



## FROM THE EDITOR

As Ferris Bueller once said, “Life moves pretty fast. If you don’t stop and look around once in a while, you could miss it.” I don’t know if reading Airwaves is what Ferris meant but thank you for reading it just the same.

Did you know there are lots of other ways to get information about the industry from the MBA? Like many of you, the MBA has made a concerted effort to stay current over the years. From the MBA website, [massbroadcasters.org](http://massbroadcasters.org), to social media avenues like LinkedIn, Twitter and Facebook, we strive to provide pertinent, up-to-date information.

I urge you to take a few minutes in what can often be a “slower” time of the year to familiarize yourself with these forms of social media. Not only can you “like” and “follow” the MBA and get information about current issues and ideas in broadcasting directly on your desktop, laptop and Blackberry, but your clients and your stations are increasingly using these forms of social media to interact with customers, clients, listeners and viewers. You don’t want to be “that guy” (or “gal”) who goes into a pitch and gets blindsided by a social media question. You don’t have to be a level 79 farmer in Farmville or tweet about what you’re eating for lunch... these sites have a very real business application and they’re not going to go away.

Good luck and be sure to say “hi” to us on Facebook or Twitter once you get there! And Happy Holidays from everyone at the Massachusetts Broadcasters Association!

*Jordan Wallan*

## On the Hill: Retransmission Consent Update

On Wednesday, November 17th, the United States Senate Committee on Commerce, Science and Transportation’s Subcommittee on Communications, Technology and the Internet held a hearing on retransmission consent. Chaired by Senator John Kerry, the hearing examined the retransmission consent process and included a draft of Senator Kerry’s legislation. This legislation, submitted October 18, 2010, could drastically change the ability of broadcasters to negotiate fairly with pay TV companies.

The proposed changes would:

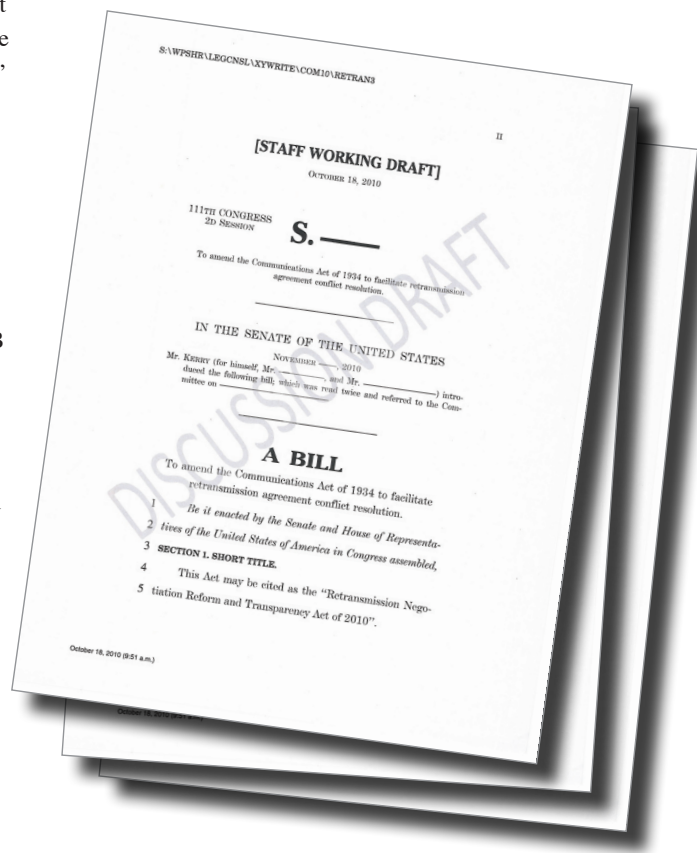
- **Introduce government arbitration to private, marketplace negotiations;**
- **Require continued signal carriage after expiration of existing private contracts;**
- **Establish less consumer notice than found under current FCC rules;**
- **Require public disclosure of private contractual offers and terms;**
- **Impose a narrow snapshot review of the actions of each party, reducing the ability for broadcasters to show “good faith” negotiations; and**
- **Apply these new rules only to broadcaster negotiations**

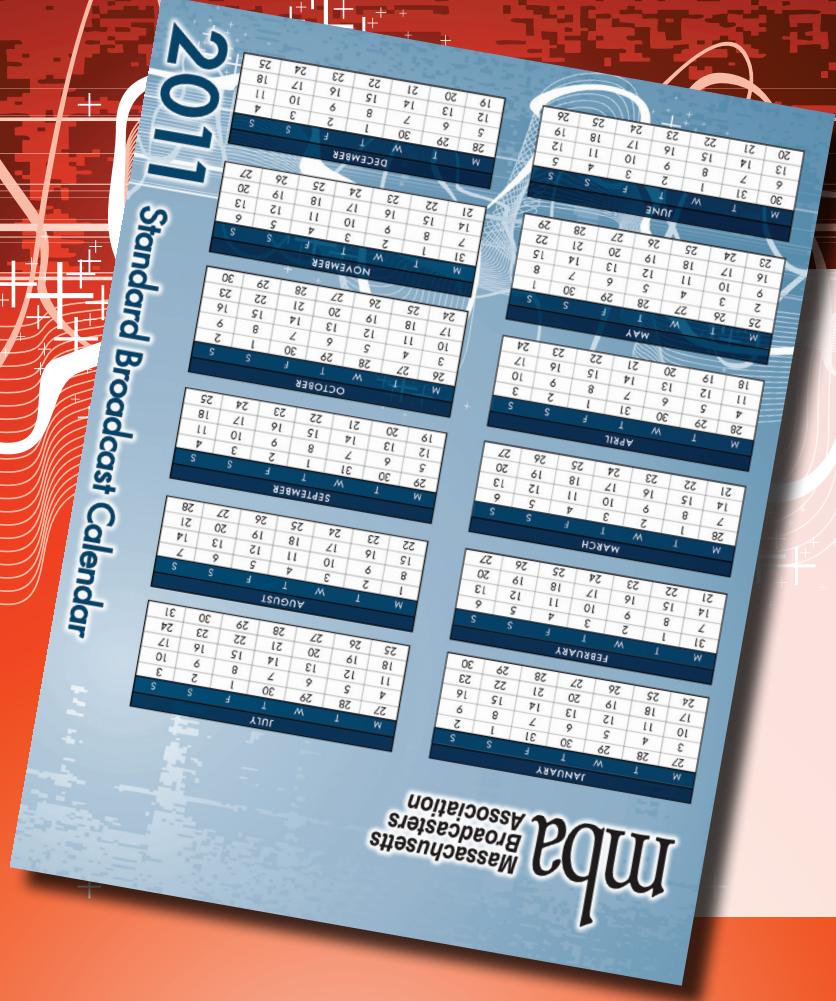
Witnesses at the hearing included Chase Carey, deputy chairman, president and COO, News Corporation; Glenn Britt, chairman, president and CEO, Time Warner Cable; Tom Rutledge, COO, Cablevision Systems Corporation; Joe Uva, president and CEO, Univision Communications Incorporated; and Charles Segars, CEO, Ovaton.

Outgoing Senator George Lemieux (R-FL) said, “... there is a lot of regulation in this industry and it seems the regulation is causing the problem. With all these regulations, maybe the view shouldn’t be to create more regulation but maybe we should unpack the regulation we already have.”

The National Association of Broadcasters has headed up the fight against this proposed legislation including running ads in Capitol Hill publications and the op-ed piece by NAB President and CEO Gordon Smith in Politico.

For more information or to find out how to get involved visit [www.KeepMyTV.org](http://www.KeepMyTV.org).





**Broadcast  
Calendars**

Have you ever been entering an order or trying to come up with a killer advertising schedule and you just can't seem to find a calendar? Good news. The 2011/Three Year Broadcast Calendars will be in the mail soon. If you can't wait that long, download a copy from the Mass Broadcasters website! They're located under the "Members" tab.

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Broadcasters  
Association

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### IN THIS ISSUE

Letter from the Editor

Elections Bring One  
New Face to MA Delegation

Back to Basics:  
Scholarship Program

Have a Sales Question?  
Ask LBS

## CAP/EAS FAQ

**What is CAP?** Simply put, CAP (Common Alerting Protocol) is a format that will be used to distribute emergency information. It will become the new standard. CAP is capable of not just delivering data but also audio, video, text and other types of information.

**How can a station receive and decode CAP messages within the EAS system?** Stations will need a device capable of decoding these new messages. Currently, most EAS manufacturers have equipment or are developing equipment to decode CAP messages.

**Where will messages come from?** This is still unresolved. Many experts believe it will come via a TCP/IP path either over the public internet or a dedicated IP data path.

**Why can't broadcasters comply within 180 days?**

Many broadcasters are hesitant to buy equipment that may not comply with expected FCC rule changes governing the future of EAS transmissions. Part 11 of the FCC Rules, covering EAS, have not yet been changed to incorporate CAP.

**What is the minimum a station must do to comply?**

At minimum, stations must be able to receive messages delivered using the CAP 1.2 data protocol, including messages sent by the governor or someone he designates.



## FCC Extends CAP EAS Deadline

On Tuesday, November 23rd the Federal Communications Commission announced it had extended the deadline for CAP (Common Alerting Protocol) to September 30th, 2011. The Commission believes “this amount of time will prove sufficient for an orderly and efficient implementation of the CAP reception requirement.”

The FCC came to this decision in part, because of a petition by most broadcast and cable associations, including the Massachusetts Broadcasters Association. Many factors were cited including the need for more testing of CAP equipment. The FCC will be issuing a Notice of Proposed Rulemaking in which it will seek comment on whether another extension for CAP compliance is necessary.

The MBA, however, recommends that stations budget for new EAS equipment in 2011 and not rely on another extension by the FCC.

### IN THIS ISSUE



LETTER FROM  
THE EDITOR



ELECTIONS BRING  
ONE NEW FACE TO  
MA DELEGATION



BACK TO BASICS:  
SCHOLARSHIP  
PROGRAM



HAVE A SALES  
QUESTION?  
ASK LBS

OFFICIAL NEWSLETTER OF THE MASSACHUSETTS BROADCASTERS ASSOCIATION



# Elections Bring One New Face to MA Delegation

While the 2010 mid-term elections brought about significant change in most of the country, in Massachusetts there is just one new face, 10th district Representative-elect Bill Keating (D). Keating, the Norfolk County District Attorney and former State Representative and State Senator beat out Republican challenger Jeff Perry, himself a State Representative 47% to 42%. The race was by far the closest Congressional race in the State.

Keating replaces Congressman Bill Delahunt (D) who decided against running for re-election. Delahunt had served as the Representative of Massachusetts' 10th District since taking office in 1997.

Representative Keating attended Boston College and Suffolk University Law School. He was a partner in the firm of Keating and Fishman. Keating served as a Massachusetts State Representative from 1977 to 1984 and then as a State Senator representing the districts of Norfolk, Bristol and Plymouth from 1985 to 1998.

Keating and his wife, Tevis, have two children, Kristen and Patrick. He will be sworn into office on January 3rd, 2011.

## Back to Basics: Scholarship Program

Since 2003, the MBA has invited member stations to take part in the Massachusetts Broadcasters Association Student Broadcaster Scholarship Program, giving qualified students a \$2,000 scholarship to pursue a degree in over-the-air broadcasting. The purpose of this program for stations is two-fold in that it further cements another generation of broadcasters and it also provides an avenue for stations to pursue their required EEO credits.

In the New Year, the MBA will once again begin the Scholarship Program process. Be on the lookout for a letter asking for your participation.

In order to get your station full credit for this activity, a participating station must:

- Donate a prescribed amount of money to the MBA Student Broadcaster Scholarship Program,
- Help promote the program to students via PSAs, station websites and other avenues,
- Distribute and collect student applications, and
- Participate in the evaluation process.

This process can be heartbreaking at times but is extremely rewarding. Students are truly grateful for the help in defraying their education costs. We hope your station will participate in 2011 not only to gain EEO credit but to further the industry in the State of Massachusetts.



## Have a Sales Question? Ask LBS



By Stephen Warley  
Founder of LocalBroadcastSales.com

As you and your sales team take on your 2011 sales goals this January, and you start running into those tough sales questions, we're asking you to Ask LBS.

For four years, Local Broadcast Sales has been providing on-demand training to thousands of radio and television broadcast sales professionals across the country.

Through personal conversations, annual surveys, support emails, and literally daily interaction with sales professionals, it's become clear that while training provides a necessary base to build on, it is simply insufficient for AEs grappling with increasingly complex products and services.

AEs need specific answers to specific problems, and they need them immediately. That's why we're reshaping LBS for 2011 to answer as many of your sales questions as possible.

We will continue with an aggressive training schedule of various formats and topics, but if you have a particular sales challenge, or you need a recommendation for a specific training, Ask LBS by sending an email to [info@localbroadcastsales.com](mailto:info@localbroadcastsales.com).

### When you Ask LBS there are a variety of ways we can help you achieve your sales goals by:

- Creating a customized sales training curriculum for your sales staff
- Recommending a specific on-demand training or webinar from hundreds of sales topics
- Developing a brand new training from your suggestion
- Posting your question on the LBS website to solicit help from thousands of your broadcast sales colleagues
- Getting an answer to your question from an LBS Sales Expert

Our 2011 webinar schedule is available online, featuring 16 webinars divided into five new series: Radio Sales, Digital Sales, New Hires, Management and Live Brainstorms.

Remember, when you have a sales question, Ask LBS by emailing [info@localbroadcastsales.com](mailto:info@localbroadcastsales.com).

*The Local Broadcast Sales team wishes you much success in 2011!*

## Local Broadcast Sales Announces 2011 Webinar Schedule

The 2011 Local Broadcast Sales webinar series is kicking off the new year with a focus on new hires. Webinars on January 19th, February 2nd and February 16th will all focus on getting your newest rep the foundation they need to be successful.



### January 19th: New to Radio Sales?

On January 19th, Paul Weyland will present, "New to Radio Sales? 5 Most Important Keys to Selling Radio." He will show participants how to maximize their time and energy from getting the appointment to closing the long-term sale.



### February 2nd: 5 Skills to Become the Top Seller at Your TV Station.

Ron Steiner continues the New Hires series on the television side on February 2nd presenting, "5 Skills to Become the Top Seller at Your TV Station." Steiner has been involved in broadcast television for over 41 years. Staying up with a fast-changing industry has been essential to his core abilities. The essence of his success as a television station broadcaster has been his focus on the people part of the business.



### February 16th: 5 Keys to Digital Sales Success for New Hires.

Last in the New Hire series is LBS founder Stephen Warley's, "5 Keys to Digital Sales Success for New Hires." Digital advertising is the new gateway to business development in broadcasting. Your new hire (or anyone who's unfamiliar with digital sales) will learn how to sell web advertising without selling impressions and how to effectively incorporate digital advertising into broadcast sales packages.

Also new in 2011 are quarterly Live Discussions. These discussions will be moderated by a Local Broadcast Sales expert and feature the latest sales opportunities in local broadcasting. The conference call will feature two sales experts discussing the latest trends, opportunities and challenges in local radio and TV. The first of these discussions will be on March 11, 2011.

Haven't used Local Broadcast Sales yet? It's free to all Massachusetts Broadcasters Association members! Email [jordan@massbroadcasters.org](mailto:jordan@massbroadcasters.org) for your LBS access code.



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