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SPRINT EMMIS FM CHIP DEAL
Emmis Communications CEO Jeff Smulyan has been leading the charge for a number of years to get cellphone carriers to put FM chips in their phones. His



work appears to finally be paying off as Sprint Nextel has announced it will equip up to 30 million of its Android and Windows-based phones with Emmis' NextRadio chip. The deal will allow consumers to listen to local FM stations on their phones, even when cellphone service is down during an emergency. Stations that wish to be included on the NextRadio chip will be asked to give Sprint about \$10,000 of commercial time and a cut of some online revenues. Smulyan says response from broadcast companies has been overwhelmingly positive.

Bill Hobart 1925 - 2012



William H. "Bill" Hobart

The VAB sends its condolences to the family of longtime disc jockey Bill Hobart of Richmond, who passed away Dec. 12 after a short illness.

A native of Troy, NY, Hobart went to radio school in New York City on the GI Bill after World War II. After a stint at WTRY, he moved to WSYB in Rutland in 1950.

He moved to Burlington in the late 50's and over the years worked at WDOT, WJOY, WEZF, WVMT and WWSR in St. Albans. In the 1980's he became head of the Audio/Visual department at Burlington High School.

He was predeceased by his wife, Alice, and is survived by three children, including longtime DJ Chip Hobart.

The VAB Voice



February, 2013

BIG NEWS FOR VAB MEMBER STATIONS!

VAB TO OFFER P1 SELLING



A new free member benefit is on the way for radio and television stations that belong to the Vermont Association of Broadcasters.

Starting March 1, 2013, the VAB will offer training as a member service for you and your station from P1 Selling's online on-demand broadcast training campus.

The P1 Selling training campus offers a complete set of training modules and services to meet the needs of your station 24/7/365.

The goal is to make our member stations more profitable by improving sales execution. You will have access to hundreds of interactive courses, tests, and written materials to further enhance your learning.

P1 Selling covers all broadcast aspects in introductory, intermediate, and advanced sales training. They are not just sales trainers, however. They offer free and fun courses on programming, how to harness the power of interactive and social media, negotiating techniques and FCC compliance.

P1 Selling will also work individually with our member stations to help them achieve their sales, management and programming goals. They will be featured at the VAB's Annual Convention, May 16 at the Capitol Plaza in Montpelier. More details about the convention will be announced soon.

"We are delighted to be able to offer our members this free service," said VAB Executive Director Jim Condon. "Our board was impressed with results and comments from other states that have worked with P1 Selling. This new partnership will help our members make more money."

To preregister your station for VAB's free training, please contact Katey McGuckin-Woolam at 816-456-8603 or by email: katey@p1selling.com.



save
the
date

Thursday, May 16, 2013
58th Annual VAB Convention
Capitol Plaza, Montpelier, VT

CLASS C4 FM's?

FCC, be wary.

That's the caution from communications attorney John Garziglia, reacting to the idea that the commission should create a class of FM stations called Class C4 (proposed to go between Class A and Class C3, with a maximum ERP of 12kW and maximum antenna height of 100 meters). Such a proposal has been put forth by SSR Communications Inc. and its CEO Matt Wesolowski.

"The SSR petition is a bad idea in today's world of broadcasting," Garziglia writes to Radio World. He's with Womble Carlyle Sandridge & Rice.

"While another new intermediate FM class might have been a good idea a decade ago prior to the FCC allowing FM translators to carry AM stations and HD2 signals, such a change now in the FM rules has the potential to displace many FM translators currently carrying AM stations and HD2 signals."

He says many such translators likely would be knocked off the air and that the SSR proposal would probably have a similar effect on existing LPFMs.

"The only way I believe that the SSR proposal would not harm current stations as well as the listening public is if it is coupled with primary status for all translators carrying AM signals or HD2 signals," he continued. "If primary status is given to FM translators, then the Local Community Radio Act of 2010 then may also likely require a similar primary status for LPFM stations."

But even with primary status, he feels, the proposal would make it more difficult for additional AMs to get new FM translators (assuming a further translator window is opened), and likewise for new LPFMs to be obtained.

"There are now a good number of AM broadcasters serving the public with consistent signals from FM translators, diverse programming being provided by broadcasters through translators re-broadcasting HD2 and HD3 signals, and LPFMs giving a promise of community-based programming," Garziglia concluded. "I would hope that the FCC would be very wary about any proposal that has the potential to cause future harm to these services."

(Reprinted from Radio World magazine. For a free subscription, visit the VAB website at www.vab.org.)



Entries are now being accepted for the 2013 VAB Commercial of the Year Awards.

The competition is the top showcase for broadcast advertising in Vermont, and draws hundreds of entries each year.

The deadline for entry submission is March 15.

The VAB will present awards for Radio and Television commercials, promo spots, PSA's and spec spots (spots produced but never aired).

Awards will be presented for "Best Copywriting", "Best Produced" and "Most Creative" in each category, if applicable. Agencies will compete in their own division. However, both agencies and broadcast stations are eligible for the coveted "Best in Show" awards for radio and television.

All entries must have been written and produced by the submitting station or agency and must have aired on a station between February 1, 2012 – February 1, 2013.

Stations must be members in good standing of the VAB, and advertising agencies must be Associate Members in good standing with the VAB. There is no charge to enter the contest.

Each entry must be accompanied by an official entry form. The entry form and complete rules are available on our website, www.vab.org. All entries must be post marked by March 15, 2013.

The awards will be announced during the Commercial of the Year Luncheon during the VAB's 58th Annual Convention, which will be Thursday, May 16, 2013 at the Capital Plaza Hotel in Montpelier.

The convention will also feature great sales seminars from P1 Selling, programming and social media tips from Fred Jacobs Media and for our engineers, FCC RFR training from Don Haes. Convention registration will start soon---check our website for the latest information.