



NABOB

National Association of
Black Owned Broadcasters

Friday, March 3, 2017

What to Expect in 2017

This year is going to be a year of transition for all of us. We experienced eight inspiring years with President Barack Obama, our first African American President. Now, the administration of Donald Trump has begun, and it is clear that it will produce many challenges for the African American community. As African American owners and managers of broadcast stations, it is important that we continue, and increase, our efforts to be the voices of our communities.

In order to make certain that we continue those efforts, NABOB is working to help all owners achieve business success. In 2016, NABOB had a number of accomplishments, which we will build upon in 2017. Among those accomplishments are:

- The FCC implemented NABOB's proposal to allow Class C and D AM radio stations the first opportunity to apply to move existing FM translators during the filing window that extended from January 29, 2016 to July 28, 2016. Several NABOB members obtained FM translators for their AM stations through that process.
- The FCC is scheduled to implement the second phase of NABOB's FM translator proposal later this year, when it will allow Class C and D AM stations to be the first stations to apply for construction permits to build new FM translators. The FCC has not set the date for opening that filing window. NABOB will inform you when it does.
- On February 26, 2016, NABOB, in cooperation with Mediavest, a major national advertising agency, held the Mediavest-NABOB "Madison Avenue & Minority-Owned Radio Partnership Forum," in New York City. The event grew out of a commitment Brian Terkelsen, President of Mediavest, made to Sherman Kizart and NABOB at the NABOB Fall Conference-Power of Urban Radio Forum in October 2015. Brian shared the idea with the 4As and several additional agencies got involved. The event featured keynote remarks from radio legend Tom Joyner and a panel discussion with station and agency representatives, moderated by Erica Faber, President and CEO of the Radio Advertising Bureau. The really historic portion of the event was the speed-dating process. For three hours, station owners and managers were able to meet with over a hundred representatives from

major ad agencies, including Starcom Mediavest group, ZenithOptimedia, OMD, Horizon, Initiative, UM Worldwide, Dentsu Aegis, MediaAssembly and others. Station owners and managers reported that they were able to have meaningful dialogue with agency representatives that they could not have obtained on their own. Commenting on the speed-dating, one NABOB member emailed NABOB with the following report: "We engaged close to 35 representatives from participating agencies that were representing a lot of brands that make sense for us. It was a tremendous effort." NABOB is considering a similar event for 2017.

- NABOB helped push for the FCC's March 1, 2016 Enforcement Bureau advisory in which the Commission advised the public that operation of illegal pirate radiostations could subject both the operators and those who support their operations to substantial penalties. Many NABOB members experience ongoing harm to their lawful operations from illegal pirate operations. The advisory and letters, signed by all five Commissioners, were sent to real estate, advertising, public safety, and law enforcement organizations, and provided a strong message that the Commission is serious about enforcement of its statute and rules prohibiting pirate operation.
- NABOB was successful in getting a "Roundtable Discussion on Diversity and Government Advertising" hosted by the FCC's Office of Communications Business Opportunity ("OCBO"), which was held at the FCC's offices on March 23, 2016. For several years, NABOB has been seeking to get the leadership of the federal agencies that collectively purchase \$500 million in commercial advertising annually to investigate their advertising purchases to determine if their advertising is being placed in a fair and efficient manner. By inviting persons from other federal agencies to participate in this roundtable discussion, OCBO assisted NABOB in this effort.
- NABOB held its 40th Annual Fall Broadcast Management Conference and 16th Annual Power of Urban Radio Forum, October 12-13, 2016, at the Washington Marriott Georgetown Hotel in Washington, DC. The conference was very well attended and featured leading industry and government panelists. One of the highlights of the conference was the interview of Valerie Jarrett, Special Assistant to President Barack Obama, by Melody Spann-Cooper, President of Midway Broadcasting, WVON, Chicago.

As we look ahead to 2017, we will build upon this list of accomplishments from 2016. We have scheduled our **41st Annual Fall Broadcast Conference and 17th Power of Urban Radio Forum for October 11-12, 2017**, again at the Washington Marriott Georgetown Hotel. As always, we will have speakers and panelists addressing the issues most important to broadcasters today. Save the Date!

CONTACT:

NABOB is here to serve you. Please don't hesitate to contact us.

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