

# IOWA BROADCASTERS ASSOCIATION

## FAST NEWS

TO: All General Managers    ROUTE TO: All Department Heads    www.iowabroadcasters.com    9-26-08

### BY OCTOBER 1

- **Biennial Ownership Reports Due.** IOWA **RADIO** stations must prepare and file electronically an FCC Form 323 Biennial Ownership Report and fee with the FCC. Similarly, noncommercial stations in these states must file a Biennial Ownership Report on FCC Form 323-E.
- **FCC Form 397 Mid-Term EEO Report Due.** In addition to preparing the Annual EEO Public File Report, IOWA **RADIO** stations must also prepare and file electronically with the Commission an FCC Form 397 Mid-Term EEO Report. The Public file reports for the periods from October 1, 2006-September 30, 2007 and from October 1, 2007-September 30, 2008 are to be filed with the Form 397.
- **Must-Carry / Retransmission Consent Election.** Full-power IOWA **TELEVISION** stations must make an election between retransmission consent and must-carry for all local cable systems and satellite television providers. This election will be effective for the three-year period between Jan. 1, 2009 and Dec. 31, 2011.

### BY OCTOBER 10

- **FCC Form 398 Children's Television Programming Reports Due.** All commercial full-power **TELEVISION** stations and Class A - LPTV stations, must prepare and file an FCC Form 398 Children's Programming Report for the third quarter of 2008.
- **Children's Television Commercial Limitations Certification.** In addition to broadcasting programming responsive to the educational and informational needs of children, the FCC's rules limit the amount of commercial material that can be aired during programming aimed at children. In order to demonstrate compliance with this rule, **TV** stations must prepare and place proof of compliance with the commercial limitations in the public inspection file every quarter. **TV** stations must prepare and place in their public inspection files proof of compliance with the children's television commercial limitations for the third quarter of 2008.
- **All Commercial and Non Commercial **RADIO & TELEVISION** stations** place the Quarterly Issues/Programs List for the July 1-September 30, 2008 calendar quarter in the public inspection file.

### CHILDREN'S ADVERTISING CONCERNS MARTIN

FCC chairman Kevin Martin told Congress on Tuesday he is disappointed that more in the media have not volunteered to limit food and beverage ads targeted toward kids and left the door open for the commission to mandate such limits. He also blamed the failure of an industry/government task force to come up with recommendations for reining in snack-food marketing. That task force has not yet produced a report. Martin cited a move by Britain to ban snack-food ads during kids' shows and said he believes if there are not more voluntary efforts to place limits on the advertising of unhealthy foods in children's programming, the FCC has the authority to step in and regulate kids' ads, if need be.

### IOWA BROADCAST/CABLE ISSUES

To help broadcasters and cable systems navigate the DTV transition, Iowa broadcasters are encouraged to attend the 2-hour Broadcast/Cable Summit at the 2008 Iowa DTV Symposium being held October 7th from 8:00-10:00AM at the Hotel Fort Des Moines in Des Moines. The summit is being held free-of-charge in conjunction with the 14th Annual Iowa DTV Symposium taking place at the Hotel Fort Des Moines October 7-9. For more information visit <http://www.iptv.org/dtv> or contact Karen Schaffer at 515-242-4139.

### FROM THE WASHINGTON HOTLINE: POLITICAL WEB ADS

Each election season brings on new issues. In recent years, broadcasters have been dealing with requests for political uses on the station's Website. For the most part, unlike a broadcast station that is subject to the full panoply of the FCC's political rules, those rules largely don't apply to station Websites. About the only informal pronouncement to come out of the FCC on the use of a station Website is, if the Website is sold to one candidate as part of a package with broadcast spot time, then the same offer should be made to competitors of the candidate. This is just a restatement of a long-standing FCC policy that, if one advertiser gets extra benefits that come with the purchase of advertising, and those benefits would be of value to a candidate, they should also be offered to the candidate, and that equal opportunity demands that all candidates for the same office be treated alike. [For more information...](#)

### MARK YOUR CALENDAR

The 2008 IBA Summer Convention will be held **June 26<sup>th</sup>** in West Des Moines.

### IBA OFFICE NOTE...

The IBA office will be closed **October 1-7**.

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*"Radio and television stations working to promote, protect and enhance free over-the-air broadcasting"*