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DPS LOOKING AT ALERT GLITCH

The Department of Public Safety plans to find out why an Amber Alert sent out January 27 through the Emergency Alert System failed to contain the necessary details of the case.



Major William Sheets of the Vermont State Police says a problem at the dispatch center in Rockingham apparently kept the missing person information from being attached to the initial alert. The issue was corrected relatively quickly and, in fact, the alert system is credited with helping to solve the case. Sheets notes, however, the delay was unacceptable as seconds can matter during an Amber Alert situation.

The alert, the first in Vermont since 2008, was issued after a 12-year-old boy was abducted near his foster home in Sunderland. The boy was later found safe in Lyme, New Hampshire. Police arrested the boy's mother.

Major Sheets plans to collaborate with State Police, Emergency Management officials, broadcasters and others to make sure the incident is not repeated. The process may include a statewide Amber Alert test later this year. We'll keep you posted about that possibility.

STATION NUMBERS ON THE RISE

FCC statistics released at the end of the year show an overall increase of the number of full-power radio stations were on the air, compared with year earlier.

The numbers show there were 15,358 stations on the air in the U.S. at the end of 2013, up 162 stations from 2012.

Commercial FM stations increased by 14 to 6,612. The number of AM stations dropped by 11 to 4,727. The big gains were among non-commercial FM stations, which grew by 159 to a total of 4,019.

FM translators and Low Power FM stations are counted separately, and their numbers actually went down. There were 6,054 translators (and boosters) at the end of 2013, down 21 from the year before. The number of LPFM stations dropped from 809 in 2012 to 776 in 2013.

Time to Enter the Commercial of the Year Contest!

Entries are now being accepted for the VAB's annual Commercial of the Year Contest, the premier broadcast advertising award competition in Vermont!

The Vermont Association of Broadcasters' 59th Annual Convention will be held Thursday, May 22, 2014 at the Capital Plaza Hotel in Montpelier. The VAB will present awards for Radio and Television commercials, promo spots, PSA's and spec spots at the Commercial of the Year Awards Luncheon.

Awards will be presented for "Best Copywriting", "Best Produced" and "Most Creative" in each of the categories. Advertising agencies will compete in their own division. However, both agencies and broadcast stations are eligible for the coveted "Best in Show" awards for both radio and TV. "Best in Show" winners will not be recognized in other categories.

All entries must have been written and produced locally by the submitting station or agency and must have aired on a station between February 1, 2013 - February 1, 2014.

Here are the rules:

You may submit up to nine (9) total entries per agency or station. 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 submitted separately via email to vab@vab.org.

Each email MUST include the following information:

- Name of Station or Agency
- Category of Entry: Commercial, Promo, PSA or Spec Spot
- Name of Sponsor, e.g. "Al's Kwik-Stop"
- Title of Entry, e.g. "Free Ice Cream Day"
- Writer(s) of spot
- Producer(s) of spot
- Talent
- Videographer (if applicable)

The VAB reserves the right to feature winning commercials on our website. Questions? Email Jim Condon at vab@vab.org. Good luck!





Michael Guld

Michael Guld will help you Thrive, not just Survive!

While there is no magic bullet to being a million dollar media rep, there are actionable tools, tips and systems that can immediately transform

"positive potential" into "peak performance." Regardless of economic conditions you can achieve breakthrough results by following success principles that have helped thousands across the country to grow their business.

In this session you will learn...

- How to successfully prospect and position yourself (not just your station) and build loyalty in a crowded and increasingly skeptical marketplace.
- How to create "value based" marketing campaigns to increase your clients' traffic, without cutting prices.
- Success formulas from leading broadcast executives and media reps from across the country.
- And much more!

Michael Guld is the author of *The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar*. The VAB is delighted to welcome Michael back to Vermont for our annual convention, May 22 at the Capitol Plaza Hotel.

189 REPS BACK LOCAL RADIO FREEDOM

The National Association of Broadcasters continues to drum up support for H. Con. Res. 16, "The Local Radio Freedom Act." The NAB says 189 House members have signed onto the resolution, just 29 short of an outright majority.



The bipartisan resolution was introduced by Representatives Mike Conaway and Gene Green of Texas in response to a bill introduced by former Rep. Mel Watt of North Carolina. A companion resolution has also been introduced in the Senate.

Watt's bill would impose a new performance fee, or tax, on local radio broadcasters, simply for airing music on the radio. Ironically, radio is the number one promotional tool for record labels and performers.

A performance tax could financially cripple local radio stations, putting jobs at risk, stifling new artists trying to break into the business and harming nearly 242 million Americans who rely on local radio. Moreover, several recent private deals between radio companies and record labels to compensate copyright owners and performers prove there is no real need for government involvement.

Recognizing the immense promotional value of free radio airplay, Congress has repeatedly rejected the record labels' attempts to impose a harmful performance tax on local radio stations.

For more than 80 years, record labels and performers have thrived from radio airplay - which is essentially free advertising - from local radio broadcasters. Free, broadcast radio touches nearly 242 million listeners a week, a number that dwarfs the reach of Internet and satellite radio.

A 2013 survey found that AM/FM radio is the top source for those seeking to learn about new music, far surpassing online and other sources.

The fact is, the big record labels find themselves struggling economically and are seeking to recoup revenues on the backs of local radio stations that are, ironically, their greatest promotional tool.

HOW TO MAKE MONEY WITH SOCIAL MEDIA

The VAB is happy to announce Allie Danziger, Founder and President of Integrate Public Relations, will present a seminar on ways broadcasters can profit from social media. The seminar will take place during the May 22 VAB Convention in Montpelier.

Danziger and her company specialize in helping brands and individuals prevail by embracing change and integrating new and traditional tools in their communication mix. As a sought-after social media expert, Allie travels extensively, delivering her insight and unique perspectives to audiences across the nation. We look forward to profiting from her insights! Stay tuned for more convention seminar information.



Allie Danziger