

Vermont Association of
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The VAB Voice



VT MAG PROFILES WCLX

Those who like their radio to be "Farm Fresh" will enjoy the current issue (Jan/Feb) of Vermont Magazine. The bi-monthly has an in-depth article about WCLX (102.9 MHz) which is licensed to Westport, NY but broadcasts out of an old post and beam farmhouse in Bridport, VT.



The station, owned by Dennis Jackson and operated by Chip and Kathy Morgan, features an eclectic mix of blues, folk and R&B and limits commercials to one every 15 minutes. Chip and Kathy still board animals at their farm, but running the radio station now takes up most of their time.

2012 IS AN ABIP YEAR

A reminder to broadcasters! The VAB will again subsidize stations that wish to take part in the Alternative Broadcast Inspection Program (ABIP). Every three years, stations may schedule a mock FCC inspection by former FCC inspector Robert Shotwell. The VAB will pay for two-thirds of the station inspection cost of \$450. Once a contract has been signed, fees paid and an inspection scheduled, the VAB will notify the FCC that an inspection is pending, and the FCC will not visit the station for a regular inspection. Once the inspection is successfully completed, a certificate will be issued to the station (and a copy sent to the FCC) that will protect your station against a surprise routine inspection for a three-year period. Stations, however, are not immune from complaint-driven inspections. ABIP contract agreements may be downloaded from the VAB website at www.vab.org.

February, 2012

VT DELEGATION TO HILLARY: PROTECT TV VIEWERS

Vermont's three-member Congressional delegation has put Secretary of State Hillary Clinton on notice that a proposed spectrum auction could have dire consequences for viewers of over-the-air television unless new channel negotiations are conducted with Canada.

Under current agreements, full-power stations on the same channel must adhere to a 250-mile buffer zone along the US-Canada border. Re-packing more US channels could leave many viewers in the dark.

A study by the NAB found that 672 of the nation's 1,735 full-power TV stations must be "cleared" from channels 31-51 to accommodate the FCC's goal of reclaiming an additional 120 MHz of spectrum from broadcasters. During the analog-to-digital TV transition completed in 2009, only 174 stations had to be cleared from channels 52-69 and forced to move to a new channel.

The repacking would affect 40 percent of full-power TV stations in the US and cause an estimated 210 stations to go off the air permanently, according to the NAB analysis.

In their Jan. 19 letter to Secretary Clinton, U.S. Senators Patrick Leahy and Bernie

Sanders joined with Rep. Peter Welch in urging her to open negotiations to ensure that free television service won't be disrupted by the spectrum auction:

"Ensuring access to free, over-the-air broadcast signals is critical in rural states like Vermont, which lack the same access to alternative services found in urban areas," the letter states. "Broadcast stations provide news, weather, and emergency information that is specifically tailored to the regions they serve. Severe weather is a way of life in Vermont and the alerts that come from broadcast stations are crucial in giving citizens and towns advance notice. In addition, with the difficult economic times we face today, access to free broadcast television is more important than ever."



U.S. Sen. Patrick Leahy U.S. Sen. Bernie Sanders U.S. Rep. Peter Welch

The VAB thanks our elected officials (and their staff members) for once again going to bat for local television viewers and for our local television stations! - Jim Condon



**ENTRIES ARE
DUE**

MARCH 9, 2012

**FOR THE VAB
COMMERCIAL
OF THE YEAR
AWARDS!**

The deadline is March 9, 2012 to enter your best spots in the VAB 2012 Commercial of the Year Awards. Each radio/TV station or agency may submit up to nine total entries. Each entry must be submitted separately on CD or DVD and accompanied by a separate official entry form, which is available now at www.vab.org.

Send your best locally-written and produced commercials, promos, spec spots and PSA's. Our judges will determine the winners in each of those categories for *Most Creative*, *Best Produced* and *Most Inspiring*. All entries are eligible for the prestigious "Radio Best in Show" and "Television Best in Show" awards. Complete rules are included on the entry form at www.vab.org. The awards will be presented May 17 during the awards luncheon at the VAB Annual Convention at the Capitol Plaza Hotel in Montpelier. Good luck!

VAB CONVENTION REGISTRATION NOW UNDERWAY

Why wait until the last minute? You can register today for the 57th Annual VAB Convention, which will be held Thursday, May 17 at the Capitol Plaza Hotel and Conference Center!

Our convention schedule:

8:00 - 9:00 A.M. **Registration and Coffee**

9:00 - 9:15 **VAB Annual Business Meeting**

9:30 - 11:30 **Mark Levy** of Revenue Development Resources, Inc. Mark has nearly thirty years of expertise in solving problems and making money for broadcasters. He has helped thousands of sellers and managers alike grow their sales and management skill sets, and most importantly, their revenue. Mark is a former Vice President and General Sales Manager of the Radio Advertising Bureau.



9:30 - 11:30 **Karen Travis** of Advantage Systems, Inc. Instead of selling against so-called social media, Karen will teach you and your sales staff how to harness these tools to make more money. Karen has more than 30 years of major market broadcast marketing experience and helped develop and launch Tapscan.



9:30 - 11:00 Election years means extra work and extra money for commercial broadcasters. But to play the game, you have to know the rules. Attorneys **David Oxenford** of Davis Wright Tremaine and **Scott Goodwin** of the NAB will give a refresher course on the "do's" and "don't's" of political advertising sales.

12:00 - 1:30 **Commercial of the Year Awards Luncheon**. Make sure to get your entries to us by March 9 for the chance to win Vermont's most prestigious advertising trophies. Visit www.vab.org for all rules and entry forms.

1:45 - 3:45 **Mark Levy**, Revenue Development Resources, afternoon session.



1:45 - 3:45 **John Lund** of the Lund Consultants, Inc. The Lund Consultants provide management and program consulting for all mainstream radio formats. He'll present programming fundamentals that relate to every format, music or talk, FM or AM. John Lund's programming methods have been tested for success. Attendees can put these suggestions and guidelines to work at their stations right after the presentation, to increase time spent listening and attract more listeners (and advertisers) to their stations right away.

Your \$25 registration fees covers all the seminars, a delicious luncheon prepared by the award-winning chefs at the Capitol Plaza, coffee and snacks and the opportunity to win some great door prizes! So save the date! Registration is now underway at www.vab.org.