



Alabama Broadcasters Association
2180 Parkway Lake Drive, Hoover, AL 35244
800-211-5189 205-982-5001 www.al-ba.com stinsley@al-ba.com

ABA E News for February, 1, 2008

“Since making the switch to Eastlan ratings costs are reduced by two-thirds, and both our local and national revenue is up.”
~ Shawn Sloan, WFVA/WBQB, Fredericksburg, Virginia

There IS an alternative.

EASTLAN
R A T I N G S

www.EastlanRatings.com

“Eastlan is REAL. There is no need to be afraid.”
~ Ed Levine
Galaxy Communications
Syracuse & Rome-Utica, New York

In today's E News:

Wills for Heroes in Huntsville
NAB Asks for Your Help on Performance Tax
ABC Affiliates Fined for Network Nudity
Seen the New TV Standardized Disclosure Form?
Sgt Crowe Checking In
Alabama: The Year of Sports
Do you Have Analog Equipment for Sale?
DTV Cheat Sheet for Your Receptionist
Get Customized DTV Handouts

DTV Update Due to FCC
Details on TV Public File Regs
FCC Looking at Localism
:17 of PSAs per Hour on TV
New Army Guard Contacts
Cherish Back Home on WABB
Pol Seminar Was a Success
DTV Tools for NAB Members
On the Road at the Emmys

Attention Huntsville Radio and TV Stations!
We need your help...



We need to let all the First Responders in the Valley know that they can have a **Will** done for **FREE**. These firemen, policemen, Sheriff's deputies, EMTs, etc. are constantly putting their lives in danger and many do not take the necessary steps to protect their families in case something tragic happens.

Our long time PEP partner, the Alabama State Bar, is doing something about this problem! Volunteer attorneys are coming to Huntsville during the week of February 18 to write Wills for **FREE** for all First Responders who show up.

Their volunteer program is called "Wills for Heroes." They have already done this in Mobile, Birmingham and Montgomery. TV and radio stations in those markets were great to do stories to help get the information into the right hands.

There will be a Press Conference on Monday, February 18, 2008 at 10:00 am at the Public Safety Training Academy at 3011 Sparkman Drive. Participants from the Huntsville Police, Fire and Mayor's office will be present. PLEASE try to cover this event to let first responders in the area know that this FREE service is available that week. If you have an appropriate Public Affairs program on your radio or TV station, the Alabama State Bar will help you book a local attorney to talk about "Wills for Heroes" in advance of the week or during the week to increase participation.

"Wills for Heroes" clinics are scheduled everyday that week to assist the Huntsville Police and Fire Departments and HEMSI (Huntsville Emergency Medical Services).

This is a great Public Service opportunity. I hope you will take advantage of it.

Contact Brad Carr at the Alabama State Bar for more information: brad.carr@alabar.org or 334-269-1515. Brad has b-roll from an earlier event that you could use in a story in advance of the press conference in your press conference package. Give him a call today to get a copy ASAP.

All TV Stations Must File DTV Status Report by February 19

In accordance with the recently adopted "Third Periodic Review" of the Commission's rules and policies affecting the conversion to digital television, all full-power television stations must file a DTV Status Report (Form 387) by February 19, 2008. The FCC has not released a useable electronic version of Form 387 yet, but you can view a preview of the document at www.fcc.gov/Forms/Form387/387_view.pdf. Given the limited time frame available to your station to complete this form, NAB suggests you consult your station counsel in anticipation of the release of the electronic version, due to be released in the coming weeks.

Action Alert from the NAB

Two Bills to Impose a "Performance Tax" on Radio Broadcasters Were Recently Introduced in the U.S. Congress - Contact Your Members of Congress to oppose H.R.4789 and S.2500

On behalf of the recording industry, Representatives Berman (D-CA-28) and Issa (R-CA-49) introduced H.R. 4789 and Senators Leahy (D-VT) and Hatch (R-UT) introduced S.2500. These bills mandate that local radio broadcasters pay a new "performance tax" to the recording industry for the music they air for free on the radio. This bill will not only harm your local radio stations, but will also threaten new artists trying break into the business and your listeners who rely on local radio.

Please contact your Representative and both of your Senators and ask them to oppose these efforts to impose a "performance tax" on your business. With your grassroots effort and support, we can have an impact! Congress responds when you call!

We need our radio broadcasters contacting Congress today! Below, you will find staff contact information, suggested email text and talking points for a follow up call.

Staff Contact Information

Congressman Artur Davis

Chief of Staff: Mr. Dana Gresham Email: dana.gresham@mail.house.gov

Legislative Staff: Ms. Chanelle Hardy Email: chanelle.hardy@mail.house.gov

Phone: (202) 225-2665

Senator Jeff Sessions

Chief of Staff: Mr. Rick Dearborn Email: rick_dearborn@sessions.senate.gov

Legislative Staff: Nathan Hallford Email: Nathan_Hallford@judiciary-rep.senate.gov

Phone: (202) 224-4124

Senator Richard Shelby

Chief of Staff: Mr. Michael Brumas Email: michael_brumas@shelby.senate.gov

Legislative Staff: Ms. Emily Titlow Email: emily_titlow@shelby.senate.gov

Cap. Phone: (202) 224-5744

After you contact your Representative and Senators' offices, please provide a copy of the response to tmassey@nab.org and copy kcole@nab.org. Should you have any questions, please contact Kelly Cole, NAB's vice president of Government Relations, at (202) 429-5319 or kcole@nab.org.

Suggested email and/or Talking Points for congressional staff:

On behalf of the recording industry, Representatives Berman (D-CA-28) and Issa (R-CA-49) introduced H.R. 4789 and Senators Leahy (D-VT) and Hatch (R-UT) introduced S.2500.

H.R. 4789 and S.2500 mandate that local radio broadcasters pay a new "performance tax" to the recording industry for the music they air for free on the radio. I strongly oppose H.R. 4789 and S.2500.

Local radio broadcasters consider this fee a "performance tax" that will not only harm your local radio stations, but will also threaten new artists trying break into the business and your constituents who rely on local radio.

For over 80 years, labels and performers have thrived from free advertising from local broadcasters. This free airplay, which touches 232 million listeners a week, provides the recording industry increased popularity, visibility and record sales. In fact, 85 percent of listeners of all audio services identify radio as the place they first heard music that they purchased.

The value of free radio promotion to record labels and performers is well recognized, and Congress has repeatedly rejected the record labels' attempts to impose a performance tax. In 1971 and 1976, Congress considered and refused to grant a performance tax. In 1995, Congress again refused to impose a performance fee, in order to avoid jeopardizing what Congress called "the mutually beneficial economic relationship between the recording and traditional broadcasting industries." House Report 104-274 (1995)

All parties are fairly compensated by today's system. The free promotion that record labels and performers receive from radio airplay drives album and concert sales, which ultimately results in compensation for the record labels and performers. Although the recording industry has seen its revenues decline over the last decade, local radio broadcasters are not the reason the recording industry is losing money, and it should not be the industry to fix it.

The existing system actually provides the epitome of fairness for all parties: free music for free promotion.

ABA Legal Advisors Break Down New TV Public File Regs

CommLaw Blog sponsored by Fletcher, Heald & Hildreth, P.L.C. published a new entry entitled "TV Rereg Order Released" on 1/27/2008 4:43:34 PM, written by FHH Law.

TV Rereg Order Released By Ron Whitworth 703-812-0478

On January 24, 2008, the Commission finally released the Report & Order containing the standardized and enhanced disclosure requirements which it had decided to impose on the television broadcast industry last November. In our November Memo to Clients we described the FCC's action based on the public notice issued by the Commission then. The release of the R&O provides us with the detailed nitty-gritty of what the FCC is imposing on the industry. Among the new burdens are a new quarterly programming report and significantly greater public inspection file obligations.

Among the new public inspection file requirements are the following:

Stations with websites must post their public inspection files on their websites or on the website of their State Broadcast Association.

Stations must give notice twice daily (including at least once between 6 p.m. and midnight) that the station's public inspection file is available for inspection at the station's main studio and on its website.

While political files are not required to be posted, emails from the public are, and documents available on the Commission's site but not posted on the station's site must be linked to the station's site. Stations must also retain hard copies of all letters and emails from the public in their public inspection files.

Stations must make the public inspection file portion of their websites accessible to the disabled, requiring compliance with specific Web Content Accessibility guidelines

Among the new reporting requirements are the following:

The current issues/programs lists required by TV licensees will be replaced by the all-new FCC Form 355, which will have to be filed with the Commission (electronically) each quarter on the 30th day of the succeeding calendar quarter – that is, the reports will have to be filed by April 30, July 30, October 30, and January 30 of each year.

In the quarterly reports, which cover not only the main broadcast channel but also all additional programming stream(s), each TV licensee is required to describe its programming in a laundry list of categories including national news, local news, local civic affairs, local electoral affairs, local programming, public service announcements, paid public service announcements, underserved communities programming, religious programming and independent produced programming.

Broadcasters must report information on closed captioning (including which programs were not closed captioned due to exemptions and the basis for each exemption), voluntary video description efforts, efforts to make emergency information available and access of the information to the disabled.

Broadcasters must certify that they have undertaken ascertainment efforts to assess the needs of their community, and must specify whether they have designed programming to address those needs. The new rules do not mandate specific ascertainment efforts, although the new Form 355 does require the reporting licensee to describe (a) any ascertainment efforts it did take and (b) any programming designed to address any needs identified through such efforts

The new rules will not go into effect until 60 days after notice of their approval by the Office of Management and Budget is published in the Federal Register. Stations with existent websites must have their public inspection files posted online at that time. Any websites later created must comply with the rules within 30 days after the sites are made available to the public.

We will have more on the new rules and potential challenges to their validity in the next edition of Memorandum to Clients. In the meantime, if you have any questions please do not hesitate to contact your FHH attorney.

Permalink: commlawblog.com/2008/01/27/tv-rereg-order-released.aspx

ABC Affiliates Face Fines Over NYPD Blue Scene

CommLaw Blog sponsored by Fletcher, Heald & Hildreth, P.L.C. published a new entry entitled "FCC: NYPD Too Blue" on 1/27/2008 12:20:13 PM, written by FHH Law.

FCC Proposes \$1.4 Million Fine for On-Air Nudity

By Jeffrey Gee 703-812-0400

The FCC released a new indecency decision on Friday evening, reaching back to a 2003 episode of NYPD Blue to find 52 ABC affiliates “apparently liable” for over \$1.4 million in fines. Before Friday, the FCC had not released a new indecency decision in over a year, apparently waiting for the courts or Congress to clarify its authority on indecent material. Indeed, after the Second Circuit overturned the FCC’s “Omnibus Indecency Order, FCC Chairman Martin complained that the Second Circuit had all but tied the FCC’s hands in enforcing indecency cases. Unfortunately for ABC and its affiliates, however, the material in the Omnibus Indecency Order involved naughty words, while the episode of NYPD in question involved naughty body parts. The NYPD Blue episode at issue – the unfortunately-titled episode “Nude Awakening” – included a scene in which a woman disrobes before a shower, exposing her naked buttocks and the side of one breast.

The FCC’s “Notice of Apparent Liability” (or “NAL” in FCC-slang) offers several insights for broadcasters, the first being that the FCC has not ceased its enforcement of its indecency rules. While there may be some uncertainty over what words may be prohibited and when, the FCC is decidedly less conflicted over televised nudity. Second, the “safe harbor” time period remains a critical factor in indecency decisions. The FCC’s rules prohibit indecent material between 6:00 a.m. and 10:00 pm.

ABC stations in the Eastern and Pacific Time zones aired the episode after 10:00 pm and, thus, were beyond the rule's reach. However, ABC stations in the Central and Mountain Time zones, which aired exactly the same material in sync with the east coast (and therefore before 10:00 pm local time), got hit with proposed forfeitures of \$27,500 per station. Third, complaints count. The FCC did not propose to fine all of ABC affiliates in the Central and Mountain time zones (even though they all presumably aired the same program at the same time), just those about which the FCC received complaints. Finally, while the \$1.4 million proposed forfeiture (\$27,500 times 52 stations) may seem high, it could have been worse. The FCC proposed the highest fine it could, but was limited by the maximum fines in effect at the time the program aired. If FCC took the same approach to a program airing in 2008, the total bill would be closer to \$17 million (the current maximum is \$325,000 per station). ABC and its affiliates have until February 11, 2008, to pay the fine or file a response to the NAL. Press reports indicate that ABC intends to fight. Keep watching this space for updates as they happen.
Permalink: commmlawblog.com/2008/01/27/fcc-nypd-too-blue.aspx

FCC kicks off localism NAL

RBR

The multipronged Notice of Proposed Rulemaking which may well build on the new program reporting requirements just imposed on broadcast television has been officially kicked off. In point of fact, it's been kicked to the Federal Register, which will get its publishing operation in gear. Once the NAL is officially in print there, those wishing to comment on the proceeding will have 60 days to fire away, with a 30 day reply period directly following. A number of specific issues are in the docket, including: communication between licensees and their communities; the nature and amount of community-responsive programming; political programming; underserved audiences; disaster warnings; network affiliation rules; payola/sponsorship identification; license renewal procedures; and additional spectrum allocations.

Some of the ideas still on the table would have significant costs for broadcasters. One proposal would revert to the pre-1987 main studio rule, essentially forcing many radio clusters and even some TV duops to have multiple studio buildings. The Commission did, however back off on the idea of banning "national playlists" or requiring radio stations to play music by local artists. Still on the "to do" list is requiring every radio and TV station to have a formal community advisory board. The Commission said, "...in written comments and testimony received during six related field hearings, many other commenters have raised serious concerns that broadcasters' efforts, as a general matter, fall far short from what they should be. Specifically, the record indicates that many stations do not engage in the necessary public dialogue as to community needs and interests and that members of the public are not fully aware of the local issue-responsive programming that their local stations have aired."

Form for substance?

TVBR

The FCC's "Standardized Television Disclosure Form" is officially available, and it's a doozy. We clock it in at eight pages. It asks for all kind of information. What market are you in? Are you a network affiliate? Publicly owned? Independent? Commercial/noncommercial? It asks for information on primary and non-primary programming streams, the amount of time weekly for different types of programming, and how much is in high-definition. It wants total time for national news, locally news produced by the station, local news from elsewhere, total time spend on local civic affairs and local

electoral affairs. It also asks for total programming that is independently produced, total PSAs, total paid PSAs and total closed captioned programming. It then provides space to go into more depth on the news, public affairs and PSA areas. It asks if you run programs aimed at and under-served communities in your license area, and it asks about religious programming. It asks how your station goes about meeting community needs and serving the disabled. It seeks information of performance during emergencies, and whether the station participates in an LMA, JSA or similar agreement. Then it asks for a signature.

New Study Finds Television Stations Donate an Average of 17 Seconds an Hour to Public Service Advertising

Nearly Half (46%) of All PSAs Air After Midnight

Thursday, January 24, 2008

CONTACTS: Rob Graham, (650) 854-9400 (day of the event 202-347-5270) or rgraham@kff.org



Washington, D.C. – While the media environment is evolving rapidly, television continues to be the dominant medium used by the American public. TV advertising is therefore still a core component of most major public service campaigns, on topics such as childhood obesity, drunk driving, or cancer prevention. To help inform the work of non-profits seeking to communicate with the public, the Kaiser Family Foundation is releasing a new, updated study that examines the extent and nature of public service advertising (PSA) on both broadcast and cable television.

The report – *Shouting To Be Heard (2): Public Service Advertising in a Changing Television World* – found that broadcast and cable stations in the study donated an average of 17 seconds an hour to PSAs – totaling one-half of one percent of all TV airtime. The most frequent time period for PSAs to air was between midnight and 6 a.m., accounting for 46% of donated PSAs across all stations in the study; looking only at broadcast stations, 60% of donated PSAs ran overnight. The time period with the fewest donated PSAs was during prime time (8-11 p.m.), with 13% of all donated PSAs.

The most common issue among donated PSAs was health (26% of all donated PSAs), followed by fundraising (23%), family and social concerns (12%), community organizations or events (8%), and volunteerism (6%).

“PSAs can be an important tool, but obviously they have to be seen to be effective,” said Vicky Rideout, vice president and Director of Kaiser’s Program for the Study of Entertainment Media and Health. “With so little airtime being made available, making sure PSAs get seen frequently by their target audience can be a daunting task.”

This report updates a previous study released in 2002 which allows for some comparisons over time. While the time allotted to donated PSAs increased from 7 seconds to 15 seconds per hour on cable television during this period, overall, there was no statistically significant change in the average amount of time donated to PSAs when broadcast television was factored in. Also during this period, the study found that paid commercial advertising increased from 11:45 of ads per hour to 12:25. In addition, during this period the proportion of donated ads featuring a Web address increased from 32% to 75%.

Additional key findings:

Time Allotted to Donated PSAs

English-language broadcast stations assessed by the study (ABC, CBS, Fox, and NBC) donated an average of 18 seconds an hour to PSAs. The cable stations (CNN, ESPN, MTV, Nickelodeon, and TNT) donated an average of 15 seconds an hour. The Spanish language network (Univision) donated an average of 29 seconds per hour to PSAs. (The overall average across all types of stations was 17 seconds an hour).

Most donated PSAs were 30 seconds long. Twenty-two percent were less than 30 seconds, and 10 percent were longer than 30 seconds.

Time of Day Donated PSAs Are Run

The amount of time donated to PSAs ranged from 9 seconds an hour during prime time, to 32 seconds an hour after midnight.

Just under half (46%) of all time donated to PSAs occurred between the hours of midnight and 6 a.m., across all stations in the study. On the broadcast stations, a greater proportion of donated PSA airtime occurred during the overnight hours (60%), compared to 38 percent for the cable stations, and 35 percent for the Spanish language channel.

Issues Covered in Donated PSAs

Health was the most common PSA topic, accounting for 26% of all donated PSAs. A wide variety of health issues were addressed, with the most frequent being fitness (6% of all donated PSAs), cancer (4%), HIV/AIDS (3%), and overall wellness (3%).

Environmental issues accounted for 4% of all donated PSAs.

Viewer Follow Up

A large majority of all donated PSAs included some type of provision for viewers to follow up on information presented in the spot: for example, a Web address (75%) or a toll-free telephone number (38%). Eighty-five percent included one or the other.

The proportion featuring a Web address increased from 32 percent in 2000 to 75 percent in 2005, while the proportion with a toll-free telephone number decreased from 49 percent to 38 percent over the same period.

Local vs. National PSAs

One in five donated PSAs (20%) specifically addressed a local issue, cause or event, while 80% were national in scope.

Paid PSAs

Instead of relying on donated airtime, some corporations, non-profits, and government agencies purchase airtime for public service messages. In addition to donated PSAs, the study found that there was an average of 10 seconds an hour devoted to paid PSAs.

Paid PSAs got better airtime than those relying on donated time: 27 percent ran after midnight (compared to 46 percent of donated spots); 19 percent ran during prime time (compared to 13 percent for donated spots).

A little more than a third (37%) of paid PSAs were sold at some type of discount – either a special nonprofit rate, or being part of a “match” in which sponsors purchased one spot and got another for free.

Advertising and other non-programming content on TV

Across all channels in the study, a little more than one out of every four minutes – or 27 percent of all airtime – was devoted to non-programming content (16:25 per hour, up from 15:35 in 2000). This includes 21% of airtime that is spent on advertising, and 4% that is spent on promos.

The amount of time dedicated to advertising increased from 11:45 per hour in 2000 to 12:25 in 2005 – a statistically significant increase of 40 seconds an hour.

The four major broadcast networks and their affiliates aired considerably more non-programming content per hour (18:47) than did the cable stations in the study (15:04).

Methodology

The study examined a full week of television content on affiliates of ten major broadcast and cable networks: the four major broadcast networks; five basic cable channels that represent news, sports, music, children's and general audience programming; and one Spanish language network. The networks in the study are: ABC, CBS, Fox, NBC, CNN, ESPN, MTV, Nickelodeon, TNT, and Univision. For each network, programming was sampled on local affiliates or cable providers in seven different markets across the country: Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, and Seattle. A total of 1,680 hours of television content was collected and analyzed for the study.

Because television content varies across weeks and seasons, the study used a composite week of programming, collected from September 25 through December 3, 2005. To determine whether PSAs were donated or paid for, the study used letters, email, and telephone calls to stations, cable franchises, and sponsors. A total of 969 donated PSAs and 626 paid PSAs were identified and studied in depth. Most findings in the report concern donated PSAs.

The Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community and the general public.

SGT Dennis Crowe Checks In...

As you all know, our National Guard Marketing Officer Sgt. Dennis Crowe is preparing for deployment. He spent three weeks in Houston after Christmas and has reported to Ft Riley for the remainder of his training. In a couple of months, he will be leaving for Afghanistan.

We've asked him to keep us posted on his progress from time to time... here's Sgt. Crowe's first note to the folks back home...

To All:

I am here in beautiful, cold Ft. Riley Kansas and finally have a mailing address. I can also get on the internet much more regularly so send me some stuff.

I don't really need anything in particular, but I love chocolate chip cookies... hint, hint.

The days are long but the training is top-notch. I start my PA mentorship program on Monday (1/28) and will be doing rotations at the hospital from 6-10pm 3-4 nights a week. I am very excited about it and hope that it will help me keep my guys safe and bring them home in great shape.

Miss all of you terribly and I am having the time of my life.

My address is:
SFC Dennis W. Crowe, II
Delta Company, 101st FSB
Class# 40 URF# 11524
Fort Riley, Kansas 66442

Oh, one more thing, the folks here said to send stuff by regular mail or UPS/Fedex. Don't use the Priority Mail or Express Mail features at the post office because only can sign for the mail and it might get sent back.

SFC Dennis W. Crowe II



ABA 's Tina Carrier, Dyer, Hendricks, ABA's Cindi McGee

In Related News...We Met Our New Marketing Officer Today

Sgt Tony Dyer and his assistant SPC Arias Hendricks came up to visit our ABA office for the first time today. Both men are from Montgomery and have been in the Guard for a number of years. Sgt. Dyer just finished a rotation as a recruiter for the last four years in the Montgomery area. Many of you in that area may already know him. Hendricks has been in the Army Guard for four years and has been in Marketing for the last year and a half. Expect to meet both men over the next few weeks. They plan to attend the ABBYs and may show up at your station before then!

Governor Riley Announces 2008 as Year of Alabama Sports

MONTGOMERY – Governor Bob Riley announced today the state is celebrating achievements in sports in 2008 by spotlighting legendary heroes, sports museums and athletic events. The Year of Alabama Sports is the fifth in a series of award-winning campaigns designed to lure tourists to various destinations.

A goal of the \$2 million campaign is boosting attendance at the Alabama Sports Hall of Fame and Barber Vintage Motorsports Museum in Birmingham, the Paul Bryant Museum in Tuscaloosa, and the International Motorsports Hall of Fame at the Talladega Superspeedway, as well as lesser-known destinations such as Rickwood Field, the Jesse Owens Museum and Park in Lawrence County and the U.S. Sports Academy in Daphne.

The promotion should increase play along the state's famous Robert Trent Jones Golf Trail and attendance at the post-season Senior Bowl and GMAC bowl games in Mobile and the Papa John's game in Birmingham, he said

"No other state can match the number of great sports legends from this state," Governor Riley said, noting that when ESPN selected the top 15 athletes of the 20th century, five were from Alabama: Jesse Owens, Hank Aaron, Willie Mays, Joe Louis and Carl Lewis. Nine of the top 100 hailed from the state.

Travel has become a nearly \$10 billion industry in Alabama, the Governor said. "NASCAR fans around the world know that racing at Talladega is the most competitive on the circuit. The April and October races are the two biggest tourism events each year in the state," he said, adding that televised events at the Barber road track near Leeds and the SEC Baseball Championship in Hoover draw positive attention to the state.

Although the state is known for its high school and college football traditions, minor-league baseball teams are prospering. The Huntsville Stars, the Birmingham Barons, the Montgomery Biscuits and the Mobile BayBears are among the most successful in the Southern League, Governor Riley said.

The state tourism department will utilize magazine ads, television commercials, posters, public relations as well as the agency's own publications to spread the message, said state tourism director Lee Sentell.

Birmingham ad agency Luckie & Company will produce commercials highlighting the Golf Trail, sports museums and Alabama Speedweek to air in approximately 60 TV markets during the SEC Basketball Tournament in Atlanta. The Montgomery-based Raycom, affiliated with the Retirement Systems of Alabama, recently bought the company that owned the rights to televise the tournament. For four years, Alabama has had exclusive rights during the tournament to air tourism commercials aimed at families from Texas to Maryland who are planning summer vacations, Sentell said.

A special section on the tourism agency's website (www.alabama.travel) will feature details on the yearlong campaign.

The agency's Alabama Vacation Guide has been expanded to highlight the state's many sporting venues, activities and events. The 160-page magazine-style book, also includes hotel accommodations and attractions, said Marilyn Jones Stamps, who coordinates the Year of Alabama Sports.

A companion piece, the 2008 Alabama Calendar of Events, features some 1,600 annual and special events. Sporting events are highlighted in blue for easy reference. To order the publications, visit www.alabama.travel or call 334-242-4169.

A series of vintage-looking posters highlights golf, track, baseball and football as the primary graphics for the sports marketing campaign.

Author Steve Dupont has written a 128-page book Alabama Sports: A comprehensive guide to sports in Alabama that encourages readers to explore the sports history unique to Alabama, including the

contributions by the Negro Baseball League. The specialty book division of The Birmingham News will publish the book.

In addition, the state tourism department has partnered with the Alabama Association of Convention & Visitor Bureaus to collectively attend trade shows where destination representatives solicit sporting events to select their communities to hold their events. Youth sporting events are the fast-growing segment of the travel industry, Sentell said.

Previous campaigns have won awards from state and national tourism organizations. The National Council of State Tourism Directors selected Alabama's food campaign in 2006 as the top promotion in the country. The Southeast Tourism Society cited the themed promotions for selecting Alabama as the top state tourism department in 2004, 2005 and 2007.

In Station News...

Popular Radio Talent Cherish Returns to Mobile!

After leaving Mobile in December of 2006 to pursue acting in Hollywood, beloved radio host Cherish returns to Mobile to host Middays on 97.5 WABB from 10AM-3PM, starting Monday January 28th.

Program Director Zac Davis says, "Cherish was a highly popular player on the WABB morning show for seven years. Since she left, not a week has gone by that someone hasn't asked me what happened to Cherish and if she would ever return. We are thrilled to have her back."

Cherish adds, "Truman Capote once said, 'It's a scientific fact that for every year a person lives in Hollywood, they lose two points of their IQ.' Two points is a lot when you don't have much to work with. I can't tell you how happy I am to be back at WABB and back home in Mobile- I found out that what I was looking for was here all along."

ANALOG EQUIPMENT WANTED!

**Tom Williams of WJXS-TV would
Like to buy used analog equipment.
He also needs two sets.**

Contact him at twilliams@tv24.tv.





ABA Political Seminar Panel:

Left: Bobby Baker, FCC; David Davis of ABA Associate Member DavisDenny Advertising/PR

Below: Full House; ABA Legal Advisor Scott Johnson of Fletcher, Heald & Hildreth



Political Seminar Success!

The ABA Political Seminar was a huge success yesterday (Wed). Thanks to Scott Johnson, our Legal Advisor, for arranging the FCC’s Bobby Baker’s participation. In addition, ABA Associate Member David Davis of DavisDenny Advertising was great. He brought a variety of radio and TV spots to demonstrate the differences in style and offer guidance to stations when producing political spots for candidates in local races. He also talked about how agencies will frequently go through your Public Files to find information on opposing campaigns. Be sure to keep those files in order!

Political Science professor Natalie Davis of Birmingham Southern concluded our meeting with her luncheon address. She added her insight on this year’s Congressional races and the Presidential race.

Quick Answers to DTV questions webpage – DTV cheat sheet for viewer phone calls:

View NAB’s “cheat sheet” for station receptionists, to help answer questions about DTV from viewers. To view the PDF file visit:

<http://www.dtvanswers.com/toolkit/City%20tour%20laminated%20piece.pdf>

DTV Tools for TV Stations – www.DTVAnswers.com/membertools

TV stations can access the member tools website where you will find useful information on the DTV transition such as: station checklist, marketing collateral, graphic elements, best practices, power point presentations, DTV campaign plan, state broadcaster plan, newscast teaser copy, DTV Road Show information, DTV cheat sheet for viewer phone calls, and crawls.

Get customized DTV materials with your station logo...

NAB encourages television stations to visit www.DTV2009.gov and click on the “Our Partners and Links” to access materials that will allow you to spread the converter box coupon program message to consumers. **The four available pieces** – *two fact sheets, poster, and mail stuffer* – **can be co-branded with your logo**. To customize these materials, organizations and TV stations should contact Martha Pratt at Martha.Pratt@ketchum.com. You will send them your logo and they will send back electronic files you can copy and distribute to viewers. There is no cost for their service.

See a sample below...

How Do I Get A TV Converter Box Coupon?

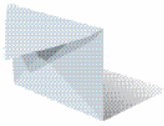


After February 17, 2009, all full-power television stations will broadcast only in digital. If you use "rabbit ears" or a rooftop antenna with your analog television, you must take action to continue receiving television broadcasts. The Federal Government is offering U.S. households up to two \$40 coupons to help with the cost of certified TV converter boxes. A converter box is a one-time purchase that will allow your analog TV to work after February 17, 2009 to continue receiving television broadcasts. Certified TV converter boxes are expected to cost between \$50 and \$70. Coupons are free, but supply is limited. Coupons will be mailed to you by the Federal Government.

Applications will be accepted from January 1, 2008 until March 31, 2009. You can apply for your converter box coupons by:

**Get
Your
Coupon**

Phone:	1-888-DTV-2009 (1-888-388-2009)
TTY:	1-877-530-2634
Online Form:	www.DTV2009.gov
Mail:	PO Box 2000, Portland, OR 97208
Fax:	1-877-DTV-4ME2 (1-877-388-4632)



With your coupon(s) you will also receive:

- Instructions for using a coupon
- List of coupon eligible certified TV converter boxes
- List of retailers where you can use the coupon to buy a certified TV converter box
- Frequently asked questions about using the coupon

Coupons expire after 90 days and cannot be reissued so review your information packet as soon as you receive it.

**Use
Your
Coupon**

Your coupon will look and work like a plastic gift card. Coupons can be used at participating retailers listed in your information packet.



Produced by the U.S. Department of Commerce.



1-2008

(more)

On the Road Again

Last weekend, I traveled to Nashville for the regional Emmy Awards. New WHNT-TV GM Stan Pylant and his wife Donna joined us for the event. Huntsville is part of the Mid-South chapter based in Nashville. The big winner of the night was Fox affiliate in Memphis. Former ABA Board member Lee Meredith's station, WMC of Memphis (a Raycom station), also took home a couple of awards. Lee and his wife Patti were at the event.

We plan to spend the next several days preparing all the ABBY entries for next weekend's judging. Our secret guests will be in town from Thursday evening until Sunday morning.

Thanks for your patience with the newsletter. We're trying to use a web based mailing service but so far, I haven't been able to figure it all out. I'm not the most computer/software/hardware savvy person and it has been trial and error. We would like to compose a newsletter with photos, etc and upload it to a service like godaddy.com. However, they have a limited selection of templates and I have been unsuccessful in my attempts to upload an html document to their service. We'll get it all figured out. In the meantime, please send us news for this publication and for the website. Don't forget the ABA website at www.al-ba.com – it's a great resource for industry news from inside and outside Alabama!

Give us a call if we can be of assistance.

Sharon