

BCAP 16th Annual Skeet, Trap & Pheasant Shoot

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September 4, 2014

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On Monday, DIRECTV kicked WLBT, WDAM & WLOX off its lineup. The fall season is still a few weeks away, but the immediate impact for viewers in the Jackson metro area, Hattiesburg & Biloxi is not being able to watch the NFL season opener on Thursday night.

Unless you have an antenna.

Raycom and DIRECTV are going through a retransmission negotiation. Retransmission is where cable or satellite providers pay over the air television stations for the rights to carry the signal, and charge their customers for it. Normally, you don't hear about these things, and the agreements get worked out behind closed doors, without any service interruptions.

But since they were unable to come to an agreement, DIRECTV removed all the Raycom stations off its lineup. And both sides are informing their customers and viewers about what's going on.

DIRECTV is telling its customers that they will not miss any NFL or college games, but if you read the fine print on their Keeping you connected website, you'll see it says: "so all you need to do is turn off your DIRECTV receiver and tune your digital TV into the same channel position as your local Raycom station." That means: get an antenna.

Why can't DIRECTV just carry your stations until they figure something out? Well, it's against the law.

Under the Communications Act, satellite and cable providers cannot carry a local channel without the permission of that station.

Why would the local stations ask for money from the cable and satellite providers, when they offer the signal over the air for free?

The cable and satellite providers take a free signal, and then turn it around and charge their customers for it.

That's like your neighbor taking your BBQ grill out of your backyard, and then selling it on Craigslist. – *Clarion Ledger*