

# MABviews

*The latest broadcasting news, views and announcements*

## *In This Issue*

**Golf Tournament**

**Board Retreat**

**MAB Conference Room  
block**

**Member Benefits**

**Third Thursday**

**Member Spotlight**

### **MABViews**

601.540.2995

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403D-3 Towne Center Blvd, Ridgeland, MS

39157

www.Msbroadcasters.org



## **1st annual MAB Golf Tournament**

*To support  
scholarships and fellowships*

**October 20, 2022**

**The Refuge**

1:00 Shotgun start

Registration on site 11:30-12:30

\$500 per team / \$125 per player

Lunch Provided

Visit our website to register!

Planning Meeting!

Join us on July 21st at 2:00 pm

at the MAB office.

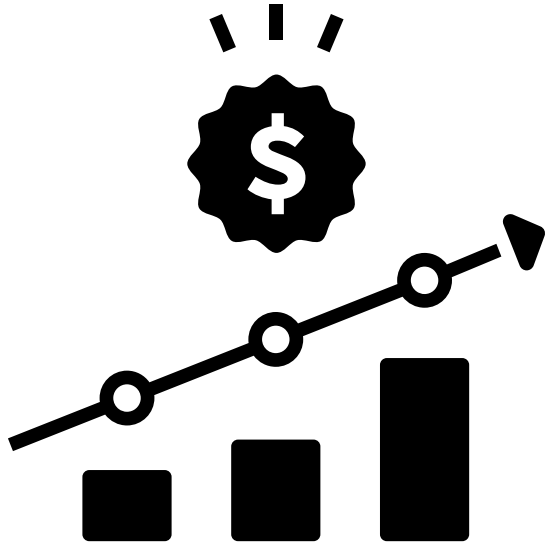
403 Towne Center Blvd, Ridgeland, MS

# Upcoming Dates:

July 10 -14    **Broadcasters Boot Camp at USM**  
Sept 13 -15    **MAB Conference - IP Casino**  
October 20    **MAB Golf Tournament**  
November 3    **MAB Day on Campus - MSU**

# Did you know?

## MAB Member Benefit



Local Broadcast Sales – This is a free membership benefit which includes training-on-demand, sales ideas, ad intelligence, Ask LBA, and 2nd Tuesday webinars.

## 2022 Board Retreat

The current MAB Board concluded their recent retreat with a visit from Speaker Philip Gunn. Mr. Speaker shared many insights on the past legislative session, thoughts on the current state of the state and listened as board members shared comments and concerns.



**MAB Annual Conference  
Sept 13th-15th  
IP Casino Resort and Spa  
Biloxi, MS**



**Group Block deadline is Aug 23, 2022**

Group Code is MABI22C  
and group is listed as  
"MAB 2022 Annual Conference"



The MAB is happy to provide members with another series of "Third Thursday" webinars in 2022. All these webinars take place on the third Thursday of most months and each will start at noon central.

**JULY 21**

**EAS Requirements and What Your Entire Staff Should Know About the  
Alternative Broadcast Inspection Program (ABIP) with  
Larry Wilkens, Alabama Broadcasters Association**

July 21, 2022 12:00 PM - 1:00 PM (CST)

**The member code to register for free is NASBA2022.**

# MAB CONFERENCE ROOM INFO!

Thank you for allowing the IP Casino Resort Spa the opportunity to host the MS Association of Broadcasters 2022 Annual Conference, September 12-15, 2022. We look forward to having you with us and know that you and your group will be pleased with the excellent facilities and warm southern hospitality that we offer to all our guests.

Here is the reservation information to pass along to your attendees:

INDIVIDUALS - **Your Group Code is MABI22C and group is listed as "MAB 2022 Annual Conference"**. We recommend making reservations online by going to our website, **[www.ipbiloxi.com/groups](http://www.ipbiloxi.com/groups)**. Or you may call the IP Casino Resort Spa Room Reservations Department directly at **888-946-2847**, press 1 for reservations, identify yourself as being with a group by using Group Name or Code, and present a credit card number to hold the reservation.  
**Group Link: MABI22C**

## ROOM RATES:

**Tue 09/13/2022 Wed 09/14/2022 Thu 09/15/2022  
Standard King or Two Queens \$69.99 per night**

\*These rates are net, non-commissionable and based on single or double occupancy. All rates are subject to a \$14.00 resort fee per night, and state and Harrison County room taxes that currently total 12%.

## DEADLINE FOR MAKING RESERVATIONS: August 23, 2022.

Any unsold rooms remaining in this block will be automatically released on this day and returned to the Hotel for general sale.

## PAYMENT:

Attendees will be responsible for paying their own room, taxes, resort fees and incidental charges. Credit card will be charged at time of reservation for first night's room and tax. Checks cannot be accepted at check-in or check-out. A credit card is required at check-in.

If paying for a room with a check: When the reservation is made, it will be entered as non-guaranteed reservation. Payment for the full amount of room, tax and resort fee for all nights (provided at time of reservation) must be received within two weeks after making the reservation or two weeks prior to arrival (whichever date comes first). If payment is not received within two weeks after making the reservation or two weeks prior to arrival (whichever comes first) the reservation will be automatically cancelled. The hotel front desk does not accept checks at check-in.

The following information is REQUIRED and MUST BE INCLUDED when sending check as prepayment for room:

- o Name of Guest(s) on each reservation that the check amount is to cover
- o Reservation Confirmation Number(s)
- o Group/Convention Name
- o Arrival Date for each reservation that check is to cover

# Reminder

As a courtesy reminder, all full-power radio, full-power television, and Class A television stations, both commercial and noncommercial, must upload their Quarterly Issues/Program Lists for the second quarter (April 1, 2022, through June 30, 2022) to their online public inspection files by **Monday July 11, 2022**.

The normal due date is July 10th, which falls on a weekend, and there is FCC precedent indicating that that the deadline thus is extended to the next business day, which is Monday, July 11. However, stations are encouraged to upload in advance of the deadline to avoid problems with upload delays or errors.

The FCC is fining more and more stations for the lack of updated "Issues and Programs" reports in their Public Inspection Files. Do not miss this deadline!

The FCC requires each broadcast station to air a reasonable amount of programming responsive to significant community needs, issues, and problems as determined by the station.

The FCC gives each station the discretion to determine which issues facing the community served by the station are the most significant and how best to respond to them in the station's overall programming.

To demonstrate a station's compliance with this public interest obligation, the FCC requires the station to maintain and place in the Public Inspection File a Quarterly List reflecting the "station's most significant programming treatment of community issues during the preceding three-month period." By its use of the term "most significant," the FCC has noted that stations are not required to list all responsive programming, but only that programming which provided the most significant treatment of the issues identified.

**July 11** is also the deadline by which Class A television stations must upload to their online public inspection files their documentation of continuing eligibility for **Class A status** for the second quarter of 2022.

Contact your legal counsel for additional information concerning Issues and Programs files.

# IN THE NEWS!

*Congratulations!!!*

*75th Anniversary of*

*WKOZ*

*and*

*60 years of* **Boswell Media**



TOP LEADERS WITH GRAY TELEVISION BROKE GROUND TUESDAY FOR THE FIRST EVER MEDIA TRAINING CENTER TO BRING MORE DIVERSITY AND INCLUSION IN THE BROADCAST INDUSTRY, FOCUSING ON STUDENTS FROM HISTORICALLY BLACK COLLEGES AND UNIVERSITIES ACROSS THE STATE.



Jon Pollard-  
WGBC/WMDN

# SPOTLIGHT



## How did you get started in the business?

I was a traveling insurance salesman and my mother called on a bad insurance day. Said she knew the brand-new sales manager at the local TV station & that he was looking for someone “young, dumb & hungry” and that I “had better go see him” – she did not like me on the road. (Even though I fit the young, dumb & hungry bill, TV sales did not sound much better) So to not disappoint my mother, I drove 8hrs the very next day to the worst interview of my life... 4 interviews later I was offered a local sales position and instantly fell in love with the business!

## Tell me something no-one knows about you...

Then everyone would know, right?

## What do you like most about your job?

The relationships I've made across this amazing industry. Everyone from buyers, sellers, owners and managers to accountants, operators, engineers & producers and even the directors & talent. Broadcasters are hands down the most interesting and creative people in the world!

## What career would you choose if you weren't in broadcasting?

I still haven't figured out what I want to be when I grow up... but I can tell you that whichever direction I went – I would be an entrepreneur of that field.



Find us on Facebook!  
Mississippi Association  
of Broadcasters



Find us on Instagram!  
Msbroadcasters

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*The latest broadcasting news, views and announcements*

## *In This Issue*

**FCC Resumes  
Broadcast Operations  
Inspections**

**We want your stories!**

**MAB Day on Campus**

**Member Benefits**

**Member Spotlight**

## **MABViews**

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## **FCC Resumes Broadcast Operations Inspections**

The Federal Communication Commission has begun resuming all broadcast operations inspections. Please take note and check your certificates. All certificates are good for a three year period.

### **Alternative Broadcast Inspection Program (ABIP)**

MAB members can take advantage of this program. A retired FCC Inspector conducts these inspections and issues a certificate of compliance.





Do *you*  
have a story  
to tell?

Do you have a story about your station? Your on air talent? A behind the scenes hero? WE want to know so we can help spread the word!

Email Amanda and let her know!



Find us on Facebook!  
Mississippi Association of Broadcasters



Find us on Instagram!  
Msbroadcasters

Be sure to check out our new website!!



## MAB Day on Campus

MAB day on Campus resumes



## Did you know?

There is an attorney on retainer that is able to answer your legal questions. MAB, through our Washington attorneys, provides information pertaining to FCC operating requirements, FCC issues and policy making, and legislative issues on the national level.



**Nominations are being accepted for the 2022 Marconi Radio Awards now through May 31. The Marconi Awards honor excellence in radio broadcasting.**

**Follow this [link](#) to the NAB Marconi Radio Awards webpage for more information and entry details. Award winners will be announced during a special dinner program at the NAB Show New York on October 19th.**



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### **MAY 19**

Understanding and Mitigating Unconscious Bias in Our Everyday Lives"

May 19, 2022 12:00 PM - 1:00 PM (CST)

Description

"Understanding and Mitigating Unconscious Bias in Our Everyday Lives"

Speaker: Binnu Palta Hill, MBA University of Wisconsin-Madison

In this session, we will discuss the origins of bias and its role in our everyday lives. Using neuroscience and psychology research, we will also engage in a process of self-awareness about how unconscious bias affects us, those around us and ability to do our best work.

Finally, we will learn strategies to mitigate unwanted effects of implicit bias.

**The member code to register for free is NASBA2022.**



Jacque Harms -  
V.P./General Manager  
WTOK-TV

# SPOTLIGHT



## How did you get started in the business?

I started exploring the world of journalism at 16. I enrolled in a special 4-H program in Nebraska, called “Snoop Crew.” I was asked to do broadcast stories for the local television station in North Platte, Nebraska, called KNOP-TV. I was quickly hired to run studio cameras and clean the bathrooms. I proved my value and learned everything I could about the business. I tell everyone, take every opportunity that presents itself.

## What do you like most about your job?

As a broadcaster we are able to effect change. We make a difference in our communities in big and small ways. We collect food for the hungry. We hold people accountable. We help our viewers live better lives. This is an awesome responsibility that I take very seriously.

## What career would you choose if you weren't in broadcasting?

I often wonder if I would have made a good doctor, but honestly, I most likely would have been a teacher. I teach people now, as a General Manager. I teach staff members how to communicate, how to excel in their profession, and how to be the best person they can be.



**SAVE THE DATE!**  
**Annual MAB**  
**Conference**  
**will be held**  
**September 13-14,**  
**2022**  
**at The IP Casino**  
**Resort and Spa,**  
**Biloxi**

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## **1st annual MAB Golf Tournament**

We are in the planning stages for our very first Mississippi Association of Broadcasters Golf Tournament!

Are you a golfer?

Want to play?

Want to help us plan?

Join us on June 23rd at 10:00 am  
at the MAB office.

403 Towne Center Blvd, Ridgeland, MS  
(second meeting July 21, 2022 if you are not able to participate in  
this meeting)



*It is with heavy hearts  
we announce  
former Mississippi Broadcaster  
Robert Denny Ainsworth  
recently passed away.*



**Find us on Facebook!**  
**Mississippi Association of Broadcasters**



**Find us on Instagram!**  
**Msbroadcasters**

## Fellowship Winners

We are very excited to bring back our fellowship program to educate faculty about today's broadcast media environment.

These individuals were chosen and were matched with their requested stations.

Victoria Bailey – Mississippi State University – WCBI

Chuck Cook – University of Southern Mississippi – WDAM

David Garraway – Mississippi State University TV Center - WLOX

Lindsey Maxwell – University of Southern Mississippi – WDAM

Jonathan McGowan - University of Southern Mississippi - WLOX

Don Spann – Jackson State University - WLBT

Toni Terrett – Alcorn State University – The Radio People

## Did you know?

Legislative Support – A key component of member services is legislative support. It is provided through our lobbying efforts both here in Mississippi and in Washington.



Save  
The  
Date



MAB Annual Conference  
Sept 13-15th  
IP Casino Resort and Spa  
Biloxi, MS



*Third  
Thursday*

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**JUNE 16**

**How to Stand Out Amid Media Competition and Digital Fragmentation  
with Karen Morriss, Director of Client Services –  
Research Director, Inc.**

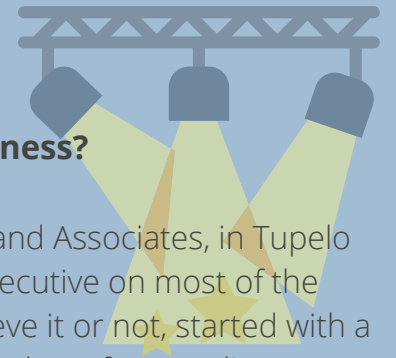
June 16, 2022 12:00 PM - 1:00 PM (CST)

**The member code to register for free is NASBA2022.**



**Raymond Jourdan -  
General Manager  
The Radio Group**

# SPOTLIGHT



## **How did you get started in the business?**

In 1991, started working with Robinson and Associates, in Tupelo Mississippi as a media buyer/account executive on most of the McDonald's business in Mississippi. Believe it or not, started with a pencil and spreadsheet to develop media buys for our clients. Attended McDonald's Corporations media school, to be submerged with all the acronyms of media. Plus, was taught the tools to execute successful promotions, building product promotions and creating customer awareness, quickly. Working at Robinson & Associates, Inc for 26 ½ years as Account Supervisor, provided the opportunity of working with many of the Mississippi Association of Broadcaster members throughout the state, doing advertising, promotions, product sampling and building our clients sales and transactions. Scott Bebout found me on the free agency market and brought me into the radio industry. Firm believer in the power of our media in this state to make a difference for our clients and supporters.

## **What do you like most about your job?**

Every day is a GREAT day! Actually, every day is a different and entertaining day. Biggest pleasure is creating a positive impact on everyone and our communities. Everyone has a something they are nurturing and trying to grow, get off the ground or building a spectacular wow factor. Building businesses, events, promotions, community activities, special projects, awareness projects are a key responsibility to our stations. It is my drive to make everyday a positive day for our team members, our clients, our communities and North Mississippi.

## **What career would you choose if you weren't in broadcasting?**

Perfect world, create Apple or Bitcoin. Okay dream is over. Actually, if we are talking perfect career as you would dream, I would enjoy owning and running an outdoor adventure company. Perfect world with no worry of cost, insurance or lawsuits. Being an adventure adrenaline type person, I have a group of friends, that push each other to make a difference in our community and our lives. As a group, we go whitewater rafting (5 Class V rapids in one hour) in West Virginia, snowmobiling 150 to 200 miles in West Yellowstone per day (seeing many BEAUTIFUL views) in February, all types of water sports and boating on Pickwick Lake and canoeing down the Mississippi River, each Fall (usually about 150 miles each trip). To relax, with friends or my wife, glamping, farming, fly fishing, sporting clay shooting, traveling or cooking outdoors. Actually, all of the previous activities help with my current job. To achieve your goals, you must do your homework, prepare your plan, have a strong positive attitude, execute your plan and have a great team to succeed in any area of life.

