

Top Ten Issues for Radio

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Anchorage
Bellevue
Los Angeles

New York
Portland
San Francisco

Seattle
Shanghai
Washington, D.C.



So what should be keeping you up at night?

- Always things to think about
- Plenty of issues on the table – probably more than I’ve ever seen
- Lots of policy issues from FCC and the Hill, even with the focus on broadband
- So here’s my mix of practical and policy to worry about....

10. Ownership Reports on July 8 – really!!!!!!!

- Ownership Reports for all commercial broadcasters
- Big deal for the FCC
- Postponed since last November
- So now you have to report as if it was last November
- Still Controversy over Social Security Numbers – but expect that filing will go forward

9. What you did and when you did it

- Quarterly issues programs lists

- 10 days after the end of each quarter – they go in your public file
- Biggest source of fines last renewal cycle
- Renewal cycle starts in less than a year and hits Iowa in 2012 for radio
- July 10 – get this quarter's report in the file

8. The Ups and Downs – Tower Issues

- Keeps lights lit
- Keep fences locked
- Keep fences in good repair
- Label High RF areas
- Post Tower registration information where visible from outside the fences

7. So what if no one ever looks? – the Public File

- Accessible during normal business hours to all who ask
- Ownership information
- FCC applications
- Letters from the public about station operations
- LMAs/JSAs
- QPIs

6. For a little guy, you sure make lots of noise – LPFM/translator issues

- Third adjacent channel interference issues on the Hill
- Translator filing freeze
- Limits on use of translators by AM stations
- HD-2 translators
- Timing issues on hops when moving translators

5. The HD Radio Soap Opera Plays On

- One of the most controversial issues out there – some just don't like it
- More power allowed – 6 times now, 10 on request with showing of no interference
- Opportunity for multicasting
- Chicken and egg – NPR leading the way, ethnic programming launched too

4. Be Nice to Your Engineer

- EAS – make sure it works
- Stay on frequency
- Stay within authorized power
- AM stations with day/night power or pattern differences – observe them!
- If something goes wrong – ask for STA – don't ignore problems and hope that no one will notice

3. Do You Own That?

- Don't use someone else's content without permission
- Places where I see issues:
 - Slogans, liners and positioning statements
 - Recorded music used in commercials and promos
 - Movie or TV bits incorporated into radio program
- Be careful with the use of pictures and other materials created by independent contractors
- Websites make you a target

2. Watch What You Say

- Not just indecency – though that issue has certainly not gone away
- Don't give away what you don't have – contest issues – announce and follow rules
- Tell who paid for what you say
- Noncommercial stations – be careful in saying thank you – for sponsorship ID
- Future issues? Fast food ads, emergency information in multiple languages

1. And Number 1 - A Piece of the Action

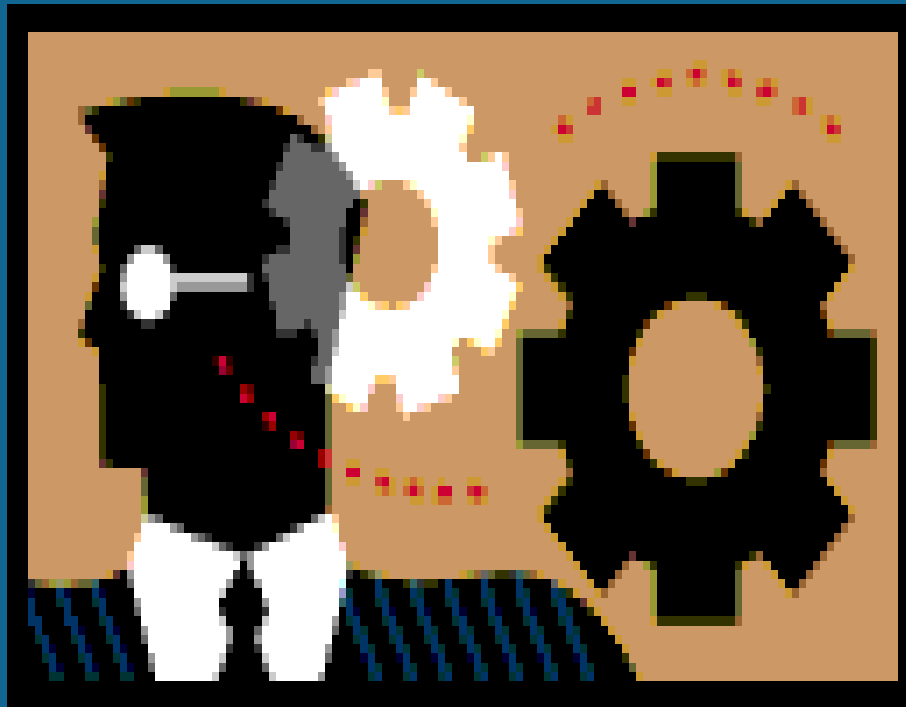
- Broadcast Performance Royalties – still a big battle that's not going away
- ASCAP/BMI fees – litigation over 2010-2015 fees?
- Streaming rights – NAB deal and the future
- Other on-line rights issues

Overtime – worries for the future

- Ownership – FCC reviewing their ownership rules
- Communications Act rewrite – and who knows where that goes – content regulation, license terms, advertising restrictions?
- Future of Media proceeding – localism, news programming obligations, etc – how does the 21st century broadcaster meet the needs of its community
- Spectrum fees or news tax? Proposed both by the FTC and in the Broadband Plan of the FCC

Now it's your turn...

- Time for your questions.....



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