



FROM THE EDITOR

As Mr. Miyagi said in "The Karate Kid," "First learn stand, then learn fly. Nature rule, Daniel-san, not mine." It's been a little over a year since I took over as Executive Director of the Massachusetts Broadcasters Association and I think I've finally learned to stand. I'm now intimately familiar with the issues that affect you and your stations. The Alternative Broadcast Inspection Program, thanks to Bob Shotwell of Spectrum Investigative Services and Anne Shea in the MBA office, has continued to run smoothly. All of the great things that the MBA has provided over the years are still going strong.

Now, however, it's time to learn to fly. And it starts in September. I urge you to participate in the 2011 MBA Annual Meeting, as I hope it is the start of something special for our organization. One, our first ever digital seminar acknowledges the importance of the Internet age in broadcasting. Twitter, Facebook, streaming, mobile apps and more can't be overlooked and can be a great source of revenue for your station. Luckily, the training doesn't have to stop (or start) with the seminar. LocalBroadcastSales.com features lots of great digital training material. Check it out! Two, the entertainment that follows the seminar could be the start of something big. It was the idea of MBA Chairman Bill Pepin of WWLP-TV. He charged us to create something that can bring broadcasters in Massachusetts together. An event to eat, drink and chat about the great industry in which we're all lucky enough to work. Stay tuned to massbroadcasters.org, your mailbox and our Facebook page because we'll be announcing a great venue and great entertainment soon. I hope you will join me in helping this organization transition from standing to flying and beyond.

Jordan Waltan

MBA Files Comments on Retransmission Consent

From Dick Zaragoza, Pillsbury Winthrop Shaw Pittman LLP

On Friday, May 27th, The Massachusetts Broadcasters Association joined the other State Broadcasters Associations in filing comments with the FCC in strong support of the current statutory scheme guaranteeing the must carry/retransmission consent rights of our Nation's free, local, ubiquitous, commercial and noncommercial television broadcast stations. We expressed pleasure that the Commission had, in its NPRM, again expressly acknowledged that it does not possess the requisite statutory authority to impose mandatory interim carriage or binding arbitration even in the rare circumstance where the parties fail to reach a mutually agreeable arrangement through their retransmission consent negotiations. We contended that if, as is clearly the case here, the Commission may not directly undermine the must carry/retransmission consent rights of television stations, it follows as a matter of law that the Commission may not indirectly undermine those rights. We showed that the Commission's proposal to eliminate the network non-duplication and syndicated exclusivity rules would undermine those rights by removing the ability of television stations to deny an MVPD the programming that the television station had developed or acquired at great expense, even in the rare circumstance where the station and the MVPD were unable for any reason to come to mutually acceptable retransmission consent terms. Given the undermining effect that the elimination of the network non-duplications and/or syndicated exclusivity rules would have on the must carry/retransmission consent scheme established by Congress, the State

Associations contended that the Commission would be acting in an arbitrary and capricious way if it were to eliminate either of those rules. We maintained that informing and empowering subscribers, not government intervention, is the only lawful and otherwise appropriate way to address potential MVPD service disruptions. Accordingly, in order to ensure that consumers are not caught unaware in the atypical circumstance when retransmission consent negotiations reach an impasse and that such consumers are sufficiently empowered to protect themselves, we urged the Commission to amend Section 73.1603 of its rules (advance notice required before any signals are deleted) by (i) applying the rule to all MVPDs, (ii) expanding the advance notice from thirty (30) days to sixty (60) days; and (iii) requiring MVPDs to waive any termination fees for subscribers who wish to terminate their service in response to a notice issued pursuant to Section 73.1603, as amended.

In summary, we argued that the must carry/retransmission consent scheme enacted by Congress is working as intended, and thus there is no need to fix it. However, we did acknowledge that all consumers who are subscribers to MVPDs would clearly benefit if the Commission were to amend Section 73.1603 as proposed in our comments. Such action would further empower those consumers to better protect themselves in the rare instance where retransmission consent negotiations may lead to an impasse.

Enough about us, what about you? Tell us about what you're doing that's unique and different! Send us pictures of your station events. Write about a contest that you're really proud of. Brag about that huge check you wrote to a local charity. We'll feature some of the best submissions in future Airwaves newsletters! Send your submissions to jordan@massbroadcasters.org.

Enough about us...

mba Massachusetts Broadcasters Association

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Vol 16 • No. 2



IN THIS ISSUE

Letter from the Editor

MBA Files Comments on Retransmission Consent

Time for FM Chips in Cell Phones

Broadcast Media There in Times of Trouble

Broadcast Media There in Times of Trouble

For decades, radio and television have been the media that the public has turned to during an emergency. Today, not much has changed. With the recent disaster in and around Joplin, Missouri and more recently in our own backyard in Springfield, local broadcast media has been the glue that has kept the community together.

A recent CNN.com article described the immediate aftermath of the Joplin tornado saying, "For the first 24 hours, there was no electricity. Both cell phones and land lines were out, as was Internet service. All that people in Joplin had were battery-powered transistors." It was at that time that radio became the sole voice the public could rely on.

Many radio stations, regardless of format, turned to round-the-clock coverage of the disaster – often going commercial-free. Emergency workers drove to stations to provide the critical information the public needed, from where to seek medical attention to where they could find information about the missing.

Recently, in a speech to the Missouri Broadcasters Association, Governor Jay Nixon said to broadcasters in attendance, "You play a critical role in getting accurate information to the public when



Courtesy of WWLP-TV

time is of the essence: warning folks of the coming dangers, helping them prepare and get to safety, and finding help after the immediate crisis is past...The point is that what you do matters. Not sometimes; all the time. Not in theory; in the real world."

Closer to home, on the afternoon of June 1, when at least three tornados touched down in

the Western part of Massachusetts, the media response was much the same. The Clear Channel cluster in Springfield, managed by Sean Davey, saw their afternoon host go live on the air from 5PM to midnight relaying critical information to those who needed it. Just a mile away from the studio, power was out and the tornados full devastation could be seen.

CONTINUED INSIDE

IN THIS ISSUE



LETTER FROM THE EDITOR



MBA FILES COMMENTS ON RETRANSMISSION CONSENT



TIME FOR FM CHIPS IN CELL PHONES



BROADCAST MEDIA THERE IN TIMES OF TROUBLE

OFFICIAL NEWSLETTER OF THE MASSACHUSETTS BROADCASTERS ASSOCIATION

Upcoming Events

The Massachusetts Broadcasters Hall of Fame

The Massachusetts Broadcasters Hall of Fame will hold their 5th annual Awards Luncheon and Induction ceremony on Thursday, September 15th. The event will start at noon at the Boston Marriott Quincy Hotel.

In 2010, the Hall of Fame inducted 16 of Massachusetts most legendary broadcasters, including famed Celtics broadcaster Johnny Most, long-time WCCM voice Bruce Arnold and television icons Janet Wu and Tom Ellis.

The mission of the Massachusetts Broadcasters Hall of Fame at Massasoit Community College is to honor the Massachusetts broadcasting industry's most noteworthy members, commemorate their singular achievements and meritorious contributions to the broadcasting profession, and to preserve their work for future generations.

For more information log on to MassBroadcastersHoF.org.

NAB Radio Show – Chicago

The 2011 NAB Radio Show will be held at the Hyatt Regency Chicago Sept. 14-16 and features a dynamic lineup of sessions, events and networking opportunities highlighted by the Marconi Radio Awards Reception, Dinner & Show on Thursday evening. In 2010, WBZ-AM and WMJX-FM were both Marconi winners.

Highlights of the Radio Show include:

- The Marketplace, where you'll have access to an exhibit floor featuring wall-to-wall equipment and services, meeting rooms, a networking lounge and special events
- Breakout sessions covering sales and marketing, advertising, finance, management, engineering, legal and regulatory issues, programming and the digital landscape
- Special events: Opening Remarks and Keynote, Advertiser Luncheon, Leadership Breakfast, Radio Luncheon and NAB Marconi Radio Awards Dinner & Show
- Super Sessions on the industry's hottest topics
- Professional development courses

For more information on the show log on to radioshowweb.com.

Time for FM Chips in Cell Phones



With each natural disaster that strikes the U.S., broadcasters have become more and more aggressive in their push to have FM chips become standard in today's (and tomorrow's) cell phones. Currently, there are few phones that support over-the-air FM radio. Notably absent from the list are the most popular smart-phones, including all Blackberrys.

As the National Association of Broadcasters writes, "Nearly everyone has a mobile phone – it's how people keep in touch with family and friends while on the go. For little cost, manufacturers can include a receiver for broadcast radio in mobile phones that would give consumers a convenient new way to access free radio service, and more importantly, improve public safety by ensuring that broadcasters' Emergency Alert System (EAS) messages and critical information reach the widest possible audience."

The arguments put forth by FM chip opponents are largely exaggerated:

The cost of making a phone "radio ready" is high – False. The price of adding FM capabilities to phones is thought to be less than the cost of a candy bar. According to a recent poll, three out of four consumers said they'd pay a onetime fee to ensure their phone is "radio ready," with access to free, local radio stations.

An FM chip would make phones too heavy – False.

The weight added by an FM chip would be only a few grams.

Batteries would take the brunt of FM radio – False. An FM chip wouldn't require data usage, making it a very efficient use of your phones battery. A user can expect more than a full day's worth of radio listening on a single charge.

The most useful argument for stations remains the capability to relay information in an emergency. When power is out, cell towers are down or overwhelmed and there is no Internet, radio remains the best way for officials to communicate information and, let's be honest, not everyone has a battery powered radio handy at all times. FM chips in phones would help reach the vast majority of the population, quickly and affordably.

So what can your station do to help? The next time your Congressman or Senator is sitting in your studio or attending an event where you're doing a remote broadcast, bring it up! Ask them to advocate for radio-enabled cell phones. For more information, log on to radiorocksmyphone.com.

Coming Soon – A New Directory!

You've spoken and we've listened! The online directory at massbroadcasters.org is being revamped! We're working on a completely searchable and sortable online directory to replace our annual printed directory. The world of broadcasting is ever-changing and we want our members to be able to access the most up-to-date information possible. Keep an eye out on the MBA blog and Facebook page to find out when the directory goes live!

A Twist to the MBA Annual Meeting

Keep an eye on your mailbox because your invitation to the Massachusetts Broadcasters Association's Annual Meeting is coming soon! This year, we are proud to announce an MBA "first." Stephen Warley of LocalBroadcastSales.com will be presenting a seminar on all things digital entitled "Jump Start Your Digital Sales."

Whether your station has struggled or been successful with generating revenue from digital advertising, Warley has practical ideas to get you on your way to making money! He will show you and your sales team practical case studies, examples and step-by-step instructions on how to quickly implement proven digital sales concepts.

And after the seminar, the MBA will host a cocktail reception complete with live entertainment. Get together with fellow broadcasters from throughout the Bay State and relax a little! Tell some war stories, have a bite to eat and enjoy the show! If you want to know who will be providing the entertainment, you'll have to "like" us on Facebook. We'll announce it there first! (www.facebook.com/massbroadcasters). See you in September!

A list of phones (as of March 2010) that came with installed FM chips.

AT&T	T-Mobile	Verizon	Sprint
Samsung Strive	T-Mobile Comet	KIN TWOm	HTC EVO Shift 4G
Samsung Evergreen	LG Optimus T	LG Chocolate TOUCH	HTC EVO 4G
HTC Freestyle	DEFY	Motorola DROID X	
Motorola Bravo	Motorola CLIQ 2	Samsung Omnia II	
Motorola Flipside	HTC HD	HTC Droid Incredible	
HTC Inspire	Motorola CLIQ XT		
HTC Aria	Nokia E73 Mode		
Sony Ericsson Vivaz	Nokia 1661 Prepaid		
Sony Ericsson W518a	Sony Ericsson Equinox		
HTC Tilt2	Nokia 2330		
LG Prime	Nokia 5230 Nuron		
Sharp FX			
HTC Pure			
Sony Ericsson C905			
Moto EM330			

Source: National Association of Broadcasters

Broadcast Media There in Times of Trouble cont.



Courtesy of WWLP-TV

Citadel Broadcasting's WMAS and WHLL-AM, led by General Manager Craig Swimm, also stepped up to the plate during the disaster. When asked about broadcasters actions after the tornadoes, Swimm said, "I'm extremely proud of all the local broadcasters in Springfield – tornadoes are not the norm in Massachusetts, but everyone pulled together to get the message out as quickly as possible – we had ten minutes to warn the public before the first tornado hit – the EAS system worked, and every broadcaster should be extremely proud that we all saved lives that day."

Local television – in Springfield on stations like WWLP, regionally on Boston stations WCVB, WBZ and others were still on the air more than 24



East Forest Park, Springfield, MA – Courtesy of Matt Gregory

hours later with continuing coverage of the disaster. These stations aired stories of recovery, clean-up, how to make donations to help those affected and even stories about insurance questions that residents may have.

Above the local disaster coverage on television and radio, it is local broadcast stations that hold countless telethons and radiothons to help those in need. Disasters like Katrina, earthquakes in Haiti and Japan and now tornadoes in Missouri and Massachusetts have all seen local stations and their communities step up and give. Recently a station in New Hampshire sent a truckload of food to those in Joplin, their afternoon show tagging along. Stations in Massachusetts promoted Red Cross donations, drop-off locations for food donations and more.

In the last decade, broadcast media has faced adversity from the performance tax to battles with retransmission consent, spectrum auctions and the threat of involuntary repacking of channels. In spite of these hurdles, time and time again broadcasters prove that above all else, they are ready, willing and able to serve their local communities in good times and in bad.



Court Square, Downtown Springfield, MA – Courtesy Ashley Mascroft



Monson, MA – Courtesy Erik Kaiser



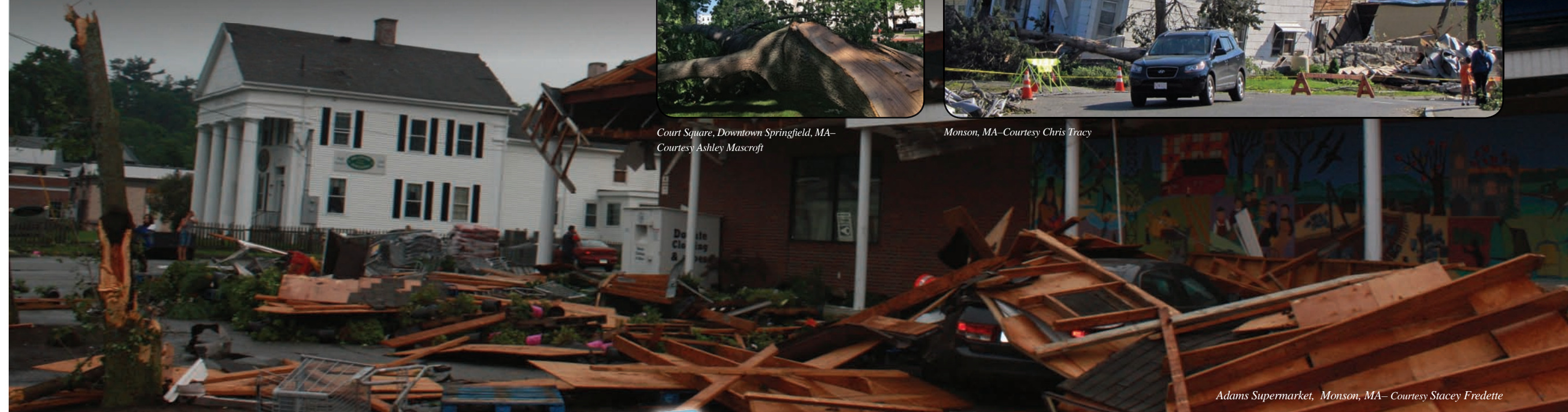
Main Street, Springfield, MA – Courtesy John Baibak



Monson, MA – Courtesy Chris Tracy

"I personally want to thank WMAS for their coverage of the weather yesterday! I'm on the road all day and without your updates I would have taken different routes yesterday that would have put me in harms way or at the very least in bad traffic situations. Your coverage was informative without inciting panic. Thank you all!"

Bonnie Baer-Green – posted on 94.7 WMAS - Springfield, MA's Facebook wall.



Adams Supermarket, Monson, MA – Courtesy Stacey Fredette

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