

The

# Call letter

Indiana Broadcasters Association

January 2010

## IBA Officers & Board of Directors

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 Assistant Secretary/Treasurer: Todd Weber, WTHI TV, Terre Haute  
 Executive Staff: Linda Compton, Gwen Piening  
 General Counsel: Attorney Dan Byron, Bingham McHale, LLC, Indianapolis

### DIRECTORS

District: 1 Leigh Ellis, WAKE/WLJE/WXRD/WZVN, Valparaiso  
 District: 2 Sally Brown, WSBT/WNSN Radio, South Bend  
 District: 3 Bill Ritchhart, WFFT TV, Fort Wayne  
 District: 4 Arthur Angotti, III, Artistic Media Partners, Bloomington, Lafayette, South Bend  
 District: 5 Jim Tellus, WTHR TV, Indianapolis  
 District: 6 Mark DePrez, WKJG/WMEE/WOWO/WQHK, Fort Wayne  
 District: 7 Jeff White, WISH/WNDY TV, Indianapolis  
 District: 8 Dave Crooks, WAMW AM/FM, Washington  
 District: 9 Earl Metzger, WITZ/WQKZ, Jasper

### Directors At Large

Ron Miller, WEFM, Michigan City  
 Charlie Morgan, WFNI/WIBC/WLHK/WYXB, Indianapolis  
 Bill Potter, WAXL/WBDC/WORX/WRZR, Jasper  
 John O'Brien, WNDU TV, South Bend

### Educational Representative

Dr. Joe Misiewicz, Ball State University, Muncie  
 Phil Smith, Vincennes University, Vincennes

### Associate Representative

Scott Uecker, Indiana Assn of School Broadcasters  
 WICR-FM, University of Indianapolis

The Call Letter is published by the Indiana Broadcasters Association. For information contact the Association at Phone (317) 573-0119, FAX (317) 573-0895, E-mail: indba@aol.com, Web Site: www.indianabroadcasters.org, located at: 3003 E. 98th St., Ste. 161, Indianapolis, IN 46280.

## Under the Statehouse Dome

By Glenna Shelby, IBA Lobbyist

The atypical rapid start in the Indiana House of Representatives may bode well for an early adjournment for the 2010 "short session" of the Indiana General Assembly. The House passed the property tax cap constitutional amendment language and HB 1001, the Ethics reform provisions, affecting legislative and executive branches of state government, in the first two weeks of the session.

Among the roughly 800 bills introduced this session are a number affecting IBA members.



HB 1075, authored by Rep. Russ Stillwell, D-Boonville, and dealing with various public access issues, is moving toward final passage in the House. The bill provides that a court may impose civil penalties on management level employees of public agencies who violate either the state's public records law or the open door law. The bill will also provide more specifics with regard to those circumstances and procedures in which information can be redacted from a public record. A similar bill stalled in the House last year.

Ethics reform bills have been introduced in both the Senate (SB 114) and the House (HB 1001). The Senate's version of the bill would also prohibit an elected officeholder from using public funds to pay for the preparation, distribution, or broadcasting of advertising that uses the official's image, voice, or name. SB 139 contains similar language regarding public officials advertising. SB 139 has not yet been set for hearing. SB 114 is likely to pass from the full Senate shortly.

SB 398, authored by Sen. Michael Young, R-Indianapolis, would impose state sales tax on most all services except legal and medical and use that revenue to reduce the sales tax rate and eliminate property taxes on owner-occupied residential property. The bill is not unlike a similar proposal last year on which no vote was taken. Sen. Luke Kenley, the Senate Appropriations committee chair, has previously indicated he views expanding the sales tax base to include services to constitute a sales tax increase-something he and Governor Daniels have indicated they don't favor in this legislative session.

SB 63, authored by Sen. Jean Leising, R-Oldenburg, would impose up to a \$1,000 penalty upon a person who is responsible for a communication that contains a disclaimer that is difficult to read or that contains a disclaimer that is placed such that it is easily overlooked. An employee of a broadcaster or newspaper operating in his/her normal course of employment is not subject to the fine.



## Statehouse Continued

Likewise, SB 5, which imposes penalties for "promoting" animal fighting will be amended to include a similar exemption for news media employees if the bill gets a

hearing. Sen. Jim Arnold, D-LaPorte, has agreed to seek that amendment to his bill should it begin to move. And similarly, the IBA will seek an amendment to HB1253, pertaining to advertisements containing counterfeit copyright marks, to exempt media employees operating in their normal course of employment, if that bill is scheduled for hearing.

The Indiana State Police instead of the Indiana Department of Homeland Security would be responsible for the allocation of federal funds should SB 371 pass. Sen. Jean Breaux's (D-Indianapolis) bill is not expected to get a hearing in the Homeland Security committee.

This session must end by March 14th.

SDS Group, LLC, dba LegisGroup Public Affairs, One North Capitol, # 430, Indianapolis, IN 46204

## Chairman's Message

*By James Conner, Chairman of the Board*

**James Conner**  
**IBA 2010 Chairman of the Board**  
**WTHI/WWVR, Terre Haute**



A New Year and decade are upon us and the opportunities and challenges facing broadcasters have never been greater. This year as Chairman of Indiana Broadcasters Association I look forward to meeting and working with several of the broadcasters from across our state discussing issues that are important to you in your local communities and our state concerning our industry. This year the Indiana Broadcasters Association will be organizing meetings with our Congressmen in each congressional district. I am asking that when a meeting occurs in your district that you actively participate by attending and letting your Congressman know what good things broadcasters are doing and what legislative concerns broadcasters face. The IBA will provide you with plenty of notice prior to your districts' meeting and we look forward to your participation.

Let's get a great start on this new decade, the broadcast industry needs your support!

## Supreme Court Rolls Back Campaign Spending Money

Washington Post, January 21, 2010

A divided Supreme Court on January 21st swept away decades of legislative efforts to restrict the role of corporations in election campaigns, ruling that severe restrictions on corporate spending are inconsistent with the First Amendment's protection of political speech.

The court split 5 to 4 over the ruling, with its conservative members in the majority.

"When government seeks to use its full power, including the criminal law, to command where a person may get his or her information or what distrusted source he or she may not hear, it uses censorship to control thought," the court said in a decision written by Justice Anthony M. Kennedy. "This is unlawful. The First Amendment confirms the freedom to think for ourselves."

President Obama sharply criticized the decision, saying it gives "a green light to a new stampede of special interest money in our politics" and represents "a major victory for big oil, Wall Street banks, health insurance companies and the other powerful interests that marshal their power every day in Washington to drown out the voices of everyday Americans."

In a statement released by the White House, Obama said the ruling "gives the special interests and their lobbyists even more power in Washington -- while undermining the influence of average Americans who make small contributions to support their preferred candidates." He said he was instructing his administration "to get to work immediately with Congress on this issue" and coordinate with Democratic and Republican leaders on a "forceful response."

The decision upends the court's precedent that corporations may not use their profits to support or oppose candidates, and it rejects a large portion of the so-called McCain-Feingold campaign finance reform act that the justices had declared constitutional just six years ago. It seems likely to apply to the political role of labor unions as well.

The decision does not address the restriction on direct contributions to candidates, and it upholds disclosure requirements for groups that mount advertising campaigns for and against candidates.

The far-reaching ruling marks a triumph for groups that have fought the McCain-Feingold provisions, formally known as the Bipartisan Campaign Finance Reform Act of 2002.

# Members Elected 6 New Members to the 2010 IBA Board

**By: Linda Compton, President & CEO**

I am delighted to introduce you to the new members of the IBA Board. It is exciting to engage our new members, introduce new ideas and create new levels of networking within this dynamic group. The IBA Board is charged with developing a model that is a vital partner, continuing to assess your needs and delivering programs and services that strengthen your ability to do business. 2010 is like no other year we've witnessed. The future is unpredictable. The challenges are great and complex. Together we can make a difference.

On that note, let me begin the introductions...

**Mark DePrez** will represent the 6th District. Mark is a graduate of the University of Dayton. He joined Federated Media in October of 1994 as General Sales Manager of WOWO radio. Previous to Fort Wayne, DePrez sold radio advertising in Dayton and Cincinnati, Ohio, ultimately, becoming General Sales Manager of WKRC radio in Cincinnati.

Since joining Federated in 1994 DePrez has been promoted to Director of Sales, Station Manager and his current position of General Manager of WOWO/WKJG/WMEE/WQHK.

DePrez has been a national board member of the National Association of Farm Broadcasters and currently sits on the board of the Fort Wayne chapter of the Juvenile Diabetes Research Foundation. DePrez and wife Mary have three children, Samantha, Mark and Michael and love raising their family in Fort Wayne, Indiana.

**John O'Brien** joins the board as an At-Large Director. John serves as the V.P. & General Manager of WNDU, South Bend, Indiana.

John enjoyed sixteen years working in television sales and sales management prior to joining WNDU as V.P. & General Manager in April of 2008. His career began in Fort Wayne at WPTA and took him to Grand Rapids/Kalamazoo, Toledo, and Lansing. He has had the pleasure of serving on the Board of organizations such as The United Way, YMCA and the Food Bank of Northern Indiana.

He has been happily married to his wife Molly for 17 years. They have two children, Austin (16) and Emily (13). He is a graduate of Ball State University ('90).

**William C. "Bill" Potter**, an At-Large Director from DC Broadcasting, has worked in broadcasting for 30 years starting as a DJ at WBDC after graduating from Indiana State University Evansville (now USI) with a Bachelor of Arts Degree in Communications. Bill manages radio stations across southern Indiana from Madison to Jasper. The stations include: WORX 96.7 FM/HD and WXGO 1270 AM in Madison, Indiana; WBDC 100.98 FM/HD in Huntingburg-Jasper; WAXL 103.3 FM in Santa Claus; and WRZR (Ima) in Logosotee, Indiana; along with WJTS TV 18 digital/27 analog in Jasper, Indiana.

Bill and his wife Janice have just celebrated 28 years of marriage and reside in Jasper, Indiana. They have three children.

**Bill Ritchhart**, WFFT TV, will be representing District 3 on the Board. Bill graduated from Ball State University in 1996 with a Bachelor of Science in Journalism/Advertising. He joined

WFFT FOX Fort Wayne as an Account Executive in 1998; he joined WKJG, NBC, Fort Wayne as an Account Executive in 2000. In 2001 Bill joined WFFT, FOX, Ft. Wayne, as the Local Sales Manager; was promoted to General Sales Manager/National Sales Manager in 2005 and promoted to Vice President and General Manager GSM NSM in 2008. Bill was born and raised in Fort Wayne.



**Phil Smith**, General Manager, WVUB-HD-1 Blazer 91.1/WVUB-HD-2 Blazer Jazz/WVUB-HD-3 Blazer Bilingue, Broadcast Faculty, Vincennes University joins the IBA board as one of two Educational Representatives. Phil is Manager of Radio for the Broadcasting Department at Vincennes University, teaching Sales and Management courses and overseeing the noncommercial stations. His education includes a degree in Electronic Engineering and in Technology Education Management, and is a Certified Radio Marketing Consultant through the Radio Advertising Bureau.

Phil Smith has successfully managed both commercial and noncommercial radio stations for 42 years. Phil is a member of the Board of Directors of the Indiana Public Broadcasting Stations and has been a featured speaker for the RAB and the NAB, speaking on small market sales and management. He has made presentations for the BEA with the topic of establishing a broadcast sales program in colleges and universities. Phil is an Elder in the Indiana Presbyterian Church. He and his wife Linda live in Vincennes, Indiana and have two children and two grandchildren.

**Jeff White**, representing District 7, is President and General Manager of LIN Television's Indianapolis broadcast stations that include WISH-TV and WNDY. As President and General Manager, Jeff oversees the sales, news, engineering, public affairs and promotion departments of each respective station. Jeff became General Manager in February of 2005, prior to this he served as WISH's Station Manager and General Sales Manager. Jeff began his career with LIN Television in 1986 as Account Executive for WOOD-TV in Grand Rapids, Michigan. In 1989 Jeff moved to Indianapolis as an Account Executive for WISH-TV while later serving in many different sales management capacities with WISH-TV.

Jeff is involved with numerous professional and community organizations. He is currently President of the Indianapolis Boys and Girls Club Board and Immediate Past President of the FBI Citizen's Academy. He also serves on the Board of Directors for the Indianapolis Children's Museum, Indianapolis 500 Festival and Greater Indianapolis Progress Committee. The stations he represents are also involved with numerous organizations and community causes.

Jeff is a 1986 graduate of Michigan State University and resides in Fishers with his wife, Jean, thirteen year old Kelsey and eleven year old son, Evan.

# Member Services

## Public Records Resource Information

Indiana Coalition for Open Government website explains the law regarding access to death records in the state of Indiana. This resource could be great information for your station(s) News Department.

INDIANA COALITION FOR OPEN GOVERNMENT  
<http://www.indianacog.org>

## Legal Hotlines **FREE** to IBA Members

**State Legal Hotline** - Bingham McHale, LLP @317-686-5227, leave your name, phone number, station call letters and your brief question and the attorney will call you right back with an answer.

**Federal Legal Hotline** - Federal Legal Hotline - Pillsbury Winthrop Shaw Pittman, Attorney Scott Flick, 202-663-8167, or email [scott.flick@pillsburylaw.com](mailto:scott.flick@pillsburylaw.com) or Attorney Dick Zaragoza, 202-663-8266, email: [richard.zaragoza@pillsburylaw.com](mailto:richard.zaragoza@pillsburylaw.com)

*The Legal Hotlines are a member service of the Indiana Broadcasters Association. The hotlines are designed to ask routine legal questions and should not take more than 5 minutes of the attorney's time. This service is not intended to replace the station(s) attorney or law firm.*

**Bingham ● McHale**  
attorneys at law



Pillsbury  
Winthrop  
Shaw  
Pittman<sup>LLP</sup>



## MY MEMBER PACKET

Have you registered with the IBA website? If not DID YOU KNOW all the member services available to IBA members?

HAVE QUESTIONS REGARDING THE ADVERTISING OF INTERNET GAMBLING? You will find the answer in the IBA's Advertising Laws & Regulations Handbook on the IBA website at [www.indianabroadcasters.org](http://www.indianabroadcasters.org). Point to "My Member Packet" on the menu, then click on the first item, Advertising Laws & Regulations Handbook.

Note: If you have not been to the IBA website, you will need to register. Scroll to the right hand margin, click on "register" - enter your information using your OWN e-mail address and OWN password - click on the scroll down menu and choose the Station/Company you are with, then submit.

About IBA	
Amber Alert	
Broadcast Pioneers	
EAS	
Events	
Inspection Program	
Job Bank	
Legal Services	
Legislative	
Member Radio & TV Stations	
<b>My Member Packet</b>	
Publications	
Student Page	
Used Broadcast Equipment	

**Address:**  
3003 E. 98th St., Ste. 161  
Indianapolis, IN 46280

**Phone Numbers:**  
800.342.6276 (Indiana Only)  
317.573.0119 (Direct Line)  
317.573.0895 (Fax)

**Email:**  
[INDBA@aol.com](mailto:INDBA@aol.com)

## Advertising Laws and Regulations Handbook

Prepared by:

Indiana Broadcasters Association

*In cooperation with*

Bingham McHale, LLP

Indianapolis

And

Pillsbury Law

Washington, DC



[www.indianabroadcasters.org](http://www.indianabroadcasters.org)

[indba@aol.com](mailto:indba@aol.com)

# Member Services

# SuperFleet®

## Association Fueling Program



**Now save up to 4¢ per gallon through your association!**

- Online Account Management
- Accepted Nationwide at Over 6,000 Locations
- No Cost Program
- Multiple Security Options
- Online Bill Payment

For more details or a complete list of locations now accepting SuperFleet, visit us at

[www.superfleet.net](http://www.superfleet.net)



**CONTACT:**

**SHEILA HURST**

Phone: 800-831-8076 ext. 2043

Fax: 317-872-3479

E-Mail: [sdhurst@ssallc.com](mailto:sdhurst@ssallc.com)



## Political Broadcasting Reference Guide

prepared by:

Indiana Broadcasters Association

In cooperation with

Bingham McHale, LLP, Indianapolis

Pillsbury Law, Washington, DC

Log onto to [www.indianabroadcasters.org](http://www.indianabroadcasters.org) and go to "My Member Packet" and click on Publications or contact the IBA to obtain one via email. 1-800-342-6276 x 104 or 317-573-0119 x 104

## 2010 Political Broadcast Window

May 4, 2010 Primary

Political Window: March 20, 2010 to May 4, 2010

November 2, 2010 General Election

Political Window: September 3, 2010 to November 2, 2010

Political Broadcasting Agreement Forms

Members can obtain Political Broadcast Forms from the NAB (National Association of Broadcasters)

The form PB-16, are available to NAB members at NO CHARGE. To request the forms:

NAB TV Member Stations call: 202-429-5347

NAB Radio Member Stations call: 202-429-5400

PB-16 is available for non members at the [www.nabstore.com](http://www.nabstore.com)

**LBS LOCAL BROADCAST SALES**  
On-Demand Broadcast Sales Training

## Local Broadcast Sales - On Demand Broadcast Sales Training

The IBA is able to underwrite the On Demand Broadcast Sales Training for members again in 2010 due to member radio and television stations participating in the NCSA program.

There are already 11 speakers and over 200 topics that you can use to train your sales staff; Local Broadcast Sales 101 to Commercial Copywriting to Web Sales to Business Development . . . and a whole lot more!

Speakers: Paul Weyland, Dan O'Day, Bill Caudill, Stephen Warley, Gary Moore, Susan Nowicki, Diane Darling, David Topus, Andrea Eliscu, John Tkac and Ron Steiner. . . and here are a few of the topics that we know you can't wait to get to:

Motivating Yourself in Today's Economy, Small Market Sales, Web Sales Strategies, Automotive Sales Strategies, Television Sales Strategies, Effective Networking and guess what? There is a lot more!

You will need to contact the IBA for the Indiana Access code to use this training ([indba@aol.com](mailto:indba@aol.com) or call 1-800-342-6276 x 104 or local 317-573-0119 x 104). Then you will go to the LBS site, set up your profile and enter the access code and you have FREE SALES TRAINING ALL YEAR, it's that simple!

## NEW! Local Broadcast Sales - 2010 Digital Webinar Series

ALL WEBINARS ARE SCHEDULED FROM 1 PM TO 2 PM EST.

The following webinars are FREE to IBA members.

IBA will send login information to the membership as we receive that information from LBS, which will be most likely a week prior.

1. **Online Political Advertising Opportunities** - Tuesday, February 16  
Audience: Sales Managers, Account Executives
2. **Consultative Sales Approach** - Tuesday, March 9  
Audience: Sales Managers, Account Executives
3. **Mobile Advertising Opportunities** - Tuesday, April 13  
Audience: Sales Managers, Account Executives
4. **Online Promotions: How to Make Money from this Non-Ad Segment**, Tuesday, May 11  
Audience: Sales Managers, Account Executives
5. **Online Video: Implementing & Selling** - Tuesday, June 8  
Audience: Sales Managers, Account Executives
6. **Online Healthcare Opportunities** - Tuesday, July 13  
Audience: Sales Managers, Account Executives
7. **Using Social Networks to Grow your Pipeline** - Tuesday, August 10  
Audience: Sales Managers, Account Executives
8. **Developing Valuable Web Content** - Tuesday, September 14  
Audience: Sales Managers, Account Executives, Web Producers, Program Producers, News Producers
9. **Marketing and Promoting Your Website** - Tuesday, October 12  
Audience: Sales Managers, Account Executives, Web Producers, Promotions Managers, Promotions Producers

## Education Corner

*Scott Uecker, WICR-FM, University of Indianapolis  
IBA Board of Directors Educational Rep*

### IBA 2010 Scholarship Program

The IBA 2010 Scholarship program is well underway and the IBA office has received a few applications. The program offers scholarship(s) to current college students who are pursuing a career in broadcasting and high school seniors who have interned or worked at a broadcast facility and has been accepted at an IBA member institution.



Reminder to radio and television members to run as much as the scholarship psa as you can. The scholarship information is located on the front page of the IBA website, [www.indianabroadcasters.org](http://www.indianabroadcasters.org).

### Kelley School of Business 64th Annual Business Conference - "Remaking America: New Strategies For Exceptional Times"

BLOOMINGTON. Ind. -- Marshall Goldsmith, an authority in working with successful leaders and author of the award-winning best-selling book *What Got You Here Won't Get You There*, will keynote the 64th annual Indiana University Business Conference in Indianapolis on March 10.

Goldsmith, who earned a master's of business administration (MBA) from IU in 1972, will join Mattel Inc. Chairman and Chief Executive Officer Robert A. Eckert, United Auto Workers President Ronald A. Gettelfinger and Ernst & Young Chairman and CEO James S. Turley in addressing the conference theme, "Remaking America: New Strategies For Exceptional Times." The conference, presented by the Kelley School of Business, will begin at 9 a.m. at the Indiana Convention Center, 100 S. Capitol Ave., and conclude at 2:30 p.m.

"This year's Business Conference promises to be extremely timely with a wide range of compelling ideas not only for moving companies and the country forward during these difficult times, but to also advance the careers of every individual who attends the event," said Daniel C. Smith, dean of the Kelley School. "We featuring presentations of practical, action-oriented ideas from some of the most successful leaders in the country, and there also will be considerable time allocated for questions from the audience.

"I am particularly excited about the balance of this year's speakers -- all of whom have led their organizations through extremely difficult circumstances," Smith added. "But beyond organization success, this year's conference recognizes that people in today's economy are concerned about their own personal survival and advancement.

Additional information and registration go to: <http://kelley.iu.edu/busconf>

Email: [busalum@indiana.edu](mailto:busalum@indiana.edu)

Phone: 812-855-6340

# Engineer Corner



## MONTHLY RMT SCHEDULE

The Required Monthly Test for Indiana EAS, the third Thursday of each month, ODD months @ 2:50 pm eastern time and EVEN months 4:50 am eastern time. All RMT will originate from the State Primary, WFBQ-FM, Indianapolis.

## 2010 EAS RMT Schedule

February 18, 2010	4:50 am Eastern
March 18, 2010	2:50 pm Eastern
April 22, 2010	4:50 am Eastern
May 20, 2010	2:50 pm Eastern
June 17, 2010	4:50 am Eastern
July 15, 2010	2:50 pm Eastern
August 19, 2010	4:50 am Eastern
September 16, 2010	2:50 pm Eastern
October 21, 2010	4:50 am Eastern
November 18, 2010	2:50 pm Eastern
December 16, 200	4:50 am Eastern

## Resources

Tower Service & Manufacturing - 317-359-5366 or 800-331-5103  
Weber Climbing Service - Chuck Weber, 812-371-9308 or 812-579-9330  
Electronics Research, Inc., 812-925-6000  
FCC in an Emergency, After Normal Business Hours - 24 hours a day at (202) 418-1122

## EAS RULES

Go to SBE website: [www.sbe.org/gov\\_eas.php](http://www.sbe.org/gov_eas.php)

## IBA Alternative Broadcast Inspection

Dale Gehman, CPBE/CBNT, [dgehman@gradiotv.com](mailto:dgehman@gradiotv.com), PH: 717-859-6410

## Helpful Websites:

<a href="http://www.hazard.com">www.hazard.com</a>	<a href="http://www.safteng.net">www.safteng.net</a>	<a href="http://www.eagletowersvc.com">www.eagletowersvc.com</a>	<a href="http://www.mysafetygear.com">www.mysafetygear.com</a>
<a href="http://www.toolboxtopics.com">www.toolboxtopics.com</a>	<a href="http://www.gradiotv.com">www.gradiotv.com</a>	<a href="http://www.scmisinc.com">www.scmisinc.com</a>	

## Reminder to Do Your Research

Remember to choose your contractors carefully when deciding who should work on your critical equipment. Check references and do your research. At a minimum, ensure they have all the necessary licenses and bonds that your company requires.

## Radio Journal, Wednesday, January 13, 2010

Alaska's EAS Test Deemed Successful Despite a Handful of Radio Glitches  
Broadcasters and EMA officials in Alaska held their first-ever EAN (Emergency Action Notification) and it was a success as reported by the Alaska Broadcasters Association Executive Director, Darlene Simono. The EAN went out from Washington, DC at 10:01 am standard time and lasted for two and a half minutes before the end code put local programming back on the air. The test wasn't without glitches. An Anchorage station didn't air the alert because the daisy-chain signal was too weak to activate its EAS software. A snowstorm that hit the market may have had an impact and the state's largest cable company never receiving the alert.

Since its creation in 1963, the emergency broadcast network has never been tested with a live EAN code. The FCC is working with Federal Emergency Management Agency to build the next generation alert system. Public Safety and Homeland Security Bureau Chief, Jamie Barnett says, "We will need some time to analyze the results, but we intend to move quickly to improve the system." The National Association of State Broadcasters EAS Summit is scheduled for February 28th in Washington, DC. A national EAS test will be conducted later this year.

## IMPORTANT ANNOUNCEMENT

NWS Severe Weather Awareness Week:  
March 14-20, 2010

During NWS Severe Weather Awareness Week we will probably, pending FCC approval, be activating a real TOR Code in the EAS System. TOR is probably the single most important alert that most of your audience will need to receive. Be sure that your systems are configured for TOR Code reception and forwarding, and that all the actions your EAS boxes are suppose to start (DJ Alert Lights, Crawl Generators) are checked and ready. Since the TOR code will imply that a real tornado is near, also be ready to follow the test immediately with an announcement that this has been a test alert.

## 2010 Event Calendar

EAS Summit, March 1, 2010, Washington, DC

NAB State Leadership Conference Reception, March 1, 2010

NAB State Leadership Conference, March 2, 2010

IBA Goes to Capitol Hill, March 2, 3, 2010

IBA Broadcasters Career Fair, March 6, 2010, Marriott Indianapolis North Hotel

NAB Las Vegas, April 10 - 15, 2010

NAB Radio Show - End of September 2010, Washington, DC

NAB Service to America Awards, June 14, 2010, Washington, DC

NAB Futures Summit, November 7 - 9, 2010, Rancho Palos Verdes, California

IBA 23rd Annual Spectrum Awards, November 13, 2010, Marriott Hotel Indianapolis North

## 2010 Education & Training

IBA - Local Broadcast Sales - January 1, 2010 through December 31, 2010

FREE Online Webinar Sales Training for Radio & Television Broadcasters

NAB Account Executive Sales Seminar Series - Live Webcast, January 21, 2010

Competing with Newspaper, Live Webcast 4-5 p.m. Eastern

## Members in the News

### Northwest Indiana Public Broadcasting Announces New Board Leadership

Northwest Indiana Public Broadcasting, Inc., recently appointed new leadership of the corporation's Board of Directors. The newly-elected leaders, chosen by current board members, include: John Meyer, Chairman; Pete Doherty, Co-Vice Chairman; and Dr. Bonita Neff.

John Meyer succeeds Larry G. Alt who stepped down at the end of his six-year term as board chairman. Meyer is President of Meyer Broadcasting Corporation, the parent company of Meyer Multi-Media Services, TheBreez.com and Indiana-Sports.com.

### Indiana Amber Alert

Be sure to let the IBA know when you have a change in contact information for your station(s) Amber Alert contact. The IBA provides the Indiana State Police with fax numbers for stations participating in the statewide Amber Alert Program.



For a complete copy of the Amber Alert Guidelines for Broadcasters contact Gwen at the IBA office or go to the IBA website and click on Amber Alert on the menu.

#### Amber Alert Graphic

Below is text you can cut and paste into your browser to have the Amber Alert icon flashing on your computer for active alerts. You can copy the logo above from the IBA website @ [www.indianabroadcasters.org](http://www.indianabroadcasters.org) or the state website at: [www.amberalertindiana.com](http://www.amberalertindiana.com).

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<a href="http://www.amberalertindiana.com" target="_blank"></a>
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### 2010 Service to America Awards Call for Entries - Deadline March 2nd

Everyday broadcasters serve their local communities. They provide a lifeline in times of crisis and disaster relief in the aftermath; they raise money and awareness for people in need and of charitable causes; and they participate in community events and donate airtime to support community issues.

Showcase your station's commitment to localism. Submit your Celebration of Service to America Awards entries today. For more information, including award categories, criteria and rules for entry, go to: [www.nab.org/servicetoamerica](http://www.nab.org/servicetoamerica).

# Human Resources



## RADIO & TV CAREERS IN BROADCASTING BROCHURE

Get your copy of the RADIO & TELEVISION brochure titled "Careers in Radio" and "Careers in Television." The brochure covers careers in broadcasting, i.e. the kind of experience or education a person needs' how to find a job in broadcasting and schools in Indiana with a broadcasting curriculum. If any IBA member station would like an original of the brochure for your station(s) go to the IBA website, [www.indianabroadcasters.org](http://www.indianabroadcasters.org); on the menu point to "Student Page," then click on "Careers In Broadcasting." You can place your station logo directly on these brochures to use for recruiting.

## EEO Member Service - Free to Member Stations

YOU NEED HELP WITH YOUR EEO. . . and YOU NEED BROADCAST COMPLIANCE SERVICE (BCS). Three years ago the IBA became one of the first states in the nation to provide Broadcast Compliance Service (BCS), a web-based outreach and reporting service, to help you comply with the FCC's EEO Rules as a free membership service.



The FCC has been showing renewed interest in diversity and EEO compliance and has been examining outreach and reporting records recently, including records from Indiana stations.

BCS is easy to use and it's FREE to IBA members.

CONTACT BCS AND SIGN UP - IT'S THAT EASY - 1-866-227-4336 - IT'S THAT SIMPLE.

Visit [www.indianabroadcasters.org](http://www.indianabroadcasters.org) and click on "MY MEMBER PACKET," for information on IBA's Member Services.

## IBA Website Job Bank

IBA members can now post reoccurring job openings on the IBA website. Go to [www.indianabroadcasters.org](http://www.indianabroadcasters.org) and point "Job Bank" on the menu and then click on "Post a Position" when the form opens up complete the form, then at the bottom of the form page there is a box to check if you would like to make the posting reoccur. Please contact the IBA office if you have any questions regarding the website Job Bank. Call Gwen, 1-800-342-6276 x 104.



## CareerPage.Org

[www.careerpage.org](http://www.careerpage.org)  
(for "member login"  
contact the IBA)



1-800-342-6276 x 104 or 317-573-0119 x 104

## Welcome to CareerPage.org

brought to you by the National Alliance of State Broadcasters Associations.

The members of NASBA are the managers and chief executives of state broadcast trade associations throughout the U.S. and Puerto Rico. NASBA created this site to enable job-seekers to find jobs in the exciting field of broadcasting, and to allow our member radio and TV stations to post their job openings at a central location.

The broadcasters of the United States and Puerto Rico are equal opportunity employers.



To download the Radio Heard Here spots go to <http://www.radioheard-here.com/radioadvertising.htm>.

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