

**Vermont Association of Broadcasters**  
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## The VAB Voice



July, 2011

### CORRECTION

Due to an editing error, incorrect information was printed last month regarding timely filing of quarterly issues/program reports. The second quarterly report should be in your public file no later than July 10. The next filing deadline will be Oct. 10.

### PUBLIC FILE FINE

WSCS (90.9 MHz), the non-profit college station at Colby-Sawyer College in New London, NH found it was not immune from big FCC fines. On June 29, the FCC upheld an original \$10,000 fine against the station for failure to keep its public file current. The station was missing 14 quarterly issues/program lists in its files.

### MAKE ROOM FOR "JELLI"

"Jelli" radio, a project aimed at melding the web and over-the-air radio has gone live in Las Vegas.



Listeners vote in real time for the songs they'd like to hear next. Two Las Vegas stations (KYLI-FM and KXLI-FM) are the platforms for the new formats. You can check out the "Jelli" project at [www.jelli.com/vegas](http://www.jelli.com/vegas).

## NATIONAL EAS TEST SET FOR NOV. 9

The date for a nationwide test of the Emergency Alert System has been announced by the FCC. The first ever national test of EAS will occur at 2 PM EST on November 9, 2011. The FCC amended its rules to provide for a nationwide test, in addition to the weekly and monthly tests that are already part of the FCC rules.



The nationwide test is to assess the reliability and effectiveness of EAS in being able to convey to the public a Presidential alert. This test comes at the same time as the FCC has issued a Notice of Proposed Rulemaking to consider amendments to its rules to provide for the conversion to a new method of disseminating EAS alerts - using the Common Alert Protocol (CAP) which is IP based, rather than reliant on the daisy chain over-the-air system that has been used for so long.

One question is whether the deadline for CAP implementation, presently set for September 30, should be extended. The nationwide test, even though it will not use the CAP system (which in and of itself may show that the Commission has already recognized that the September 30 CAP implementation deadline will be

extended), is still very important for broadcasters. The FCC, in coordination with FEMA, will use the results of the test to determine what problems exist in the EAS system and what improvements are necessary to ensure EAS functions as a robust public warning system.

As broadcasters in recent years have highlighted their participation in EAS, and the important role that it plays in alerting communities to emergency situations, in connection with many initiatives (including the push to put FM chips in cell phones), broadcasters want to make sure that their performance during the upcoming test will be up to the level that the FCC expects.

As all EAS participants will have to report to the FCC on the results of the test, all participants should use the period between now and November to assure that their systems are working and ready to fulfill their obligations under the rules. No broadcaster, cable system or other participant wants to be in the position of having to report to the FCC that their equipment was malfunctioning on the date of the test. And, certainly, no participant wants to forget to file the necessary report when due.—David Oxenford

### ENGINEERS NEEDED!

If you're in charge of engineering for any broadcast facility in Vermont, we need to hear from you. PLEASE download and fill out the new VAB EAS Survey. We need your information as we continue work on a new state EAS plan for Vermont. You'll find a link to the survey on our website: [www.vab.org](http://www.vab.org). Thank you!



2010 Hall of Fame inductees Jack Donovan and Mark Brady

**WHO'S NEXT INTO THE VAB HALL OF FAME?**

Nominations are now being accepted for the VAB Hall of Fame and our other prestigious annual awards. Visit our homepage at [www.vab.org](http://www.vab.org) and click on the nomination link for the following awards:

**VAB HALL OF FAME**

**BROADCASTER OF THE YEAR**

**DISTINGUISHED SERVICE AWARD**

**COMMUNITY SERVICE AWARDS**

Nominations must be received by Sept. 30, 2011. Our annual awards banquet will be held Nov. 19, 2011 at the Burlington Hilton Hotel. A great time is guaranteed for all, so please save the date:

**NOV. 19, 2011**

To see who's already in the Hall of Fame, go to [www.vab.org](http://www.vab.org).

Your station may qualify for a cash rebate of up to \$1000 from the VAB towards the purchase of a new CAP-compliant EAS decoder. Get the details on our website:

**[www.vab.org](http://www.vab.org)**



**"FUTURE OF MEDIA" STUDY RELEASED**

When FCC Chairman Julius Genachowski announced last year that the commission would prepare a report on the "Future of Media," it was seen as a signal of a coming crackdown on the rights and responsibilities of for-profit broadcasters. When the 475-page report was released on June 9, however, most broadcast executives heaved a sigh of relief.



FCC Chairman Julius

The report, officially titled "The Information Needs of Communities: The Changing Media Landscape in a Broadband Age," was the culmination of a year's worth of interviews and public hearings with journalists, community groups and government officials.

Findings included comments that the broadband age has helped spur a renaissance of local news and information reporting. The quality of reporting is uneven, however, and communities that do not have good local news coverage stand to suffer.

The report's recommendations steered away from controversial topics such as cross-ownership and market monopolies. Instead, the report recommends the return of tax certificates for minority or women owners. It also urges greater deployment of broadband internet service to under-served areas. And, it recommends that federal government ad spending be done at the local level to help local broadcasters. Each year, the government spends about a billion dollars on advertising.

The report urges support for local community access channels, suggesting there should be a C-SPAN in every state. The report also recommends repeal of the remnants of the Fairness Doctrine.

Another suggestion is the elimination of the quarterly "enhanced disclosure" form for TV stations. The enhanced disclosure form was proposed in 2007 but the form has still not been approved by the Office of Management and Budget. The report says the form is too complex and should be jettisoned. In fact, the report also calls for an end to the FCC's "localism" proceeding altogether, which came as welcome news to most broadcasting companies.

The FCC should begin to make a careful transition into electronic public files, the report says. Eventually, all information contained in a public inspection file should instead be filed on-line in a database hosted by the FCC. This would include ownership and licensing reports, political spending records, children's TV programming reports, etc. The transition to digital public files should begin with TV stations, the report suggests, rather than radio stations.

The full report is available on-line at [www.fcc.gov/info-needs-communities](http://www.fcc.gov/info-needs-communities). - Jim Condon