



2009 Iowa Fact Sheet: Performance Tax

Iowa radio workforce

- 278 stations¹
- 1,000 to 2,499 employees²
- State specific payroll numbers withheld, but the U.S. radio industry pays \$6,136,181,000 in annual payroll³

Charitable contributions of Iowa radio to community⁴

- Total donated (airtime, disaster relief and hard contributions): \$71,483,820
 - Charitable contributions: \$14,787,198
 - Disaster relief: \$4,730,667
 - Donated airtime: \$51,965,955
- Average PSAs aired per week: 152

Iowa Members of Congress that have taken a stance on the performance tax

Pro-radio

Bruce Braley (IA-1)

David Loebsack (IA-2)

Leonard Boswell (IA-3)

Anti-radio

None

Contacting local media

Talking with reporters and editorial page editors about the local and negative impact of the performance tax is one of the best ways to get the message out. Your local newspapers and local broadcast news will care about a Congressional issue if you can explain what effect it has at home. Something as simple as an e-mail or a call to a reporter and/or an editorial page editor or writer can make all the difference. You might also consider writing an op-ed for the paper to consider printing. Media outreach is effective in educating not only the community, but the district offices of your Members of Congress.

Reaching a reporter

If you already have a good relationship with a reporter, let them know about this issue and ask if they'd be willing to write about it. If you don't have a relationship with the media, call or write an e-mail of introduction explaining who you are and why the performance tax issue threatens Iowa communities. For newspapers, look for reporters who cover local radio, Washington, D.C. issues or write special features on something happening in the community. For television reporters, the best contact to make is with the

¹ BIAfn Media Access Pro as of April 22, 2009

² U.S. Census Report, http://factfinder.census.gov/servlet/IQRTable?_bm=y&-ds_name=CB0500A1&-NAICS2002=51511&-lang=en

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⁴ National Report on Broadcasters' Community Service, <http://www.broadcastpublicservice.org/>

assignment editor. If you need assistance identifying the right person or locating contact information, do not hesitate to e-mail or call the Free Radio Alliance at info@freeradioalliance.org or 202-448-5200.

Writing an op-ed

Op-eds are usually around 500-700 words and give a persuasive argument explaining why the performance tax has a very real and direct impact on the community. Your op-ed must have a local focus — mention the economic impact of radio on the community; remind them of radio's role in the aftermath of local disasters or tragedy; talk about local radio programs that have been cancelled due to escalating costs; and thank Iowa Members of Congress that have been champions for local radio.

Once written, the Alliance can also help you pitch the op-ed to the newspaper. However, if you prefer to handle it yourself, first visit the newspaper's Web site to determine the name and e-mail address for the editorial page editor. If it's not available on the Web site, call the newsroom and ask for the information. E-mail them a brief paragraph explaining the newsworthiness of your piece, and paste the op-ed or letter to the editor in the body of the e-mail. Follow up with a call in two or three days. Mondays are good times to send the letter or op-ed, as generally they are slow news days. Later in the week also works, especially if you are trying for Sunday edition placement. The Free Radio Alliance writes dozens of op-eds each month and can help you write yours. Contact Peggy Binzel at info@freeradioalliance.org or call 202-448-5200 for assistance.

Top Iowa newspapers, listed by publication size

Des Moines Register

Gazette

Quad-City Times

Sioux City Journal

Courier

Telegraph Herald

Daily Iowan, University Of Iowa

Hawk Eye

Globe-Gazette

Messenger

Daily Nonpareil

Ottumwa Courier

Iowa City Press-Citizen

Tribune