

**THE VERMONT ASSOCIATION OF
BROADCASTERS**

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The VAB Voice



WINNIE LOU DAVIS 1950-2010

Longtime radio and TV traffic director Winnie Lou Davis passed away May 20 at her home in Jericho. She was 59. Winnie Lou had worked for many years at WJOY radio, both under Frank Balch and for Hall Communications. She then went on to work for WCAX-TV for almost 20 years. She had a keen interest in sports, especially the equestrian variety. In fact, she was one of the first female sports play-by-play announcers in Vermont. Donations in her memory may be made to The Winnie Fund c/o Merchants Bank PO Box 369 Jericho, VT 05465. Her friends and family will celebrate her life at a garden party on June 16 at 2 p.m. on the South Lawn at The Essex Spa & Resort in Essex, VT.

RADIO AD SPENDING UP 6%

The RAB reports first quarter revenues for radio broadcasters shot up 6% in the first quarter of 2010. Local radio sales were up 2% overall, while national sales showed a 19% gain. Ad categories showing large increases included communications/cellular and public utilities. Another sign of a reviving economy came last week when both Citadel Corp and NextMedia exited bankruptcy proceedings.

WIFE # FOUR A CHARM FOR RUSH?

If you were wondering where Rush Limbaugh was lately, wonder no more. The 59-year-old talk show



host was busy tying the knot with 33-year-old Kathryn Rogers, a party planner from Palm Beach, Florida.

The June 5 event at the palatial Breakers resort was witnessed by 400 guests, including Karl Rove, Rudy Giuliani and Sean Hannity. The crowd was entertained by none other than Sir Elton John. Limbaugh reportedly paid the pianist \$1 million to perform.

SEMINARS & AWARDS AT VAB CONVENTION

Nearly 150 radio and TV broadcasters from the region gathered May 27 at the Capitol Plaza in Montpelier for the 55th annual VAB convention.

Sales seminars from Paul Weyland and Danny Thomas both received high praise, as did a legal seminar with attorney David Oxenford and a motivational seminar with broadcasting legend Mort Crim.

Oxenford's powerpoint presentation is available on the VAB website at www.vab.org.



Governor Jim Douglas

The event also featured the annual "Commercial of the Year" competition. See page two of the VAB Voice for a complete list of this year's winners and more convention photos.

We were also honored to

have Gov. Jim Douglas join us for lunch and offer his assessment of the economy and of the session just ended.

Our next big event will be our Hall of Fame dinner in the fall. Nominations for the VAB Hall of Fame as well as Broadcaster of the Year, Distinguished Service Awards and the Alan Noyes Community Service Award are now being accepted. Visit the website to learn more.

Thank you to all those who took the time to join us!

Capitol Matters

HOUSE VERSION OF CAMPAIGN FINANCE BILL PREFERRED BY BROADCASTERS



The DISCLOSE Act recently passed the Committee in the House of Representatives charged with dealing with it, without many of the provisions that most worried broadcasters and cable companies.

The DISCLOSE Act has been proposed in both the House and Senate in response to the Citizens

United Supreme Court case (which freed corporations and labor unions to spend money during political campaigns to explicitly support or oppose the election of particular candidates).

When introduced, in addition to provisions mandating new disclosure requirements for corporations, labor unions and other third parties who decide to run political ads, the legislation had a section expanding the requirements for lowest unit rates and reasonable access - extending these rights to political parties (as opposed to being limited to the candidate's own campaign committees, who are the only ones eligible under current law) and mandating advertising rates even lower than the current lowest unit charges in certain circumstances. That section of the original bill also re-

quired that the FCC conduct audits of broadcasters' compliance with the political rules, and seemingly expanded the FCC political advertising obligations of cable systems. The House of Representatives Committee on Administration approved the bill, sending it on to the full House for consideration. The DISCLOSE Act's sponsors want to have the bill approved and in place by July 4th so that it will have an impact on the November elections

Of course, this is not the end of the story. The Senate still has to consider the bill in committee, and the full House and the full Senate have to vote on the legislation before it is adopted. At any point, amendments can be offered that could have the impact of returning some of these provisions of concern. But, at least for now, while imposing some additional disclosure requirements on political advertisers, the House version of the legislation is much more palatable to the broadcasting community. But watch this bill as it progresses through Congress in the coming month to see what else may develop.

- David Oxenford (See David's VAB powerpoint presentation by going to www.vab.org).

VAB COMMERCIAL OF THE YEAR AWARDS
LIST OF 2010 WINNERS

(For more information about the winning entries, visit www.vab.org)

RADIO

Best Produced Commercial, Agency:
"Vermont 350 Dance Party"
Shadow Productions

Best Produced Commercial, Station:
Vermont Sports Grill "Teaser"
WBTZ-FM

Most Creative Commercial, Agency:
Lake Champlain Chocolates
"Wonderland"
Shadow Productions

Most Creative Commercial, Station:
Pet Food Warehouse
"Chew to the Bone"
WJOY-AM

Most Moving Commercial, Station:
Ramunto's Pizza
"2 Inches Means More"
WGMT-FM

Best Produced Promo, Station:
"Champ Mancave"
WCPV-FM

Most Creative Promo, Agency:
Magic Hat "Mardi Gras"
Shadow Productions

Most Creative Promo, Station:
"Text Drive Golf Promo"
WDVT-FM

Most Moving Promo, Station:
"Santa Train"
WJEN-FM

Best Produced PSA, Station:
"Haunted Firehouse"
WORK-FM

Most Creative PSA, Station:
"Flea Market"
WWFY-FM

Most Moving PSA, Station:
"C is for Cancer"
WJEN-FM

Best Produced Spec Ad, Station:
"Vermont Sports Grill"
WTNN-FM

Most Creative Spec Ad, Station:
"Barre Dogs"
WWFY-FM

Most Moving Spec Ad, Station:
Midway Diner "Happiness"
WJEN-FM

Best in Show, Radio:
Treadway Service Center
"Cupholder"
WOKO-FM

TELEVISION

Best Produced Commercial, Station:
Skill Tech "Instructors"
WCAX-TV

Most Creative Commercial, Agency:
Heritage Automotive Group
"H-Team Origins: Wayne"
Mt. Mansfield Media

Most Creative Commercial, Station:
Shearer Auto Group
"The Joke's on You"
WVNY-TV

Most Moving Commercial, Station:
Amtrak "Autumn"
WCAX-TV

Best Produced Promo, Agency:
Heritage/Lake Monsters
"Kids Eat Free"
Mt. Mansfield Media

Best Produced Promo, Station:
"I-Phone App"
WCAX-TV

Most Creative Promo, Station:
"Cars"
WCAX-TV

Most Moving Promo, Station:
"Captain Phillips in His Own Words"
WNNE-TV

Best Produced PSA, Station:
Vermont Special Olympics
"Penguin Plunge"
WCAX-TV

Most Creative PSA, Station:
"Haunted Forest"
WCAX-TV

Most Moving PSA, Station:
"Cows Come Home to Burlington"
WPTZ-TV

Most Creative Spec Ad, Station:
Lamoille Valley Ford
"Shooting Prices"
WVNY-TV

Best in Show, Television:
ECHO Center, "Contraptions"
WPTZ-TV

See more information about
the winning entries and more
convention photographs on
our website:

www.vab.org



Dave Tibbs, Judy Anderson and Thad Monteiro



Hall of Famer Joel Najman



Rod Hill and Dan Dimille collect the
Radio Best in Show award for WOKO



Ken Kasz hands the TV Best in Show
award to Justin VanCour of WPTZ-TV



VAB President Ken Kasz with Mort Crim



Judging coordinator Nancy Kerr



Wayne Barrows and Karen Lougee



Hall of Famers and former VAB Presidents
Ken Jarvis and Eric Michaels



Ken Kasz and WCAX-TV's Meredith Neary



Amy McGovern of WDEV and Gov.
Jim Douglas