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The VAB Voice



WHEELER TO GET FCC NOD?

A former top lobbyist for both the wireless telephone and the cable television industries expected to



Tom Wheeler

be nominated as the new FCC Chairman. Tom Wheeler, 66, is also a venture capitalist and a fundraiser for President Obama. Wheeler, if confirmed, would succeed Julius Genachowski.

FCC GIVES BIG PAPI A PASS

Red Sox slugger David Ortiz said he was speaking from his heart when he addressed the crowd at Fenway Park April 20 and dropped the F-bomb. The expletive was uttered during a pre-game tribute to the victims and first responders of the Boston marathon bombing. It's not clear if Ortiz' comment was broadcast on the Red Sox radio network. Any concern about possible FCC fines was mitigated within minutes when FCC Chairman Julius Genachowski, a Harvard grad, tweeted, "I stand with Big Papi and the people of Boston."

HESS NEW VP/GM AT FOX44



Roger Hess

Nexstar Broadcasting Group last month named Roger Hess as the new VP/General Manager of WFFF-TV in

Colchester. Hess will also oversee Nexstar's joint operating agreement with Mission Broadcasting's ABC affiliate, WVNY-TV. Hess comes to the Burlington/Plattsburgh market after a 23 year career at WTNH-TV in New Haven, CT, where he had been Director of Sales since 2007. Good luck, Roger!

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May, 2013

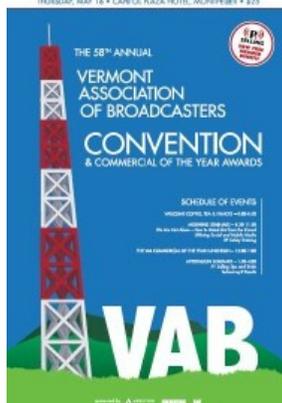
SIGN UP TODAY FOR THE MAY 16 VAB CONVENTION!

There will be something for everyone at the 58th annual VAB Convention, Thursday, May 16 at the Capitol Plaza Hotel in Montpelier.

Sales seminars will be presented by P1 Selling. The morning session, "We Are Not Alone—How to Stand Out From the Crowd," will teach you techniques to boost your station's brand and make more money.

The afternoon seminar will introduce you to the P1 on-line training courses, a great new free benefit for VAB members.

REGISTER NOW AT VAB.ORG



Programmers will hear from Fred Jacobs of Jacobs Media, the inventor of the "Classic Rock" format.

In the morning, Fred will discuss ways to utilize social media to help maximize your

audience. In the afternoon, Fred will release the results of his TechSurvey 9, which will show media and computer trends among listeners of different formats.

Engineers will be able to take part in RF training with Don Haes. Attendees to Don's morning session will learn basic information about radio frequency signals and FCC/OSHA regulations.

CONVENTION SCHEDULE:

- 8:00 - 8:30** REGISTRATION, COFFEE & SNACKS
- 8:30 - 8:45** VAB BUSINESS MEETING
- 9:00 - 11:45** MORNING SEMINARS
 "We Are Not Alone" with P1 Selling
 "Utilizing Social & Mobile Media"
 "RF Training with Don Haes"
- 12:00 - 1:00** COMMERCIAL OF THE YEAR LUNCHEON
- 1:15 - 3:15** AFTERNOON SEMINARS
 "P1 Selling Tips and Tricks"
 "TechSurvey9 Results"

At noontime, we'll enjoy a delicious lunch at the Capitol Plaza during the presentation of the 2013 VAB Commercial of the Year Awards.

More than 200 commercials were submitted by radio stations, TV stations and Vermont-based advertising agencies for this year's competition—the only one of its kind in Vermont.

By the way, we'll also be giving away \$100 gasoline cards...just in time for the new gas tax increase!

Registration is only \$25, but you must pre-register at www.vab.org.

MIXED MARKS FOR NAT'L EAS TEST

By Paul A. Cicelski, Pillsbury Winthrop Shaw Pittman LLP



As you may recall, the first-ever Nationwide Emergency Alert System (EAS) Test was conducted on November 9, 2011. The purpose of that test was to assess the readiness and effectiveness of the system in

the event of an actual national emergency. Broadcasters, as well as cable, satellite, and wireline providers across the country all took part in the test. Last month, the FCC's Public Safety and Homeland Security Bureau released a report summarizing the outcome of the national test entitled: "Strengthening the Emergency Alert System: Lessons Learned from the Nationwide EAS Test".

As the FCC and FEMA have made clear on numerous occasions, the national EAS test was not intended to be a pass or fail event, but was to be used to identify and address the limitations of the current EAS. The Report concludes that the national EAS alert distribution architecture is sound and that the national test was received by a large majority of EAS Participants and could be seen and heard by most Americans. The results of the test show that more than 80 percent of EAS Participants across the country successfully received and relayed the FEMA test message.

The Report also indicates, however, that there are a number of technical areas where the system can be improved. According to the Report, among the problems that impeded the ability of EAS Participants to receive and/or retransmit the Emergency Action Notification issued by FEMA, and of the public to receive it, were:

Widespread poor audio quality; Lack of a Primary Entry Point (PEP) in an area to provide a direct connection to FEMA; Use of alternatives to PEP-based EAN distribution; The inability of some EAS Participants either to receive or retransmit the EAN; Short test length; and Anomalies in EAS equipment programming and operation.

As a result of its findings, the Report recommends that another nationwide test be conducted after the FCC commences a number of formal rulemaking proceedings seeking public comment on steps to improve EAS related to these and other shortcomings.

In its Report, the Bureau also recommends the FCC develop a new Nationwide EAS Test Reporting System to improve the electronic filing of test result data. The Report also encourages the Executive Office of the President to reconvene the Federal EAS Test Working Group to work with Federal partners and other stakeholders to use the results of the test to find ways to improve EAS and plan for future nationwide tests.

Despite the audio problems and other issues identified in the Report with respect to the nationwide EAS test, the first ever test appears to have achieved its goal of helping the FCC, FEMA, and EAS Participants identify areas where EAS can be improved in the event of an actual emergency.



STATEHOUSE SALUTES "MY PLACE" HOST

VAB Hall of Famer Joel Najman received another honor recently. On April 20, he was surprised by a legislative resolution noting his 30 year stint as host of the weekly VPR oldies show, "My Place." The resolution was the idea of Rep. Leigh Dakin of Chester (above with Najman). Joel has been on the airwaves in Vermont since 1964. Rep. Jim Condon of the VAB read a congratulatory email from Dion DiMucci of Dion and the Belmonts fame. Congrats on the well-deserved honor!

RADIO LISTENERSHIP INCREASING

Last month, in conjunction with Edison Research, Arbitron presented "Infinite Dial 2013" a study featuring data collected from 2,021 people. The study gives broadcasters details on how consumers use media and technology. The data showed more and more people are connecting via broadband and Wi-Fi, more people are connecting in their automobiles, and as more people connect, radio usage is increasing.



When Arbitron and Edison presented Infinite Dial in 2003, they reported radio had 223 million users every week. There were 178 million consumers on the Internet and 33 million people using broadband. In 2013, the study showed 243 million weekly radio users, 232 million people surfing the Internet, and 182 million people had connected with broadband. Wi-Fi, which hardly showed up in the 2003 report, had 177 million users in 2013.

According to the study, 120 million Americans have listened to online radio in the last month and 86 million in the last week. And they listen for about 12 hours every week. The good news for radio is that, according to the study, 82 percent of the online listeners also consumed traditional radio over the air and only 6 percent listened to online radio exclusively.