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December 18, 2007

In this ABA E-News:

GET NEW DTV SPOTS TODAY!
NEW ABBY CATEGORIES
MORE REPS SIGNING ON TO HR 244
ON THE ROAD AGAIN

NEW NTR TRAINING DATES – B’HAM ADDED
ABA ASSOCIATE MEMBER ON TODAY SHOW
GAO SLAMS FCC ON DTV



MAKING THE SWITCH TO
DIGITAL TELEVISION



THE SWITCH HAPPENS
FEBRUARY 17, 2009

DTV TRANSITION NEWS



DTV Action Item: Satellite Feed Tuesday, Dec. 18, 2007

New Spots

On Tuesday, Dec. 18, 2007, at 1 p.m. EST / **NOON CENTRAL** we will distribute via satellite the second wave of our DTV action spots. We aimed distribution to coincide with the relatively high inventories available between Christmas and New Year's.

The new package includes:

- A fresh DTV action spot in English and Spanish, in 30, 25/5, and 15 second versions.
- A new DTV action spot in English and Spanish designed to promote NAB's DTV Road Show when it visits a local market.
- Additional video footage of the DTV Road Show for newscasts and other promotions.

NAB will distribute the package via satellite in standard definition (SD) on Tuesday, Dec. 18 at 1 p.m. EST:

SD Feed: Date: Dec. 18, 2007
Time: **NOON CENTRAL**
Satellite: Galaxy 26 / C17
Freq: 4040 - Vertical (C-Band, Analog)
Audio: 6.2 / 6.8
Split track: Please pull down both audio channels

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

Station Checklist

We have also placed on the DTVanswers.com Web site a new DTV station checklist, which outlines steps stations should take before Feb. 17, 2009. For a list of tools available to stations on the DTV transition, visit dtvanswers.com/membertools.

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



NEW DATES FOR NTR TRAINING IN ALABAMA BIRMINGHAM CLASS ADDED!

Revised schedule:

January 14...Mobile
January 16...Birmingham
January 17...Huntsville

**ABA PAYS \$50 OF THE COST FOR THE FIRST 100
MEMBERS ACROSS THE STATE**

“NTR For Profit and Fun!”

- NTR 101, A basic understanding of Manufacturer Funding via Co-op and NTR. What you need to know before you choose your campaign, pursue the dollars, or close the deal.
- Event and Cause Related Marketing covers the two most visible forms of NTR. A look at the elements needed to sell a stellar campaign; obstacles to watch for; and idea starters for your format.
- 10 Keys to NTR Sales Success, your step-by-step guide to putting it all together. Includes: Taking inventory of what you have to sell, packaging your campaign, prospecting, making the sale, re-caps, and more!

This session is loaded with hands-on examples and street-ready tactics that managers and salespeople can start using today to get advertiser money back to your stations.

Contact Tim Foley at 520-572-4046 or tfoley@rab.com



ABBY UNDERGOES SOME TWEAKING FOR SECOND ANNUAL EVENT

Based on the great feedback we received from the judges and from you as we produced our first ABBY Awards, we have added some categories. Our 2007 panel said they would liked to have had a way to recognize work that didn't win the ABBY but was still outstanding. Thus we have created the “**Judges Award of Merit**” certificate. At the same time, we've stayed true to our promise that there will be only ONE ABBY in each category.

Other changes include two new categories under TV:

Weather Anchor of the Year Award

Most outstanding local Weather Anchor broadcasting predominantly to an Alabama audience. This award recognizes the best overall performance by an individual weather anchor in presenting daily weather segments, severe weather coverage and weather related stories. Entry must have been developed for the local community/audience. Entry Material: a) Tape with introduction plus video montage representative of the

entrant's on-air performance (5 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

Sports Anchor of the Year Award

Most outstanding local Sports Anchor broadcasting predominantly to an Alabama audience. This award recognizes the best performance by an individual sportscaster of local sports events or sports stories. Entry must have been developed for the local community/audience. Entry Material: a) Tape with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

Note Changes in the last line of these two RADIO categories:

8. Service Project of the Year Award

Recognizes a single, planned community service project that has had a significant impact on a station's local area which can be measured by how the community benefited. Broadcasters are charged with identifying what local needs are and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best – serve their communities. On the entry form, please list up to three individuals most responsible for the project. Entry Material: a) CD compilation of the elements of the project (5 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the CD contents. Up to two page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals and objectives and its results c) **One letter of endorsement from project beneficiary. You may include photographs and/or video (standard VHS or DVD; 5 minute limit) to support your entry.**

9. Radio Station of the Year

A station must demonstrate an overall excellence to be selected Radio Station of the Year. Factors considered include station management/operations objectives, personnel, programming, promotions, community relations and service, public affairs/public service programming, and station awards and recognition. Entry Material: a) Tape which described/highlights the efforts of the station from January 1, 2006 to December 31, 2006, incorporating the factors listed above (5 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the CD contents. Up to five pages of narrative describing why your station should be named Radio Station of the Year incorporating the factors above c) **Up to three attachments from verifiable outside sources, such as letters from the mayor or community organizations or page(s) from Arbitron ratings, etc. You may include photographs and/or video (standard VHS or DVD; 5 minute limit) to support your entry.**

New category for both Radio and TV:

Radio Station Website of the Year

A station's website must demonstrate overall excellence in design and content to be selected Radio Station Website of the Year.

A station's website must demonstrate a well-conceived, well-developed design that serves the purpose of the site. The site's use of color, space, graphics and layout should relay a consistent theme. Effective use of photography, strategically developed color palettes and appropriate use of typography are key elements of a great design implementation. Content to be judged includes text, audio, video, animation and other information, links and tools on the site. The best website will present content in an appealing and engaging way and show clear relevance to the target audience. Websites will also be judged on writing, attention to detail and minimal grammatical and spelling errors.

Television Station Website of the Year

A station's website must demonstrate overall excellence in design and content to be selected Television Station Website of the Year.

A station's website must demonstrate a well-conceived, well-developed design that serves the purpose of the site. The site's use of color, space, graphics and layout should relay a consistent theme. Effective use of photography, strategically developed color palettes and appropriate use of typography are key elements of a great design implementation. Content to be judged includes text, audio, video, animation and other information, links and tools on the site. The best website will present content in an appealing and engaging way and show clear relevance to the target audience. Websites will also be judged on writing, attention to detail and minimal grammatical and spelling errors.



ASSOCIATE MEMBER NEWS!

Best-Selling Author Edie Hand to Appear on “The Today Show”

New Book *The Last Christmas Ride* Based on Song Written With Music Legend Buddy Killen

“Author Edie Hand has taken us all on a journey. This heartwarming story shows us that courage and temerity are necessary to overcome whatever life throws at us. Her characters handle it all with such grace...which is exactly what God grants us to withstand the tragedies in our lives.”

—**TERRE THOMAS**, BOARD MEMBER OF ST. JUDE CHILDREN’S RESEARCH HOSPITAL

Nashville, Tennessee – Edie Hand, author of the inspirational Christmas novella *The Last Christmas Ride*, will appear on NBC’s “The Today Show” on Monday, Dec. 24. The book is based on the song, “The Last Christmas Ride,” written by Hand and venerable Nashville music publisher Buddy Killen. Killen is known for publishing such timeless classics as “Heartbreak Hotel” and “Crazy.”

The Last Christmas Ride (Cumberland House Publishing, \$12.95, ISBN-13: 978-1-58182-624-1) is based on actual events in Hand’s life, and is the inspiring story of a courageous woman who overcomes heartbreak and adversity through faith and her family, and emerges stronger than before. The book is Edie’s story of her idyllic childhood days, and the untimely deaths of her three younger brothers.

The annual family tradition of selecting the perfect Christmas tree on horseback, singing carols along the way and riding home to decorate the tree, is symbolic of their journey through life. In their adult years, this tradition becomes more important than ever. Edie loses her two brothers, Phillip (23) and David (19) in separate automobile accidents. Years later, Hand’s brother Terry dies of complications resulting from a brain tumor, but not before she fulfills one last promise to him – to take him on one last Christmas ride.

“My brother Terry asked me, before his death, to tell our incredible story and we offered it in a song, and now we’ve gone a step further with this book,” explains Hand. “It is through the spirit of giving to others that we are able to rise above our personal problems, and make life a little bit easier for everyone.”

Hand will cook buttermilk biscuits with chocolate gravy and Maui banana bread, and share her favorite Christmas stories about her brothers with The Today Show’s viewers, including their first visit to Graceland and spending Christmas with their cousin, Elvis Presley.

Edie Hand is a best-selling author, celebrity chef, businesswoman, inspirational speaker and television and radio personality. Her writing credits include *Cajun and Creole Cooking with Miss Edie and the Colonel*, *A Country Music Christmas*, *Recipes for Life*, *The Presley Family & Friends Cookbook* and *All Cooked Up*. Edie and Darlene Real created the *Food, Family & Friends Cookbook Series: Style on a Budget*. An accomplished actress, she starred in the daytime soap opera “As the World Turns,” in nationally syndicated television commercials, and is currently the co-host of her radio show, “Sharing the Art of Living.” In memory of her three brothers, she founded The Edie Hand Foundation, a 501 (c)(3) nonprofit organization, to raise awareness and money for special needs children. Hand and her husband live in Dora, Alabama.

Jeffery Addison is a pen name for an award-winning broadcast journalist, radio celebrity, and bestselling author. He has received awards from United Press International and the Associated Press, and was twice named “Radio Personality of the Year” by *Billboard Magazine* while he was working as a country music radio and syndicated program host in Nashville. Addison has authored or co-authored 15 books, including an award-winning novel and a bestselling military thriller. In addition to his writing, he is a marketing executive and runs a full-service advertising and public relations agency. He lives with his wife near Birmingham, Alabama.

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For review copies, interviews, or high res photography, please contact: Michelle Nikolai, michellen@cumberlandhouse.com, 615-832-1771, ext. 18.



More Reps recognize value of radio to musicians

(from TVBR 12/12/07)

The number of members of the House of Representative who have signed on to the "Local Radio Freedom Act," a measure from Gene Green (D-TX) and Mike Conaway (R-TX), has topped the 25% mark. The bill is an attempt to head off the RIAA's attempt to impose performance fees on broadcasters. The new additions to the bipartisan list include one presidential candidate, Ron Paul (R-TX). Also in the fold are Sue Myrick (R-NC), William Lacy Clay (D-MO), Sanford Bishop (D-GA), Paul Broun (R-GA), Frank LoBiondo (R-NJ), Doris Matsui (D-CA), Tom Price (R-GA), Tim Johnson (R-IL), Michael Castle (R-DE), Candice Miller (R-MI), Robert Aderholt (R-AL), Kenny Hulshof (R-MO), Leonard Boswell (D-IA) and John Sullivan (R-OK).



Government Accountability Office: Federal Communications Commission, National Telecommunications & Information Administration Must Get Act Together

By John Eggerton -- Broadcasting & Cable, 12/11/2007 11:02:00 AM

Echoing **criticisms already leveled in Hill hearings**, a **Government Accountability Office** report said there is not sufficient government coordination of the digital-TV-transition plan.



The report was released by Rep. **Ed Markey** (D-Mass.), chairman of the House Telecommunications & Internet Subcommittee, who said the Federal Communications Commission and **National Telecommunications & Information Administration** would be wise to heed the report's advice and come up with an action plan.

"Today's GAO report provides the latest high-resolution picture of the transition underway," Markey said while releasing the report Tuesday. "Given the high stakes for consumers, public safety and wireless innovation posed by this transition, the GAO's call for the FCC and NTIA to develop an overarching strategic framework for success is one that these agencies would do well to heed."

Markey cited the report's conclusion that the FCC had taken no more than a first step toward developing a plan, rather than the blueprint that was needed at this stage of the process. In the report, the GAO suggested the creation of an overarching authority for the transition.

"The GAO contends that simply providing a laundry list of completed regulatory tasks is not the same thing as having a comprehensive plan," Markey said, agreeing with the assessment and saying that he expected the FCC and NTIA to "take its recommendations with the utmost seriousness."

John Kneuer, former head of the NTIA, who has since been replaced by acting head Meredith Baker, told a Hill hearing audience in September that, by statute, **no single entity was in charge of the transition.**

FCC chairman **Kevin Martin** circulated a proposal to the other commissioners that mirrors DTV-education mandates on broadcast and cable operators that were suggested by Markey and House Energy & Commerce Committee chairman **John Dingell** (D-Mich.).

FCC commissioner **Jonathan Adelstein** echoed calls from Hill Democrats for the creation of an overarching authority similar to that proposed in the just-released GAO report. Adelstein weighed in on the report. " This GAO Report confirms what I've been saying for well over a year. The FCC does not have a strategic plan for the DTV transition. There is not even a plan to come up with a plan. Only the FCC appears to be in a state of denial over what the GAO is telling us. Rather than making excuses, we need to come up with solutions. We need to establish an interagency task force now, and we need to reinstate our internal FCC working group immediately."

Responding to the report in a letter to the GAO, Secretary of Commerce **Carlos Gutierrez** echoed Kneuer's concerns with a central command and control authority, saying, "The solution is not the establishment of a digital-transition czar or single government-mandated message."

Broadcasters, too, have argued that there is no one-size-fits-all education plan, but one that needs to be tailored to each market.

The FCC **released its own report** in response to GAO Tuesday. "As we explained to the GAO, the FCC has been planning for the DTV transition for more than 20 years," said the commission in the introduction to its report. "Indeed, as we further explained, many of the DTV deadlines and milestones that Congress established were built around the FCC's own timeline for implementing multiple aspects of the transition."

In addition to complaining that GAO had not included the FCC's lengthy response as part of the GAO report, Martin said in a letter to GAO that he had "significant reservations and concerns with the report's approach and conclusions."

Cable & Telecommunications Association for Marketing: 47% of TV Viewers Don't Know When Digital-TV Transition Will Occur

By John Eggerton -- Broadcasting & Cable, 12/10/2007 3:12:00 PM

According to a poll, almost one-half of TV viewers (47%) don't know when the **digital-TV transition** will occur and one-half of them don't know where to go to find out.

That is according to a survey of more than 1,000 consumers by the **Cable & Telecommunications Association for Marketing**, a member of the **DTV Transition Coalition**, which comprises broadcast and cable members, as well as many others.

The **CTAM study** found that 45% of viewers with a multichannel-video service -- cable, for example -- were the group most familiar with the transition, while viewers with no TVs connected to cable or satellite were the least familiar at 31%. And 50% of those households said they "don't know where to turn for information about the transition," CTAM added. Some in Congress and at the Federal Communications Commission -- FCC Democratic commissioner **Jonathan Adelstein**, in particular -- have complained that the DTV-education campaign lacks focus and coordination.



ABA Office Closed for the Holidays

The ABA office will be closed from Monday, December 24 through Tuesday, January 1. We will return on Wednesday, January 2. If you need assistance during this time, please call Sharon Tinsley's mobile phone at 205-901-7992. This mobile number will also be provided on the recording at the office (800-211-5189 or 205-982-5001).



On the Road Again

Yesterday afternoon, the NAB asked us to immediately reach out to Senator Sessions. As you may be aware, he serves on the Senate Judiciary Committee. Senator Leahy chairs the Committee and is apparently on the verge of introducing his dreaded "performance tax" bill. We asked five radio broadcasters across the state to make personal calls to Senator Sessions and his Chief of Staff Rick Dearborn. They were traveling in the district yesterday but we did get through to them via phone and e-mail. In addition, we communicated with Nathan Hallford who is on Senator Session's staff and serves as Legislative Counsel to the Committee and the Subcommittee on Administrative Oversight and the Courts. Over the next couple of days, please take the time to contact Nathan to let him know how this proposed "tax" will hurt your business. We have to help them understand that the relationship between stations and record labels is mutually beneficial. Nathan can be reached at 202-224-7572 or Nathan_Hallford@judiciary-rep.senate.gov.

I'll be in the office the rest of this week and will be available during the Christmas and New Years holiday by phone (205-901-7992). We're going to forward the office phone to my mobile phone if we can figure out how to do it! There won't be an E-News again until the New Year so, until that time...

*Best Wishes
for a
Merry Christmas*

