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The VAB Voice



LABEL DEAL FOR ENTERCOM

Following in the footsteps of Clear Channel, another large radio group has cut a direct licensing deal with a large record label. This time, it was Entercom announcing a deal last month with Big Machine Records. Under the deal, it's believed Entercom will pay Big Machine 1% of on air revenue times the percentage of music played that comes from Big Machine artists, such as Taylor Swift and Rascal Flatts. Also, the label gets 3% of streaming revenue, again multiplied by the percentage of label airplay.



The upshot here is that Entercom will be able to partially circumvent the exorbitant fees now paid to SoundExchange, which has been getting 60% of digital revenues for the right to stream music. Entercom operates 110 radio stations in 23 markets around the country. Clear Channel announced a similar deal with Big Machine in June. It's likely this trend may spread to other groups and labels in the months and years ahead.

DUDE, WHERE'S MY ISSUES LIST?

When the FCC inspected KESQ-AM in Indio, California earlier this year, there was something missing. Namely, 25 straight quarters of required issues/programs lists. The station apparently had not filed a single issues list since its license was renewed in 2005. The licensee, Gulf-California Broadcasting, said it had recently finished a time brokerage agreement with a third party, but that party was also unable to produce the lists. The FCC fine? \$15,000.

ISSUES LIST DUE OCT 10

While we're on the subject, it seems like a good time to remind VAB member stations that quarterly issues/programs list must be placed in your public file on or before October 10, 2012.

FCC MOVES AHEAD WITH TELEVISION SPECTRUM AUCTION

FCC The FCC voted unanimously Sept. 28 to proceed with a proposed auction of television spectrum.

"This is a big deal," said FCC Chairman Julius Genachowski following the commission's vote, which is designed to shift TV spectrum from broadcasters to wireless broadband services.



Julius Genachowski

Genachowski has made the transfer of spectrum his top priority since becoming chairman in 2009, as part of his National Broadband Plan.

"We are in a global bandwidth race. It is similar to the space race in that success will unleash waves of innovation that will go a long way to determining who leads our global economy in the 21st century."

The incentive auction would allow broadcasters who are willing to part with some or all of their spectrum to share in the proceeds of the money paid by the wireless telephone companies and other interested parties.

There would actually be two auctions, and they may be held simultaneously. First, in a reverse auction, broadcasters would be asked how much spectrum they would be willing to part with, and how much they would want to be paid.

Then, the wireless companies would be asked how much they'd be willing to bid on the spectrum. The two auction would continue until agreements are reached or the spectrum is pulled off the auction block.

Broadcasters that voluntarily surrender

spectrum face the likelihood that their frequency assignments will be "repacked," moved to different frequencies and possibly forced to operate at lower power levels. Along the northern border, new channel assignments could force renegotiation of U.S.-Canada treaties.

NAB President Gordon Smith, who addressed state broadcast executives at the NAB Radio Show in Dallas last month, promises to make sure the FCC follows the Congressional mandate to protect coverage areas of local TV stations.



Gordon Smith

"No auction of this type or magnitude has ever been attempted before. The FCC truly has a daunting task before it, and we will work with the Commission to ensure its success. But to

be clear, our members' view of success is ensuring the future viability of free, local TV and the availability of our programming to all viewers," Smith said.

The full 150-page FCC rulemaking is expected to be released this week. The FCC is seeking comments, and hopes to conduct the auction in 2014.

VAB AWARD WINNERS ANNOUNCED --- SEE PAGE TWO



SAVE THE DATE! THE VAB AWARDS
BANQUET WILL BE : **SATURDAY, DEC. 1**
AT THE HILTON BURLINGTON

CHEEK, JAMES AND SANDS NAMED TO VAB HALL OF FAME

The Vermont Association of Broadcasters will induct three persons into the VAB Hall of Fame this year, including longtime Toronto Blue Jays announcer Tom Cheek, Northeast Kingdom radio station owner Bruce James and WPTZ General Manager Paul Sands..

VAB HALL OF FAME



Tom Cheek, who passed away in 2005 at the age of 66, was a disc jockey, sports-caster and salesman at many Champlain Valley radio stations, including WEAV, WDOT, WJOY and WVMT. While at WVMT, he occasionally handled play-by-play duties for the Montreal Expos, experience that led him to be named the fulltime play-by-play announcer for the expansion Toronto Blue Jays in 1977. Cheek went on to call an incredible 4,306 consecutive regular season games for the Blue Jays over a span of 27 years.

Bruce James began his broadcasting career at a low power station at Lyndon State College in the 1970's. He later obtained the station that is now WGMT-FM in Lyndon. Soon thereafter, James added St. Johnsbury stations WKXH-FM and WSTJ-AM to the holdings of Vermont Broadcast Associates. In 2008, he put WJPK-FM (now WQJQ) in Barton on the air. James also has a passion for baseball. He's been a professional umpire since 1986. He also served more than 20 years on the Lyndon selectboard and is a former President of the VAB.



Bruce James



Paul Sands

Paul Sands may not be identified with baseball, but he is known for hard-hitting editorials on WPTZ-TV and WNNE-TV. Sands has been President and General Manager of WPTZ in Plattsburgh since 1998 and has been in the television business for 38 years. During his tenure here, Sands has assisted countless charity drives and helped form an alliance with the ECHO Lake and Science Center that has become a national model for similar media/non-profit partnerships. Sands plans to retire by the end of this year.

VAB BROADCASTER OF THE YEAR

The 2012 VAB Broadcaster of the Year Award will be presented to WVNR/WNYV owner and morning show host **Judy Leech** of East Poultney. Leech this year worked tirelessly to overcome numerous technical and medical problems to keep her AM/FM combo going strong. The President of Pine Tree Broadcasting, Inc., she recently served as President of the VAB, only the second woman to hold the position.



Judy Leech

VAB DISTINGUISHED SERVICE AWARDS

The 2012 VAB Distinguished Service Awards will be presented to WCAX-TV weather forecaster **Sharon Meyer** and WDEV talk show host **Mark Johnson**.



Sharon Meyer

Meyer became the lead forecaster and director of the WCAX weather department when Stuart Hall retired in 1990. Sharon is known not only for her forecasting skills but also for sharing her interest in Vermont's diverse natural environment with her viewers. This year, her weather forecasts were broadcast across Northern New England in a WCAX/NESN partnership.

Johnson has been hosting a two-hour weekday talk show for more than 20 years, first on WKDR-AM in Burlington (now WCAT-AM) and on WDEV radio since 1999. Prior to his radio career, he was a print reporter for the Eagle Times, UPI and the Burlington Free Press. He is highly respected by his peers and listeners for his objective yet probing interviews of "newsmakers and news breakers." He has also been a longtime panelist and fill-in moderator on VPT's "Vermont This Week."



Mark Johnson

VAB COMMUNITY SERVICE AWARDS

This year's Alan P. Noyes Community Service Award goes to **Bruce Zeman and Hobbes** of WVTM-FM in Middlebury. Zeman is the General Manager and morning show host and Hobbes, a dog rescued from domestic abuse, is his canine co-host. Zeman is a crusader for pet adoption and in the last year has found new homes for almost 300 animals. He and Hobbes helped raise \$25,000 for a new shelter for the Addison County Human Society.



Bruce Zeman & Hobbes



TJ Michaels

Two other VAB Community Service Awards will be presented at the December 1 awards banquet in Burlington. **TJ Michaels** of Nassau Broadcasting's Barre stations, WORK-FM, WWFY-FM and WSNO-AM, will be honored for organizing the annual Stuff-A-Truck Food and Funds Drive for the Central Vermont Salvation Army Emergency Food Shelf. Since 2002, the campaign has raised more than 115,000 tons of food and \$65,000 in cash..

Montpelier radio station **WNCS-FM** will also be honored for their annual "Harpoon Point to Point" fundraiser for the Vermont Food Bank. Started in 2002 in a partnership with Harpoon Brewery, the annual bike marathon has raised more than a half million dollars for the Vermont Food Bank.



The VAB Awards Banquet will be held Saturday, December 1, 2012 at the Hilton Burlington. For more information about the event, please visit www.vab.org. We hope to see you there!