

THE VERMONT ASSOCIATION OF BROADCASTERS

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The VAB Voice



STATE EAS PLAN UPDATE

Officials from the State Emergency Management and a group of local broadcast engineers will soon begin the process of updating Vermont's EAS plan. The state plan has not been updated in more than ten years and an update is especially important now that new EAS/CAP rules have been announced.

On Sept. 30, FEMA announced it had adopted the OASIS Common Alerting Protocol (CAP) standard. The new Integrated Public Alert and Warning System (IPAWS) is designed to send enhanced emergency info to radio and TV stations, personal computers, cellphones and other devices. Technically, stations have 180 days to either get new EAS gear up and running or to covert current EAS equipment so that its CAP compliant. It's extremely likely that the 180-day deadline will be extended, especially since many equipment makers have not received type-accepted approval yet.

The new equipment will carry an expense. Here at the VAB, we hope to do what we can to help reduce EAS compliance expenses for its member stations. See more EAS info on Page 2.

ALBANY, VT SIGNAL UP FOR BID

The FCC plans to auction off 147 FM signal construction permits next year, including one in Vermont's Northeast Kingdom.

94.5A in Albany, Vermont failed to attract a bidder in the last auction, so it will be offered again in Auction 91, scheduled for March 29, 2011. The opening bid has been lowered to \$15,000.

The next closest frequency up for bid appears to be 96.5A in Speculator, NY, which is about 60 miles due west of Poultney. The opening bid for that CP is \$2,500.

October, 2010

Radio Vets Jack Donovan and Mark Brady to enter VAB Hall of Fame



Two veteran radio broadcasters have been selected for induction into the VAB Hall of Fame.

The Class of 2010 includes Jack Donovan of WDEV AM/FM in Waterbury and Mark Brady, former owner of WFAD-AM and WCVM-FM in Middlebury.

Jack Donovan has been entertaining Vermonters with his afternoon music program since 1972, when he was hired at WDEV by Rusty Parker. His is believed to be one of the longest-running daily programs in the country. Prior to his arrival at WDEV, Jack worked at stations in Plymouth, Massachusetts and Hanover, NH. He also spent 4 years in the Navy.

A native of Burlington, Mark Brady served as Program Direc-

tor of WJOY in the early 1970's under the late Frank Balch. Mark, however, dreamed of owning his own station. Soon, he owned WFAD-AM and later added WCVM-FM. He established both as community-oriented stations with a strong commitment to local news.

Among those who worked for Mark were Jim Douglas, Chris Graff, Frank Sesno, Steve Pelkey and many more. Mark also served three years as president of the VAB. He is now in print, as a publisher of the Addison Eagle weekly newspaper. Both men will be honored at the VAB Hall of Fame Banquet set for Nov.20 at the Burlington Hilton. Visit www.vab.org for details!



BROADCASTER OF THE YEAR: THE WCAX NEWS TEAM

The most important story of the year was the deployment of 1400 Vermont National Guard troops to Afghanistan, the largest single troop deployment from Vermont since World War II. Every facet of the deployment, from the initial training and preparations here at home to the daily dangers found in the war zone have been covered in WCAX-TV's extraordinary series of reports, "Mission: Afghanistan." The VAB Board singled out reporters Andy Potter and Darren Perron and photographer Lance McKenzie, but wanted to recognize the contributions of the entire news team by making the award a team award.

WCAX's Jim Oliver & WPTZ's Tom Messner Distinguished Service

Award Winners

One has spent his career behind the camera and the other has been very much in front of one, but both Jim Oliver of WCAX and Tom Messner of WPTZ are each winners of the VAB Distinguished Service Award.



Jim Oliver is a Burlington native and UVM grad who served as a combat photographer in Vietnam. He started with WCAX in 1969 as a staff photographer and was named chief photographer for WCAX news in 1995.



Tom Messner joined WPTZ in 1990 and is celebrating his 20th year with NewsChannel 5. Although he holds a degree in business economics, Tom's interest in meteorology led him to study the subject at SUNY Oswego and Mississippi State. Tom was one of the first in the nation to earn the title of Certified Broadcast Meteorologist. He spends countless hours visiting area classrooms to share his love of weather forecasting with children from all over the Champlain Valley. Congratulations to both Jim and Tom!



2010 VAB COMMUNITY SERVICE AWARDS ANNOUNCED

WBTZ-FM and sister station WIZN-FM are the winners of this year's Alan Noyes Community Service Award from the VAB. The award is named in honor of the late Gen. Alan Noyes, the longtime broadcaster and executive director of the VAB.

WBTZ and WIZN were honored for conducting the annual "Feed Your Neighbor" holiday food drive at Costco in Colchester and Sam's Club in Plattsburgh. The Costco food drive generated more than 12,000 pounds of food for the Chittenden Emergency Food Shelf while the Sam's Club drive brought in nearly as much for the Salvation Army.

Two other VAB Community Service Awards were also announced. One award will go to Vermont Public Television for its "Minds on the Edge" campaign.

The campaign, which kicked off in conjunction with National Mental Illness Awareness Week, combined screenings of the nationally-broadcast "Minds on the Edge" seminar featuring Dr. Tom Simpatico of the UVM College of Medicine with local discussion groups and a special edition of VPT's Public Square program.

Thea Lewis of WCAX-TV will also win a VAB Community Service Award for her organization of the annual "Mitten Tree" drive. Started in 2004, the 2009 campaign brought in almost 10,000 mittens, gloves, hats and scarves to help those less fortunate stay warm in the winter months.

EAS CLOCK IS TICKING, SORT OF

FEMA has made the long-anticipated announcement that it has adopted Common Alerting Protocol or CAP as the new standard for public warning. CAP allows emergency managers to issue emergency information through a variety of platforms, saving time and ensuring that the public gets the same message whether it's from broadcasters, cell phone texts, emails or highway signs. The CAP format also allows emergency managers to embed audio files, scripts, pictures, maps and graphics within their messages creating a data-rich product that is suited to both television and radio as well as the Internet.

The assumption is being made that the FCC's 180-day clock is ticking, even though the FCC hasn't made an official announcement. The NAB and organizations like the Society of Broadcast Engineers and the National Alliance of State Broadcasters Associations including the VAB, are considering plans to ask the FCC to delay the deadline for an additional 180 days, giving manufacturers a chance to make sure their next generation EAS equipment meets CAP standards. CAP EAS equipment has been on the market for more than a year and has been installed in some radio and TV stations as well as emergency management offices around the country. FEMA has been conducting compliance tests at their conformance lab set up especially for this project.

But you may want to wait before you pick up the phone and order your new equipment. A lot could change in the near future. In addition to the possible extension of the 180-day deadline, the FCC is expected to issue a Notice of Proposed Rulemaking to rewrite EAS regulations.

There could be pressure from FEMA on state officials to purchase CAP equipment and that will affect what you end up buying. Questions have been raised about possible incompatibility issues between manufacturers, issues that could result in delays in broadcasting emergency messages.

Whatever the outcome, the VAB is prepared to do what we can to help you and your station through this important transition.

VAB HALL OF FAME BANQUET SET FOR NOV. 20 AT THE HILTON BURLINGTON



Join your broadcasting colleagues at the VAB's annual Hall of Fame Banquet, being held Saturday, November 20, 2010 at the Hilton Burlington. Tickets for the event are only \$25 per person and includes a delicious dinner prepared by the Hilton's culinary staff.

The evening will begin with a cocktail reception in the Adirondack Ballroom. Dinner and the award presentations will follow. We hope to see you there! To reserve your seats, please go to our website at: www.vab.org