

**THE VERMONT ASSOCIATION OF BROADCASTERS**

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# The VAB Voice



## FILM FOCUS ON BLOOD DRIVE

Rutland's record-setting blood drive, the Gift-of-Life Marathon, is the subject of a new film documentary. "The Blood in This Town" celebrates the community spirit of Rutland, even in the wake of a down economy. Last December 22, WJJR-FM hosts Terry Jaye and Nanci Gordon helped the seventh annual blood drive break the single day New England blood draw record with an amazing 1024 pints.



Nanci Gordon, Steve Costello & Terry Jaye

The film is still "a work in progress," but a preview and more details may be seen at: <http://bloodinthistown.com>.

## SAT DEAL NEARLY DONE

A five-year reauthorization of satellite TV service is likely to be completed within the next few days. Insiders believe that STELA, the Satellite Television Extension and Localism Act, will win quick approval and go the President for his signature as part of the jobs bill.

The reauthorization was due Feb. 28, but got hung up in the Senate. Agreement was finally reached with Dish TV, whereby they pledge to offer local channel service in the two dozen or so markets where that service is not currently offered. Whereas cable TV must carry any local channel that asks, satellite can opt out. However, if they choose to carry one local station, they must carry all the locals.

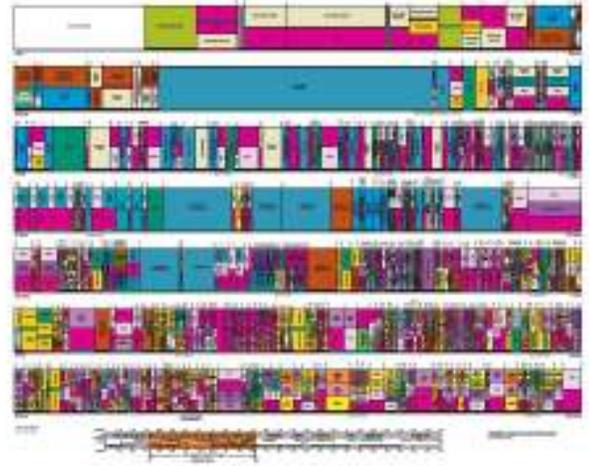
## SPECTRUM GRAB FEARED AS FCC PLAN NEARS

On March 16, the FCC is scheduled to release its National Broadband Plan.

At stake in the plan is the future of free over-the-air broadcast TV spectrum, a chunk of frequency that mobile device makers would like to call their own.

The wireless device industry wants 500MHz of spectrum so they can roll out new services and features. New FCC Chairman Julius Genachowski has indicated he agrees with the need. In a recent speech, he also gave a clue about how his plan would attempt to solve the need. The chair said broadcasters will be asked to voluntarily surrender their spectrum and move to a lower, more crowded frequency. In exchange, the broadcaster would get a cut once the spectrum is auctioned off to a wireless broadband company.

Broadcast TV uses about 300MHz of spectrum. Last year, another 100MHz of analog spectrum was surrendered during the DTV transition. Part of that surrendered spectrum was to be used for a nationwide "First Responder" network for fire and police, but that has not gotten off the ground yet.



While voluntary participation may sound reasonable, there are concerns the FCC will eventually mandate the surrender of spectrum. The second phase could include the stacking of broadcast frequencies and the forced erosion of over the air coverage areas. That sort of treatment would not only threaten the future of free over-the-air broadcasting, but could impair the ability of the industry to pursue new technological advances, such as mobile high definition TV.

This past week, hundreds of broadcasters gathered in Washington to discuss this and other issues. The NAB State Leadership Conference heard from many policymakers and staff members, including longtime Michigan Rep. John Dingell. Dingell says

he would actively oppose any attempt to force broadcasters to give up spectrum. There was widespread support for House and Senate bills to conduct a thorough inventory of available spectrum before any rash decisions are made.



Rep. John Dingell, D-MICH

The VAB was represented at the Washington, D.C. meetings by Executive Director Jim Condon and Legislative Liaison Dan Dubonnet.

March, 2010

# MORT CRIM & MUCH MORE AT THE MAY 27 VAB CONVENTION



## MORT CRIM

From describing man first walking on the moon for listeners of ABC Radio to anchoring evening news in Detroit and other major markets, Mort Crim has proven to be one of American broadcasting's most inspirational speakers.

Famous for his motivational speeches and love of his country, Mort is sure to enlighten and entertain when he delivers his afternoon speech in a first-ever appearance at the Vermont Association of Broadcasters 55th annual convention, May 27 at the Capitol Plaza Hotel and Conference Center in Montpelier, VT.

Mort draws from the thousands of interviews he's conducted during a lifetime in journalism to show his audience that happiness and success are never a matter of life's circumstances. With stories of personal courage and triumph, Mort shares the lessons he has learned from people who have truly found the secret to leading a happy life.



## PAUL WEYLAND

Paul Weyland is an international speaker, branding, marketing and sales strategist, consultant, trainer, author and university lecturer. He speaks to corporate leaders, business owners, managers and front-line sales and customer service

people who want a break-through in visibility and customer loyalty in an information-cluttered, over-scheduled and constantly changing world.

Weyland has made a name for himself speaking to and working in executive level positions in the television and radio business.

Paul has shown hundreds of organizations how to cut through the confusion of marketing, reach into the hearts and minds of their customers, close more sales, increase their bottom lines and keep customers for life. Paul keeps his audience on the edge of their seats, laughing in self-recognition, hungry for more and eager to get out there and do it differently... and better.



David Oxenford



Danny Thomas

## MAXIMIZE THIS YEAR'S POLITICAL AD SPENDING

This is, of course, an election year. And that can mean headaches and traffic hassles and strange last-minute requests from candidates of all stripes. It can also mean the difference between a profitable year for your station and a not-so-rosy year.

A recent Supreme Court ruling may mean even more business than usual in the political arena. Two experts will be at the VAB Convention May 27 to help you and your staff make the most of this year's elections.

Attorney David Oxenford is making a return visit to Vermont. The VAB and others count on David for straightforward legal assistance. He'll discuss the legal do's and don't's of campaign advertising for radio and TV.

Danny Thomas, General Manager of KOAM-TV in Joplin, Missouri has designed an easy-to-follow system to get the most out of the upcoming primaries and elections. He guarantees he'll help you increase your political sales in 2010! We look forward to having both David and Danny at the VAB Convention.



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