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The VAB Voice



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POWER BOOST FOR WCVT

Classical station WCVT-FM (101.7 MHz) recently upped its signal strength. The Radio Vermont Group station went from 25KW to 50KW from Mount Mansfield. The upgrade was officially made at 1:01:07 p.m. on December 16.

MORE FREE VPT FOR SO. VT

On Dec. 2, VPT launched two digital over-the-air-only channels for viewers in Bennington County. Digital channels 30 (Manchester) and 46 (Pownal) will enable viewers to watch content from PBS's World and Create channels.

ASCAP DEAL ANNOUNCED

ASCAP, the largest music licensing group, and the Radio Music Licensing Committee have avoided further legal fights and agreed to a six-year deal, retroactive to 2010. ASCAP is reverting to the revenue percentage formula, as opposed to the flat rate system that was based on profits before the recession came along. More details are expected soon.



John Gladding 1941– 2011

John Gladding, former WCAX-TV reporter and key figure in a landmark first amendment case, passed away November 30 in Rutland. He was 70.

Gladding, Channel 3's first Rutland reporter, was subpoenaed in 1973 to reveal the sources of a drug raid story. He refused to do so. The Vermont Supreme Court sided with him in a 1974 ruling, affirming the right of reporters to withhold sources. Gladding later worked many years as a police dispatcher.



Alternative Broadcast Inspection Program

PROTECT YOUR STATION WITH ABIP IN 2012

The VAB is pleased to again offer to subsidize stations who wish to take part in the Alternative Broadcast Inspection Program (ABIP) in 2012. 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 inspection for a three-year period. Stations, however, are not immune from complaint-driven inspections.

Shotwell will be in touch with all of the stations to set up a schedule. ABIP contract agreements may be downloaded from the VAB website at www.vab.org.

Happy New Year and Happy ABIP from the VAB!

SANTA'S LAND SHUTS DOWN; STARTED BY RADIO PIONEER

It was more than an end of an era last month when the Putney kiddie park Santa's Land shut down for business just a week before Christmas. The family-friendly roadside attraction on Route 5 had struggled for years to compete against more sophisticated diversions. The Wells family, operators of the park for the past seven years, had no choice but to hand out pink slips to the few remaining elves.



Jack Poppele, Jr.

The closing of Santa's Land also ends a long link between Vermont and one of radio's true pioneers. Jack Poppele, Jr. founded Santa's Land in 1957 as a way to share the holiday spirit all year round. Poppele had another career, however, that spanned the history of radio.

In 1922, Poppele was selling crystal radio sets at Bamberger's department store in Newark, New Jersey when he was asked by the owner to set up WOR, America's sixth radio station. He put up two poles on the roof of the store, strung a wire between them, went on the air and played a recording of Al Jolson's "April Showers." In 1927, he helped WOR become an original member of the CBS network.



A few years later, he helped WOR form the Mutual Radio Network. Poppele also took part in the first transatlantic broadcast. He set up the first remote broadcast at

the Jack Dempsey-Gene Tunney heavyweight fight in 1926 and, in 1932, wired FDR's first inaugural address.

As a radio and TV engineer, Poppele worked closely with figures like Allan DuMont and David Sarnoff, and was named by President Eisenhower to lead Voice of America in 1952. He was six-time president of the Television Broadcasters Association, where he helped draft the industry's channel assignments. He considered his greatest contribution, however, to be the development of directional AM systems in 1935. Later in his career, he helped develop AM stereo. He died in 1986 at the age of 88.

The closing of Santa's Land last month was a feature story on the *Early Show* on CBS, a network started, in part, by Jack Poppele. While Santa's Land is now closed, WOR radio is still going strong and will celebrate its 90th birthday this year!

- Jim Condon

Important Dates for Broadcasters in 2012

- January 3–January 12. Filing Window for FM Auction No. 93 opens.
 - January 10–FCC Form 398 Children's Television Programming Reports and Children's Television Commercial Limitations Certification due.
 - January 10–Quarterly Issues Programs Lists. All radio and television broadcast stations must prepare and place in their public inspection files a list of important issues facing their communities, and the programs aired in the fourth quarter of 2011 dealing with those issues.
 - January 14–Copyright Royalties for Internet Streaming due.
 - January 21–Lowest Unit Rate Window Opens. Jan. 21 is the first day of the Lowest Unit Rate period for the Vermont presidential primary to be held on March 6.
 - February 1–Annual EEO Public File Report. By Feb. 1, radio and television stations in New York must place in their Public Inspection File and post on their Web site, if they have one, their FCC Annual EEO Public File Report.
 - February 1–FCC Form 323-E Biennial Ownership Reports Due for Non-commercial Stations in New York.
 - February 14–Copyright Royalties for Internet Streaming due.
 - March 16–Copyright Royalties for Internet Streaming due.
 - March 27–FM Auction No. 93 Begins.
 - April 10–FCC Form 398 Children's Television Programming Reports and Children's Television Commercial Limitations Certification due.
 - April 10–Quarterly Issues Programs Lists must be prepared and placed in the Public Inspection File.
 - April 14–Copyright Royalties for Internet Streaming due.
 - May 15–Copyright Royalties for Internet Streaming due.
 - May 17–VAB 57th Annual Convention, Capitol Plaza, Montpelier
 - June 14–Copyright Royalties for Internet Streaming due.
 - July 10–FCC Form 398 Children's Television Programming Reports and Children's Television Commercial Limitations Certification due.
 - July 10–Quarterly Issues Programs Lists must be prepared and placed in the Public Inspection File.
 - July 14–Lowest Unit Rate Window Opens for the August 28 primary elections in Vermont.
 - July 15–Copyright Royalties for Internet Streaming due.
 - July 28–Lowest Unit Rate Window Opens for the September 11 primary elections in New Hampshire and New York.
 - July 31–Copyright Royalty Claims Due for Eligible Television Stations.
 - August 14–Copyright Royalties for Internet Streaming due.
 - September–Annual FCC Regulatory Fees Due. Although the precise date will not be determined until the Summer of 2012, the deadline for paying the FCC's Annual Regulatory Fees is typically mid-September.
 - September 7–Lowest Unit Rate Window Opens for November 6 General Election.
 - September 14–Copyright Royalties for Internet Streaming due.
 - October 10–FCC Form 398 Children's Television Programming Reports and Children's Television Commercial Limitations Certification due.
 - October 10–Quarterly Issues Programs Lists must be prepared and placed in the Public Inspection File.
 - October 15–Copyright Royalties for Internet Streaming due.
 - November 6–General Election.
 - November 14–Copyright Royalties for Internet Streaming due.
 - December 1–Annual EEO Public File Report. Radio and TV stations in New Hampshire and Vermont must place in their Public Inspection File and post on their web site, if they have one, their FCC Annual EEO Public File Report.
 - December 3–FCC Form 317 (ancillary and supplementary services) and any applicable revenue percentage fee due for DTV Stations.
 - December 3–FCC Form 323-E Biennial Ownership Reports Due for Noncommercial Television Stations in New Hampshire and Vermont.
 - December 15–Copyright Royalties for Internet Streaming due.
- Thanks to DWT, LLP for their help in preparing the calendar.

SEND US YOUR COMMERCIAL OF THE YEAR ENTRIES!

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

Send us 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 in Montpelier. Good luck!

GOOD DEEDS FOR GOOD CAUSES

A big tip of the hat to two Vermont radio stations that pulled out all the stops (or is that "stop-sets"?) to help out two great local causes.



WKOL-FM in Burlington held their 13th annual "Camp Ta-Kum-Ta-Thon" from December 12–16 with the goal of raising money to help pay for kids with cancer to attend summer camp in Vermont.

Organized by Hall Communications and station personalities Jon Brooks and Mark Knight, the event raised more than \$140,000 in one week. That means 56 children with cancer from Vermont and New York will be able to have fun at the camp this summer.

On December 20, WJJR-FM in Rutland, in conjunction with CVPS, conducted their annual

one-day "Gift-of-Life" blood drive.

The event started in 2003, when 368 pints of blood were



collected for the Red Cross. The last three years have seen the drive set one-day records for New England, including last year's record collection of 1400 pints. Last year, though, Manchester, New Hampshire set the new national and regional record.

Organizers in Rutland had to set their sights higher than ever, and collected an astounding 1855 pints. While it fell just a bit short of the national record of 1968, it was the most successful per-capita blood drive in history! Congratulations and "thank you" to WJJR and its sister stations at Catamount Radio.

VAB Seminars Will Help You Make More Money!

If you would like to generate more revenue and attract a larger audience, than this year's VAB convention is for you!

The 57th Annual VAB Convention will be held Thursday, May 17th at the Capitol Plaza Hotel in Montpelier.

This year's seminars will feature **Mark Levy** of Revenue Development Resources, **John Lund** of the Lund Consultants Inc., **Karen Travis** of Advantage Systems, and a political advertising refresher course from attorney **David Oxenford**.

The convention will also feature the annual Commercial of the Year Awards luncheon and great door prizes. All for just \$25 per person. So save the date! Registration starts soon at www.vab.org.