



January 11, 2013

Dear NABOB Members and Friends,

**NABOB URGES FCC NOT TO ALLOW
FURTHER CONSOLIDATION OF OWNERSHIP IN BROADCASTING AND TO
PROMOTE MINORITY STATION OWNERSHIP**

As we begin 2013, NABOB finds itself fighting some of the same battles it has been engaged in for over a decade. The Federal Communications Commission is conducting its quadrennial review of its broadcast ownership rules, and NABOB has been urging the Commission to refrain from further relaxing any of its ownership rules, including its broadcast-newspaper cross-ownership rules. In letters to the Commissioners and formal Comments filed with the Commission, NABOB explained that, "If large radio group owners are now allowed to combine their multiple station ownership advantage with ownership of a daily newspaper, the group owner will be able to combine the radio and newspaper sales forces, and will be able to offer advertisers a combined radio-newspaper buy, which will leave minority owners even more disadvantaged in their efforts to compete in the marketplace."

NABOB urged the Commission to complete the studies required by the Supreme Court in the *Adarand* case, which would provide the Commission a basis for adopting new policies specifically designed to promote minority broadcast station ownership.

**NABOB GENERATES \$1.2 MILLION AD BUY;
CONTINUES EFFORTS TO GENERATE
MORE FEDERAL ADVERTISING REVENUES FOR MEMBER STATIONS**

As we reported recently, a radio advertising order totaling approximately \$1.2 million for November and December 2012 was placed by a consortium of mortgage companies, and NABOB member stations received most of it. NABOB, in cooperation with key members of the Congressional Black Caucus, was behind the effort to get these advertising dollars on NABOB stations. The net result was \$1.2 million for NABOB radio members and the urban radio community as the 2012 year came to a close. This

IFR business resulted solely from the efforts of NABOB, Sherman Kizart and Spotset Radio Networks.

NABOB is committed to continuing this push for more ad dollars for NABOB members. NABOB will use its unique relationships with key persons in the Federal government and the advertising community to identify advertising dollars for NABOB members.

#IN THE BLACK CAMPAIGN CONTINUES TO PRESS FOR MORE AD DOLLARS

In June, NABOB joined with BET Networks and a large consortium of other companies to create a history making black media and marketing consortium. The consortium launched a revolutionary #INTHEBLACK campaign to encourage increased investments in the African American consumer marketplace while helping companies reach the African American audience more effectively. The consortium is continuing its efforts with activities focused at specific advertisers. NABOB is actively involved in these ongoing efforts.

**NIELSEN ACQUIRING ARBITRON;
ARBITRON AND THE PPM COALITION CONTINUE QUARTERLY
MEETINGS; NABOB JOINS MRC**

It was recently announced that Nielsen is acquiring Arbitron. NABOB is pleased to hear about the planned acquisition of Arbitron by Nielsen. NABOB has a good relationship with both companies, and the combination of the companies could provide better and more extensive audience measurement benefits to both the television and radio industries. However, NABOB is concerned that such mergers often result in rate increases to customers, and we would not want to see that happen. Therefore, NABOB is cautiously optimistic that this will be very good news for the television and radio industries.

The planned acquisition must be approved by the U.S. Department of Justice, and DOJ usually requires several months to complete such a review. NABOB will be monitoring the DOJ review process, and will keep members apprised as that process continues.

In spite of the pending acquisition, the current positive working relationship between NABOB and Arbitron is unchanged. Pursuant to the agreement between the PPM Coalition and Arbitron, Arbitron agreed to make several improvements to the PPM service, including the use of address-based sampling and in-person recruitment for a portion of the PPM panel in high density Black and high density Hispanic areas. Since entering into that historic agreement, Arbitron, the Media Ratings Council and the PPM Coalition have continued to hold quarterly meetings at which Arbitron has provided in-depth reports on the progress it is making to fully implement the improvements to the PPM methodology. Recently, NABOB joined the MRC to obtain a complete

understanding of the accreditation process and to involve itself in future accreditation decisions.

CONTACT

NABOB is here to serve you. If there is an issue you want to discuss in the newsletter, or if you have information about your station and its service to your community that you want to share with other members, please contact me at (202) 463-8970 or at jwinston@nabob.org.

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