

Vermont Association of Broadcasters  
500A Dalton Drive  
Colchester, VT 05446  
(802) 655-5764  
Email: [vab@vab.org](mailto:vab@vab.org)  
Website: [www.vab.org](http://www.vab.org)

#### NEXSTAR BUYS WFFF/ WVNY



Texas-based Nexstar Broadcasting and sister company Mission Broadcasting will acquire Burlington Fox and ABC affiliates WFFF-TV and WVNY-TV in a deal valued at \$17.1 million. Nexstar is buying WFFF from Smith Media while Mission is buying WVNY from Lambert Broadcasting. Nexstar will operate WVNY under a local services agreement, similar to the arrangement currently in place between the two stations. Nexstar owns more than 50 television stations around the country, including a dozen in New York State.

#### SQUIER PICKS UP WEXP-FM

WEXP-FM (101.5 MHz) in Brandon has been sold by Electromagnetic Company to Radio Vermont's Ken Squier, d.b.a. Woodchuck Radio, LLC. The reported purchase price was \$475,000. Great Eastern Radio earlier sold former Nassau properties WEXP and WWOD-FM (now WMXR-FM) to Electromagnetic for a reported \$600,000.



#### NIELSEN NABS ARBITRON

Nielsen, the TV ratings giant, announced last month that it has a deal to purchase radio ratings leader Arbitron for \$1.26 billion.



"Radio reaches more than 92% of all American teens and adults because they love to listen to music, talk, news and information while at home, at work and in their cars," said Arbitron CEO William Kerr, adding "Media clients will have better insights into consumer behavior and the return on marketing investments." The deal, which was announced Dec. 17, will likely face anti-trust review before closing.

## The VAB Voice



January, 2013

### VAB COMMERCIAL OF THE YEAR CONTEST IS UNDERWAY

It's time to gather up your agency or station's best spots of 2012. Entries are now being accepted for the 2013 VAB Commercial of the Year Awards.

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



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 Pro-

duced" 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](http://www.vab.org). All Entries must be post marked by March 15, 2013.

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

### 2013 IS A LICENSE RENEWAL YEAR FOR VT AND NH RADIO STATIONS

Nobody likes extra paperwork, but prepare to do some this year if you own a full-power FM or AM radio station in Vermont.

Every eight years, stations must file for license renewal, if they wish to continue broadcasting. This year, it's time for all stations in New England to file.

All stations subject to renewal must broadcast Pre-Filing Renewal Announcements on October 1, October 16, November 1 and November 16. By December 1, stations should have electronically filed their renewal applica-

tions with the FCC (Form 303-S) as well as their Equal Opportunity Employment Reports (Form 396).

Post-Filing Renewal Announcements must be broadcast on December 16, January 1, January 16, February 1 and February 16.



**QUARTERLY ISSUES/  
PROGRAMS REPORTS  
ARE DUE JANUARY 10**

## VAB Supports Contest Rule Change

Last month, the VAB joined with 46 other State Broadcasters Associations in supporting the rulemaking petition filed by Entercom Communications Corp. to amend the FCC's "Contest Rule."

If successful, the FCC would no longer require radio and television stations to broadcast the material terms of their station-conducted contests. Rather, stations would have the option of *either* continuing to announce those contest terms over-the-air or posting those terms on their own websites while periodically airing messages informing their listeners and viewers of the website address where the rules could be found.

The State Associations urged the FCC to give stations the flexibility of posting their contest rules on any web site agreeing to accept such postings that is freely accessible, 24/7, without the need for a password or registration.

We pointed out that because consumers today routinely use company web sites to learn about a company's products, services, prices, terms and promotions, including discounts, sales and contests, the change proposed by Entercom is in perfect alignment with 21st Century consumer expectations and practices. Furthermore, by giving stations the option to post their contest rules, rather than having to broadcast them, amending the Contest Rule would provide a regulatory incentive for all stations to use the Internet to make their contest rules widely and conveniently available.

In that latter regard, we stressed that by posting contest rules online, station listeners and viewers would only have to learn of the website address where contest rules were posted, and would no longer have to wait to hear several on-air contest announcements before they could remember, as well as digest, all of the material terms of a contest.

In addition, we noted that listeners and viewers could take as much time as they wished to review and understand the online posted rules before deciding whether or not to participate in a station contest.

For stations wishing to promote their own contests, we emphasized the limitations of time which challenge all stations that are currently required to broadcast the material terms of contests. We also argued that, to the extent that online posting of contest rules takes the place of on-air announcements, consumer misunderstandings should be *reduced* overall, and any complaints alleging that a station did not broadcast "all" of the material terms of its contest, or did not do so often enough, should become virtually extinct, thus eliminating a burden on the resources of the Commission.

- Dick Zaragoza of Pillsbury Winthrop Shaw Pittman LLP

save  
the  
date

Thursday, May 17, 2013

58th Annual VAB Convention  
Capitol Plaza, Montpelier, VT

### JOHN HILL 1948 - 2012



John Hill, a popular long-time disc jockey and salesman in the Burlington area, passed away unexpectedly Dec. 10 in Colchester. He was 64.

A native of Evanston, Illinois, John traveled a lot as a youngster, attending 11 different high schools in the US and Canada before graduating from Peoples Academy in Morrisville in 1967.

John began his broadcasting career as a disc jockey at WJOY in 1969, then worked at WDOT-AM from 1970-1985 and WVMT-AM from 1985-



Dave Hunter, John Hill, RJ Potter and Ken Barlow

1994. Besides being a boss jock on the air in Burlington, he also served as a deejay at hundreds of weddings, reunions and other parties. In 1994, he began working in sales at WCVF-FM for his friend Ken Barlow and served as a salesman and Group Sales Manager when the station was bought by Clear Channel and later repurchased by Barlow's Vox AM/FM group. He retired from sales in 2010 but still did weekend air shifts for Vox stations.

Recently, his love of travel prompted him to start a travel agency specializing in cruises. He leaves a wife, three children, many grandchildren and one great-grandchild.

Donations in his memory may be made to the Burlington Elks, BPOE #916, 925 North Ave., Burlington, VT 05408.