

MAY 2019 SCBA MIDDLEBURG MATTERS



## MIDDLEBURG MATTERS



## 2019 STAR AWARDS AUGUST 17, 2019 NEW LOCATION: HILTON COLUMBIA CENTER

Mark your calendars for the 2019 STAR Awards on August 17<sup>th</sup> at our new venue - The Hilton Columbia Center. Join us as we transport you to “An Evening in Paris” where you can sip champagne, enjoy croissants and even have your photo taken in front of the Eiffel Tower!

We have several new STAR Award Categories for 2019:

### RADIO:

1. Radio Morning Show Broadcast Personality or Team
2. Breaking News Story

\*\*\*New this year: No video allowed with Radio entries.  
Please use logo/graphics only.\*\*\*

**TV:**

- 1. Best Morning Newscast**
- 2. Best Evening Newscast**
- 3. Best TV Producer**

The deadline for entries is Tuesday, May 28<sup>th</sup>! For categories, criteria and entry information, please [click here!](#)

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## **MEMBER SERVICES**

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

All stations should take advantage of this valuable service. Be certain your station is in compliance and immune from routine FCC inspection.

**Benefits:**

- All SCBA member stations can participate in this FCC-endorsed voluntary inspection.
- Completing the ABIP ensures a station that it is in compliance with FCC regulations.
- Stations holding ABIP certificates are exempt from routine FCC inspections for a period of three years.
- If your station currently holds an ABIP certificate, check the renewal date and schedule your next inspection well in advance to avoid any lapse in immunity.

Call the SCBA office at (803) 732-1186 to schedule your inspection

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## FREE WEBINARS FOR SCBA MEMBERS

The following seminars are being provided FREE to all SCBA members. Information on how to participate will be sent closer to each event or feel free to call the SCBA office.

### ***"What is OTT and how can we make money?"*** **June 20, 2019 3:00 PM - 4:00 PM**

OTT training covers principles behind Over the Top (OTT) including video, television and other services provided over the internet. Learn how OTT platform can deliver on the promise of next-generation TV: anytime, anyplace, anywhere. And...learn how OTT services can generate revenue from video on demand (VOD), catch-up TV and interactive applications.

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### ***"Chief Operator Rules"*** **July 18, 2019 1:00 PM - 2:00 PM**

FCC Rule 73.1870 outlines the requirements of the Station's Chief Operator. It indicates that *"the licensee of each AM, FM, TV or Class A TV broadcast station must designate a person to serve as the station's chief operator"*.

In this presentation we will cover the following items:

- What is a "Chief Operator"
- Chief Operator agreements
- Responsibilities of the Chief Operator
- Overview of the "Station Log"
- Sample Station Log

*Presented by: Larry Wilkins, Alabama Broadcasters Association*

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### ***"Transmitters Aren't Supposed to Be Exciting... But Saving Money Is!"*** **August 15, 2019 1:00 PM - 2:00 PM**

Your transmitter plant isn't supposed to be exciting - it's just supposed to run, 24/7/365. In fact, excitement at the transmitter site is almost always a very bad thing...unless that excitement is a reduced electric power bill. Now, that's exciting! What if your transmitter could reduce your operational costs by bringing new technology and design into the mix, by paying for itself, or even becoming a profit center, all on its own? It can, and it's not voodoo or science fiction...it's where great engineering and financial management meet, where an expense item becomes a revenue center - and that's actually exciting!

*Presented by Don Backus, Rohde & Schwarz*

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**Could your TV station be vulnerable to libel and invasion of privacy charges?**

**FREE ON-SITE SEMINAR FOR TV MEMBERS**

**By Attorney Jay Bender**

SCBA attorney Jay Bender is offering a FREE 1-hour seminar to news staffs of member TV stations on how to avoid libel and invasion of privacy claims. This invaluable session is provided at no charge as an SCBA member service.

Some libel insurance carriers give discounts to TV stations that receive seminars on libel prevention so examine your policy to see if you are eligible for a discount.

To schedule your seminar, call Paula at the SCBA (803-732-1186).

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**FCC Southeast Regional Rural Road Tour visits South Carolina**

Representatives from the FCC's Consumer & Governmental Affairs Bureau made stops in South Carolina during their Rural Road Tour. The purpose of the Road Tour was to host informational events, meet with community leaders and consumers. Topics included robocalls, spoofing, scam alerts and how to protect your mobile device. On May 6<sup>th</sup> events were held in Conway, Florence, Kingstree and Sumter. Meetings were held in Columbia, Lexington and Aiken on May 7<sup>th</sup>.

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## MEMBERS IN THE NEWS

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### WLTX Chief Meteorologist Jim Gandy Announces Retirement

After a 44-year career of forecasting the weather, News 19 Chief Meteorologist Jim Gandy has announced his retirement. His last day on the air will be May 31.

“It has been an honor and privilege to broadcast important weather information to the Midlands for the past third of a century,” said Gandy. “You have always received my best efforts as I have tried to bring the best forecasts possible.”

For years, Gandy has been a viewer favorite, known for his calm demeanor during severe weather like tornadoes, hurricanes, and floods. His goal was always to inform and not scare.

“Jim has had a remarkable career,” said Rich O’Dell, President and General Manager of WLTX. “No one understands weather and climate better than he does. Jim truly is South Carolina’s Weatherman.”

Gandy’s ground-breaking Climate Matters segments have been recognized by scientists and results have appeared in publications around the country in everything from Forbes to Rolling Stone. He was invited by the White House to participate in a Climate Summit in 2014 and named a NASA Eclipse Subject Matter Expert prior to the 2017 Eclipse.

In retirement, Jim and his wife Ann have multiple trips already planned and look forward to spending some quality time in their mountain home.

Efren Afante has been named Chief Meteorologist at WLTX-TV effective June 1, 2019.

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Have you or someone at your station been recognized recently with an award or promotion? Please send all information to [paula@scba.net](mailto:paula@scba.net) at the SCBA office!

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