

Vermont Association of Broadcasters
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The VAB Voice



ROAD UPDATES AVAILABLE

VTrans is again offering a live Monday morning road update for your radio or TV station. Brent Curtis (who moonlights as a sportscaster on WDEV) of VTrans is the host of the weekly "On the Road" segments. Brent will call your morning show and give updates on road closings and construction projects in your area. He'll also refer listeners to the state's 511vt.com website for more information and updates. If interested, contact Brent at 828-2618 or by email at AOT.ontheroad@state.vt.us.

SEVEN MURROWS FOR VPR

A tip of the cap to VPR for picking up seven regional Edward R. Murrow awards from the Radio and Television Digital News Association. The awards, announced last month, included best newscast, breaking news coverage, writing, best use of sound, best news series, documentary and best sports story.

Many of the awards were for VPR's coverage of the aftermath of Tropical Storm Irene. The sports award, however, was for a story by Kirk Carapezza about Joe DePugh, a contractor in Stowe. DePugh's connection to the world of sports? A native of Freehold, New Jersey, DePugh played Little League and Babe Ruth league baseball with classmate Bruce Springsteen. The two crossed paths again years later, an encounter Springsteen sang about in his hit song, "Glory Days."



May, 2012

REGISTER NOW FOR THE VAB CONVENTION!



Mark Levy - Revenue Development Resources.
9:30 - 11:30 a.m. and 1:45 - 3:45 p.m.



David Oxenford and Scott Goodwin - Campaign Advertising Refresher Course. 9:30 - 11:00 a.m.



VAB Commercial of the Year Awards Luncheon
Noon - 1:30 p.m.



Karen Travis - Advantage Systems.
Boost Sales with Social Media. 1:45 - 3:15 p.m.



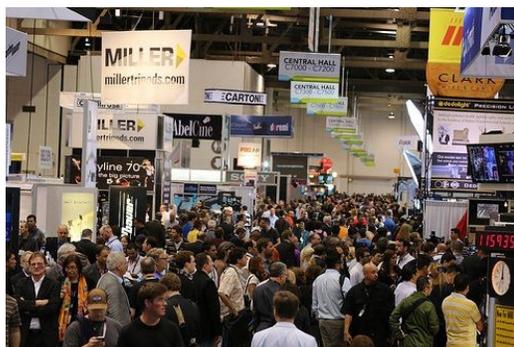
John Lund - The Lund Consultants
Programming Essentials. 1:45 - 3:45 p.m.
(Schedule is subject to change)

Go to vab.org to sign up for the 57th Annual VAB Convention, to be held on Thursday, May 17 at the Capitol Plaza Hotel in downtown Montpelier. It's only \$25 per person for morning and afternoon seminars, coffee, snacks, welcome gifts and a tasty lunch during our annual Commercial of the Year Awards ceremony. You may pay on-line with PayPal or send in a check. If you have any questions, please email Jim Condon at vab@vab.org. Hope to see you there!

WIN!

We'll be giving away TEN \$100 gas cards during our convention!

ATTENDANCE UP AT NAB SHOW IN LAS VEGAS



The 2012 NAB Show in Las Vegas, held April 14 to 19, more than lived up to its billing as the world's largest electronic media event. More than 92,000 attendees from 151 different countries piled into the Las Vegas Convention Center to see new products, experience new technology and to attend seminars on all aspects of radio and television broadcasting. Exhibitor participation increased by nearly ten

percent this year, with 1600 exhibitors showing their wares across 815,000 square feet of floor space.

Celebrities were out in force, too. The opening session, featuring a keynote address by NAB President Gordon Smith was emceed by Golden Globe-winning actress Teri Hatcher.

The annual radio luncheon was hosted by singer



Gordon Smith and Bob Uecker

Donny Osmond and featured the induction of sportscaster Bob Uecker into the Broadcasting Hall of Fame. Legendary actress and comedian Betty White and / actor/producer Garry Marshall were inducted into the Hall of Fame during the annual television luncheon. Next year's NAB Show is scheduled to take place April 8 - 11, 2013.

FCC ORDERS TV TO POST FILES ON-LINE

Last week, the FCC voted to require that television stations maintain most of their public inspection files online, in a database to be created by the FCC. While the details about this obligation have not yet been released, from the comments at the FCC meeting, much is already evident.

All TV stations will have to post their files to an online server to be maintained by the FCC. Most documents not already online at the FCC will need to be uploaded within 6 months of the rule becoming effective. And, in the most controversial action, broadcaster's political files will need to be posted to the new online database, though in a process that is to be phased in over time.

The political file obligation will apply at first only to affiliates of the Top 4 TV networks in the Top 50 markets. The requirement for posting the political file online will be reviewed in a proceeding to begin one year after the effective date of the new rules. Stations outside the Top 50 markets, and other stations in those large markets, will not need to comply with the political file obligations until July 2014.



Issues about the posting of the political file dominated the conversation. Commissioner McDowell, the lone Republican Commissioner, suggested the FCC missed an opportunity for compromise. Broadcasters concerned about the burden of uploading hundred or thousands of documents in the days before an election, and about the specific disclosure of their lowest unit rates in an online database available to anyone, anywhere,

offered a compromise proposal that would have had them creating a summary of the candidate's purchases on the station, but would not have given the actual rate information. McDowell suggested that the FCC start with that level of disclosure.

Commissioner Clyburn seemed to acknowledge the competitive concerns of broadcasters having to give out their lowest rate online. But the Commissioner said that she thought that the public demand for information - whether it be from candidates, regulators, public interest groups, whistleblowers or just people "with too much time on their hands" - outweighed the burden put on broadcasters. Commissioner Clyburn suggested that the review after the first year could determine if the publicity of the lowest rates really did cause problems.

FCC Chairman Genachowski was the least sympathetic to broadcaster's concerns, essentially saying that, as the information was already in the station's paper files, putting it online was just the modern way to do disclosure. He dismissed any claims that it would present a burden to broadcasters.



Julius Genachowski

In fact, the theme that online disclosure was the modern way of doing things, and that it would save broadcasters money, was repeated throughout the presentation. The Media Bureau attorney who presented the FCC decision suggested that yearly compliance costs would be between \$80 and \$400 per station (a number that broadcasters I'm sure would find surprising). This question may well become one that will be crucial to the effective date of the proposal as Commissioner McDowell suggested that a Paperwork Reduction Act analysis of the order might prove troublesome.

More details of the proposal will be available when the FCC releases the full text of its order. - David Oxenford, Davis Wright Tremaine, LLP.

(Join David Oxenford and the NAB's Scott Goodwin May 17 at the VAB Convention for an update on political advertising regulations. Register today at www.vab.org)



Capitol Matters

Path Cleared for New Commissioners

Sen. Charles Grassley (R-Iowa) said last week he will no longer block the nominations of two new FCC commissioners. Grassley, ranking member on the Judiciary Committee, has been investigating the FCC's handling of the LightSquared spectrum application. Stymied by the commission in his request for documents, Grassley had blocked the nominations of Ajit Pai and Jessica Rosenworcel to fill two vacant FCC commission seats. Last Friday, Grassley said he's still not happy with the FCC over the matter, he will no longer block the nominations.

Ajit Pai and Jessica Rosenworcel both have Senate and FCC experience and easily won support at their Commerce Committee confirmation hearings late last year and are poised to take the seats vacated by commissioners Meredith Atwell Baker and Michael Copps. Full confirmation is expected this month.



Sen. Charles Grassley

Grassley has condemned the FCC for fast-tracking the waiver request by LightSquared to use satellite spectrum to start a terrestrial broadband wireless network. Grassley's signal that he was lifting the hold came on the year anniversary of his first request for info on how the FCC handled the waiver for LightSquared to launch a terrestrial wholesale wireless broadband network using satellite spectrum. The waiver has since been rescinded because the network would interfere with GPS services.

Grassley, however, says his investigation will continue.

"I wondered why the FCC had given expedited preliminary approval to a project led by someone under SEC investigation and with seemingly serious interference concerns. I began seeking the FCC's insight into its decision-making on this project. The agency turned out to be among the least responsive I've ever come across in 30 years of conducting constitutional oversight of the executive branch of government," he said in a statement released April 27. - Jim Condon

FCC Drops Text-to-Speech Prohibition

On April 10, the FCC released its Fifth Report and Order, reaffirming that all stations must have CAP-compliant EAS systems in place no later than June 30 of this year. The commission also affirmed that EAS participants must be able to receive and convert CAP messages into current EAS protocol messages, which will allow the new format messages to be sent down the daisy chain using current technology. The FCC calls this a "transitional approach."

Also, the commission dropped its prohibition against the use of text-to-speech conversion for EAS alerts by broadcasters and cable operators. The FCC had feared that imperfections with the technology could cause listeners and viewers to be confused or misinformed. But FEMA and others prevailed on the FCC to allow broadcasters to use text-to-speech conversion if they so choose.