

The

# Call letter

Indiana Broadcasters Association

February 2010

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### 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 2010 Indiana General Assembly is on track to conclude 10 days prior to the statutory adjournment date. Surprisingly, legislative leadership shortened the timing allowed for committee hearings in the second house and set March 3rd as the target for adjournment [but admitted it might stretch to March 5th]



The practical effect of this is to reduce the number of bills that can get through the committee pipeline, thus effectively killing lots of bills in the second "half" of the session. The session started with roughly 850 introduced bills; the number of "live" bills dropped to roughly 240 when the deadline for action in the first house passed.

Legislators want to get home early to hit the campaign trail for the May 4th primary election.

Though the rhetoric has been about "jobs," property tax reforms and state government ethics reforms have been the "forefront" issues.

HB 1001 and SB 114 are each houses' ethics bills. HB 1001 has been amended in the Senate to contain much of the language that was in SB 114 as it left the Senate. Amid the numerous legislative lobbying changes is a provision that will prohibit a state office holder from using state funds to pay for "audio, video, or newspaper" advertising in which his/her image, voice, or name is used. Legislators are admittedly targeting one particular officeholder who has used advertising for his office issues to promote statewide name recognition. The IBA is working with the bill's sponsors to seek to further amend the limitation to include all forms of paid advertising in the prohibition.

A number of bills on access issues failed to pass from their house of origin. Of those still alive, HB 1075, which includes penalties for public officials/employees who violate the state's public access laws, appears to be getting no hearing in the Senate committee to which it was assigned. SB 230, providing for e-mail notice for public hearings, is set for hearing in the House and may have some of the penalty language from HB 1075 amended into it.

The National Rifle Association has "targeted" Indiana for their nationwide legislative initiatives this year. Two sets of bills, introduced in both the House and Senate, passed their house of origin. The apparent survivors are HB 1065 and HB 1068. The latter makes confidential handgun license information. HB 1068 is eligible for final passage in the Senate; earlier it passed from the House, 85-11.

HB 1065 affects all employers by prohibiting any employer from adopting/enforcing a policy that would prevent an employee from having a firearm in his/her locked vehicle in the employers' parking lot. The bill contains a very short list of exemptions [schools, childcare centers, prisons], and NRA/Second Amendment supporters have adamantly [and successfully] asserted the importance of employees rights to have firearm with them at their worksite.

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



# President's Message

By Linda Compton, President and CEO



## IBA Goes to Washington

The following IBA members will be heading to Washington, DC, to attend the NAB State Leadership Conference on March 1-2 and on the afternoon of March 2nd and March 3rd, will meet with our congressmen and senators: James Conner, WTHI/WWVR, Terre Haute; Tasha Mann, WCSI/WINN/WKKG/WWWY, Columbus/North Vernon; Chuck Williams, WHHH/WNOU/WTLC/WNDI, Indianapolis; Dave Crooks, WAMW/WFML, Washington/Vincennes; Jerry Martin, WTTV/WXIN TV, Indianapolis; Leigh Ellis, WAKE/WLJE/WXRFD/WZVN, Lowell/Valparaiso; Sally Brown, WNSN/WSBT Radio, South Bend; Jeff White, WNDY/WISH TV, Indianapolis; Mark DePrez, WKJG/WMEW/WOWO/WQHK, Fort Wayne and IBA staff.

The IBA looks out for the best interests of its members, the broadcasters of Indiana. To that end, the IBA will be discussing the following legislative issues with the Indiana Congressional delegation:

- Performance Tax on Local Radio
- American Recovery and Reinvestment Act of 2009
- FM Chips in Cell Phones
- Advertising Restrictions
- Report Shield
- Retransmission Consent

We have a busy time in Washington, but rest assured we are working for you 'the Indiana broadcaster,' on issues that are very critical to the broadcast industry.

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## Radio Mercury Awards Moves to Align with Advertising Week

### Mike Hughes and John Norman, Co-Chief Creative Officers from The Martin Agency to Co-Chair Final Round Judging Panel

The Radio Mercury Awards is pleased to announce that the 2010 Awards ceremony and reception will move to the Fall and take place in New York City alongside Advertising Week in September 2010. Call for Entries will open in early April.

Building on the success of a live final round judging panel and creative summit in 2009, Mike Hughes, President and Co-Chief Creative Officer from the Martin Agency as well as the newly hired Co-Chief Creative Officer John Norman will serve as this year's Co-Chairs for the final round judging, a first in the awards' history.

"The Radio Mercury Awards' move to Advertising Week builds on the momentum from last year's competition where we sought to elevate Radio advertising creative and partner with the creative community to do so," said Jeff Haley, President and CEO of the Radio Advertising Bureau and Chair of the Radio Creative Fund (RCF.) "We're honored to have Mike and John lead the judging panel and build a roster of judges that will continue to recognize those that can truly encapsulate what the Radio Mercury Awards stands for, creative excellence in writing and producing Radio commercials."

The Radio Mercury Awards, the only competition exclusively devoted to radio, was established in 1992 to encourage and reward the development of effective and creative radio commercials. The annual Radio Mercury Awards competition draws entries from advertising agencies, production houses, radio stations, and educational institutions across the country. Approximately 17,000 commercials have competed for over \$2.9 million in prizes. The Radio Creative Fund (RCF), a non-profit corporation funded by the radio industry, governs the Radio Mercury Awards. Last year, the \$100,000 Grand Prize was awarded to The Richards Group



# FCC Proposes Rules for National EAS Testing

NAB TV-Tech Check, 2/8/10

The FCC released a Second Further Notice of Proposed Rulemaking (in EB Docket 04-296) proposing to amend Part 11 of the Rules governing the Emergency Alert System (EAS) to provide for national testing and collection of data from such tests. The FCC says it is taking this action because, while the current Part 11 rules provide for "[p]eriodic [n]ational [t]ests" and "special tests" at the state or local level, there are not rules that specifically describe testing of EAS at the national level. In addition the Second Further Notice states that: "the EAS has never been tested nationally in a systematic way, i.e., by use of a test methodology that can identify system flaws and failures comprehensively and on a nationwide basis. We believe that development of such a test methodology is critically important to ensuring that the EAS works as intended, now and in the future."

Specifically the FCC seeks comment on their proposal to amend Section 11.61(a) (3) with the following language:

"National Tests. All EAS Participants shall participate in national tests as scheduled by the Commission in consultation with the Federal Emergency Management Agency (FEMA). Such tests will consist of the delivery by FEMA to PEP/NP stations of a coded EAS message, including EAS header codes, Attention Signal, Test Script, and EOM code. The coded message shall utilize EAS test codes as designated by the Commission's rules or such other EAS codes as the agencies conducting the test deem appropriate. A national test shall replace the required monthly test for all EAS Participants in the month in which it occurs. Notice shall be provided to EAS Participants by the Commission at least two months prior to the conduct of any such national test. Test results as required by the Commission shall be logged by all EAS Participants and shall be provided to the Commission's Public Safety and Homeland Security Bureau within thirty (30) days following the test."

In connection with national testing, the FCC proposes to require EAS participants to record and submit to the Commission the following test-related diagnostic information for each alert received from each message source monitored at the time of the national test:

- Whether they received the alert message during the test - -
- Whether they retransmitted the alert;
- If they were not able to receive and/or transmit the alert, their 'best effort' diagnostic analysis regarding the cause or causes for such failure.

The Commission also anticipates asking EAS Participants to provide: a description of their station identification and level of designation (PEP, LP-1, etc.); the date/time of receipt of the Emergency Action Notification (EAN) message; the date/time of PEP station acknowledgement of receipt of the EAN message; the date/time of initiation of actual broadcast of the Presidential message; the date/time of receipt of the Emergency Action Termination (EAT) message; who they were monitoring at the time of the test, and the make and model number of the EAS equipment that they utilized.

Comments in the Docket are due on March 1, 2010 and reply comments are due March 30. The Second Further Notice is available on the FCC's EAS Web site at <http://www.fcc.gov/pshs/services/eas/>.

## Positive Thoughts

### How to Stay Positive in Life, Particularly in Difficult Times

By: Pages Editorial Service



A negative outlook can set in whether it's caused by a stressful event, a job situation or by too much routine, which many mean few events of any kind.

Dr. Daniel Wagner of Trinity University in San Antonio has found through his studies that trying to get rid of a negative thought only makes you think about it more. Instead you should direct your thoughts elsewhere. He recommends asking yourself a question that sets you mind in a new direction. For example, ask: "How can I make myself stronger and better able to deal with this?" Or ask, "What is my goal?"

Wagner says when you decide on the question, keep asking it. Ponder it. Wonder about it. Let it run through your mind whenever you find yourself worrying. It will change your thoughts.

Other recommendations include: Appreciate. Focus on something you are grateful for or that you like. Visualize. Create the experience you want to have in your mind.

Be in the present. Don't spend time reliving the past. Acknowledge the present moment and its opportunities.

Get healthier. Avoid eating junk food. Eat regular meals and exercise, both of which will give you more positive outlook.

Associate with positive thinking happy people. Their influence can rub off on you.

Find something to laugh about. It could be a joke, a television show, a movie, or talking to a funny person. Laughing can change your outlook.

Stay away from negative people, those who criticize you, your ideas and everyone else.

You can't always control events in your life but you can control what you choose to think and feel about them. You can look at things positively or otherwise.

**You decide.**

# 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



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

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.

## Senate Bill Would Add Engineers to FCC Commissioners' Staff

*SBE, The Signal, February, 2010*

Senate Bill 2881 was introduced on 12/14/09, by Senators Olympia Snowe (R-Maine) and Mark Warner (D-Virginia). If enacted as written, it would give each FCC Commissioner the authority to add a "staff engineer" to their advisory staffs.

## Here's What's Going On At The NAB Show 2010

### Ennes Workshop April 10th

- Includes Audio Over IP Tutorial Part 1
- Audio Over IP Tutorial Part II
- Next Generation EAS
- Considerations for Adding Mobile DTV to a Broadcast Station
- SMPTE Update
- Management Media Skills and Future of Broadcast Engineering
- HD Radio Update
- Wireless Mics after the DTV Transition
- Impacts of 3D Television on Video and Broadcasting
- Reorganization of Broadcast Workflows

## IMPORTANT ANNOUNCEMENT

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

During NWS Severe Weather Preparedness Week the National Weather Service we will be originating a statewide 'live event code test' by activating the TOR EAS Event Code on March 17th. 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.

## FCC Enforcement Monitor

Wyoming AM/FM fined \$17,500 for multiple violations.

Pennsylvania TV station fined \$32,000 for violating FCC's Sponsorship ID Rule

California Non Commercial station fined \$9,000 for failure to properly maintain a Public Inspection File.

A licensee was fined \$13,000 by the FCC for Antenna Structure Violations.

Ethics, Inc., issued an \$20,000 NAL by the FCC for fraudulently filing a license app for an LPFM on which another company held the construction permit and "hijacking" the station. The commission notes that staff errors compounded the situation.

## 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



## 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).

## Technology and You

By Pages Editorial Service



Will a dictionary attack find your password?

As a personal objection to the whole password problem, many people use a word that's easy to remember. The most common words used, according to security experts reporting in INC. magazine, are "password" and "password1." Some people use a common date. These are no match for dictionary attack. Automated password-cracking tools can check more than a million password variations in 28 hours.

Passwords composed of random strings of upper and lower case letters, numbers and punctuation can usually withstand an attack, but they are hard to remember.

Some tactics that will create a difficult-to-break password that is easy to remember include:

- Two words connected by a number can withstand many attacks
- Take the first letter of each word in a phrase and add a number or symbol and a capital letter. For "Mary had a little lamb": Mhall#72
- Try strengthening an abbreviation by swapping a symbol or a number for each a or e in the abbreviation.

## 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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# 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

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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.



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