



FROM THE EDITOR

As “The Voice” said in Field of Dreams, “If you build it, he will come.” Here at the Massachusetts Broadcasters Association we’re hoping to do the same. No, we’re not busy building a baseball field in the middle of nowhere (although that would be great). We’re trying to build a bigger and better association for you, our members. It’s a slow process but we’re making steady progress each day, week, month and year.

In 2011 we expanded our scholarship program, doubling the number of scholarships awarded. We are constantly impressed by the talented and driven young students we are able to help each year. These scholarship recipients are the future of our industry and you should be proud to be part of an organization that is able to help them reach their goals.

Sound Bites, the MBA’s Annual Meeting and Mingling event in November was, hopefully, a stepping stone to creating something our entire membership looks forward to attending each year. We encourage your feedback and suggestions for 2012. We’ll be planning it soon!

We also continued to offer 24/7 access to LocalBroadcastSales.com, our online training website, offered a reduced rate on inspections with our Alternative Broadcast Inspection Program and fought for over-the-air radio and television stations on Beacon Hill and in Washington, DC.

These accomplishments are just the tip of the iceberg for the MBA. In 2012, we plan on launching a number of new member services to make your life in broadcasting a little easier. Pay attention in the months to come and you’ll learn about some great benefits that anyone will be able to take advantage of. Until then, we wish everyone a very happy and safe holiday season. As always, I can be reached by phone at 800-471-1875 or email, jordan@massbroadcasters.org.

Sincerely,

Jordan Waltan

National EAS test flawed but successful; What’s next?

The first-ever nation-wide test of the Emergency Alert System was generally successful throughout the country but left much to work on for the future.

The test, occurring around 2 p.m. on November 9th was the first such test of any emergency alerting system dating back to CONELRAD (Control of Electromagnetic Radiation), EBS (the Emergency Broadcast System) and the current day EAS system.

About four seconds into the audio message, there was a loud echo of the alert. This was due to an equipment malfunction at one of the 63 Primary Entry Point (PEP) stations. It echoed its broadcast back onto the audio network where it was then picked up by the other PEP stations. FEMA has identified and resolved this issue.

Initial reports from the FCC indicate that about 87% of the broadcast stations across the country did receive and forward the alert, which is far better than expected. It is consistent with the Alaska tests that were conducted in January 2010 and 2011. While detailed results are not yet available, the preliminary results from the FCC reporting indicate that the test did propagate throughout Massachusetts with the exception of Berkshire County. The Local Primary there did not receive the test from its monitoring assignments.

The test seems to have served its purpose, which was to identify gaps in the Nation’s EAS system. What those problems are, specifically, is still being determined. At press time the data from stations across the country were still being submitted to FEMA via their online Test Reporting System.

The question now is, “What’s next?” Damon Penn, Assistant Administrator for National Continuity Programs at the Federal Emergency Management Agency, said in his November 9th blog post that this is the first step in a larger effort “to strengthen and upgrade our nation’s public alert and warning system.” Further, he stated, “We will continue to test the other newer technologies and communications tools that are also going to be part of our public alert and

warning networks, such as cell phones, smart phones, the internet and social media networks.”

Senator Susan Collins (R-ME) introduced a bill authorizing the Integrated Public Alert and Warning System (IPAWS) in late November, with the support of State Broadcasters Associations throughout the country. IPAWS, if the bill were to pass as is, will, among other things:

- Incorporate multiple communications technologies (i.e. smart phones, social networking sites, etc.);
- Be designed to adapt to and incorporate future technologies;
- Be designed to provide alerts to the largest portion of the affected population, including remote areas;
- Promote local and regional public and private partnerships; and
- Provide redundant alert mechanisms where practicable in order to reach the greatest number of people possible.

The bill would also install specific requirements for the FEMA administrator and create an IPAWS Advisory Committee composed of federal, state and local representatives as well members who represent various industry groups including a consumer/privacy advocate. The committee is instructed to: meet at least once a year; consult with outside groups to consider new and developing technology; and issue a yearly report to Congress with recommendation on improvements to IPAWS.

Stay tuned to the MBA blog, newsletter and social media outlets for updates on this important legislation. Although the FCC has made it clear they will not use the test as an enforcement tool, they do expect stations to follow up on any failures and document the action taken to correct them. If you or your staff has any EAS related questions, please call Mark Manuelian, SECC, 617-787-7054.

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Broadcasters
Association
1-800-471-1875

VISIT US ONLINE AT WWW.MASSBROADCASTERS.ORG

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



Entries must be received by February 24th, 2012.

We want to know what your station is doing to help your community. Send an email to info@massbroadcasters.org with “Connected to the Community”. Send and your call letters in the subject line and tell us how you’re using local radio or television to make a difference. Send pictures, newspaper articles, letters or whatever else you can scrounge up, along with a brief summary of the event. If we print your story in the next Airwaves we’ll send you a Mighty Red portable HD Radio. It’s that easy!

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Sound Bites 2011



The Beechwood Hotel in Worcester set the scene for Sound Bites 2011, the MBA’s Annual Meeting and Mixer, which took place on Thursday, November 2nd. To start the day, LocalBroadcastSales.com founder Stephen Warley presented “Jumpstart Your Digital Sales,” an educational seminar to help broadcasters use digital media more effectively, both for their stations and as a sales tool. Not only did Stephen show how to sell results (not impressions!), but he also took audience questions and turned them into learning opportunities for everyone in attendance. Have a question for Stephen, but didn’t attend the seminar? He and his team at LBS are always available to answer MBA member questions

– just log onto LocalBroadcastSales.com and click “Ask LBS”!

Later in the day, the MBA briefly held its Annual Meeting and election of officers.

Then the fun really began when the Adam Ezra Group took the stage and rocked the house with their acoustic guitars and catchy lyrics. Many members of MBA and its Board of Directors enjoyed hors d’oeuvres, dinner and drinks. Some attendees even went home with door prizes - an iPad2 or a Mighty Red HD radio!

Feeling a little left out? Don’t worry, the MBA has plans for a 2012 event and you won’t want to miss it!

Elected for 2012 was:

Chairman:
Bill Pepin – WWLP-TV, Lin Media

Vice Chair Radio:
Joe Flynn – WSRF-FM/WTAG-AM, Clear Channel Communications

Vice Chair TV:
Alex von Lichtenberg – WUNI-TV/WUTB-TV, Entravision Communications

Secretary:
Phil Weiner – Weiner Broadcasting

Treasurer:
Merril Leferman

Directors:
Bill Fine – WCVB-TV, Hearst Corporation

Craig Swimm – WMAS-FM/WHLL-AM, Cumulus Media

Bill Macek – WPKZ-AM/FM, Central Broadcasting

David Isby – WSBS-AM, Vox Communications

Carl Strube – WNBZ-AM, Port Broadcasting

Associate Director:
Karl Renwanz, Video Transfer

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OFFICIAL NEWSLETTER OF THE MASSACHUSETTS BROADCASTERS ASSOCIATION

2011 FCC filings recap

Below is a summarized list of the filings the MBA signed onto in 2011 to date. These examples of advocacy before the FCC illustrate how vigorous the participating State Broadcasters Associations have been in protecting and advancing the best interests of the free, local, over-the-air, radio and television industries before the FCC. For a complete summary of each filing, head to Massbroadcasters.org, move your mouse over the “Member” tab and click “FCC Filings.”

April 25, 2011 - In the Matter of Innovation in the Broadcast Television Bands: Allocations, Channel Sharing and Improvements to VHF. (Rule Making Pending)

May 27, 2011 - In the Matter of Amendment of the Commission’s Rules Related to Retransmission Consent. (Rule Making Pending)

June 17, 2011 - Regarding Notice of Public Information Collection(s) Being Reviewed by the FCC, Comments Requested on whether the FCC’s public inspection file rules should be retained in their present form. (Matter Pending)

July 20, 2011 - In the Matter of Review of the Emergency Alert System; Independent Spanish Broadcasters Association, the Office of Communication of the United Church of Christ, Inc., and the Minority Media and Telecommunications Council, Petition for Immediate Relief; Randy Gehman Petition for Rulemaking. (Rule Making Pending with the exception of the request for further extension of the CAP deadline, which has been granted.)

July 29, 2011 - In the Matter of Review of the Emergency Alert System; Independent Spanish Broadcasters Association, the Office of Communication of the United Church of Christ, Inc., and the Minority Media and Telecommunications Council, Petition for Immediate Relief; Randy Gehman Petition for Rulemaking. (In response to the Petition, on September 15, the Commission agreed to extend the deadline to June 30, 2012.)

October 27, 2011 - In the Matter of Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations; Extension of the Filing Requirement for Children’s Television Programming Report. (Rulemaking Pending; Joint Comments currently being drafted in response to rulemaking)

November 1, 2011 - In the Matter of Closed Captioning of Internet Protocol-Delivered Video Programming; Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2011. (Rule Making Pending)

More Sound Bites 2011



The major door prize of the night - an iPad2! Congratulations to Jeff Kline of WLYN-AM and WAZN-AM.



Jim Smith (L), Merril Leferman and Joe Flynn of the MBA were in attendance.



Stephen Warley (L) and Ed Wozniak of LocalBroadcastSales.com. Stephen presented “Jumpstart Your Digital Sales”.



Attendees of Sound Bites 2011 enjoyed hors d’ourves and cocktails at the Beechwood Hotel.

JOBS Act Broadcast Provisions Summary

Greg Walden (OR-2), Chairman of the Communications and Technology Subcommittee, released the “Jumpstarting Opportunity with Broadband Spectrum” (JOBS) Act of 2011. As expected, the bill includes provisions granting the Federal Communications Commission (FCC) authority to conduct voluntary incentive auctions of TV broadcast spectrum. This bill takes significant steps toward protecting broadcast television stations through the incentive auction repacking process.

Below is a breakdown of the major provisions in Chairman Walden’s JOBS Act that impact broadcasters:

Section 103 – Incentive Auction Authority

- FCC “may encourage” a licensee to relinquish its license in return for auction proceeds. Value of the “relinquished rights” to be determined by reverse auction.
- \$3 billion from incentive auction of broadcast spectrum under Section 104 to go toward broadcast relocation costs, if the FCC elects to hold an incentive auction under that section. This is \$2 billion more than what was allocated in the Senate bill, S.911.
- No less than 3 months before an incentive auction, the FCC must report to Congress on methodology it will use to set the incentive payments.

Section 104 – Broadcast Spectrum

Auction procedures

- The FCC must use a reverse auction system to solicit from broadcasters the price at which they will relinquish their license.
- Relinquishment is defined as (1) turning over license to the Commission; (2) moving from UHF to VHF; (3) channel sharing.
- FCC must keep submissions and related information confidential, including identity of auction participants.
- Stations that elect to channel share retain must carry and carry-one, carry-all rights.
- The FCC must then conduct a forward auction of the spectrum to new users. If proceeds are not sufficient to cover the incentive payments and relocation costs, then the auction fails.
- The Commission may conduct one incentive auction of broadcast spectrum under Section 104, and the reverse auction/forward auction must be completed no later than September 30, 2021.
- Relocations and reassignments of broadcast stations are not effective until the completion of the forward auction and, to the extent practicable, must occur simultaneously.

Repacking

- For purposes of moving forward with the forward auction, the Commission shall evaluate the broadcast bands, and may repack stations (the term of art is “make reassignments of television channels”).

- When repacking, the FCC “shall make all reasonable efforts” to preserve a station’s coverage area and population served, “as determined using the methodology described in OET Bulletin 69.” This is much improved language from what the Committee initially suggested in July.
- The FCC cannot involuntarily relocate a station from the UHF band to the VHF band, and from high VHF to low VHF. Specifically, the ban on moving from high VHF to low VHF is new and improved language.

Relocation Costs

- The FCC shall reimburse “costs reasonably incurred” by:
 - Broadcast television licensees that move from one UHF channel to another or from one VHF channel to another. This language currently does not provide payment for stations that incur costs but do not move channels, although committee counsel has indicated this was an oversight and plans to make this change.
 - MVPDs to continue to carry stations that move to a new channel or stations that channel share.
- In lieu of reimbursement for relocation costs, a broadcast television licensee may ask for a waiver of the Commission’s service rules to allow the licensee, subject to interference protections, to make flexible use of its spectrum. The waiver shall remain in effect only so long as the licensee provides at least one television program stream that is free to the public over its spectrum.
- The Commission may not make reimbursements for lost revenues, and payments must be made within 3 years of the completion of the forward auction of the broadcast spectrum.

Other Limitations

- Until the incentive auction is completed/fails/September 30, 2021 (whichever is earlier), the FCC is prohibited from involuntarily modifying a broadcast television licensee’s license except:
 - In accordance with Section 104; or
 - In the case of a violation of the terms of the license or a statute/regulation.
 - The Commission also may not grant a move by a station from the VHF band to the UHF band during that same time period, unless such a move would increase the total amount of UHF spectrum available for an incentive auction.

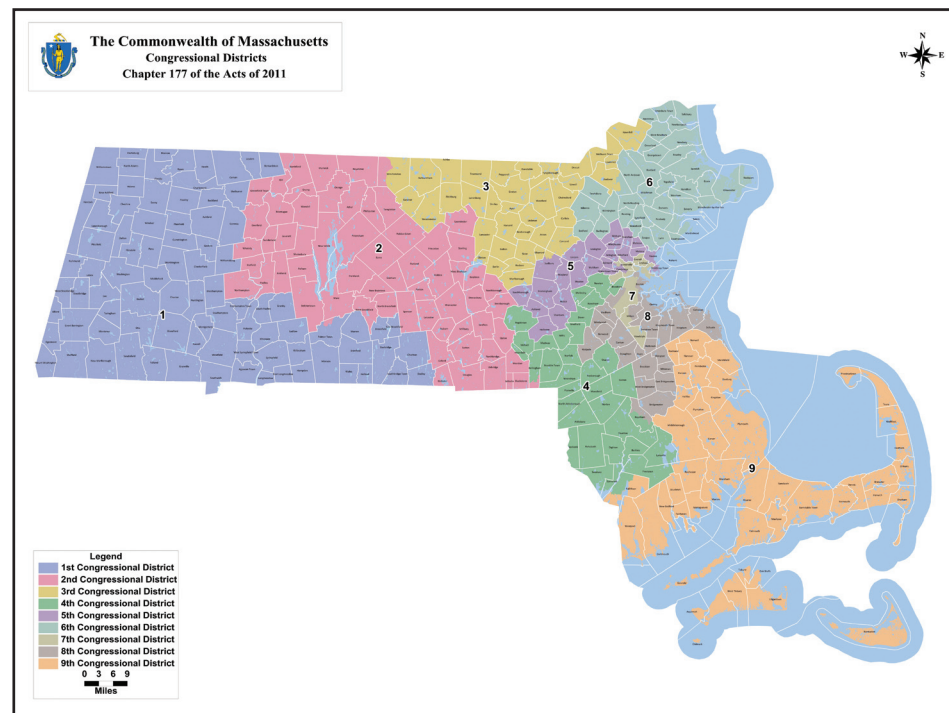
Legislative landscape in MA to change in 2012

With district realignment and the retirement of two longtime Congressmen, Massachusetts’ Congressional delegation will look a bit different in 2012.

2010 Census numbers showed a population decline in Massachusetts that is forcing the state to go from ten members of the House of Representatives to nine. Recently the Massachusetts House and Senate approved a redistricting map that includes a new district in South Eastern Massachusetts where no incumbent currently lives. Freshman Congressman William Keating, whose family owns a house on Cape Cod has said that he would run in the district.

Elsewhere, the First Congressional District in Western Massachusetts was essentially carved up and divided between Rep. Richard Neal and Rep. Jim McGovern of Springfield and Worcester, respectively. The First District is currently represented by Rep. John Oliver, who announced his retirement after his current term ends in 2012. The 75-year old Oliver is serving his eleventh term in Congress and sited “family circumstances.” His wife is sick with cancer.

Also announcing his retirement in November was Rep. Barney Frank of Massachusetts’ Fourth Congressional District. Frank, in his 32nd year



representing Massachusetts, told reporters that “there are other things I would like to do with my life,” although he vowed to stay involved with issues he felt were important.

As always, keeping in close contact with Massachusetts Congressional delegation is a high priority for the Massachusetts Broadcasters

Association, especially when pertinent legislation, like the spectrum incentive auction, is circulating around Washington. We will quickly work to establish a strong relationship with any and all newly elected officials in 2012 and continue to update members when news develops.

Back to Basics: LocalBroadcastSales.com

How can we help you sell today? That question is what makes the broadcast sales training at LocalBroadcastSales.com (LBS) different from any other training available. As a member of the Massachusetts Broadcasters Association, this valuable online sales tool is free to use!

So what is it? LBS is an online sales tool, available to you and your sales team 24/7, 365 days of the year. LBS experts develop training videos and guides based on a sales question they’re currently facing, an opportunity they need to learn more about, or questions from members in the “Ask an LBS Expert” section of the website.

Don’t have access to LBS? Call Jordan Walton or Anne Shea at 800-471-1875 for the MBA access code and get started today!



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