

The Signal Returns!

In November 1951 a group of radio and television broadcasters came together to form what would eventually become the Maryland, DC, Delaware Broadcasters Association.

This forward thinking group of individuals knew that as a joint force they would become a stronger voice and have the ability to make changes that would be beneficial to the industry to which they were dedicated.

On that November day in 1951, the first order of business was to draft a constitution which established the purpose of MDCD. A brief excerpt from the original Constitution follows.

Article II: Purpose of the Association:

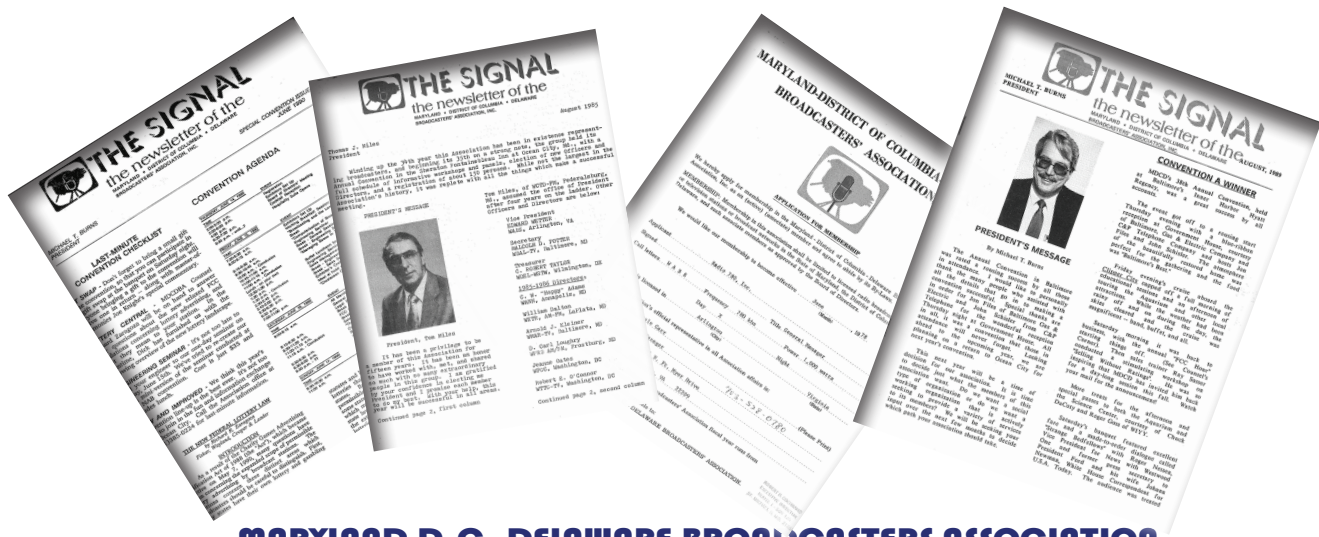
“The object of this Association shall be to promote closer cooperation and understanding among the members; to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio industry; to help educate the public and business generally concerning the uses and values of radio advertising, aural and visual; in general, to carry on any operation or activity in connection with the foregoing objects and purposes.”

While the broadcast industry has undergone so many dramatic changes since 1951, those words still express the underlying purpose of the Association and what it stands for.

MDCD has a rich and long history that must be remembered and celebrated. With the support of its membership, the Association can move forward to become one of the leading broadcast associations in the nation.

It has been a while since the last issue of The Signal was distributed. From this point forward, MDCD members will receive a new issue of The Signal each quarter. Each issue will contain pertinent information regarding issues, events, and industry news on a state and federal level.

Since this is your newsletter, we would appreciate your input. If there is any news or information you would like included in The Signal, please e-mail it to MDCD at info@mdcdbroadcasters.com.



MARYLAND D.C. DELAWARE BROADCASTERS ASSOCIATION



THE Chairman's MESSAGE

Jordan Wertlieb

Greetings Members:

There continue to be many exciting changes developing with the Maryland DC Delaware Broadcasters Association and I would like to take this opportunity to share them with you.

We have a newly elected Board of Directors, a new management team is in place and many exciting programs and services are being planned for our members. If you have been a part of the Association in the past, you are already aware of the good work that has been done to keep local over the air radio and TV broadcasting a strong part of the community. Whether it is government relations, training, or legal and FCC counseling services, the MDCD Broadcasters Association continues to provide invaluable resources to our members. If you have not been part of the Association in recent years, we welcome the opportunity to get reacquainted and make our Association better through your participation.

In the next few weeks there will be even many more noticeable changes and opportunities for our members. This newsletter will be sent out quarterly, two more legal webinars have been scheduled, and our website, www.mdcdbroadcasters.com, will continue to be developed and updated. These programs rely upon a vibrant NCSA program and we will be reaching out to you over the next few weeks for your support. In addition, the Association will be reinstating annual dues from our membership and a dues schedule based on your groups' revenues is attached. Please call our management team with any specific questions regarding dues as they would be happy to help.

On behalf of our management team led by Lisa Reynolds and the entire Board of Directors of the Maryland DC Delaware Broadcasters Association, I thank you in advance for your participation and support and invite you to contact members of the board to discuss how we can build a better association together.

Sincerely,

MDCD Board of Directors

Chairman

Jordan Wertlieb, WBAL-TV

Vice Chairman

Dave Aydelotte, WCBC Radio

Secretary

Rudy Guernica, Univision

Treasurer

Bob Bloom, Delmarva Radio

Past Chairman

Mark Hyman, Sinclair Broadcasting

Directors By Region

Baltimore City

Bill Hooper, WMAR-TV

Ed Kiernan, WBAL Radio

Bob Pettit, WCBM Radio

Maryland

Craig Jahelka, WBOC-TV

Bill Parris, Multicultural Broadcasting

Bill Prettyman, Prettyman Broadcasting

Washington, D.C.

Mario Christino, Radio One

Eric Meyrowitz, Tribune TV

Alan Sawyer, WUTB-TV/FOX TV

Jim Watkins, WHUR-FM

Delaware

Jane Bartsch, Beasley Radio

Joe Beail, Delmarva Radio

Chris Walus, Clear Channel Radio

At Large

Howard Mazer, Radio One

Associate

Dan Spears, BMI

The Signal is published quarterly by the Maryland DC Delaware Broadcasters Association, Post Office Box 342, Raleigh, North Carolina 27602. If you have any staff or address changes, please contact the MDCD office at (888) 366-6323. Web site: www.mdcdbroadcasters.com.

MDCD Board Meeting

The MDCD Board of Directors met Friday, July 16 at Four Points by Sheraton. It was the first meeting of the Board since turning over the day to day operations of the Association to our new management group. You can read more about the new management on page 7.

A full agenda was enthusiastically met by Board members, making for a very productive meeting. Among the numerous topics discussed were assigning members to committees; settling the budget; and the launch of the MDCD website.

Frank Montero, Fletcher, Heald & Hildreth, PLC, and George Manis, Manis, Canning & Associates, reported on lobbying efforts tracking on the Association's behalf. Each of them stressed the importance of the MDCD membership becoming more involved in order to help ensure success.

In an effort to encourage more participation by MDCD membership, e-mails had been sent inviting all members to attend a luncheon that followed the morning's Board meeting. All in attendance agreed that it was a great opportunity to meet Board members, to ask questions, make suggestions, and learn what the future



Joe Di Scipio, Duffy Dyer, and Alan Sanyer joined the all members lunch on July 16th and heard from members of NAB.

holds for our Association.

Following lunch, Chris Ornelas and Sue Keenom, representatives from the National Association of Broadcasters, gave an informative presentation on the most pressing federal challenges presently facing the broadcasting industry. The major topics that Chris focused on were spectrum management, performance tax, and retransmission consent.

Chris admitted that these issues are challenging, however he stressed the im-

portance of broadcasters showing a united front and working toward the greater good. He emphasized the benefit of MDCD members being in the backyard of Congress. It is a unique position and one that should be utilized to its fullest. NAB urged for MDCD members to get involved and become the voice of the broadcast industry.

New Website Unveiled

During the Board meeting, the Association's new and improved website was launched. Each page was reviewed by Board members who gave the site high marks. The new website is a great way to stay up to date on the latest industry news, learn about Association events, and membership resources.

One of the many benefits of the new website is the MDCD Job Bank which offers stations the opportunity to post available job openings for the public. Another bonus is the online MDCD Member Directory that lists each member station with contact information.

Be sure to visit the new website at:

www.mdcdbroadcasters.com



Chairman Jordan Wertlieb and Past Chairman Mark Hyman prepare for the Board Meeting.

MDCD Dues Reinstated

The MDCD Board has decided to reinstate dues for all members of the Association for 2011. Each member will be invoiced by October 1, 2010. Dues are calculated per geographical market and aggregated annual revenue for licensed commercial radio or television broadcast companies in Maryland, DC and Delaware. Please see below for the approved dues schedule and contact the Association if you have any questions.

MDCD members will receive exceptional advocacy, information, and career development opportunities. Member benefits include:

Advocacy	Congressional meetings & State Leadership Conference Meetings. All of the members of MDCD are in an unique position of being physically close to Congress. You can serve as their main source of information for the broadcasting industry.
Education	Seminars to help strengthen management skills by addressing topics such as advertising law, political broadcasting, license renewal, broadcast sales, First Amendment and news gathering law, media law and employment.
Legal	Alternative FCC Inspection Program, Legal Hotline & Legal Advisories on important issues.
Publications	<u>The Signal</u> , our quarterly newsletter, will contain information pertaining to the industry and updates on local, state, and national issues.
Website	The MDCD website, www.mdcdbroadcasters.com , provides members with up-to-the-minute industry news, member updates, a resource finder, an online version of the MDCD directory, as well as a job bank.

Annual revenues¹

Active Members for Commercial Radio & Television

Less than	\$400,000	\$	200
	\$400,001-\$600,000	\$	350
	\$600,001-\$800,000	\$	500
	\$800,001-\$1,000,000	\$	750
	\$1,000,001-\$10,000,000	\$	1,000
	\$10,000,001-\$15,000,000	\$	1,150
	\$15,000,001-\$20,000,000	\$	1,300
	\$20,000,001 or greater	\$	1,500

Noncommercial Radio and Television Annual dues will be \$500 per station

Associate Members Dues \$500 per member

¹ Measured for the company's tax year ending within the Association's membership year.

2010 Marconi Award Finalists Announced

The National Association of Broadcasters recently announced the finalists for the 2010 NAB Marconi Radio Awards honoring radio stations and on-air personalities for excellence in broadcasting. The winners will be announced on September 30 at the NAB Marconi Radio Awards Dinner & Show held during the 2010 Radio Show.

The following Maryland, DC, and Delaware stations were named as finalists:

Legendary Station

WTOP-FM, Washington, DC

Spanish Personality of the Year

Rafael Orlando, WYUS-AM, Milford, DE

Major Market Station of the Year

WTOP-FM, Washington, DC

Small Market Station of the Year

WFRE-FM, Frederick, MD

News/Talk Station Of the Year

WTOP-FM, Washington, DC

Urban Station of the Year

WHUR-FM, Washington, DC

Congratulations to these finalists and the best of luck!

The 2010 Radio Show, produced by the Radio Advertising Bureau (RAB) and the National Association of Broadcasters (NAB), will be held September 29-October 1 in Washington, DC. This year's show brings radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies to help radio flourish in the digital age. To register and learn more about the 2010 Radio Show, please visit www.RadioShowWeb.com.

Alternative Broadcasting Inspection Program

In cooperation with the FCC, MDCCD has developed, an FCC Technical Station Inspection Program to help stations comply with FCC regulations. The MDCCD FCC “technical” station inspection program is being implemented pursuant to an agreement between MDCCD and the FCC’s Field Office. Under this program, if you are inspected by an MDCCD approved technical inspector and are certified by MDCCD to be in compliance with the FCC’s technical rules, the FCC Field Office will not conduct a routine inspection of your station for **three** years.

How The Program Works

MDCCD’s technical and engineering inspectors have been approved by the FCC to conduct inspections comparable to official FCC Field Office inspections. These inspections will typically include the following:

- Inspection of transmitter operation, transmission standards and tower regulations.
- Inspection to assure compliance by the station with its FCC licenses including compliance with directional AM parameters and auxiliary operations.
- Inspection of remote control point operations, extension metering and automatic transmission systems, and review of operational requirements for stations located outside the city of license.
- Inspection of each station’s Emergency Alert System (EAS) and review of Chief Operator requirements, station logs and the public inspection file.

When the inspector is satisfied that the station is in compliance and has taken all required remedial actions, MDCCD, upon approval of the inspector, will send a Certification of Compliance to the station and to the Field Office of the FCC. Upon receipt of the MDCCD Certification of Compliance, the FCC’s Field Office will not conduct a routine random inspection of the station for a period of **three** years from the date of certification. However, during this three-year period, the station will still be subject to the following FCC inspections: (1) public file inspections relating to political broadcasting or EEO materials; (2) inspections con-

cerning tower safety; and (3) complaint-driven inspections. Also, the MDCCD/FCC Technical Station Inspection does not insulate the station from FCC compliance problems that may later arise during the course of an FCC inspection, complaint proceeding or upon renewal of the station’s license. The fact that a subsequently discovered regulatory deficiency or violation was not discovered and disclosed to the station by the inspector as part of or in connection with an MDCCD/FCC Technical Station Inspection does not mean that the station may not later be held accountable by the FCC for that deficiency or violation. The inspection is not a substitute for FCC legal advice.

ABIP Radio Costs

The cost of an FCC technical inspection for an MDCCD member radio station will be \$500 for the first station and \$250 for each additional commonly owned station with co-located main studios and co-located transmitter sites. For directional AM stations, an additional fee of \$50 per monitoring point will be charged.

ABIP TV Costs

Member TV Station	\$	850.00
Member LPTV Station	\$	650.00
Non-Member TV Station	\$	1,050.00
Non-Member LPTV Station	\$	850.00

Please contact the Association office at (888) FON-MDCCD or go to www.mdcdbroadcasters.com for more information about the inspection process.



Meet The AMI Team

Association Management, Inc. (AMI) is a full-service management company that specializes in providing a comprehensive and efficient management option to state and national trade associations, foundations, political action committees and other non-profit organizations. Established in 1993, AMI has a staff of qualified professionals who are dedicated to meeting the needs of its clients.

Lisa Reynolds is AMI President and Association Manager. A native North Carolinian, Lisa has lived all over the United States and graduated from high school in Panama. She received a B.A. from Elon College.

Lisa has 16 years of experience working with an impressive list of political figures in Washington, among them Senators Dole, McCain, Bond and Ashcroft. She started as an intern for President George Bush then turned her attention to political fund-raising followed by party committee work and PAC/Corporate fund-raising. Most recently, Lisa worked with political pro-

grams and PAC's for various corporations and associations including Merck and Oracle.

Joanne Higgins has been with AMI for five years and serves as Director of Communications and Event Planning. Joanne relocated to North Carolina from Tennessee where she worked at the Dyer County Chamber of Commerce for 11 years. She attended Youngstown State University (Ohio).

Gail Summerville joined AMI in 2003. Gail serves as Membership Manager and assists Association members with administrative needs. Gail also serves as the office manager for AMI. Gail attended Richmond Technical College.

Elizabeth Parker is the newest addition to the team at AMI. She spent six years in Washington, D.C. working in the political arena and financial sector. Elizabeth received a Masters Degree from the University of North Carolina at Chapel Hill. She is AMI's Director of Communications and Special Projects.

News & Notes

Legal Hotline and Legal Webinars

There is now a legal hotline set up for any members of MDCCD that may have legal questions or concerns. Please call the Association at (888) FON-MDCCD and you will be directed to the appropriate person.

Our first legal webinar on the topic of political broadcasting news was held on July 29. Upcoming webinars are: **Webinar on Indecency** which will take place **October 20, 2010 at 3 p.m.** and a **Webinar on License Renewal Process** to be held **January 2011**. Specific date and time will be announced on the MDCCD website and in upcoming editions of *The Signal*.

FCC Picked as Most Improved Government Agency

July 12, 2010

The FCC was picked as the "most improved" federal agency in the 2010 OPM Viewpoint Employee Survey, just released by the Office of Management and Budget.

FCC Chairman Julius Genachowski was "delighted" by the survey results, saying they "reflect the hard work being done throughout the agency to make the FCC a model of excellence in government."

Genachowski continued, "The FCC's reform agenda, which builds on the impressive strides made by Commissioner [Michael] Copps as acting chairman, includes creating new opportunities for employees to provide feedback; improving employee communication through technology and new media; and focusing on leadership development and opportunities for employees. I applaud the work of the FCC management and staff and look forward to more great things to come."

MDCCD

888-FON-MDCCD * 888-366-6323

www.mdccdbroadcasters.com



MDCD
Board Meeting
July 16, 2010



