



# NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

1155 Connecticut Avenue, N.W., Sixth Floor, Washington, D.C. 20036  
(202) 463-8970 • Fax: (202) 429-0657 • E-mail: nabob@nabob.org

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Dear NABOB Members and Friends,

**NABOB's 31<sup>st</sup> Annual Fall Broadcast Management Conference, being held September 27-28, 2007, at the Ritz Carlton Hotel, 1150 22<sup>nd</sup> Street, NW, Washington, D.C.,** comes at a critical time in our industry. We must address a number of important issues at the Conference, including:

1. **Our programming connection with our audiences.** On Thursday, September 27<sup>th</sup>, we will kick-off our Conference at the Congressional Black Caucus Communications Brain Trust at the D.C. Convention Center, where a distinguished panel of experts will discuss "Broadcast Programming – Have We Created a Disconnect from our Communities?" The discussion will cover everything from the impact of syndicated programming to the FCC's ownership rules, which have allowed a handful of large companies to own hundreds of stations.

2. **Arbitron's PPM audience measurement methodology.** On Friday, September 28<sup>th</sup>, we will move to the Ritz Carlton, where we will discuss Arbitron's first few months of PPM results in Philadelphia and Houston, which have shown lower ratings for stations targeting young urban audiences. NABOB's research indicates that a principal cause of this ratings reduction is that the PPM data fails to include responses from a representative sample of young urban listeners. NABOB has been meeting with Arbitron to develop methods for improving the in-tab responses for young urban listeners. Our research indicates that these problems exist for Hispanic audiences also.

3. **Restoration of the tax certificate.** NABOB is working with Congressman Charles Rangel, Chairman of the House Ways and Means Committee, to develop legislation to restore the tax certificate policy as a means to promote minority ownership of telecommunications facilities.

4. **Increased Copyright Royalty Payments.** The Copyright Royalty Tribunal has increased the fees stations must pay to stream their content online. In addition, the record labels are trying to get Congress to impose additional copyright fees on stations.

5. **The XM-Sirius Merger.** The XM-Sirius merger represents another assault on small broadcasters from the forces that seek to consolidate the ownership of the radio industry into a few hands.

We will be addressing these and many other timely issues at the Fall Conference. I urge you to join us. We are much stronger together than we are separately. Come make your voice heard.

Sincerely,

A handwritten signature in cursive script that reads "Pierre M. Sutton". The signature is written in black ink and is positioned above the printed name and title.

Pierre M. Sutton  
Chairman