

THE VERMONT ASSOCIATION OF
BROADCASTERS

500A DALTON DRIVE
COLCHESTER, VT 05446
(802) 655-5764
VAB@VAB.ORG
WWW.VAB.ORG

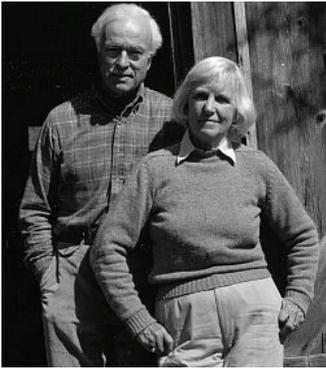
The VAB Voice



REMEMBERING WILL CURTIS

The longtime host of the daily VPR commentary "The Nature of Things" passed away last month. Will Curtis was 93.

His three-minute reports about history and nature were broadcast nationally, and his plain-spoken appreciation of the natural world around us became a fixture on VPR for decades.



Will and Jane Curtis

Curtis and his wife Jane were also regulars on WCAX-TV's "Across the Fence" program. Together, they authored a number of books, including two compilations of essays from his daily radio show.

A native of Marlborough, Massachusetts, Will married Jane Pitkin in 1940. The couple moved to Hartford, Vermont in the early 1950's to run a dairy farm. They later moved to Hartland, a town Will Curtis represented in the legislature for one term. They finally settled down in Woodstock, where the couple ran the Yankee Bookshop for many years.

Will Curtis is survived by his wife, a daughter, a sister and many grandchildren.

May, 2011

REGISTER NOW FOR THE CONVENTION

The 56th Annual VAB Convention will be held Thursday, May 19 at the Capitol Plaza Hotel in Montpelier. Registration is only \$25 per person and includes the annual commercial awards luncheon.

Sales seminars will be offered in the morning and afternoon.



Jim Taszarek

The morning sales session will feature Jim Taszarek, president of TazMedia of Scottsdale, Arizona. He was the longtime GM of KTAR and K-Lite in Phoenix. After lunch, Taz has also offered to critique your station's production, so bring a copy (CD or DVD) of some of your spots to get his free review.

The afternoon sales seminar will feature "The

Power Tools Guy," a.k.a. Jerry Frentress of Texas. His technique boils down to a "Win-Win" philosophy: when the client wins, YOU win!



Jerry Frentress

In the morning, the VAB will also present a seminar on the changes coming to the Emergency Alert System. Experts such as Rich Parker of VPR, Rob Schell of Vermont Emergency Management and NAB Technology chief Kelly Williams will discuss the changes and answer your questions.

Station owners and General Managers should be aware that the VAB will make an important announcement about the EAS transition during the seminar.



Kelly Williams

The Commercial Awards luncheon promises to be another tasty affair, featuring the culinary skills of the Capitol Plaza's award-winning restaurant, J. Morgan's Steakhouse.

Registration for the event is easy. Log on to www.vab.org, fill out the entry form and send it to VAB Executive Director Jim Condon. It's only \$25 per person and includes coffee and bagels during morning registration, morning and afternoon seminars and the awards luncheon.

The VAB will also conduct random drawings at each seminar to give away \$100 gasoline cards, as well as other prizes!

If you have any questions, call Jim Condon at 802-655-5764 or email Jim at vab@vab.org.

VAB BUSINESS MEETING

Shortly before the morning seminars get underway at this month's VAB Convention, the VAB Board of Directors will conduct the annual business meeting. Members of the VAB Board serve two year terms, and the terms expire this month.



Ken Kasz

The meeting will mark a change in the top as VAB President Ken Kasz will leave office. Luckily for us, he'll stay on the board for one more term as the immediate past president.

Leaving the board now that her term as immediate past president is expiring is Candis Leopold. Her dedication to the VAB has been incredible and her planning, organizing and creative skills will be greatly missed. We know, though, that she'll remain active with the VAB. Thank you, Candis!

The board recommends that current vice president Judy Leech of Pine Tree Broadcasting of East Poultney be elected as the new president of the VAB. Judy has a great understanding of the challenges facing broadcasters today, both in large and small markets.



Judy Leech

Here is the list of the recommended slate of VAB officers. Nominations may also be made from the floor during the meeting.

RECOMMENDED SLATE:

- President: Judy Leech, Pine Tree Broadcasting
- Vice-President: Eric Michaels, Radio Vermont
- Treasurer: Dennis Snyder, Hall Communications
- Secretary: Michael Waggoner, Nassau Broadcasting
- Member-at-large: Alex Martin, WCAX-TV
- Past President: Ken Kasz, WFFF-TV/WVNY-TV

Each member station gets one vote if balloting is required.

SPECTRUM GRAB TOPS VEGAS TALKS

In a first-of-it's-kind meeting, FCC Chairman Julius Genachowski sat down and took questions from a group of state broadcast association executives during last month's NAB Show in Las Vegas.

Jim Condon of the VAB kicked off the questioning, asking the chairman if he could guarantee the FCC's proposed voluntary spectrum reallocation plan would remain voluntary. Genachowski replied he was confident that enough TV stations would sell off spectrum to wireless groups to make the plan work.

Asked what would happen if the plan didn't work as expected, Genachowski declined to elaborate, except to note that no one ever suggested the license holders shall control their spectrum "in perpetuity."

Stations that sell spectrum could have to change frequencies and be assigned less desirable signals. The chairman promised stations that sell spectrum would have their coverage areas protected in any spectrum "repacking" that may occur. We'll keep you posted on this issue as events warrant.



Chairman Julius Genachowski, center, takes a question from the VAB's Jim Condon, right, Dale Arnold of Utah is at left.

BRUCE & HOBBS WIN BOBBLEHEAD BATTLE



Bruce and Hobbes

WVTK-FM's "Morning Crew with Bruce and Hobbes" was the winner of the recent Media Madness Bobblehead contest sponsored by the Vermont Lake Monsters baseball team. The unusual morning duo drew the most votes in three rounds of balloting against six other radio stations. The morning team is unusual because Hobbes is a dog.

Host Bruce Zeman and his wife rescued the dachshund from the Addison County Humane Society. Hobbes had been a victim of animal cruelty but is now a full-fledged member of the Middlebury morning show. The Lake Monsters will honor them on Aug. 20 and donate \$1000 to the Humane Society.