

**35TH ANNUAL  
REPRESENTING YOUR  
LOCAL BROADCASTER**

**ABA**  
**THE FIFTH  
ESTATE  
STRIKES BACK**  
**FCBA**

**SUNDAY, APRIL 17, 2016  
ENCORE HOTEL  
LAS VEGAS, NV**



**ABA** Forum on  
Communications Law  
AMERICAN BAR ASSOCIATION

**FCBA**  
FEDERAL COMMUNICATIONS  
BAR ASSOCIATION

# **Welcome to the 35th Annual Representing Your Local Broadcaster – The Fifth Estate Strikes Back!**

Representing Your Local Broadcaster celebrates its 35th Anniversary, and just like Luke Skywalker must train with Yoda, our experts are ready to share their knowledge to arm you in your battles against the Empire, Rebels, or simply the FCC. Do. Or do not. There is no try. Make sure to attend this year's event!

- Sessions will tackle critical issues, including regulatory and enforcement challenges; key policy issues to watch in the future, including sales, advertising, and promotional problems; challenges and lessons for the 2016 election; and how to keep up with the non-stop changes in privacy in a modern environment.
- A lunchtime panel that discusses the next generation of broadcasting. What is ATSC 3.0, and what can it be. Learn all you ever need to know about what some call the future of broadcasting, including its pros and cons, and where it currently stands.

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*Kathleen Kirby*, Wiley Rein LLP

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*Bill LeBeau*, Holland & Knight LLP

*Guylyn Cummins*, Sheppard, Mullin, Richter & Hampton LLP

*Justin Faulb*, Fletcher, Heald & Hildreth PLLC

*Natalie Roisman*, Wilkinson Barker Knauer LLP

## PROGRAM SCHEDULE

**8:30 – 9:45 a.m.**

### **REGISTRATION AND CONTINENTAL BREAKFAST**

**8:30 – 9:30 a.m.**

### **WOMEN IN COMMUNICATIONS LAW BREAKFAST**

**9:45 – 10:00 a.m.**

### **INTRODUCTORY REMARKS**

*David J. Bodney*, Chair, ABA Forum on Communications Law

*Kathleen Kirby*, Program Chair, Wiley Rein LLP

*Joe DiScipio*, Past President, Federal Communications Bar Association

**10:00 – 11:00 a.m.**

### **The Feud Awakens: The Phantom Menace of FCC Regulations**

The FCC Enforcement Bureau may not be the Death Star. But it doesn't take kindly to those who don't follow the rules. This year, the seminar's only game show returns from a galaxy far, far away to focus on the dark side of FCC regulations. Our panel will depend on you — the audience — to predict what our survey says in response to questions that plague broadcasters throughout the universe, from accessibility to indecency to alien broadcast ownership. Whether it's the new AM rules, online public files, retransmission consent, or the effect of a light saber on a digital noise limited service contour, our Jedi panelists will channel their inner Solo and blast their way through the tangled swamps of FCC policy to analyze the top five answers on the board. We hope you'll be there to play the feud, and, in the meantime, may Enforcement not be with you . . . or your clients.

**Moderator:** *Bill LeBeau*, Holland & Knight, Washington, DC

**Panelists:** *Dennis Corbett*, Lerman Senter, Washington, DC

*Robert Folliard*, Gray TV, Washington, DC

*Henry Gola*, Media General, Washington, DC

*Melodie Virtue*, Garvey Schubert Barer, Washington, DC

**11:00 – 11:15 a.m.**

### **BREAK**

**11:15 – 12:15 p.m.**

### **The Force is Watching – The Return of the Jedi, and Enforcement Bureau**

The last few years have seen a return to the "dark side," at least for those broadcasters who have experienced complaints and enforcement issues over the past few years. Our panelists will debate and discuss the key legal and regulatory policy issues regarding promotions, advertising, and sales that broadcasters need to know. Learn how to avoid being summoned by the Emperor, or the FCC, and what you should do if relying on the Force is not enough.

**Moderator:** *Justin L. Faulb*, Fletcher, Heald & Hildreth, PLLC, Arlington, VA

**Speakers:** *Jeffrey Gee*, Chief, Investigations & Hearings Division, Enforcement Bureau, Federal Communications Commission, Washington, DC

*Charles Sennet*, Tribune Media Company, Chicago, IL

*Christina Burrow*, Cooley LLP, Washington, DC

*Jack Goodman*, Law Offices of Jack N. Goodman, Washington, DC

**12:30 – 1:00 p.m.**

### **LUNCHEON**

**1:00 – 1:45 p.m.**

### **The Future of Television: ATSC 3.0 – A New Hope?**

Difficult to see. Always in motion is the future. 4K signals with high quality, immersive audio. More channels within the same bandwidth. Broadcasts to TVs in the home and to mobile users on smart phones and tablets. Decide the industry must. How to serve viewers best. But must consumers unlearn what they have learned? Is it truly time for twilight to fall upon ATSC 1.0? If you find yourself in a dark place because little you know about the new digital broadcast standard, our Grand Masters will provide the knowledge to light your way.

**Moderator:** *Kathleen Kirby*, Wiley Rein LLP, Washington, DC

**Panelists:** *Jerald N. Fritz*, Executive Vice President, Strategic and Legal Affairs, OneMedia, Arlington, VA

*John I. Taylor*, Vice President, Public Affairs and Communications, LG Electronics USA, Chicago, IL

*Eric J. Wolf*, Vice President, Technology Strategy and Planning, Public Broadcasting Service, Arlington, VA

*John Lawson*, President, Convergence Services, Advanced Warning and Response Network, Alexandria, VA

**1:45 – 2:00 p.m.**

**BREAK**

**2:00 – 3:00 p.m.**

**Warring Stars: Covering The Donald v. The Trust Ted v. The Marco and Hilary v. Bernie ... and more - Political Candidates and Elections**

From Pussy-speak, to as\*holes and idiots, and lipstick on a pig, to “hormonal” news anchors and skipped presidential debates, and skipped over candidates, to SNL and Colbert debuts and equal opportunity rights, to mandatory airing of offensive political commercials, and candidate use of distorted news clips, and implied endorsements through copped songs, may the force be with you! This panel will make America great again.

**Moderator:** *Guylyn Cummins*, Sheppard Mullin Richter & Hampton LLP, San Diego and Century City, CA

**Speakers:** *Robert Corn-Revere*, Davis Wright Tremaine LLP, Washington, DC

*Joseph Di Scipio*, Fox TV Stations, Washington, DC

*Ben Sheffner*, VP Legal Affairs, Motion Picture Association of America, Inc., Los Angeles, CA

*Scott Thuman*, Chief Political Correspondent for WJLA-TV

**3:00 – 4:00 p.m.**

**This Isn't the Data You're Looking For: Privacy, Marketing, and Online Issues**

It wouldn't be easy to hide Luke and Leia in today's online world. From traditional privacy and marketing concerns regarding newsgathering, advertising and on-air content, and automated calls, to newer issues involving websites, children's online protection, information collected from purchasers of station merchandise, and use of unmanned aerial vehicles, broadcasters face challenges on a galactic scale. Republic Credits will not do fine here – you need to know the facts. This is no Jedi mind trick. Our expert panelists will discuss the current state of play and what the future holds, so you can go about your business.

**Moderator:** *Natalie Roisman*, Partner, Wilkinson Barker Knauer LLP, Washington, DC

**Speakers:** *Dave Grimaldi*, Executive VP of Public Policy, Interactive Advertising Bureau, Washington, DC

*Sherrese Smith*, Partner, Paul Hastings LLP, Washington, DC

*Angela Ball*, Senior Counsel, Regulatory Affairs, NBCUniversal, Washington, DC

*Katrina Blodgett*, Division of Privacy and Identity Protection, Federal Trade Commission, Washington DC

**4:00 – 5:30 p.m.**

**RECEPTION**

# PROGRAM INFORMATION

**REGISTRATION:** Discounted program registration is available to all ABA and FCBA members. Registration can be completed online: <http://ambar.org/co-broadcaster>.

**HOTEL:** Housing fills quickly for this event, which again will be held on Sunday, April 17, at the Encore Hotel, 3131 Las Vegas Blvd. South, Las Vegas, NV 89109. For reservations at the discounted NAB Show rate, you must make your reservations through NAB's housing office at <http://attendeemx.expoook.com/home/index/305>. Make sure to select ABA Forum as "Attendee Type."

**NOTE:** The Wynn Encore is sold out and no longer accepting reservations. The closest hotel to the Wynn Encore in distance and upscale accommodations is the Venetian/Palazzo Hotel.

**ADVANCE REGISTRATION:** Please visit <http://ambar.org/co-broadcaster> or submit the registration form on back page of this brochure with your payment payment to: American Bar Association, Attn: Service Center, Meeting/Event Registration, CO1604, 321 North Clark Street, Chicago, IL 60654.

Credit card users may fax registration forms to 312-988-5850. The deadline for receipt of advance registrations is March 25, 2016. After that date, you may register on-site. If you plan to register on-site, please call 312-988-5658 at least 72 hours before the program to confirm that space is still available. Failure to call in advance may result in your not being admitted to a sold-out program.

**AIR TRAVEL:** ABA members are encouraged to take advantage of the member benefits by taking advantage of discounted airfares from ABA Orbitz for Business. To book online, go to <http://ambar.org/ABAdiscounts>, click on the travel button and then Orbitz for Business logo at the top of the page, sign-in if you already have a travel account or request a travel profile. For assistance with online or offline reservations using the ABA Orbitz for Business website, call toll free 877-222-4185.

**CANCELLATION POLICY:** Registrants who are unable to attend the program will receive a refund less a \$50.00 administrative fee if a written cancellation is received by March 25, 2016. After March 25, 2016, no refunds will be granted. Substitutions are acceptable. Cancellations may be faxed to 312-988-5850. The ABA reserves the right to cancel any programs and assumes no responsibility for personal expenses.

**REGISTRATION FEE:** Your registration fee includes admission to the program, continental breakfast, coffee breaks, luncheon, reception, and online access to the program materials.

**CLE CREDIT:** The ABA directly applies for and ordinarily receives CLE credit for ABA programs in AK, AL, AR, AZ, CA, CO, DE, GA, GU, HI, IA, IL, IN, KS, KY, LA, MN, MS, MO, MT, NH, NM, NV, NY, NC, ND, OH, OK, OR, PA, PR, SC, TN, TX, UT, VT, VA, VI, WA, WI, and WV. These states sometimes do not approve a program for credit before the program occurs. This course is expected to qualify for 4.75 CLE credit hours in 60-minute states, and 5.70 credit hours in 50-minute states. This transitional program is approved for both newly admitted and experienced attorneys in NY. Attorneys may be eligible to receive CLE credit through reciprocity or attorney self-submission in other states. For more information about CLE accreditation in your state, visit [http://www.americanbar.org/cle/mandatory\\_cle.html](http://www.americanbar.org/cle/mandatory_cle.html) or contact Dian Griffith at [dina.griffith@americanbar.org](mailto:dina.griffith@americanbar.org), telephone 312-988-6086.

**FINANCIAL AID POLICY:** The Forum offers a limited number of scholarships (registration fee waiver) to law students and attorneys in financial need to attend this program. To apply, please visit <http://ambar.org/co-broadcaster#scholarship> and complete the Scholarship Request Form in its entirety explaining your interest in communications law and your interest in attending the program.

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**DRESS:** Business casual attire.

**QUESTIONS:** Please contact Dina Griffith at 312-988-6086 or email: [dina.griffith@americanbar.org](mailto:dina.griffith@americanbar.org) or [carol.simmons@americanbar.org](mailto:carol.simmons@americanbar.org).

# PROGRAM REGISTRATION



## 35TH ANNUAL REPRESENTING YOUR LOCAL BROADCASTER

### THREE WAYS TO REGISTER

Register online at [ambar.org/broadcaster](http://ambar.org/broadcaster); by faxing your form to Attention: Communications Law at 312-988-5850; or by mailing the completed registration form to the American Bar Association, Attention: Service Center - Meeting/Event Registration, 321 N. Clark St. - FL 16, Chicago, IL 60654.

### REGISTRANT INFORMATION (Please Print)

Last Name, First Name, MI	
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Are you licensed to practice in New York (Circle one)	Yes      No
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### REGISTRATION FEES

\$400 Forum Members	\$400 Members of Federal Communications Bar Assn.
\$450 ABA Members	\$400 Members of National Assn. of Broadcasters
\$275 Government/Public Interest	\$500 Non-ABA Members
\$175 Law Students/BEA	\$ _____ Membership Fee* (\$55 Regular/\$0 Law Student)

\*Please enroll me as a member of the Forum on Communications Law. I understand I must be a member of the ABA.

### PAYMENT INFORMATION: Check (made payable to ABA).

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