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'Localism' Lambasted

The latest person to speak out strongly against the FCC's "localism" proposal knows a little bit about how the commission operates. Press reports say FCC Commissioner Robert McDowell recently called the proposals unnecessary given the amount of digital media competition now faced by broadcasters. McDowell also claimed the proposed rules are unconstitutional.

Running Interference

For the public good, the FCC should wait until the technology is fully ready before approving the use of unlicensed devices in the broadcast spectrum, according to this letter to The Wall Street Journal from John Eck, who sits on the NAB TV Board of Directors and is president of NBC Television Network and Media Works. "Until [technology companies] can solve the interference problem ... the FCC should resist their efforts to have the FCC hand over the spectrum for wireless computing and home-networking uses," Eck writes. (NAB)

Maine CC's Sold

Blueberry Broadcasting has agreed to acquire 17 Clear Channel Radio outlets in Augusta and Bangor, Maine. Blueberry is a Maine-based company headed by President/CEO Louis Vitali and VP/COO Bruce Biette.

The VAB Voice



The VAB VOICE

May, 2008

A Capitol Time at the 2008 VAB Convention!

More than 200 broadcasters gathered at the Capitol Plaza Hotel and Conference Center on Friday, May 2 for a day of lunch, laughs and learning.

Vermont Governor Jim Douglas took time out from his busy day at the tail end of the legislative session to give a lunchtime update on the state's economy. Thank you, Governor!

The awards for radio, television and agency commercials and promos were announced at the luncheon. Thanks to emcee Tom Beardsley and producer Rod Hill for a great presentation. A list of this year's winners appears on the back of this month's newsletter.

After lunch, three concurrent seminars were held. Michael Guld, the author of *The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar*, conducted a well-attended sales seminar at the Capitol Theater.

RAB Vice President John Potter briefed attendees on the fine points of selling advertising and sponsorships on radio and television station [websites](#).



Talent coach Randy Lane hosted an informative programming seminar designed to help morning show talent and music directors.

The Hall of Fame Dinner featured excellent food and two new inductees.

Ron Whitcomb was introduced by fellow engineer and Hall of Famer Ted Teffner. Ron had some very amusing stories about his early years at WCAX!

Also inducted was Vermont native Calvin Coolidge, our 30th President. Coolidge was the first politician to harness the power of broadcasting, delivering some 40 nationwide radio speeches. His great-granddaughter, Jennifer Sayles Harville, was on hand to accept the Hall of Fame plaque.

The VAB Board of Directors also paid special tribute to former VAB Executive Director Al Noyes and his wife, Joyce. Hall of Famer Mike Donovan told some hilarious Al Noyes stories, and VAB President Candis Leopold presented Al with a special "President's Award" for his long and meritorious service.

Comedian Damian Mason gave a hilarious performance as Bill Clinton after dinner. A very funny man!

We'd love to have your feedback. Send your comments or suggestions about the VAB convention to Jim Condon at vab@together.net.



Longtime VPT and WCAX engineer Ron Whitcomb accepts his plaque.

FCC Releases New Version of *The Public and Broadcasting*



Attorney David Oxenford, who assists the VAB on regulatory matters, reports the FCC has written an updated version of *The Public and Broadcasting*, a document first written in the 1970s to tell the public about how the FCC regulates broadcast stations, and to tell the public how they can get involved in the regulatory process. Broadcasters MUST maintain a copy of the manual in their public file, and make it available to members of the public who request it. For years, the manual was grossly out of date, finally being updated a few years ago. All stations need to place the new version in their public file. The new version may be downloaded in .pdf format directly from the VAB website at www.vab.org. Click on the "Public and Broadcasting" link. The manual is updated, and sets out most of the programming and other operational rules that would be of interest to the public.

And the Winners Are...

The winners of the latest VAB "Commercials of the Year" competition were announced May 2 at the VAB Convention.

Congratulations to all the award winners!

Agency Radio :60 Commercial

First Place: Cliff House Audio Capitol Grounds "Woodchuck Blend"
Second Place: Cliff House Audio Capitol Grounds "Football Widowers"

Station Produced :30 Commercial

First Place: WZRT-FM Mike's Hobbies "Jewelry"
Second Place: WSYB-AM Mike's Hobbies "Pirate"

Station Produced :60 Commercial

First Place: WSTJ-AM Caplans, "Building Father's Day Memories"

Second Place: WJOY-AM Lake Champlain Maritime Museum, "Pirates."

Radio Station :30 or :60 PSA

First Place: WGMT-FM "Fix and Recycle"
Second Place: WJJR-FM Good News Garage, "Old West."

Radio Station :30 or :60 Promo

First Place: WKOL-FM "Driving for Excellence."
Second Place: WSTJ-AM "No Quarters Necessary."

Agency Television :15 or :30 Spot

First Place: Verde Group Films Vermont Eye Laser, "Contacts."
Second Place: Verde Group Films Kinney Drugs, "Diner."

Station Produced :15 or :30 Spot

First Place: WFFF-TV Advance Music, "Big Store."
Second Place: WCAX-TV Goss Dodge, "For a Lifetime."

Station Produced :15 or :30 PSA

First Place: WCAX-TV "Point to Point."
Second Place: WCAX-TV "South End Art Hop."

Station Produced :15 or :30 Promo

First Place: WCAX-TV "Made in Vermont."
Second Place: WCAX-TV "Friday Football Frenzy."

The entry applications for the 2008 "Commercials of the Year" awards will be mailed out early in 2009.

If you would like to be added to the mailing list, please email Jim Condon at vab@together.net.

The VAB would like to thank Jeffrey Hedquist for his help in judging the entries.

We plan to feature all the winning commercials on the website!

HALL OF FAME UPDATE

Congratulations

to Calvin Coolidge and Ron Whitcomb for entering the VAB Hall of Fame.



Pictured above is Jennifer Sayles Harville of New Hampshire, the great-granddaughter of President Calvin Coolidge.

Jennifer delivered a nice speech, recounting some of "Silent Cal's radio experiences.

She was joined by at the Hall of Fame ceremonies by Cyndy Bittinger, Executive Director of the Calvin Coolidge Memorial Foundation in Plymouth, VT.

Bittinger reported her foundation plans to publish a new book about Coolidge's radio days.

Calvin Coolidge: Our First Radio President by Jerry L. Wallace will be available within the next few months. It will cost \$12.95 per copy.

The Foundation is taking advance orders for the book. Please call 802-672-3389, or visit www.calvin-coolidge.org. You may also send email inquiries to info@calvin-coolidge.org.

Tarheel State to Give DTV Transition Early Test

TV Week is reporting FCC Chairman Kevin Martin is set to announce it will conduct a test of the DTV transition in Wilmington, N.C., the smallest TV market in the state.

The switch to DTV for all full-power stations in the U.S. will take place Feb. 17.

Reportedly, the test in North Carolina, which happens to be Mr. Martin's home state, is likely to take place before the November sweeps.

According to Nielsen, the Wilmington market is the 135th largest in the country.

The FCC had tried to interest other markets around the



country in performing an early switchover test of Digital Television. Such a test may reveal how many homes aren't ready for the switch.

TV Week notes it's possible the stations in the market may suffer a financial hit. That's because the test may be in a month that stations use to set their rates for the next fiscal quarter.

FCC Commissioner Michael Copps was looking for a market where all the broadcast stations already have digital signals in the air, and that the signals are already on the same

channels that will be used once the official transition happens. Meanwhile, a station in Las Vegas, NV has taken it upon itself to give a DTV early warning.

On May 2, KVBC decided to interrupt its analog transmission of its seven daily newscasts with video of a plug being pulled followed by static. Overlaid over the static was a graphic urging viewers to visit www.DTVanswers.com or call 1-888-DTV-2009.

The station promoted the event all week, asking viewers to tune all of their sets to KVBC to check for digital readiness. Not a bad idea during May Sweeps!