



FROM THE EDITOR

President Theodore Roosevelt once said, “far and away the best prize that life has to offer is the chance to work hard at work worth doing.” Broadcasters are lucky enough to work at work worth doing every day. Whether it’s a television station delivering timely news, traffic and weather updates or a radio account executive determined to help one of the hundreds of small businesses grow and become successful, the work you do matters.

That’s why the Massachusetts Broadcasters Association is proud to announce the reinstatement of an awards program at this year’s Sound Bites event. This yet-to-be-named awards program will recognize the best that Massachusetts broadcasters have to offer in news, sports, spots and more.

I urge you to speak with your production and programming departments and encourage them to submit their best work. Our online submission website, BestInBroadcasting.com will make award entry simple and quick. An award for best on-air personality can go a long way in boosting the confidence of your programming staff and an award for best commercial or commercial campaign is a great feather in your cap to show off to potential local direct clients.

We’re looking forward to providing a more complete Annual Meeting event this November and hope that stations from the Cape to Springfield and beyond will participate.

Sincerely,

Jordan Waltan

SOUND BITES 2012



Sound Bites Teaser

Never satisfied with “good enough,” the Massachusetts Broadcasters Association is raising the bar for Sound Bites 2012 – the MBA’s Annual Meeting and Mingling event.

This year’s event will take place at the Crowne Plaza Hotel in Natick, MA on Thursday, November 1st. The day will feature both a sales and programming seminar. Stay tuned to learn who will be hosting our concurrent half-day seminars in 2012; we’ll be making the announcement soon!

The evening will continue with a cocktail reception, complete with a full bar, food and entertainment. We’ll cap off the night by conducting the newly formed MBA broadcasting awards. Many of you will remember the MBA holding an awards night in the past. Well, it’s back! This yet-to-be-named awards presentation will contain a number of categories:

- | | |
|--|-------------------------------|
| • Broadcaster of the Year | • PSA |
| • Station of the Year | • Local Special Program/Event |
| • Best Individual Commercial/Commercial Campaign | • On-Air Personality |
| • Best News Story | • Station Promo |
| | • Sports Feature |

All categories, except Broadcaster of the Year, will have first place and runner-up awards in both radio and television.

The Call for Entries will be distributed to all Bay State stations in early July with submissions due by August 23rd. The MBA will be donating 50% of all 2012 entry fees to a local charity. Nominate your charity of choice by emailing jordan@massbroadcasters.org.

The MBA has entered into an agreement with BestInBroadcasting.com, a fully electronic entry submission and judging website. Your staff won’t have to worry about burning CDs and DVDs, dealing with postage, etc. Have your programmers and production directors thinking about what they would like to enter! All on-air material must be have aired between July 1, 2011 and June 30, 2012.



Back to basics: Legal Hotline

As a member of the Massachusetts Broadcasters Association, you have access to the Legal Hotlines, arguably one of the most valuable member benefits. Through the services of Attorney Bill Murray (in-state) and Pillsbury, Winthrop, Shaw, Pittman LLP (Federal), answers to your legal questions are simply a phone call away. Whether it’s a question regarding advertising law and regulations, contests and promotions or state taxes, there is someone who can answer all your legal questions – and the best part is, it’s free!

In-state hotline
Federal hotline

- Advertising law and regulations
- Employer/employee law and regulations
- Prior restraint
- State taxes
- Libel, defamation and invasion of privacy

Contact: Bill Murray at 413.736.1852 or email bmurray@aol.com.
Contact: Scott Flick / Pillsbury, Winthrop, Shaw, Pittman LLP at 202.663.8167 or email scott.flick@pillsburylaw.com.

mba Massachusetts Broadcasters Association
1-800-471-1875

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New Member Benefits!

We’re excited to announce the MBA’s two newest members-only programs! These programs will benefit the staff and families at member stations, with a focus on advanced education:

Families in Broadcasting Scholarship

The Families in Broadcasting Scholarship (FBS) was created to aid members as their children pursue higher education. This year, the MBA will award up to ten \$750 scholarships to graduating high school seniors. Students do NOT need to be planning on majoring in a communications-related field. Students must complete an essay and submit the application as well as their high school transcripts to the MBA offices no later than April 30, 2012, to be eligible. A committee of MBA staff and Board members will determine the 2012 winners. (No Board member with a submitting staff member will serve on the selection committee.)

Continuing Education Reimbursement Program

The MBA will provide a one-time continuing education reimbursement of up to \$500 to a radio or television full-time employee(s) in the Bay State. The reimbursement will cover any industry-related continuing education expense including, but not limited to, conferences, webinars, seminars, training materials, college or technical school courses, workshops, etc. Reimbursements are awarded on a first-come, first-served basis. Some restrictions apply; be sure to read the full application prior to submitting. One application has been included in this edition of Airwaves. Please feel free to photocopy the application and distribute it at your station.

Applications for both programs can be found online at www.massbroadcasters.org under “Members” click on “Member Benefits”.

Through your support, the Massachusetts Broadcasters Association is able to give back to its members through these exciting new programs. Take advantage of them!

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SOUND BITES TEASER



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CONNECTED TO THE COMMUNITY

OFFICIAL NEWSLETTER OF THE MASSACHUSETTS BROADCASTERS ASSOCIATION

mba Massachusetts Broadcasters Association

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Name: _____ Station Employed At: _____
Station Address: _____ City: _____ Zip: _____
City: _____ State: _____
Email: _____ Station Telephone: (____) _____
Are you a full-time employee? Yes or No _____
Is your station a member of the MBA? Yes or No _____

mba Massachusetts Broadcasters Association

Families in Broadcasting Scholarship

who may apply:

- A high school senior, who upon graduation will attend any post-secondary institution (i.e. each, two-year community college, four-year college or university) and/or public in state or out-of-state
- Major or field of study is not a determining factor
- Station General Manager must certify that applicant is a (PBA of a full-time senior employee in continuous full-time employment as of July 1, 2012)

Return to:
Massachusetts Broadcasters Association
43 Westside Avenue, PMB 401
Medford, MA 02155

Must be postmarked by April 30, 2012.
We will not accept faxed applications.

PLEASE INCLUDE A COPY OF YOUR MOST RECENT HIGH SCHOOL TRANSCRIPTS

PLEASE TYPE or PRINT LEGIBLY

Student

Applicant's Name: _____ Tel No (____) _____
Address: _____ City: _____ State: _____ Zip: _____
City: _____ State: _____

Student's Parent/Legal Guardian

Name: _____ Tel No (____) _____
Address: _____ City: _____ State: _____ Zip: _____
City: _____ State: _____
Employed full time at which MBA Member Station? _____ For how long _____ years/months

Legislative update – Spring 2012

A big part of what the MBA does to support its members happens on Beacon Hill and in Washington, D.C. Here's what we've been working on:

Local-

Media Shield Bill: On March 6, 2012, the Joint Committee on Judiciary, held a public hearing on several pieces of legislation, including House Bill 2255, "An Act providing against compelled disclosure of certain information by the news media," commonly referred to as the Media Shield Bill. The bill's sponsor, Representative Alice Hanlon Peisch, Chairwoman of the Committee on Education, testified in support of the bill before the Committee. A panel of well respected members of various media professionals was assembled to testify on behalf of the Massachusetts Broadcasters Association. The panel included Robert Ambrogi, Executive Director of Massachusetts Newspaper Publishers Association, Jonathan Albano, an attorney with the Boston law firm Bingham, McCutchin, and Bill Pepin, Chairman of the Massachusetts Broadcasters Association and Vice President and General Manager of WWLP-TV in Springfield, Massachusetts. Each panelist spoke as to the importance of a media shield law not only for the protection of journalists, but also for the betterment of the general public who stand to gain greater access to information and newsworthy stories. A discussion over the impacts of this legislation ensued between Representative Christopher Markey (D-Dartmouth), Representative Daniel Winslow (R-Norfolk), and members of the MBA panel. Any advancement of the bill will be decided by the Committee during an executive session, which has yet to be scheduled.

Pirate Radio Bill: House Bill 2278 is "An Act relative to an unauthorized transmission to, or interference with, a public or commercial radio station." The MBA has had discussions with staffers from the Committee on Judiciary as to the effects of this legislation with the goal to end or curb the unauthorized transmission, or interference with, public or commercial radio stations. There were many questions as to the extent of which such interferences occur and what loss in profits do these targeted stations experience. It was suggested that a further meeting between the MBA, Chairman Eugene O'Flaherty of the Judiciary Committee and his staff members, would be most helpful in understanding the issues and determining the appropriate measures to address these violations.

National-

Spectrum Auctions: On February 22, President Obama signed the Middle Class Tax Relief Job and Creation Act of 2012 into law. Included in this bill was language giving the FCC the power to hold voluntary incentive auctions of spectrum from television broadcasters. Most of this spectrum will be purchased by wireless companies in order to expand broadband in the United States. Another portion of the spectrum would be set aside to establish a national public safety network. It is expected to take years before spectrum auctions become a reality.

Your Association, along with the other 49 broadcasters associations around the country and many individual broadcasters fought for, and won, numerous protections for television stations. Among them:

- Signal contour protections;
- No forced moves from UHF to VHF which allows innovation into the future;
- A one-time auction and a relocation fund of \$1.75 billion; and
- Language guaranteeing continued viewer access to TV station signals along the Canadian and Mexican borders.

Thanks to your letters, phone calls and broadcasts of National Association of Broadcasters produced PSAs, Senators and Representatives throughout the country were flooded with calls from their constituents urging them to protect the broadcast television that so many rely on for news, weather, traffic and entertainment.

The MBA will continue to monitor this issue as the FCC moves forward in conducting the spectrum auction.

Retransmission Consent: Retransmission consent negotiations have become one of the biggest issues in Washington. Recent examples of negotiations gone public (locally with WWLP in Springfield and most recently WHDH in Boston) further fuel the misconception that the system is "broken." The MBA and its television broadcasters continue to argue that free-market negotiation and not government intervention is the best method to solve these issues.

H.R. 3675 and S. 2008 were introduced on Dec. 15 and 16, respectively. These bills would:

- Eliminate carriage provisions known as "must-carry;"
- Eliminate the ability of local stations to negotiate for retransmission of their signal; and
- Remove network non-duplication protections and syndicated exclusivity requirements.

The MBA will continue to work at defeating these bills.

The MBA recently signed onto the following letter that was distributed to all members of Congress during the National Association of Broadcasters State Leadership Convention in Washington, D.C.



Back to Basics: Job Bank

The job bank featured on massbroadcasters.org is one of our most popular online resources. Whether your station is looking to hire, or you're on the hunt for a job, the MBA job bank is a must-stop destination for all employment needs within the broadcast industry.

The job bank has a little something for everyone. If you're on the employment hunt, you can create a profile and post your resume. Employers are continuously browsing the resumes for new talent. Or if you're looking to employ someone with industry experience, post the details of your position on our website. You can also log on to see where and when the next job fair is being held or for those new to the industry, you can read about the different positions within a TV or radio station.

On average, there are over 2,000 monthly visitors to this section of our website. We also share new job postings on the MBA's social media outlets. So what are you waiting for? Post your job opening or create your employment profile today!

Connected to the Community

We're happy to announce the winner of the "Connected to the Community" contest from our last newsletter: WMRC 1490 AM! WMRC President Tom McAuliffe entered WMRC's 5th annual "First Class" Radiothon as a shining example of how local broadcast media serves their community. WMRC held the Radiothon on August 31, 2011, which benefited the Oliva Patient Comfort Fund for Cancer Care at Milford Regional Medical Center.

The station received more calls, pledges, interviews and donations than ever before, reaching a total of \$52,235 in one day! John Peters III, Executive Director of Medway Country Manor Skilled Nursing and Rehabilitation said "WMRC is truly one of our community's ultimate assets. The energy, planning and resources they've provided to the Radiothon have been nothing short of spectacular. They've championed the cause, producing a first-class event to the area and more importantly, raising dearly needed funds for a very precious cause."

For their efforts and their submission, we'll be sending Tom and the WMRC staff a "Mighty Red" HD Radio! Congratulations!

Send us what your station is doing to better the community and you could be featured in an upcoming issue of Airwaves! Events like the WMRC's Radiothon prove that quality, local radio and television programming still have a major impact in our neighborhoods, cities and state – something that satellite radio and iPods will never bring to the table!

Scan the QR code below to view a slideshow from the WMRC Radiothon.



WMRC President Tom McAuliffe and morning man Rick Michaels talk to Nicky Oliva whose family name the fund is named after.



WMRC President Tom McAuliffe prepares for a dip in the pond as they break the goal for donations for another successful Radiothon to benefit the Oliva Patient Comfort Fund for Cancer Care.



The "after" picture.



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