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ABBY ENTRIES DUE FEBRUARY 1ST

The second annual ABBYS (Alabama's Best in Broadcasting) will be held on March 29th at the Carraway-Davie House in Birmingham. The Call for Entries went out to all stations just before Christmas and entries are due at the ABA office by 5pm on Friday, Feb 1.

If you didn't receive a package, you can find the Call for Entry online at www.al-ba.com or contact the office to have it e-mailed directly to you. Also, watch your mail in the coming weeks for an invitation to the event!

The 2007 ABBY Radio Station of the Year was WTLS-AM in Tallahassee. Owner and operator Michael Butler said, "Winning last year, it was our finest moment. We strive to offer the very best in community programming, that is both entertaining and informative. It is a privilege to be a part of the broadcasting industry and be recognized on such a level by your peers."

ABBY Award Entry Tips

Listed below are tips derived from comments made by last year's judges and other similar competitions. These tips are designed to help your station produce better entries and be a serious contender. If you have any questions about these tips or the requirements for entry in a particular category, please call the ABA office at (800) 211-5189.

- Judges are from out of state and are not familiar with your station (format, talent, station image, etc.) so provide the proper context for your entry. *Don't assume* the judges already know something about your station.
- When preparing your entries, follow the criteria outlined in the brochure. Judges adhere to the criteria when judging each entry and neglecting to provide information for a particular criterion could affect your chances of winning.

- Adhere to the time limit. Judges can only view the material within the stated time limit. Don't risk having a portion of your entry missed because it falls outside the time limit.
- When creating a montage, judges suggest you include a *variety* of examples on the CD/tape that provide support for each stated criterion. Pick examples from *various* shows, newscasts, etc. to show *diversity*.
- Make sure entries submitted are original particularly in the production categories. Avoid submitting pieces that rely heavily on national concepts, characters, etc. that could raise questions about copyright issues. Also, spots containing music must have used music in the public domain or used copyrighted music with permission. If the judges consider something questionable, it could affect your chances of winning.
- Make sure your presentation is complete and contains elements that address the *stated* criteria.
- Unless your entry is thoroughly self-explanatory, judges encourage you to submit a supporting narrative to help them better understand your entry. These proved to be very important last year.
- When submitting a written narrative for any category, make sure the narrative accurately supports the audio or video presentation and vice versa. The narrative should *complement* your presentation and serve as a companion piece. (i.e. If you mention your station held a radio-a-thon in your written materials make sure your presentation contains audio from the actual event and if you have audio from the event in your presentation, make sure you mention the event in your written materials.)
- Avoid *excessive* use of jingles, bumpers, etc. in entries especially for "Radio Show of the Year" and "Radio Station of the Year." Make the entry material clean and relevant.
- For "Radio Show of the Year," entries should be a montage/"best of" presentation so judges get a good feel for the day-to-day flavor of the show. Avoid submitting a short segment from one show. Edit a piece that contains bits from *several different* shows and showcases the *various* elements of the show. Remember, judges are not familiar with your show so tell a story that paints a clear picture for them.
- For "Station of the Year" categories, send written materials outlining *exactly* what the criteria are requesting. Attempt to cover all the different elements in your audio or video presentation showcasing the station's efforts during the contest period.
- For "Radio Station of the Year," be certain the entry addresses *all* of the stated criteria in your CD *and* in your narrative. Don't forget to showcase the different programming aspects of the station including a flavor of the format, all talent, shows, etc. Remember, judges are not familiar with your station so tell a complete story that paints a clear picture of your station.
- For "Service Project of the Year" categories, send written materials outlining exactly what the criteria are requesting. A video or audio tape must be submitted including footage/audio from the actual event or a presentation recapping the event and its impact. The entries in this category should highlight *planned* projects not unplanned events and explain how the project elements were organized.

TIME AND SEATS ARE RUNNING OUT TO REGISTER FOR POLITICAL AD SEMINAR

The ABA will host the **2008 Political Advertising Seminar** on Wednesday, **January 30th** at the [Carraway-Davie House and Conference Center](#) in Birmingham.

2008 promises significant political revenue, but with the potential of significant political advertising problems. **Be prepared! Get the facts from the experts!**

Panelists will include **Bobby Baker** of the FCC, ABA Legal Advisor [Scott Johnson](#) of Fletcher, Heald & Hildreth and [David Davis](#) of the communications firm DavisDenny.

[Dr. Natalie Davis](#) of Birmingham-Southern College, a renowned political science expert, will be our luncheon speaker.

The cost is \$25 for ABA members and \$50 for non-members, lunch included. Register online or download the form at www.al-ba.com.

Please complete a survey on HD Radio, regardless of your HD Status

Warm greetings from the University of North Alabama. I am conducting research on the adoption of HD radio technology. If you have a few moments, I would greatly appreciate your opinions about this important change in the radio industry. All your answers will be kept confidential, and I will share my research results with you to help your business. Thank you so much for your participation. Sincerely, Patricia F. Sanders (256-765-4780).

http://www.surveymonkey.com/s.aspx?sm=E3wQjkLxjC8IX2krIFs0Cg_3d_3d

Birmingham Police Department Catches Copper Thieves

Lt. David Robinson of the Birmingham Police Department detailed the Department's efforts in nabbing the copper thieves who most recently plagued tower sites on Red Mountain. He was addressing the Birmingham chapter of the Society of Broadcast Engineers at their monthly meeting last Wednesday (1/9).

Lt. Robinson said video tape surveillance provided by one of the TV stations proved invaluable, adding that it was the best surveillance video they've ever seen. The thieves, a man and woman,

towers over a couple of weeks. They repeatedly hit one site as if they were watching for repair crews to come and go. The Lt. said the streak of burglaries caught them by surprise.

In his remarks, the officer listed some steps stations can take to help prevent the crimes, help convict the perpetrators and to help reduce their own liability. He said that stations should mark copper plates with unique symbols or their own call letters, specific to the transmitter. Scrap yards are required to hold copper for a certain number of days after making a purchase. If you have a break-in, police can search local scrap yards for copper with your marking and trace it back to the thief in some cases. He also suggested stations put up surveillance cameras and motion detecting equipment. Cameras should be directed at spots where the thieves will likely come and go from your property, especially where they are likely to park their vehicles.

Lt. Robinson said that stations should visit their local police department or precinct to provide contact information about their tower sites. In addition, if you have keys or combination locks, he encouraged stations to provide those to the Precinct Commander or Police Chief in smaller cities and towns. He also suggested that you should change the locks frequently.

It is not unlikely that a thief may be injured or killed in an attempt to take copper from your property. In order to reduce your own liability, the officer recommended that you place numerous "No Trespassing," "Private Property," and "High Voltage" signs around your fence and equipment.

In addition to stations, copper thieves are targeting churches, homes and businesses for the copper in air conditioning systems. Scrap merchants are required to pay by check when they purchase more than \$100 worth of copper from an individual. And, it is now a state law that they collect ID and vehicle information from persons selling copper.



AMBER Alert PSAs to Air in January

Help honor the memory of Amber Hagerman, whose kidnapping and brutal murder over a decade ago inspired the AMBER (America's Missing: Broadcast Emergency Response) Alert, by airing AMBER Alert public service announcements (PSA).

The PSAs educate the public about their role when an alert is issued and highlight the tremendous success of this partnership between broadcasters, law enforcement and the public. Broadcasters are encouraged to air the PSAs during January, the month in which nine-year-old Amber Hagerman disappeared, and throughout the year. Downloadable radio PSAs are available on the NAB [Public Service Web site](http://publicservice.nab.org) and television PSAs can be obtained by contacting NAB at publicservice@nab.org or (202) 429-5448.

AEC becomes PowerSouth Energy Cooperative

ANDALUSIA, ALA. - For more than 66 years, Alabama Electric Cooperative, Inc. (AEC) has served as a reliable wholesale power provider for 16 electric cooperatives and

Energy Cooperative to better reflect its service territory and future growth opportunities.

The company's structure, organization and staff will remain the same.

"We will continue to provide our distribution members with the superior service, reliable energy and affordable rates they deserve and expect," says Gary Smith, PowerSouth President and CEO. "Our new corporate identity will help lead our organization into the next era and provide better opportunities within our industry."

PowerSouth's solid reputation in the electric utility industry and economic and community development arenas reaches far beyond its geographic borders. It was determined that the name "Alabama Electric Cooperative" was geographically limiting and did not best reflect our growth in the Florida panhandle. Additionally, "Alabama Electric Cooperative" was often confused with other utilities and companies with similar names.

The company's board of trustees chose the name "PowerSouth" because it denotes the strength and integrity of the corporation, as well as the geographic diversity of its membership. "PowerSouth" will help the company gain a broader perspective within the electric utility industry, while positioning the company to become a more regional utility.

"PowerSouth' encompasses the vast possibilities for our company and industry, while positioning us for future growth opportunities," says Smith. "The name 'AEC' served us well as a corporate identity, and we are confident that 'PowerSouth' will bring us equal success in the future."

Visit www.powersouth.com for additional information.

PowerSouth Energy Cooperative is a \$1.3 billion generation and transmission cooperative that serves the wholesale energy needs of 16 electric cooperatives and four municipal electric systems in Alabama and northwest Florida. PowerSouth's service territory spans 39 Alabama counties and 10 Florida counties. Owned and governed by those it serves, PowerSouth is dedicated to providing reliable and economical energy to meet the needs of nearly 800,000 consumers. Continuing a 66-year tradition of reliability and service to its members, PowerSouth remains a trusted energy provider for those it serves.

For more information, contact Mark Ingram, Corporate Communication Manager at mark.ingram@powersouth.com



National Association of Broadcasters: 'Advocacy Education Innovation'

By John Eggerton -- Broadcasting & Cable, 1/7/2008 11:25:00 AM

The [National Association of Broadcasters](#) came up with a new logo and tag line -- its first logo revamp in 20 years, the association said.

The logo -- the letters NAB in a less bulky type face than before and preceded by overlapping orange and grey bars -- is meant to "embody our reinvigorated sense of advocacy," president and CEO [David Rehr](#) said, as well as an expanding digital presence.

The new tag line is "Advocacy Education Innovation." The NAB will need to do lots of all three.

On the advocacy front, as broadcasters make the [switch to digital](#), they are pushing for help from the Federal Communications Commission in securing cable multicast must-carry, in preventing the use of unlicensed devices in the DTV spectrum and in looking to avoid public-interest-programming quotas in a new reporting-requirement proposal at the commission.

Broadcasters are also working to block the merger of XM Satellite Radio and Sirius Satellite Radio.

Education is a big part of the NAB's charter going forward as it tries to make sure no viewer is surprised by the February 2009 cutoff of analog service.

As for innovation, broadcasters will need to keep finding new, digital ways to deliver their service -- mobile is one growth area -- to be competitive.

The remake was the handiwork of Pittsburgh-based Blattner Brunner, with clients that run the gamut from AARP to Zippo lighters.

Tim Weinheimer, VP, director of account management, at Blattner Brunner in Washington, said the five transparent and overlapping bars in the logo were meant to indicate "motion and activity" and combined both the bands that represent an [equalizer](#) "suggesting sound or radio," as well as the blocks of information encoded in digital and high-definition television, symbolizing TV. Grouping and overlapping the different color bars was meant to suggest "community and diversity,:" he said, and to give NAB a "color zone" different from competing organizations.

NTIA OKs 19 DTV-to-Analog Converter Boxes, 250-Plus Retailers

By John Eggerton -- Broadcasting & Cable, 1/7/2008 11:08:00 PM

The [National Telecommunications & Information Administration](#) told a [2008 International Consumer Electronics Show](#) audience in Las Vegas Monday that it certified 250 retailers, including [QVC](#), and 19 digital-TV-to-analog converter boxes.

The NTIA Jan. 1 began handing out government-subsidized \$40 coupons toward the purchase of the boxes - up to two per household -- and said Monday that it had already received more than 1 million requests for more about 2 million boxes.

QVC, the TV retailer, said it will provide a toll-free number for viewers who want to use the coupons toward the boxes.

Others certified included Best Buy, Circuit City, Kmart, RadioShack, Sam's Club, Sears, Roebuck and Wal-Mart.

The NTIA will begin mailing the coupons Feb. 17, one year out from the DTV-to-analog switch, but some viewers may want to wait depending on whether the anticipated \$60 price point for the boxes comes down in the wake of [EchoStar Communications' announcement Monday of a \\$39.99 box](#).

That box won't widely available until June. Unless someone steps up with a similarly priced box before that, the coupons of the earliest adopters could expire before the cheaper boxes hit most shelves.

TROY UNIVERSITY

Spring Career Fair

Wednesday, March 26, 2008 9:00 a.m. -- 2:00 p.m.

Registration Deadline: March 21, 2008

Get details and the registration form at:
http://www.al-ba.com/troy_career.pdf

Researcher Sees Growth for Satellite, But Even More for

HD Radio

Radio World
1.11.2008

In four years, satellite radio will have 39 million subscribers, and HD Radio will have 30 million adopters.

That's the outlook from a research company, Parks Associates, which put out a report about "next-generation radio."

"The radio space is experiencing a major shift in how audio content is consumed, sold and transmitted to consumers, creating significant growth in the adoption of satellite and HD Radio over the next five years," it stated. It sees total satellite listenership increasing from 20.5 million in 2008 to 39 million by 2012; HD Radio adoption will also increase

from 4.2 million to 30 million.

It quoted Research Analyst Chris Roden saying, "Most satellite radio subscribers use the service in their vehicle. Conversely, HD Radio owners view the product as similar to other CE devices such as DVD players and home networks. These consumers are more likely to listen to the service at home."

Short Term Radio Decline Expected to Reverse

by Jack Loechner, Thursday, Jan 10, 2008 4:07 PM ET

According to projections in "Radio Station Deals & Finance," a new study from SNL Kagan, radio's annual revenue growth will average 3.2%, reaching \$28.7 billion by 2016. Although revenue growth is slow, radio station values have held relatively firm - largely due to higher margins and ample free cash flow, SNL Kagan said.

Three major factors are contributing to a decline in the short term, according to Kagan:

- Internet ads' siphoning of agency dollars
- Last-minute booking of air time
- Static ad rates

According to SNL Kagan estimates:

- In the near term, radio stations will finish 2007 with a 1.5% drop in revenue excluding nonspot sales.
- Radio sales will drop to less than \$20 billion in 2007, compared with \$20.1 billion in 2006, again excluding nonspot sales.
- A revenue total including nonspot slightly mitigates the decline to a projected 0.8% for 2007.

According to the report, "at the end of Q3 2007 Wall Street pushed the average radio public trading multiple to 9.5x vs. an average public trading multiple in the region of 23x at year-end 1999, with many TV stations now trading higher than radio shares, in an historic switch."

LIN and Dish offer deal

(from TVBR)

As LIN Television battles cable MSOs in multiple markets who have resisted signing new deals to pay for retransmission consent, the TV group owner has teamed up with EchoStar's Dish Network to offer a special deal to new satellite subscribers. Under the offer, viewers in LIN TV's markets where a LIN TV station is unavailable on cable will receive a 50-bucks prepaid MasterCard via mail when they sign up for the Dish Network service.

Flash Cards

group can help you develop these) with one topic on each. Regular 3 x 5 file cards work fine for this. One set of cards describes relationships: mother and son, talent agent and star, insurance salesman and prospective purchaser, garage mechanic and car owner, music teacher and child prodigy... you get the idea

A second set of cards would be situations: a discussion of where to go for dinner, purchase of anything (new car, house, socks), first date, divorce, birth of a child, winning the lottery.

A third set of cards would be locale - where the scene takes place: coin collectors' convention, parking lot at Wal-Mart, surface of the moon, tunnel beneath Ft. Knox. Each set of cards can have unlimited possibilities. You'll think of more as you listen to all the sound bites in your audio library.

Here's how the game works. Shuffle the cards in each of three distinct piles and turn them face down. One person randomly picks and holds up the relationship card, another person a situation card, and the third person a locale card and you start brainstorming. Create a commercial based on those three elements. It could be a family at dinner discussing hairstyles, the first day on the job for a door-to-door piano salesman in a campground...or it could be three conversations adrift in an internet chat room. The possibilities are endless. Putting these elements together in unusual ways can and will create commercial ideas.

Recluse poet Jeffrey Hedquist is carving this onto a clay tablet while hanging from the end of a 200 foot bungee cord over a piranha-filled pool at Hedquist Productions, Inc. P.O. Box 1475 Fairfield, IA 52556. Phone 641-472-6708, Fax 641-472-7400, email jeffrey@hedquist.com.

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On the Road Again

Wow! I was amazed this weekend. I visited the newly renovated Lodge at Lake Guntersville State Park. It is fantastic! The facility is as nice as any other in the state. The Mission decor is carried out through the guest rooms, the lobby, restaurant, bar and huge ballrooms which overlook the beautiful Tennessee River. The hotel has been open for not even two weeks and was almost sold out this weekend. As you may be aware, the majestic bald eagle calls the park home in January and early February each year. Many people were there for bird watching activities.

Sure enough, an eagle flew past on Sunday morning... right in front of my balcony. I didn't even have to make the trek out at 6am with the enthusiasts. On Saturday, I saw an eight point buck climbing a hill beside the road and later in the evening, saw two fawns.

The lodge has a restaurant, open for three meals each day. Saturday night, the line was backed out the door. My plans for having breakfast on Sunday morning were thwarted. The restaurant closed at 10am for some reason - I don't think that's going to be routine. But, they have just opened and I'm sure there are kinks to work out.

I called the Guntersville Chamber of Commerce for recommendations about dinner locations for Saturday night. They suggested the Bistro le Luna in Covenant Cove. I assume it is owned by the same people who have the Blue Parrot Bar and Martinville Grille in the same location. I have to tell you that it was one of the best dinners I've had in a restaurant in awhile. It was exceptional. Check it out when you're in the area.

This weekend, I'm headed south to Mobile for an ABA Board meeting and Strategic Planning meeting. Hopefully, this week you or some of your staff members are traveling to one of the NRT Sessions in either Mobile (today), Birmingham (Wed) or Huntsville (Thur). Also, PLEASE make sure you're signed up for the Political Ad Seminar here in B'ham on Wed, the 30th.

Have a great week, everyone!
Sharon