term "offer for sale" specifically refers to the persons selling the products, not the entity that carries the advertisement. There may be a "public policy" reason a broadcaster may chose to not air these advertisements—some believe that advertisement of an illegal activity is generally a bad idea. However, there is no legal reason a broadcaster cannot accept ads from out of state fireworks vendors. The IBA Legal Hotline is a FREE service to IBA dues paying members. Contact the Hotline at [515-288-2500](tel:515-288-2500) or Gene LaSuer GeneLaSuer@davisbrownlaw.com and Sharon Malheiro SharonMalheiro@davisbrownlaw.com

10TH ANNUAL BROADCAST WORKSHOPS

This July the IBA will once again be sponsoring a series of two week-long Summer Broadcast Workshops for Iowa high school students at Wartburg College in Waverly. This is the 10th year for the Broadcast Workshops, being held July 21-25 and July 28-August 2. This is a unique program hosted each summer by the Wartburg College Communications Arts Department and the Iowa Broadcasters Association. Students from all across Iowa gain valuable hands-on Radio/TV experience. We hope you will encourage your local high school students and teenage part-timers to attend. Registration is going on now and for more information you should contact, Prof. Jeff Stein at [319-352-8534](tel:319-352-8534), Jeff.Stein@wartburg.edu.

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