



FROM THE EDITOR

As Tom Cruise once said in Jerry Maguire, "help me...help you." I'm asking for your help in the fourth quarter of 2011 and beyond in playing the MBA's NCSA spots. The NCSA (non-commercial sustaining announcement) program was created as a way to produce extra revenue for State Broadcasters Associations. Since the early 2000's the MBA has used NCSA's to support the majority of our programs – state and federal legal hotlines (free to members), LocalBroadcastSales.com (our 24/7 online sales training website), the Alternative Broadcast Inspection Program (ABIP) which keeps the FCC from randomly inspecting your station for a three year period, seminars and appreciation nights (like Sound Bites 2011 on November 2) and much more.

The MBA currently has two major NCSA sponsors, the Massachusetts Army National Guard and the United States Coast Guard. The NCSA program is critical for these branches of the military to reach recruitment goals each year and their dollars support the MBA's vast array of services. So please take a few minutes to see if your station is playing these NCSA spots. If you are, thank you for supporting us! If you aren't and would like to contribute to the programs we currently run and some of the exciting programs and services we're looking to offer in 2012 and beyond, please contact our office and ask how you can participate. On behalf of the dozens of stations and station personnel that currently utilize the MBA's services, I thank you.

Sincerely,

Jordan Waltan

Spectrum threat still looming for broadcast television

While broadcasters to date have been successful in protecting their airwaves, the fight to protect broadcaster's spectrum is ongoing and will intensify in the next few months.

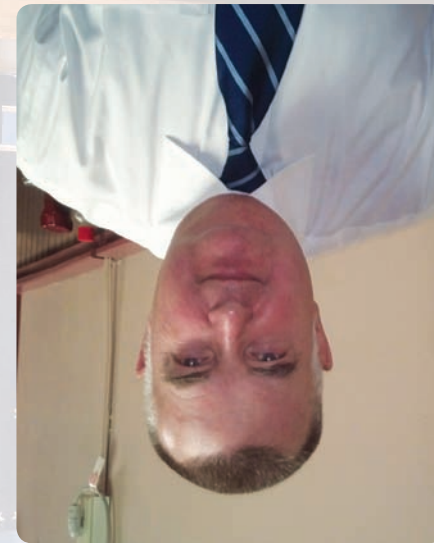
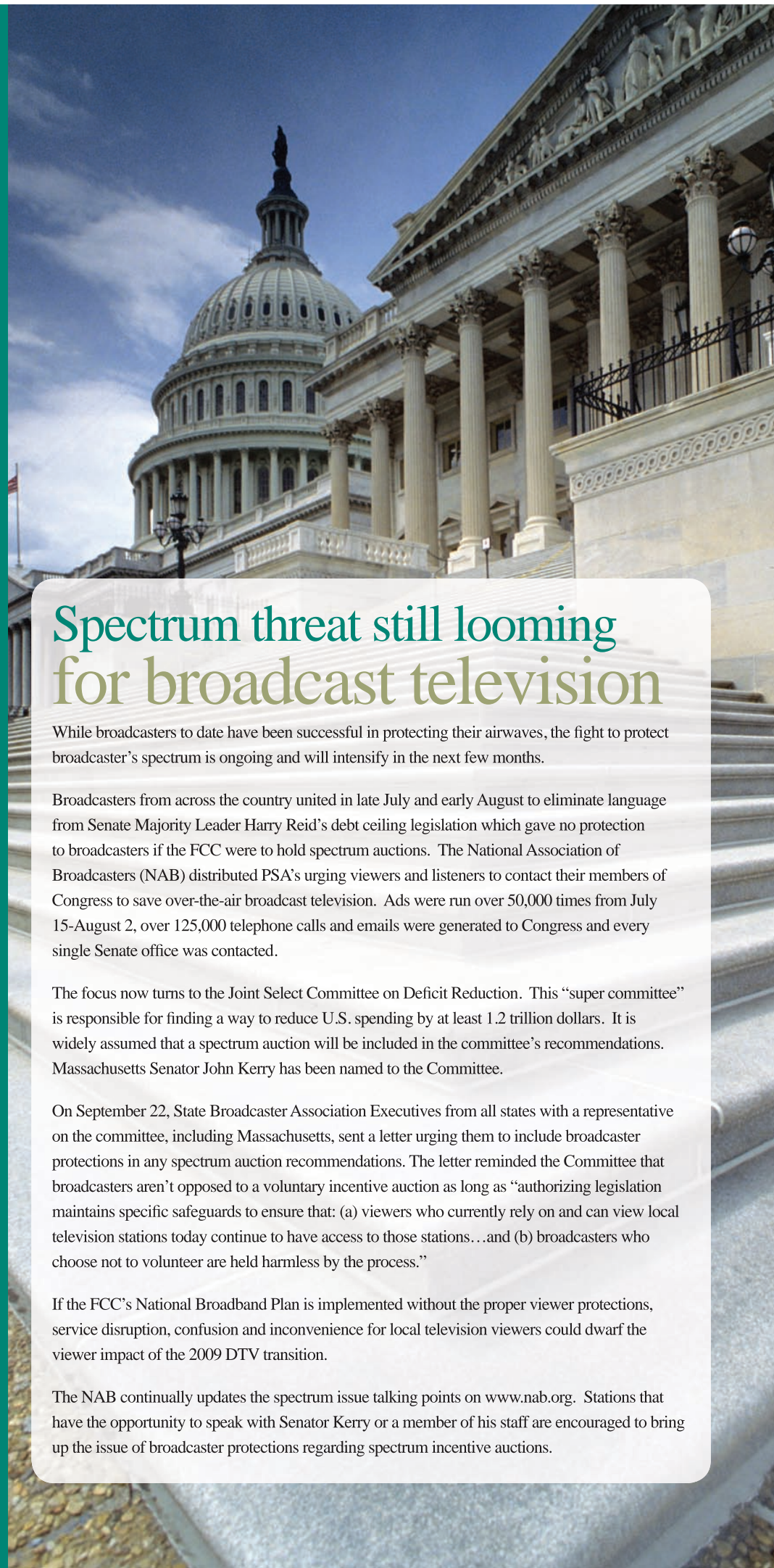
Broadcasters from across the country united in late July and early August to eliminate language from Senate Majority Leader Harry Reid's debt ceiling legislation which gave no protection to broadcasters if the FCC were to hold spectrum auctions. The National Association of Broadcasters (NAB) distributed PSA's urging viewers and listeners to contact their members of Congress to save over-the-air broadcast television. Ads were run over 50,000 times from July 15-August 2, over 125,000 telephone calls and emails were generated to Congress and every single Senate office was contacted.

The focus now turns to the Joint Select Committee on Deficit Reduction. This "super committee" is responsible for finding a way to reduce U.S. spending by at least 1.2 trillion dollars. It is widely assumed that a spectrum auction will be included in the committee's recommendations. Massachusetts Senator John Kerry has been named to the Committee.

On September 22, State Broadcaster Association Executives from all states with a representative on the committee, including Massachusetts, sent a letter urging them to include broadcaster protections in any spectrum auction recommendations. The letter reminded the Committee that broadcasters aren't opposed to a voluntary incentive auction as long as "authorizing legislation maintains specific safeguards to ensure that: (a) viewers who currently rely on and can view local television stations today continue to have access to those stations...and (b) broadcasters who choose not to volunteer are held harmless by the process."

If the FCC's National Broadband Plan is implemented without the proper viewer protections, service disruption, confusion and inconvenience for local television viewers could dwarf the viewer impact of the 2009 DTV transition.

The NAB continually updates the spectrum issue talking points on www.nab.org. Stations that have the opportunity to speak with Senator Kerry or a member of his staff are encouraged to bring up the issue of broadcaster protections regarding spectrum incentive auctions.



MBA retains new in-state legal hotline attorney

As of September 1, 2011, the Massachusetts Broadcasters Association has retained new counsel for the in-state legal hotline. Attorney William J. Murray, located in Springfield, will now be answering the phone when you have questions about advertising law and regulations, employer/employee law, prior restraint, state taxes, libel, defamation and invasion of privacy.

Mr. Murray graduated from Boston College with a bachelor's degree in economics. He graduated from Duke University Law School in 1970. Mr. Murray has worked as an attorney at Massachusetts Mutual Life Insurance Company, the firm of Allen, Cohen & Fitzgerald, as a partner at Murray, Fitzgerald, Sabella & Donahue, as Executive Vice President and General Counsel at the Sullivan Paper Company and has been in private practice in Springfield with a focus on corporate and business matters since 2001.

The MBA's federal hotline with Pillsbury Law remains the same.

To reach the in-state hotline you can call Attorney Murray at 413.736.1852 or email him at bmurray@aol.com. As always, the in-state and federal hotlines are FREE to MBA members.

mba Massachusetts Broadcasters Association

PRSRST STD
U.S. POSTAGE PAID
PERMIT NO. 417
MANCHESTER, NH

VISIT US ONLINE AT WWW.MASSBROADCASTERS.ORG

Job Banks | Member Lists | Legal Information | Everything You Need To Keep Your Station Up-To-Date

Fall 2011

Vol 16 • No. 3



IN THIS ISSUE

Letter from the Editor

MBA Awards Eleven Scholarships

MBA Donates \$2,500 to Salvation Army

Mass Broadcasters Hall of Fame Inducts New Members

Sound Bites 2011 – November 2!



Sound Bites 2011, the Massachusetts Broadcasters Association's Annual Meeting and Mingling event is quickly approaching!

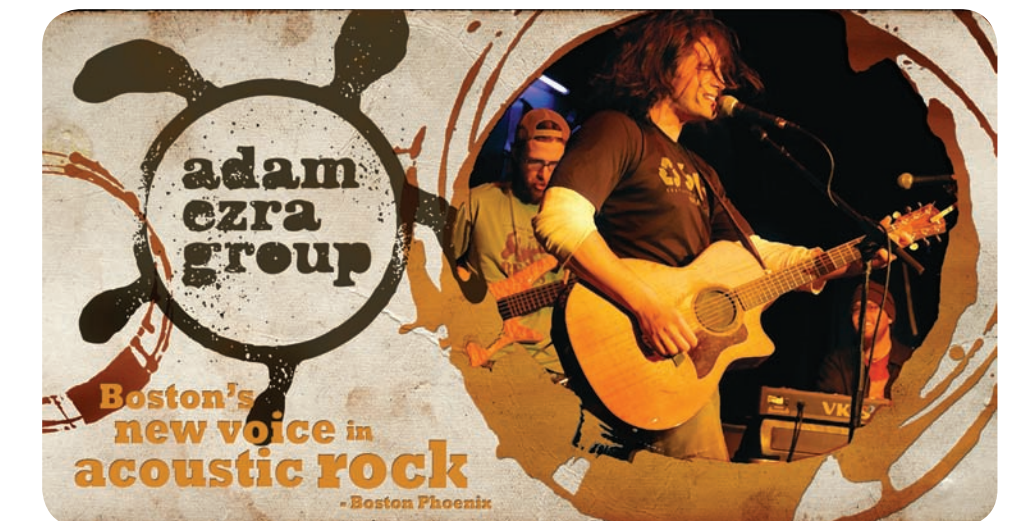
The day starts at 2pm with the seminar "Jumpstart Your

Digital Sales," presented by Stephen Warley, founder of LocalBroadcastSales.com, the MBA's online training website. Stephen will help you and your station make money from all things digital – mobile, Facebook, Twitter and more. You can even get your specific question answered at the seminar by emailing Stephen your question before the event! Email swarley@localbroadcastsales.com.

Stephen has consulted with local media companies throughout the U.S. on their digital media strategies, including WBZ-TV, as the Executive Director of Digital Media at 602 Communications. He founded LocalBroadcastSales.com in 2007 with the vision of revolutionizing how local broadcasters and advertisers learned about new marketing trends and opportunities.

After the seminar is the MBA's Annual Meeting followed by a cocktail reception with hors d'oeuvres, food stations, and a perfect chance to chat and network. Mike Mullen from the National Association of Broadcasters Government Relations department will be on hand to update members on broadcast spectrum.

At 6:30 the fun really starts when the Adam Ezra Group takes the stage for an energetic show. The Boston Phoenix has called the Adam Ezra Group "Boston's new voice in acoustic rock!"



Don't miss out on a great opportunity for you and your stations!

RSVP today: email events@massbroadcasters.org or call the MBA at 800-471-1875. Attendance is FREE to all MBA members and \$10 per person for non-members.

SOUND BITES 2011

IN THIS ISSUE



LETTER FROM THE EDITOR



MBA AWARDS ELEVEN SCHOLARSHIPS



MBA DONATES \$2,500 TO SALVATION ARMY



MASS BROADCASTERS HALL OF FAME INDUCTS NEW MEMBERS

OFFICIAL NEWSLETTER OF THE MASSACHUSETTS BROADCASTERS ASSOCIATION

MBA awards eleven scholarships

On July 12 and 13 the Massachusetts Broadcasters Association awarded its 2011-2012 Student Broadcaster Scholarships. Awarded annually in the amount of \$2,000, the scholarships are given to students pursuing a career in over-the-air broadcasting and are enrolled in a broadcast program at a two- or four-year accredited school. This year the MBA was able to double the amount of scholarships awarded. Ten Bay State residents were selected from over 75 applicants. Winners were chosen based on financial need, academic achievement, extracurricular and community involvement and an essay about their interest in broadcasting.

The following recipients and their families were part of a brief presentation at WCVB-TV on July 12. WCVB President and General Manager Bill Fine handed out scholarships to Phuong Diep from Dorchester, a student of Salem State University; Nicholas Riebesehl from Wasquoit, Shakala Alvaranga of Haverhill and Jessica Dyer of Plymouth, all attending Emerson College; Melissa McKinnon from Quincy, attending Franklin Pierce University; Matthew McCarthy from Carver, attending Ithaca College, Phillip Spencer of Billerica attending Bentley University; and Mackenzie Maynard of Billerica, a student of UMass Amherst.

Receiving their awards at WWLP-TV in Springfield, MA on July 13 from MBA Chairman and WWLP-TV General Manager Bill Pepin were Michael Theroux from Gardner, attending UMass Amherst and two-time scholarship winner Aaron Carr from Athol, a student of Penn State University.

For the third year, an additional scholarship fund was given in memory of the late Al Sprague, former president of the Massachusetts Broadcasters Association. The Al Sprague Memorial Scholarship was increased to \$3,000 and was presented to Myles Goldman of Westborough, a student at George Washington University.

Student and station applications will be available for the 2012-2013 academic year early in 2012. Stations that are interested in participating and receiving EEO credit should contact the MBA office.



WCVB: Back l-r: Mathew McCarthy, MBA Executive Director Jordan Walton, front l-r: Phillip Spencer, Melissa McKinnon, Jessica Dyer, Mackenzie Maynard, Shakala Alvaranga, Phuong Diep and Nicholas Riebesehl.



WWLP: From l-r: Al Sprague Memorial Scholarship winner Myles Goldman, WWLP General Manager and MBA Chairman Bill Pepin, Michael Theroux, MBA Executive Director Jordan Walton and Aaron Carr.



WWLP: Scholarship winner Aaron Carr is interviewed by WWLP weekend anchor and morning live reporter Laura Hutchinson.

MBA donates \$2,500 to Salvation Army for tornado relief



On July 13 the Massachusetts Broadcasters Association (MBA) presented a check in the amount of \$2,500 to the Salvation Army's Springfield Corps for use in tornado relief. The check was presented to Major Tom Perks by WWLP General Manager and MBA Chairman Bill Pepin, WMAS-FM and WHLL-AM General Manager Craig Swimm and MBA Executive Director Jordan Walton.

"The Salvation Army was able to provide over 3,460 individuals with Emergency Needs (food, clothing, baby supplies, personal

care items and much more), 100 beds for people moving out of the shelters into permanent housing, back to school uniforms, backpacks and supplies and other needed items to over 450 students," said Major Perks.

One mother was asked what the assistance meant to her and her family, she stated, "We had nothing and nowhere to go, it was like being held under water. When we came to the Salvation Army, it was like bursting through the surface and taking a deep breath. Now we breath and will be OK."

Cumulus Media Market Manager Craig Swimm talked about his stations association with the Salvation Army by saying that the Salvation Army was "one of the first organizations on the ground after the tornado, and continues to serve those in need." Swimm added, "I'm so proud of the local connection Cumulus Media has with the Salvation Army—94.7 WMAS prides itself on being community driven, which makes the Salvation Army a perfect partner."

Executive Director Jordan Walton noted that the decision to donate to the Salvation Army was unanimous by the MBA Board of Directors. "We truly felt that the Salvation Army was in the best position to help tornado victims immediately. The MBA was lucky to be in a position to help," said Walton.

EAS/CAP deadline extended again by FCC

On September 16, responding to a petition from broadcasters, the Federal Communications Commission extended the deadline for all broadcast stations to come into compliance with the new EAS/CAP (Common Alerting Protocol) rules. The deadline had been set for September 30, 2011 but was pushed back nine months to June 30, 2012.

The FCC plans to adopt the new CAP rules in a future order and expects the rules to be out well in advance of the June 2012 deadline.

The FCC's order also urges stations that have already purchased or are planning on purchasing new CAP compliant equipment to check with the manufacturer and make sure that the device complies with all FCC rules.

98.5 The Sports Hub takes home a Marconi



WBZ-FM Program Director Mike Thomas (right) poses with the 2011 Sports Station of the Year Marconi Radio Award in Chicago.

CBS Radio's WBZ-FM, 98.5 The Sports Hub took home a Marconi Radio Award for Best Sports Station at the 2011 event held in Chicago on September 15. It was the first Marconi for WBZ-FM and the second year in a row that CBS Radio Boston took home an award. WBZ-AM won the Legendary Station of the Year Marconi in 2010.

When asked about the reason for his stations success, Sports Hub program director Mike Thomas said, "Everything we have accomplished is due to our on-air hosts. This award is for them. They create compelling and engaging content every day. I couldn't be more proud."

98.5 The Sports Hub is barely two years old, debuting on August 13, 2009 as the first FM sports station in Boston. The Sports Hub is the Flagship Station for the New England Patriots, the Boston Bruins and the New England Revolution.

The NAB Marconi Radio Awards Dinner & Show was hosted by Premiere Network's Elvis Duran from Z100 in New York. The show also featured a performance by Arista Nashville country music artist Ronnie Dunn.

Mass. Broadcasters Hall of Fame inducts new members



The Massachusetts Broadcasters Hall of Fame luncheon drew nearly 300 to the Boston Marriott Quincy Hotel on September 15 to honor some of Massachusetts most illustrious broadcasters.

Among those honored this year were pioneer sports/talk radio host Eddie Andelman, 32-year WBZ-TV News veteran Charles Austin, Emmy award-winning news reporter, commentator and humorist Dick Flavin, 35-year WCVB-TV news anchor Natalie Jacobson, visionary TV and radio executive Paul LaCamera, Tom & Ray Magliozzi, aka Click and Clack the Tappet Brothers of Car Talk on WBUR-FM and heard nationally on NPR, radio station owner and general manager Tom McAuliffe, popular long-time producer and broadcaster Ken Meyer and former co-anchor of Chronicle and news anchor, Mary Richardson.

Also honored were several deceased members of the broadcast media: early TV newsman Jack Chase, TV and radio columnist Anthony LaCamera, pioneering talk show host from the '40s and '50s Sherm Feller, the first female announcer in Massachusetts radio history Eunice Randall Thompson, founder of WNAC (today WRKO) and the Yankee Network John Shepard III and Boston Red Sox long-time sportscaster Ned Martin.

"I can't think of more qualified individuals for the Hall of Fame than this year's inductees. They represent achievement at the highest levels of radio and television, at the community, regional and national levels," noted Art Singer, President of the Mass. Broadcasters Hall of Fame.

Since its inception in 2007, eighty of Massachusetts' finest broadcasters have been inducted into the Massachusetts Broadcasters Hall of Fame. The hall of Fame luncheon is an annual event and its exhibition is permanently located at Massasoit Community College in Brockton.

The Massachusetts Broadcasters Association is a proud partner of the Hall of Fame. For more information or to nominate a broadcaster for the class of 2012 please visit www.massbroadcastershof.org.



Natalie Jacobson (center) poses with her Massachusetts Broadcasters Hall of Fame plaque with Dr. Charles Wall, President of Massasoit Community College (left) and Art Singer, President of the Hall of Fame (right).



Former WMRC owner, Tom McAuliffe, Sr. (center) with the President of Massasoit Community College (left), the permanent home of the Massachusetts Broadcasters Hall of Fame and Art Singer, Hall of Fame President.



Massachusetts Broadcasters Hall of Fame inductee Tom McAuliffe, Sr. speaks to the crowd of over 300 after his induction.

Photos courtesy of James Lynch, Massasoit Community College