
Subject: PAYOLA

Posted by [JM](#) on Tue, 06 Mar 2007 09:12:48 GMT

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FCC, RADIO INDUSTRY COME TO TERMS ON PAYOLA

Four Majors Agree to Pay Government Total of \$12.5 Million and Provide Free Airtime for Indies

March 5, 2007

Radio giants Clear Channel, CBS Radio, Entercom and Citadel have tentatively settled their payola problem with the FCC.

The four have agreed to pay the government \$12.5 million and, in a separate pact apart from the FCC decree, provide 8,400 half-hour segments of free airtime for independent record labels and local artists.

The free airtime would be given to companies not owned or controlled by Sony BMG, Warner Music Group, Universal Music Group or EMI. Who came up with this plan, Tony Brummel?

The four radio firms will not be admitting any wrongdoing under the three-year settlement.

A separate agreement with the A2IM (American Association of Independent Music)

radio programmers interact. Broadcasters will more closely monitor their dealings with labels, including setting limits on gifts, promising to keep track of all items of value supplied by those companies, hiring independent compliance officers to make sure the rules are followed, and establishing

got that number?

radio to sound fresh, dynamic and real. But payola gets in the way of authenticity because money drives the music, not its quality. Taking payola out of the system will lead to more interesting programming. I especially look forward

top independent rock label, according to marketshare. Unfortunately, if you

looked at the rock radio charts, Victory would be nonexistent. This is not for a lack of trying for airplay. Our artists have real, passionate fans

Subject: Re: PAYOLA

Posted by [Sarah](#) on Tue, 06 Mar 2007 10:22:22 GMT

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8400 half-hour segments? Is that like one half-hour segment per station or something, and then it's over? And how will they decide which thousandth of the aspiring indies will benefit from this one-shot airplay opportunity? If the affected radio stations announce these segments, they'll be inundated with indie and homespun CD's from people like . . . me, for example. I certainly wouldn't want the job of deciding who gets the airtime. How's this gonna work, I wonder . . .

Sarah

www.sarahthonin.com

"JM" <you@your.com> wrote in message news:45ed2280\$1@linux...

>

>

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> a "payola hot line" for employees to report when rules are broken. Anybody
> got that number?
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> "It's absolutely the most historic agreement that the independent
> community
> has had with radio," said Thirsty Ear Recordings President Peter Gordon,
> who has been leading the negotiations for A2IM. "Without a doubt, nothing
> else comes close."
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> FCC Commissioner Jonathan Adelstein commented: "I love music, and I want
> radio to sound fresh, dynamic and real. But payola gets in the way of
> authenticity
> because money drives the music, not its quality. Taking payola out of the
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> to hearing Bayside on my local station."
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> When asked for his take on the settlement, Brummel replied: "Victory is
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Subject: Re: PAYOLA
Posted by [Neil](#) on Tue, 06 Mar 2007 15:45:13 GMT
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"Sarah" <sarahjane@sarahtonin.com> wrote:

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Well, the person doing the deciding will get bribed by
whichever independent artists really want to get played, and...

:)

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Posted by [Deej \[4\]](#) on Tue, 06 Mar 2007 16:35:31 GMT
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> Well, the person doing the deciding will get bribed by
> whichever independent artists really want to get played, and...
>
> :)

ROTFL!!!!

Time to look hard at those credit card offers with huge limits. Letsee, I
could take our local program manager to dinner at McDonalds.

;oD

Subject: Re: PAYOLA
Posted by [TCB](#) on Tue, 06 Mar 2007 20:17:16 GMT
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The majors want to give the radio stations money (to avoid 'volatility' in
the performance of their 'portfolio'), and the radio stations want to take
the money, because they like money. Since it's in the interests of both parties
it will never, never stop unless it's made a criminal offense with nasty
penalties and it's enforced. I don't think any rational person would support

that, Brian Adams and Celine Dion notwithstanding, so that's that.

TCB

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Subject: Re: PAYOLA

Posted by [AlexPlasko](#) on Thu, 08 Mar 2007 14:15:05 GMT

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you have the same chance of air time as winning the lottery.If you win the
lottery you can afford the payola. snowball in hell anyone?

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