



2015 Membership Resource Guide

BROADCASTER
TV



Aaron Scoby - Serestar Communications

As Chair of the California Broadcasters Association, I want to thank you for helping to keep your state trade association financially strong. Your membership dues provide the revenue necessary to advocate on your behalf to the Governor, the 120 members of the Legislature, our 55 member Congressional delegation, all regulatory agencies in Sacramento as well as in Washington D.C. We recognize the financial pressures facing your station(s) in 2015 and the CBA expects to provide our advocacy services for the same dues dollars your station paid over 30 years ago!

In addition to dues revenue, we need your participation in our Public Education Partnership (PEP) program so the Association can provide many other quality services to you and the over 1000 radio and television stations in California. A PEP spot (formerly known as NCSA), like a PSA, is a category of spot announcement recognized by the FCC and approved by the IRS. CBA member stations pledge any amount of their unused inventory and the CBA makes this time available at a discount to charitable organizations and government entities that do not have the resources to purchase traditional advertising.

Your small investment in dues and the PEP program makes a BIG difference. The California Broadcasters Association successfully faced many challenges on your behalf last year and delivered many different types of services to broadcast stations. Often your busy role as station executives leaves little time to explore these free resources. That is why I asked your CBA staff to try and squeeze some short examples of the assistance they can offer you into this guide.

As a quick preview, inside there is information on political advertising resources; scholarships for your station employees and their families; the Alternative Broadcast Inspection Program to help you avoid costly FCC fines; our free labor law training and auto advertising clearance; a rapid response program to resolve a First Amendment crisis, and new programs to help reduce your hiring costs.

The CBA does everything it can to improve your bottom line, please help them with theirs.

Founded in 1947, the CBA's main mission is to respond to local, state and national legislative challenges facing our industry. However, your CBA does much more than that. The staff provides advice on issues involving sales, advertising, license requirements, personnel, programming, news gathering, FCC compliance and public service.

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 916-444-2237
 YourCBA.com

**2015
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 Board
 Of
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 Executive
 Committee**

Aaron Scoby
 KNSO-TV Fresno
 Terry Fahy
 KFSH/KKLA/KRLA/KTIE Glendale
 Teresa Burgess
 KBAK-TV/KBFX-TV Bakersfield
 Tom Skinner
 KZST-FM/KJZY-FM/KBBL-FM/KWVF-FM Santa Rosa
 Elliott Troshinsky
 KCRA-TV/KQCA-TV Sacramento
 John Paley
 Lotus Communications Los Angeles

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Greg Ashlock
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 Jeff Block
 KGTV-TV San Diego
 Kathleen Choal
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 Dino Corbin
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 Mark Danielson
 KEYT-TV Santa Barbara
 Brian Holton
 KHTV-TV/KSFV-TV/KVME-TV Los Angeles
 Cal Hunter
 KBLF-AM Red Bluff

Rick Jackson
 KSON/KIFM/KBZT San Diego
 Bob Kieve
 KLIV-AM/KRRTY-FM San Jose
 Michael Dean McKinnon
 KUSI-TV San Diego
 Karl Meyer
 Univision Los Angeles
 Martin Serna
 Four Amigos Broadcasting Palm Springs
 Andrew Stewart
 KRCR-TV/KAEP-TV Redding
 Steve Stuck
 KUVS-TV/KTFK-TV Sacramento
 Philip Wilkinson
 Serestar Communications Sacramento

Helping Secure Political Ad Revenue

Since the advertising dollars generated during election seasons are critical to a station's bottom line, the CBA is always looking for ways to assist your sales effort. We start by composing a contact list of the major candidate campaigns and all the ballot propositions so you know the correct political consultant or buying agency to call. We also put together seminars with the consultants who are handling the top spending campaigns to advise you how to market your audience to them. Finally, we keep in constant communication with the political professionals to ensure proposed state or federal legislation does not put radio or television stations at a competitive disadvantage with other media.

Motor Vehicle Advertising Check

While the Federal Trade Commission generally restricts its regulatory punishments to auto dealers, stations may be at risk if they are involved in the creative process. Because of the complexities of trigger terms, toll free numbers, discounts, finance rates, etc., the CBA has been working with the Los Angeles law firm of Manning, Leaver, Bruder & Berberich for over a dozen years to assist stations in verifying their motor vehicle ads meet all legal requirements. Contact CBA staff for details.

Working With Elected and Regulatory Officials

The CBA office is located close to the state capitol building to ensure easy access to legislators and government executives. We travel to Washington D.C. on a regular schedule to meet with congressional members and staff, along with FCC Commissioners and their staff. While broadcasters are welcome to travel with us, the CBA also sets up appointments with state and federal officials for station managers in their communities. Please let us know how we can help you connect with the elected representatives serving your audience.

Labor Law Program

The CBA maintains an agreement with Jeff Owensby, one of the top labor counsels in California, to provide you with a free one hour consultation on any labor-related issue. You can call Jeff at (916) 442-0033 or e-mail him at jowensby@rmlaw.net.

You can read about his courtroom experience and law credentials at: www.sacramentolaborlaw.com/attorneys/jeffery-owensby

Alternative Broadcast Inspection Program

The CBA Alternative Broadcast Inspection Program (ABIP) provides stations an opportunity to ensure they are in compliance with FCC regulations and to educate station personnel on the processes and paperwork your FCC license requires. Successful passage of the ABIP provides a three year protection from random inspections by the FCC. For more information or to sign up for the inspection, contact the CBA.

First Amendment Rapid Response

The CBA maintains an agreement with Guylyn Cummins of the law firm Sheppard, Mullin, Richter & Hampton in San Diego to offer stations advice when they face an urgent or other type of First Amendment controversy. Guylyn has offered counsel to stations on search warrants, access problems, mug shots, and many other journalism issues. The first hour is free to CBA members, so call us if you need her services.

CBA Scholarship Program

The California Broadcasters Foundation (CBF) is the non-profit educational arm of the CBA. The CBF Scholarship Program awards four \$1000 educational scholarships for radio and four \$1000 scholarships for television each semester.

Who Can Apply:

1. Any enrolled college student working as an intern at a California Broadcasters Association member radio or television station. There are no minimum hours per week requirements.
2. Any immediate family members of an employee (or the employee) working at a radio or television broadcast station that is a member of the California Broadcasters Association. The family member must be majoring in a broadcast-related field (communications, journalism, engineering, marketing, etc.).

How To Apply:

Applications are available on the CBA website (www.YourCBA.com) each semester.

FCC Regulatory Proceedings and Media Court Case Actions

Each year the CBA partners with other state associations to file comments on issues before the FCC and joins media organizations in arguing broadcast matters in state and national courts. In the first few months of 2015 we have participated in the rulemakings relating to: streamlining broadcast contest disclosures; expanding online public file obligations to cable, satellite and radio; waiving part of the rules requiring television stations to make certain information available in the audio portion of their SAP stream; and delaying for six months the visual emergency information requirement for television.

Omnia Behavioral Assessment

Sorting through the applications for any new hire can be a daunting process. The Omnia Behavioral Assessment test helps you make informed decisions about applicants to interview and hire. The CBA provides each member station with a package of free tests to assist in their hiring. Signing up is simple and test results are provided within 48 hours. For more information contact the CBA or go to www.Omniagroup.com/broadcasters.

Harassment Awareness Training

California state law requires all supervisors/managers to complete awareness and prevention training every two years or within six month of hiring. Through a partnership with the California Chamber of Commerce, CBA members can satisfy this training requirement through an on-line course for FREE.

In addition to the two hour required training for supervisors/managers, we also offer a one hour course for non-supervisors. This is not required by state law; however, it is a great opportunity to educate your employees and avoid potential problems.

Once you are signed up for the course you receive log-in instructions and can complete the training at your own pace.

Want More Information?

The CBA provides several targeted e-mail newsletters and updates on specific issues throughout the year. If you are interested in receiving one or more of these updates, sign up at the website: YourCBA.com/news.

The Broadcaster

Regularly published since the founding of the CBA in 1947, the Broadcaster provides updates and analysis of the issues facing California stations.

Capitol Connection

When issues affect California stations, the CBA's weekly e-mail keeps you informed.

Political Advertising Contacts

Each election the CBA compiles a list of those placing political buys for initiatives and candidates.

Twitter

Get your daily fix of broadcast news and information. @YourCBA

Facebook

Expands CBA's social media presence.



Want to be a CBA Board Member?

The CBA is governed by a Board of Directors. We strive to have an appropriate balance of small, medium and large stations and markets represented that reflect the broad ethnic diversity of our state. All meetings are by teleconference except for one face-to-face meeting each summer.

Criteria for consideration includes:

- Work as a station management executive or owner - Support the CBA through dues and/or PEP program
- Desire to assist with state and federal lobbying efforts - Encourage non-board colleagues to attend CBA events
- Help in recruiting other board members

California Congressional Contacts

2015 is proving to be a challenging year for broadcasters in Washington D.C. We will be asking you to contact the members of congress that represent your listening/viewing audience. The better relationship you have with your congressional representatives and their telecommunications staff, the more likely we are to prevail in the many battles that will arise throughout this year.

Member	District	Consultant	Title	Phone	Email
Aguilar, Pete	31 D	Becky Cornell	Leg Director	202-225-3201	Becky.Cornell@mail.house.gov
Bass, Karen	37 D	Chris Randle	Leg Counsel	202-225-7084	Chris.Randle@mail.house.gov
Becerra, Xavier	34 D	Grisella Martinez	Sr Leg Assistant	202-225-6235	Grisella.Martinez@mail.house.gov
Bera, Ami	7 D	Erin O'Quinn	Leg Director	202-225-5716	Erin.OQuinn@mail.house.gov
Brownley, Julia	26 D	Jean Fundakowski	Leg Assistant	202-225-5811	Jean.Fundakowski@mail.house.gov
Calvert, Ken	42 R	Molly Lowe	Leg Assistant	202-225-1986	Molly.Lowe@mail.house.gov
Capps, Lois	24 D	Aaron Shapiro	Sr Leg Assistant	202-225-3601	Aaron.Shapiro@mail.house.gov
Cardenas, Tony	29 D	Virginia Zigras	DCoS/Counsel	202-225-6131	Virginia.Zigras@mail.house.gov
Chu, Judy	27 D	Linda Shim	Chief of Staff	202-225-5464	Linda.Shim@mail.house.gov
Cook, Paul	8 R	Michael Fresquez	Senior Advisor	202-225-5861	Michael.Fresquez@mail.house.gov
Costa, Jim	16 D	Donald Grady	Leg Assistant	202-225-3341	Donald.Grady@mail.house.gov
Davis, Susan	53 D	Brandon Mendoza	Leg Aide	202-225-2040	Brandon.Mendoza@mail.house.gov
Denham, Jeff	10 R	Juliet Guaglianone	Leg Assistant	202-225-4540	Juliet.Guaglianone@mail.house.gov
DeSaulnier, Mark	11 D	India McKinney	Leg Director	202-225-2095	India.McKinney@mail.house.gov
Eshoo, Anna	18 D	David Grossman	Senior Advisor	202-225-8104	David.Grossman@mail.house.gov
Farr, Sam	20 D	Morgan Keese	Leg Assistant	202-225-2861	Morgan.Keese@mail.house.gov
Garamendi, John	3 D	William Tran	Leg Assistant	202-225-1880	William.Tran@mail.house.gov
Hahn, Janice	44 D	Jocelyn Rivera-Olivas	Leg Assistant	202-225-8220	Jocelyn.Rivera-Olivas@mail.house.gov
Honda, Michael	17 D	Lael Herbert	Fellow	202-225-2631	Lael.Herbert@mail.house.gov
Huffman, Jared	2 D	Logan Ferree	Sr Leg Assistant	202-225-5161	Logan.Ferree@mail.house.gov
Hunter, Duncan	50 R	Reed Linsk	Sr Leg Assistant	202-225-5672	Reed.Linsk@mail.house.gov
Issa, Darrell	49 R	Ellen Schrantz	Counsel	202-225-3906	EllenDargie.Schrantz@mail.house.gov
Knight, Steve	25 R	Daniel Outlaw	Leg Assistant	202-225-1956	Daniel.Outlaw@mail.house.gov
LaMalfa, Doug	1 R	John Pezzullo	Leg Assistant	202-225-3076	John.Pezzullo@mail.house.gov
Lee, Barbara	13 D	Andrew Goodwin	Leg Assistant	202-225-2661	Andrew.Goodwin@mail.house.gov
Lieu, Ted	33 D	Andrew Lachmann	Leg Director	202-225-3976	Andrew.Lachman@mail.house.gov
Lofgren, Zoe	19 D	ZJ Hull	Leg Counsel	202-225-3072	ZJ.Hull@mail.house.gov
Lowenthal, Alan	47 D	Annie Nguyen	Leg Assistant	202-225-7924	Annie.Nguyen@mail.house.gov
Matsui, Doris O.	6 D	Kyle Victor	Leg Assistant	202-225-7163	Kyle.Victor@mail.house.gov
McCarthy, Kevin	23 R	Brandon Eden	Leg Assistant	202-225-2915	Brandon.Eden@mail.house.gov
McClintock, Tom	4 R	Chris Tudor	DLeg Director	202-225-2511	Chris.Tudor@mail.house.gov
McNerney, Jerry	9 D	Patrick Arness	Leg Director	202-225-1947	Patrick.Arness@mail.house.gov
Napolitano, Grace	32 D	Joe Sheehy	Leg Director	202-225-5256	Joe.Sheehy@mail.house.gov
Nunes, Devin	22 R	Bill Kutson	Policy Advisor	202-225-2523	William.Kutson@mail.house.gov
Pelosi, Nancy	12 D	Kenneth DeGraff	Policy Advisor	202-225-4965	Kenneth.Degraff@mail.house.gov
Peters, Scott	52 D	Daniel Zawitoski	Leg Director	202-225-0508	Daniel.Zawitoski@mail.house.gov
Rohrabacher, Dana	48 R	Ken Grubbs	Press Secretary	202-225-2415	Ken.Grubbs@mail.house.gov
Roybal-Allard, Lucille	40 D	Victor Castillo	Chief of Staff	202-225-1766	Victor.Castillo@mail.house.gov
Royce, Edward	39 R	Darrin W. Schrader	Special Assistant	202-225-4111	Darrin.Schrader@mail.house.gov
Ruiz, Raul	36 D	Ross Arnett	Leg Cor.	202-225-5330	Ross.Arnett@mail.house.gov
Sánchez, Linda	38 D	Andrew Noh	Leg Assistant	202-226-0651	Andrew.Noh@mail.house.gov
Sánchez, Loretta	46 D	Stephanie Colquhoun	Leg Assistant	202-225-2965	Stephanie.Colquhoun@mail.house.gov
Schiff, Adam B.	28 D	Jeff Lowenstein	Leg Director	202-225-4176	Jeff.Lowenstein@mail.house.gov
Sherman, Brad	30 D	Lauren Wolman	Sr Leg Assistant	202-225-5911	Lauren.Wolman@mail.house.gov
Speier, Jackie	14 D	Josh Connolly	Leg Director	202-225-3531	Josh.Connolly@mail.house.gov
Swalwell, Eric	15 D	Andrew Ginsburg	Leg Director	202-225-5065	Andrew.Ginsburg@mail.house.gov
Takano, Mark	41 D	Yuri Beckelman	DCoS/Leg Dir.	202-225-2305	Yuri.Beckelman@mail.house.gov
Thompson, Mike	5 D	Megan Rabbitt	Leg Assistant	202-225-3311	Megan.Rabbitt@mail.house.gov
Torres, Norma	35 D	Grant Kerr	Leg Director	202-225-6161	Grant.Kerr@mail.house.gov
Valadao, David	21 R	Jessica Butler	Sr Policy Advisor	202-225-4695	Jessica.Butler@mail.house.gov
Vargas, Juan	51 D	Scott Hinkle	Leg Director	202-225-8045	Scott.Hinkle@mail.house.gov
Walters, Mimi	45 R	Yvette Wissmann	Leg Director	202-225-5611	Yvette.Wissmann@mail.house.gov
Waters, Maxine	43 D	Eduardo Soto	Leg Assistant	202-225-2201	Eduardo.Soto@mail.house.gov
Boxer, Barbara		Kaye Meier	Senior Counsel	202-224-3553	Kaye_Meier@boxer.senate.gov
Feinstein, Dianne		Neil Quinter	Chief Counsel	202-224-3841	Neil_Quinter@feinstein.senate.gov