

## Vermont Association of Broadcasters

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### SHIELD LAW GOES TO HOUSE

A bill that would protect reporters from being compelled to reveal their sources is now in the Vermont House after winning unanimous support in the Vermont Senate.

The House Judiciary Committee is scheduled to take testimony on **S.96** next Friday, April 7.

Vermont is one of just a few states without a so-called Shield Law. The co-sponsors of the bill are Senator Dick Sears, Chairman of the Senate Judiciary Committee, and Senator Jeanette White, Chairman of Senate Government Operations Committee.

### AUTO AD DETAILS TO THE WEB?

At the end of most automobile ads on the radio, you'll hear a rapid-fire disclosure statement, detailing the sale or lease terms, credit availability and the like. Now one state broadcasting executive thinks the FTC and FCC should allow car dealers to direct consumers to a website to get those details.

Paul Rotella, President of the New Jersey Broadcasters Association, told *Inside Radio* the idea has merit, especially in light of the FCC's decision to let radio stations post their contest rules on the web. "It would be so much better for radio and more informative for consumers to say 'for information and restrictions to go to a website,'" Rotella said. "And I think the OEMs would be thrilled because we would leave more room for content in the body of the commercial."

### SPECTRUM AUCTION ENDS; REPACK CONCERNS LOOM



The FCC announced the official end of the TV spectrum auction March 30. The commission announced the successful bids totaled just under \$20 billion, well below expectations. TV broadcasters will receive about \$10 billion of that while the U.S. Treasury will collect about \$7 billion. The remainder will cover the expenses of running the auction and for setting up a \$1.75 billion repacking fund.

In a few weeks, the FCC will release their Incentive Auction Closing and Channel Reassignment Public

Notice. A day later, they'll release a summary of the round-by-round results, including the identities of the participants.

Here in Vermont, Vermont PBS has already announced they will receive \$56 million from the auction.

Last week, the FCC also adopted rules allowing broadcast stations to share the same channel while retaining the individual licenses and programming.

Meanwhile, the NAB is worried about the upcoming repacking. "The FCC has pursued a relocation plan that is likely to cost significantly more and take much longer than envisioned by Congress. The Commission also has imposed an arbitrary 39-month deadline by which television stations must complete their moves or go off the air, leaving viewers and listeners without access to critical information. Further complicating this complex transition, many towers that are home to television stations that must relocate are also home to radio stations. Repacking work could threaten listener access to these radio stations," the NAB said in a statement.

The NAB also noted that there will likely be a shortage of qualified engineering crews, tower workers and tower and antenna parts as 1100 TV stations relocate their channel assignments.

### BIG HAUL FOR BIG CHANGE ROUNDUP

Small change turned into big bucks for the UVM Children's Hospital thanks to Burlington radio station WOKO-FM's annual Big Change Roundup for Kids. The three-month long campaign rang up more than a third of a million dollars for the hospital, an amazing \$335,996 at last count!

"We are so grateful for the tremendous outpouring of support from people of all ages throughout Vermont and northern New York," said Lewis First, M.D., chief of pediatrics at The UVM Children's Hospital. "It's a wonderful reflection of the commitment this region has to providing the best possible health care for children." Congrats to WOKO for a job well done!



# Sales, Social Media and More on VAB Convention Agenda

We hope you'll join us on Wednesday, May 17 at the Capitol Plaza Hotel and Conference Center for the 62<sup>nd</sup> Annual VAB Convention. We will have a variety of morning seminars, followed by a tasty lunch at the 2017 Commercial of the Year Awards luncheon!

Registration is only \$25 per person. [CLICK HERE TO REGISTER NOW.](#)

## Schedule of Events (subject to change)

- 8:00 - 9:00 A.M. Registration and Coffee
- 9:00 - 10:20 A.M. Kennan Williams (Montpelier Room)  
"Become a Retail Marketing Guru"
- 9:00 - 10:20 A.M. Joe Tymecki (Boardroom 335)  
"EAS: I didn't get the test, now what?"
- 10:30 - 11:50 Kennan Williams (Montpelier Room)  
"Building Killer Sales Presentations"
- 10:30 - 11:50 Sarah Spencer and others TBA (Ethan Allen Room)  
Social Media Roundtable
- 10:30 - 11:50 David Oxenford (Boardroom 335)  
FCC Updates and Regulatory Review
- Noon - 1:30 2017 Commercial of the Year Awards Luncheon  
Special Guest: Governor Phil Scott

Thank you to our sponsors: BMI and Nielsen



Kennan Williams



Joe Tymecki



Sarah Spencer



David Oxenford



The next Quarterly Issues/Programs List must be placed in stations' public inspection files by **April 10, 2017**, reflecting information for the months of January, February and March 2017. TV Children's Programming Reports must also be completed by April 10.

The FCC requires each broadcast station to air a reasonable amount of programming responsive to significant community needs, issues, and problems as determined by the station. The FCC gives each station the discretion to determine which issues facing the

community served by the station are the most significant and how best to respond to them in the station's overall programming. To demonstrate a station's compliance with this public interest obligation, the FCC requires the station to maintain and place in the public inspection file a Quarterly List reflecting the "station's most significant programming treatment of community issues during the preceding three month period." By its use of the term "most significant," the FCC has noted that stations are not required to list all responsive programming, but only that programming which provided the most significant treatment of the issues identified.