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Feb 13, 2007

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New FCC Payment Lockbox Information:

FCC to fee payers: "Show me" the money

CommLaw Blog sponsored by Fletcher, Heald & Hildreth, P.L.C.

By Harry Cole 703-812-0483

As of Valentine's Day, St. Louis is the go-to place for all FCC fee filings (other than 700 MHz auction payments). In a public notice released on February 12, 2008, the Commission announced that the shift from the Mellon Bank in Pittsburgh to the U.S. Bank in St. Louis will become effective as of February 14. You can find a copy of the public notice [here](#).

The address of the new lockbox bank:

U.S. Bank
1005 Convention Plaza
SL-MO-C2-GL
St. Louis, MO 63101

But BE CAREFUL: when fees, payments or applications are submitted to the lockbox bank, the correct Government Lockbox number must be included in the address. That "Lockbox number" may be found in Commission's January 25, 2008 order in which the shift to St. Louis was first adopted.

While the new lockbox does not officially take over until February 14, the Mellon Bank in Pittsburgh will no longer accept hand deliveries of courier deliveries as of February 12.

The U.S. Bank in St. Louis will accept hand deliveries at their 1005 Convention Plaza address on a 24/7 basis. Couriers should provide the FCC filing in a sealed envelope to the U.S. Bank's Front Desk Security Officer, who will time/date stamp a receipt for proof of filing.

As we have previously posted on CommLawBlog.com, filings inadvertently mailed to the Mellon Bank during the 45-day transition period will be date-stamped by Mellon and forwarded to U.S. Bank, and the Mellon date stamp will be the effective filing date.

In a related development, the Commission has announced that, as of February 14, 2008, the receiving bank for wire payments to the FCC will be the Federal Reserve Bank in New York, New York. Instructions for wire payments will be posted at [this site](#) on or before the effective date.

Permalink: commlawblog.com/2008/02/12/fcc-to-fee-payers-show-me-the-money.aspx

Local Radio Freedom Act Gains Support

Radio Ink

WASHINGTON -- February 11, 2008: One hundred and forty-eight lawmakers are now signed on to the Local Radio Freedom Act, a House resolution that reads, "Congress should not impose any new performance fee, tax, royalty, or other charge relating to the public performance of sound recordings on

a local radio station for broadcasting sound recordings over-the-air, or on any business for such public performance of sound recordings."

Among the 22 House members to sign on most recently are Reps. Charles Rangel (D-NY), Barbara Cubin (R-WY), Henry Cuellar (D-TX), Devin Nunes (R-CA), and Tim Holden (D-PA). Ninety-three Republicans and 55 Democrats are now supporting the resolution.

Reps. Gene Green (D-TX) and Mike Conaway (R-TX) introduced the legislation in November 2007. In December, bills that would impose a performance royalty on over-the-air broadcasters were introduced by Howard Berman (D-CA) and Darrell Issa (R-CA) in the House and by Patrick Leahy (D-VT) and Orrin Hatch (R-UT) in the Senate.

Localism Summarized

Provided by ABIP Inspector Larry Wilkins

The release of the Commission's January 24, 2008 Notice of Proposed Rulemaking ("NPRM") announcing a laundry list of tentative conclusions and proposed rules concerning localism sent immediate shockwaves throughout the broadcast industry.

Below is a synopsis of the proposed rule changes/tentative conclusions and comments sought announced in the NPRM, many of which could significantly alter the regulatory responsibilities of broadcast licensees if implemented.

- The Commission has tentatively concluded that each licensee should be required to convene a permanent advisory board consisting of community leaders and officials. Regular, quarterly licensee meetings with this board would be mandatory. These meetings would assist each licensee in ascertaining the issues of primary interest in its community, leading to more localism and diversity-focused programming.
- The Commission referenced the Enhanced Disclosure Report and Order released simultaneously which among other things, introduced a brand-new comprehensive disclosure form (Form 355) and implemented a requirement that stations post the majority of their public files on their websites. While the rules adopted in the Report & Order apply solely to television, the NPRM suggests that the same rules might soon apply to radio.
- Stations may be required to maintain a physical presence at their facilities during all hours of operation, thereby eliminating remote control operations currently permitted.
- The Commission has tentatively concluded that it will reintroduce renewal application processing guidelines incorporating a specified minimum percentage of programming aimed at addressing local issues. Licensees meeting the requisite percentages would have their renewals processed by the Media Bureau on delegated authority, while those falling short would have their renewals considered by the full Commission. The Commission is seeking comments on the content of these guidelines and how they would be measured.
- The Commission is considering a reversion to its pre-1987 main studio rule, which required each station's main studio to be located within its community of license. That rule has since been amended

such that the main studio may be located within either the principal community contour of any station, of any service, licensed to its community of license or 25 miles from the reference coordinates of the center of its community of license, whichever location the licensee chooses.

- The Commission is seeking comment on whether it should require website posting of the requisite on-air announcements concerning soon-to-be-filed and pending license renewal applications.
- The Commission is seeking comment on whether it would be helpful for the Commission to introduce rules designed to allow stations to review network programming sufficiently in advance of airtime to determine whether the programming is unsatisfactory, unsuitable or contrary to the public interest.
- The Commission is seeking comment on the prevalence of voice-tracking (the use of popular out-of-town personalities, customizing programming to make it appear as if the personalities are actually local residents, etc.) and whether anything can and/or should be done to limit its practice.
- While rejecting the prohibition of national music playlists by licensees, and a potential requirement that stations give airplay to local artists, the Commission is seeking comment on whether it should require licensees to provide data regarding the airing of local music, and how their playlists are compiled. This information would be used in consideration of renewal applications.
- The Commission has tentatively concluded that it should allow additional qualified low power television (“LPTV”) stations to be granted Class A status. The Commission is seeking comment on its conclusion, how to define eligibility, and its statutory authority to take the action.
- The Commission noted that it intends to commence a proceeding to propose rules promoting access by cable and satellite subscribers to the programming of television broadcast stations licensed to communities in the state in which they live.
- The Commission directed its Media Bureau to develop a new computer program to assist potential radio applicants in identifying suitable available commercial FM spectrum in the location in which they want to operate. This will alleviate the need to hire a consulting engineer which the Commission hopes will trigger increased localism in broadcasting, and diversity in radio ownership and programming.
- The Commission referenced the importance of broadcasters providing timely and accurate emergency information, which it will tackle in the pending Emergency Alert System Further Notice of Proposed Rulemaking, which the Commission stated it will take action on soon.
- The Commission referenced its Further Notice of Proposed Rulemaking concerning LPTV stations and a number of potential rule changes which would promote localism, such as providing the stations additional protection from interference from full-power stations.
- The NPRM referenced the Commission’s December 18, 2007 Report and Order which introduced efforts and sought comment on actions to assist new entrants and small businesses (including minority- and women-owned businesses) to gain access to financing and spectrum opportunities,

including station construction deadline extensions, while cracking down on race or gender discrimination in broadcast transactions and ownership representations.

- The Commission is investigating violations of its sponsorship identification rules in numerous proceedings, and may soon launch a proceeding to tackle the issue of embedded advertising – i.e. product placement.

The Commission will undoubtedly experience considerable opposition from the National Association of Broadcasters and others when the proceeding is opened up for comment. Comments will be due 30 days following publication in the Federal Register, with reply comments due 30 days following the initial comment deadline. There is no word on when this publication will occur.

Many Obstacles to Digital TV Reception

By ROY FURCHGOTT The NY Times February 11, 2008

Nearly six million people with digital receivers may still lose TV signals when digital-only broadcasts begin next February, a new study says.

The study by Centris, a market research firm in Los Angeles, found gaps in broadcast signals that may leave an estimated 5.9 million TV sets unable to receive as many channels as they did before the changeover. It may affect even those who bought the government- approved converter boxes or a new digital TV. To keep broadcast reception, many viewers may have to buy new outdoor antennas, the study found.

The Centris study predicts greater disruption of service than government agencies like the [Federal Communications Commission](#) have acknowledged.

The federal government estimates that 21 million American households have primary TV sets that receive only over-the-air signals. But it says most will continue to get a digital signal by means of a digital-to-analog converter box, which costs about \$50 to \$70. It is helping to underwrite the cost of a converter box by issuing \$40 coupons.

Centris said it looked at a more detailed method for predicting the coverage pattern of TV signals than the government had used.

However, the problems with reception could be far worse, according to engineers who have taken signal measurements. One study of the first HDTV station by Oded Bendov, the consultant hired to replace the broadcast antennas on the [Empire State Building](#), found that digital signals did not travel as far as either model had predicted.

“For the people with rabbit-ear antennas, I would say at least 50 percent won’t get the channels they were getting,” Dr. Bendov said. “I would say a lot of people are going to be very unhappy.”

Digital reception is more affected by hills, trees, buildings and other interference than analog has been. An analog TV picture degrades gradually, getting more snow or ghosting as a signal becomes weaker.

But digital TV is subject to the “cliff effect” — the picture is excellent until the signal gets weak and the picture suddenly drops out.

The number of sets that the Centris study projects will fail varies from city to city, based largely on the landscape. In Las Vegas, which lies in a flat basin, the study estimates that 2.5 percent of over-the-air TVs would lose at least one of five major networks. In Philadelphia, which has more hills, 5 percent of over-the-air TVs would lose reception, while in St. Louis, 10 percent would lose reception.

Centris says, based on the F.C.C.’s data, a digital signal would travel 60 to 75 miles in those three cities. However, Centris says its own model showed that the signals would degrade at 35 miles.

Whether a TV gets a strong digital signal may depend on seemingly minor impediments, said David Klein, executive vice president of Centris. “Are there big trees in your area? Is there a big retaining wall next your house?” he said. “It’s not a matter of, ‘is reception good in your neighborhood’; it’s a matter of, ‘can I get the signal in the bedroom?’ ”

Centris also estimated that of the 117 million TVs not connected to cable or satellite, up to 80 percent have set-top rabbit-ear antennas that may not be able to pull in an adequate digital signal.

Failure Of Microsoft Device Could Damage White Spaces Campaign

February 11, 2008: 02:57 PM EST

WASHINGTON -(Dow Jones)- A high-tech industry campaign to convince the Federal Communications Commission to allow the use of spare communications spectrum to provide wireless broadband service may have been dealt a blow last week.

FCC engineers were testing a prototype of a device supplied by Microsoft Corp. (MSFT) last week, one of the leading advocates for the use of the spectrum.

On two consecutive days after lengthy testing, the device broke down, according to Ian Ferrell, director of wireless incubation at Microsoft.

"We're not exactly sure what the issue is, it seems to be a power thing," Ferrell said in an interview.

The so-called white spaces spectrum sits in between the channels used by television broadcasters. It was left vacant by regulators to ensure there wouldn't be any interference with signals used by broadcasters.

Microsoft and other technology companies have argued the technology exists to sell devices that would use the spare spectrum to provide wireless broadband Internet service while automatically avoiding the broadcast signals.

This is the second time that devices supplied by Microsoft to the FCC for laboratory testing have malfunctioned.

Last summer, a Microsoft device provided to the FCC failed to work at all. At that time, the company argued it was a problem with that particular device rather than anything systemically wrong with the technology.

Ferrell said the failure of the device this time would not deter the company or those who believed in the viability of the technology.

"The fact is, this was not a production device with fancy looking plastics and perfect power supply and all the rest of it," he said.

Four other companies including Motorola Inc. (MOT) submitted devices to the FCC for testing.

Ed Thomas, a lawyer at Harris Wiltshire who is lobbying the FCC on behalf of the technology companies, said the agency hasn't tested the other companies' prototypes yet.

But television broadcasters, led by their lobby group the National Association of Broadcasters, has been strongly opposed to the use of the spectrum.

The NAB issued a statement arguing the failure of the Microsoft devices had proven the technology didn't exist to prevent interference, contrary to what the hi-tech companies were claiming.

"By failing two out of two tests at the FCC, Microsoft and the Wireless Innovation Alliance have demonstrated that unlicensed devices are not ready for prime time," said Dennis Wharton, executive vice president. "This admission by white space proponents vindicates beyond doubt the interference concerns expressed by broadcasters, sports leagues, wireless microphone companies and theater operators."

As well as the NAB, sports leagues and parts of the live entertainment industries have voiced concern about the use of the spectrum. These groups widely use wireless microphones and fear the new devices would cause interference with this use.

The Wireless Innovation Alliance is a newly formed group to promote the benefits of the use of white spaces airwaves.

In its own statement, the group said the problem had nothing to do with the interference technology, but with "an unrelated power issue."

The group has argued that allowing white spaces spectrum to be used would provide a way to expand the use of broadband Internet access in parts of the country where traditional service providers don't offer service.

A majority of FCC commissioners, including its Republican Chairman Kevin Martin have expressed support for the use of white spaces, as long as it can be demonstrated by the companies that the technology is sound.

An FCC spokesman didn't return phone calls seeking comment for this article.

NBC Seeks a Sweep Shift

Paul J. Gough FEBRUARY 10, 2008 - MediaWeek

NBC has asked Nielsen Media Research to consider moving next year's February sweep up a few weeks to avoid a potential disruption from the switch to digital television, set for Feb. 17, 2009.

ABC, CBS and Fox have not asked Nielsen to consider such a shift, but most are said to be in favor of the move. NBC first raised the possibility in December before the holidays, and the issue is expected to be discussed at next week's client meetings held by Nielsen Media Research.

NBC is suggesting starting the February 2009 sweep on Jan. 15 and ending it Feb. 14, three days before the digital transition. While sweeps are routinely moved back-and-forth by a few days to avoid Thanksgiving or daylight savings time changes, such a major shift by two weeks would be unprecedented. The only time Nielsen has canceled a sweep was in the New Orleans market where audience measurement was suspended in the months after Hurricane Katrina.

After years of delays, the federal government is requiring broadcasters to cut off the analog signal and require everyone to use a digital set or converter to watch TV.

NBC Universal research chief Alan Wurtzel said he's concerned that the digital transition is to take effect in the middle of the February sweep. "From the measurement standpoint, there's clearly going to be a little hiccup in the middle of February when that transition occurs," Wurtzel said.

Estimates of the "hiccup" effect vary, with broadcasters saying they will do everything they can to make sure that millions of Americans who now depend on the over-the-air analog signal will make the jump to digital. It's a measurement issue because it isn't clear whether Nielsen will be able to install digital converters in all of its sample households that use analog. It also is not clear how many people either won't get the word or won't convert in time.

The networks and Nielsen say they are hopeful that everything will go smoothly and are working to make that happen. But others have said that it could disenfranchise millions of mostly lower-income viewers who either won't know that the transition is happening, delay buying a new TV or a converter or won't be able to afford it. About 13.5 million households depend solely on over-the-air TV; untold What's in a name?

Station ID's For The DTV Age

By: Michael Richards richards@fhhlaw.com

Like regular old analog stations, DTV stations must identify themselves on the air, either aurally or visually, as close to the top of the hour as possible (and also at sign-on and sign-off). The basic ID is the same for both analog and DTV: Call sign followed by community of license.

Note that a DTV station's formal call sign includes the "- DT" suffix. If you happen to simulcast the same programming on both your analog and DTV channels, you may take care of the required ID's for both in a single mention with a combined call sign – for example, "WXYZ-TV/DT, Whereverville".

If you want to gussy up the ID a bit, you may insert the station's channel number, digital stream number (e.g., "Channel 24.1"), licensee and/or network affiliation between the call sign and the community. But note that if the DTV station is simulcasting the analog's programming, the only channel number permitted in the ID is the analog channel.

Now if, on either your main digital channel or one of your separate digital streams, you happen to rebroadcast the programming of some other station entirely, you may (but are not obligated to) provide credit to the other station in the ID. But if you do choose to provide such credit, you must use the following formulation: "WXYZ-DT, Whereverville [that would be your call sign and community of license], bringing you WAAA-TV, Someotherplace [that would be the call sign and community of the station you're rebroadcasting]". Note that, for the FCC-mandated, topof- the-hour ID, you cannot include the channel of the station being rebroadcast. Even if the rebroadcast is occurring on one of your digital streams, identifying the channel of the rebroadcast signal is a no-no as far as the FCCrequired ID's go. Gary Holmes said. "We don't have a final decision, but we're tracking the situation closely and we want to do what's right for the entire industry."

While the importance of sweep months has declined in the past couple of years, since the introduction of Local People Meters, they still matter for local stations whose ad rates are largely determined by their ratings performance during the sweep months.

"For many affiliates and stations, February is a very important sweep," Wurtzel said. "If you were to move the sweeps up ... it would avoid the transition date."

Miles College Career Fair – April 3

Please accept this communication as your invitation to participate in the Miles College Annual Spring Career Fair. The fair is scheduled for Thursday, April 3, 2008 in the Norton Student Union Building. A continental breakfast will be provided beginning at 8:30 am, followed by a short briefing at 8:50 am, and then doors will be opened to students from 10:00 am until 2:00 pm.

We vigorously encourage your attendance at this event. Our students are eager to present their resumes and to communicate with your organization. Should you accept our invitation please mail, fax, or email

the enclosed response to us by Friday, March 21, 2008. Please remember to inform us of any requirements you may have.

Your consideration of our invitation is truly appreciated.

Sincerely,

Glenda Brown-Wade, Director

Please print and mail the following registration directly to Miles College:

Miles College Career Fair – April 3, 2008

_____ Yes, I will attend the Career Fair.

The following will be needed:

_____ Table (s)

_____ Chair (s)

_____ Electric Outlet

_____ No, I will not attend however, please keep me on your mailing list for next year.

Organization: _____

Contact Name: _____

Email Address: _____

Telephone Number: _____ Fax Number: _____

Participants please respond by mail, fax, or email to:

Miles College
Career Planning Center
Post Office Box 3800
Birmingham, AL 35208
(205) 929-1404 Office Telephone

Radio Visuals

Radio has been described as the most visual medium. Because your audience is creating the pictures with their imaginations, a radio commercial provides the perfect opportunity for brand comparisons, coupons, product demonstrations, even statistics ...because listeners can see more clearly with their minds' eyes.

Brand comparisons: Ask your audience to examine the brand on the left and the brand on the right. Use music, sound effects, audience reactions, announcer inflections, or contrasting voices to show the differences. This will work in stereo or mono.

Coupons: Get your audience to visualize a coupon. Use the sounds of a knife, scissors, tearing, or a chainsaw to cut it out, or the sound of a pen or pencil if you want them to create their own "radio coupons"

Product demonstrations: Show changes by using audience reactions, music slowing down or speeding up, noise or silence.

Charts, graphs, statistics: Play rising or falling tones, orchestra hits for large, a tiny bell for small, a chorus of voices for many, a handful of voices for few, a tuba for old, a power chord for new.

Distorted muffled sound for impaired vision. Crisply equalized sound for clear vision. Dark music or light music for different shades.

Get your audience involved. Help them see. The possibilities are endless.

Pick the most visual thing you can think of – something that **MUST** be done in print or on TV, and do it on radio. It'll be the most powerful thing your listeners have ever seen.

Jeffrey Hedquist looks with his ears at life through the audio window at Hedquist Productions, Inc. P.O. Box 1475 Fairfield, IA 52556. 641-472-6708, Fax 641-472-7400, email jeffrey@hedquist.com. You can too at <http://www.hedquist.com>.

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Gbrown_wade@miles.edu

Sinclair takes FCC to court

TVBR 2/13/08

Tribune Company is challenging the FCC's 20-market relaxation of broadcast/print cross-ownership rules, saying it didn't go far enough and should allow for such combinations anywhere. Watchdogs have said even the 20-market easement is too much and figure to challenge it as going too far. Now Sinclair Broadcast Group is challenging on grounds the rulemaking did nothing to relax television duopoly rules. The earlier attempt by the Michael Powell FCC on 6/2/03 would have made television duopolies much easier to put together -- and even that attempt was viewed by many in the broadcast community as too restrictive. Although it would have allowed three-station television combos in the very largest markets,

it would have barred any combination involving more than one top-four station anywhere, effectively eliminating the possibility of forming a duopoly in many smaller markets.

The Sinclair attempt to get the rules loosened is headed for the District Circuit, which has a long history of branding various and sundry FCC rules as arbitrary and capricious. However, the Powell rulemaking was remanded by the Third Circuit with an order to better justify the TV duopoly rule (and others). In view of the court's seeming criticism of the rule and widespread public opposition voiced at several FCC forums, FCC Chairman Kevin Martin opted to leave the rules as they were with the exception of the limited cross-ownership dereg. The Third Circuit had actually offered praise for cross-owned combinations, but still found the underpinnings of the rulemaking justifying associated local ownership caps to be wanting. Watchdog Stopbigmedia.com is already sounding the alarm about the Sinclair filing. Noting politically oriented programming produced by the group, it said, "Regardless of your political affiliation, these kinds of actions highlight the power of one big company to influence elections and the need for independent voices and local owners. The fact that Sinclair is again trying to expand their reach and buy up more local stations in more communities should worry everyone."

Markey wants flexible coupons

TVBR 2/13/08

The Chairman of the Subcommittee on Telecommunications and the Internet, Ed Markey (D-MA) is leading the charge to fix a possible flaw in the NTIA digital-to-analog converter box coupon program. The problem is that the coupons expire after 90 days, and Markey wants them to be extended for consumers unable to use them within that window. "For most coupon-users the 90 day window will likely suffice, but if consumers are unable to use the coupon in the allotted time, the NTIA should be flexible enough to allow those consumers to re-apply for coupons," he said. "This move would be consistent with the law and helpful for consumers." Several of Markey's Energy and Commerce Committee colleagues signed onto a letter urging the NTIA to open to coupons to re-application if necessary.

Wal-Mart Stocks DTV Converters

Commerce Dept. To Initiate \$40 Coupon Mailing Next Week

By Todd Spangler -- Multichannel News, 2/11/2008 8:52:00 AM

Wal-Mart Stores said Monday it has stocked Magnavox digital-to-analog TV converters in its 3,400 U.S. retail locations, as the government prepares to start issuing \$40 coupons for the boxes starting next week.

The boxes will allow analog TVs to continue receiving over-the-air broadcasts after Feb. 17, 2009, when local TV stations are required to [cease their analog broadcasts](#).

According to the [National Telecommunications and Information Association](#), the Commerce Department agency administering the coupon program, the first \$40 coupons will be mailed out next week to individuals who have requested them.

At that point, NTIA expects several retailers, including Wal-Mart, Best Buy, RadioShack and others, to be able to accept coupons and have certified converters available on store shelves.

Wal-Mart, for one, says it's ready. The company said Magnavox digital-converter boxes from Phillips Electronics are currently available in all its locations at a retail price of \$49.87 (or \$9.87, with an NTIA-issued coupon). Wal-Mart expects to stock a second DTV converter box in the coming months.

"Due to our many locations, we expect the majority of customers will come to us for making their digital transition plan, both for convenience and price," Wal-Mart senior vice president of home entertainment Gary Severson said in a statement.

The world's largest retailer also provides in-store kiosks to let customers sign up for cable or satellite service, with the help of a sales associate.

The Bentonville, Ark.-based behemoth said it has worked closely with the NTIA to develop additional training for employees, and that it has enhanced its cash registers so that the \$40 coupon card can be redeemed as easily as a gift card.

Consumers can apply for digital converter box coupons online at www.dtv2009.gov or via phone at 1-888-DTV-2009. The coupons expire 90 days after they're issued.

Last week, the NTIA said consumers have [requested more than 4.4 million coupons](#) since they were [first offered on Jan. 1](#).

Still, almost [one-third of Americans with analog TVs are unaware](#) of the Feb. 17, 2009, transition, according to a *Consumer Reports* research study conducted in December. The survey found 61% either incorrectly believe that they are not affected, do not know that they are affected or are completely unaware of the transition.

An "Explosion" of Wi-Fi Radios

(Provided by the NAB)

Since 2004, NAB Radio TechCheck has featured occasional updates on the status of so-called "Internet radio" appliances, stand-alone devices that use Wi-Fi technology to access streaming audio on the Internet, without the need for connection to a computer. The number and variety of Wi-Fi radios has increased dramatically since the last update in late 2006.

Typically, these devices are designed to access a specific Internet site; many access a site maintained by Reciva, www.reciva.com, which at last count provides access to 9,975 Internet radio stations and 21,242 ondemand streams in 269 locations and 65 genres. Additionally, many of these devices also provide access to the listener's own music collection existing on their personal computer (as long as the computer and the Wi-Fi radio are connected to the same Wi-Fi network).

Troy University Spring Career Fair

Wednesday, March 26, 2008 9:00 a.m. – 2:00 p.m. **Registration Deadline: March 21, 2008**

(Sorry, no refunds after March 21, 2008!)

Please complete and return this form along with your registration fee to:

Attn: Spring Career Fair Career Services, 104 Eldridge Hall, Troy, Alabama, 36082

Fax: 334-670-3101

Name of Organization	Phone
Address	Fax
City	State _____ Zip
Contact Person	Title
E-Mail Address	Home Page URL
Type of Organization	
Names/Titles of representatives who will attend:	
Name	Title/email
Name	Title/email

Brief description of your organization (type of products, services, location, etc.):

Type(s) of position(s) you are seeking to fill: ___ Full Time ___ Part-time/Seasonal
 ___ Internship ___ Graduate/Professional Programs

Position title(s) and/or brief description of position(s):

REGISTRATION FEE: \$100

SPECIAL PRICE OF \$25 FOR BROADCASTERS!!!

(Fee includes lunch for 2 representatives; please add \$15.00 for each additional representative)

___ Number of non-vegetarian lunches ___ Number of vegetarian lunches
___ Cash
___ Check will be sent separately.
___ Credit Card (we will contact you to receive this information)
___ Please contact me about sponsorship opportunities.

Please note: One table will be provided. List special needs requests below:

Registration Fee \$100 \$ _____ **ONLY \$25 FOR BROADCASTERS!!!**

Number of EXTRA Representatives
Attending Fair _____ X \$15 each \$ _____

Total Amount \$ _____

Please return the Registration form by:

RAB's Haley talks expansion of radio delivery

By Paul Heine

Feb 13, 2008 Hollywood Reporter

ATLANTA -- Radio Advertising Bureau president Jeff Haley unveiled a bold industry mission to put radio receivers "on every mobile phone, PDA and MP3 player within the next five years" during his keynote speech at the RAB 2008 conference here Feb 12.

Haley didn't elaborate on specifics for the ambitious plan to help move the industry forward by expanding radio's availability. However RAB chairman and Greater Media president/CEO Peter Smyth told R&R that broadcasters are having discussions with device makers who are attracted to the idea because it would increase the menu of entertainment choices available to their customers.

Making radio available on every mobile phone could bring the radio industry an additional \$3 billion in incremental revenue, Haley said in his second keynote appearance since replacing Gary Fries in the RAB top spot in Sept. 2006. "We need to be everywhere there is a speaker and headphones," he said.

Haley said there is evidence of demand for radio on additional devices. An FM tuner is the top selling accessory for Apple's iPod, and a survey Microsoft conducted of users of its radio-equipped Zune MP3 player found that 74% of respondents say radio is the main way they discover music.

To tangibly demonstrate how the definition of radio is expanding, Haley played stations from a variety of devices that were set-up up on the stage, including a laptop, a cell phone and an HD radio receiver outfitted with iTunes-tagging, which allows listeners to tag specific songs for later purchase on Apple's iTunes music store. He noted that nearly one in three stations in America is streaming its signal on the Internet and that off-air revenue is growing at an average monthly rate of 10% and is expected to reach nearly \$2 billion next year.

Digital will open the doors for radio to deliver targeted advertising messages to individuals at specific locations at specific times, Haley said, "to drive a whole new category of advertising." In addition to tagging songs, HD radio in the future will also enable listeners to tag advertised products, he added. "We are moving our business forward."

Along with dazzling predictions of radio's digital future, Haley also promised that the industry would adopt posting, a common practice in the TV industry where the ratings a time buy was based on are compared with the audience it actually delivered. The industry needs to develop guideline for the practice, he said, which would presumably lead to audience guarantees for advertisers.

Haley also said radio needs an "action plan" for electronic audience measurement and that it needs to "speak with one voice" on the subject. He said he wasn't advocating a specific position but instead calling on the industry to come together to develop a "unanimous and unequivocally clear position" on electronic measurement.

DTV ACTION ITEM: More DTV Spots to be Fed Friday, February 15

The National Association of Broadcasters (NAB) will release the third wave of our DTV Action Spots via satellite on Friday, February 15, from 1-2 p.m. EST.

The new round of DTV Action Spots will focus on the converter box coupon program and the converter box option. Starting February 17, the federal government will begin distributing \$40 coupons to viewers who applied to the program. Additionally, a number of national retailers have agreed to begin stocking converter boxes on the shelves at that time.

The one-hour, standard definition feed will include:

"The Future is Here" - a spot with a spokesperson explaining the converter box option and how to apply for converter box coupons. The spot comes in English and Spanish, and in 30, 25/5 and 15 second versions.

"Just a Box" - a spot letting consumers know that after February 17, 2009, their antenna TV sets won't work without a converter box. The spot comes in English and Spanish, and in 30, 25/5 and 15 second versions.

"Digital is in the Air" - a spot letting consumers know that digital television is available over the air right now (in most markets) for people who have a converter box. The spot comes in English and Spanish, and in 30, 25/5 and 15 second versions.

The NAB DTV Style Guide - also available for download at www.dtvanswers.com/styleguide.

We urge stations to stop running the earlier NAB spots when airing these new spots - which can be run one at a time or in rotation.

Satellite coordinates are below:

SD Feed:

Date: February 15, 2008

Time: 13:00-14:00 EST

Satellite: Galaxy 26/C5 Analog (93 degrees West)

Uplink Frequency: 6025 H

Downlink Frequency: 3800 V

Audio: 6.2/6.8

For any technical problems during the feed, contact the master control room at (202) 470-5151.

If you have any questions, please contact Vinicia "Vinnie" Mascarenhas at (202) 429-5358 or vmascarenhas@nab.org.

Sincerely,

Jonathan Collegio, Vice President
Digital Television Transition

On the Road

Wow! We have ABBY winners from one end of the state to the other! The judges came and went and the names have been sent to the engravers. Now, we wait until March 29th. Invitations will be in the mail in the next couple of weeks. Make sure you've marked your calendar and plan to be at the event of the year! We've already had folks asking how to RSVP. You'll be able to mail your reservation form and check or credit card number to the ABA office or register online. And, the ABA will be handling your RSVP for the AP Awards, as well.

Next up, we finalize plans for our annual trip to Washington, DC. We're calling on all of your Representatives and two Senators. It's important to meet with them face to face at least once each year to talk about issues of concern to broadcasters in Alabama. It's even more important that you contact them or meet with them when they are in the district. I hear from many of you that our Members are routinely interviewed on your stations. I know Joe Bonner is a "regular" on WHEP in Foley.

I'm scheduled to do two TV interviews in the next week on the DTV conversion. Monday, Feb 17 is the one-year-out mark. Please consider doing regular features in your newscasts for the next year and continue to air your own DTV spots or the ones provided by the NAB. There are supposed to be more NAB spots fed Friday of this week but we haven't received details yet. On the radio side, anything you can do to help make our mutual audience aware of this important conversion would be appreciated. And, it clearly offers advertising opportunities for converter boxes and new televisions!

Give us a call or send an email if we can be of assistance.

Sharon