

Vermont Association of Broadcasters
500A Dalton Drive
Colchester, VT 05446
(802) 655-5764
Email: vab@vab.org
Website: www.vab.org

The VAB Voice

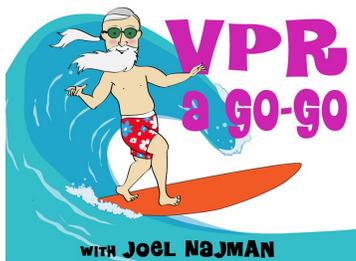


MORE PEOPLE TUNING IN

The latest RADAR Report from Arbitron shows broadcast radio now reaches 242.2 million people 12 and over during an average week. The report shows radio's audience continues to climb year over year. Their research shows radio welcomed more than 500,000 new weekly listeners in 2013, compared with 2012. Speaking of Arbitron, Nielsen has completed its \$1.3 billion purchase of the radio ratings company, which will henceforth be known as Nielsen Audio.

"MY PLACE" TURNS 30

VAB Hall of Famer Joel Najman marked a couple of impressive milestones last week. A large crowd at Middlebury's Town Hall Theatre helped Joel celebrate 30 years of hosting the "My



Place" oldies show on VPR. The event also marked his 50th anniversary on the air, a career that started in Middlebury. Congrats, Joel!

VPR SELECTS DILLON

VPR has tabbed John Dillon as its new News Director. Dillon has been with VPR since 2001. He replaces Ross Sneyd, who has joined National Life (see page two). Prior to VPR, Dillon was a reporter for The Times Argus and Rutland Herald and is a former Montpelier bureau chief for UPI.

October, 2013

PERFORMANCE, AD TAXES THREATEN BROADCASTERS



arrangers of the music they play.

Traditionally, performers of music enjoy the promotion and record sales that radio airplay produces. Watt, though, wants to force stations to send cash to record companies (mostly foreign-owned), who would then supposedly share money with performers.

NAB VP Dennis Wharton was quick to condemn the Watt proposal. "NAB respectfully opposes the legislation, and appreciates the support of 183 members of Congress who stand with America's hometown radio stations against the offshore record labels.

"Market-based negotiations like the recent Warner Music-Clear Channel accord demonstrate that this issue is already being addressed in the free market. This legislation would impose new costs on broadcasters that jeopardize the future of our free over-the-air service."

171 members of the House have signed on to the Local Radio Freedom Act,

which opposes an artist tax. 12 members of the Senate have co-sponsored a similar measure in that body.

Meanwhile, another unwanted piece of legislation may rear its head: House Ways and Means Chairman Bob Camp (R-MI) is expected to propose the current deduction for advertising expenses be abolished or sharply scaled back.

Advertising has been recognized and protected as an essential part of daily business operations since the Tax Code was adopted. For 100 years, advertising has been treated as an ordinary and necessary expense of doing business, just as the costs of employee salaries, rent, and utilities.

About 95 percent of broadcast radio and TV revenues are directly attributable to advertising. This revenue enables stations to deliver vital news, emergency information and entertainment to their local communities free of charge, and to provide jobs in their towns. For many stations, advertising is their only source of revenue.

"The VAB strongly opposes both the performance tax and the possible elimination of the advertising deduction," VAB Executive Director Jim Condon said.

"These measures would have a chilling effect on our economy and on our broadcasters. We urge Congress to help our stations, not cripple them."

VAB AWARDS ANNOUNCED---SEE PAGE TWO

MANNO, DUBONNET IN HOF; SHAPIRO, COLLARMORE AND SNEYD WILL ALSO BE HONORED ALONG WITH DAY, ANDERSON & WLVB

Veteran morning radio personality Louie Manno and long-time Hall Communications VP and General Manager Dan Dubonnet have been selected for induction this year into the Vermont Association of Broadcasters Hall of Fame.



Manno, a.k.a. "Manno in the Morning," helped usher in a new era of personality-driven local radio in Vermont when he was hired away from WTIC-FM in Hartford and began hosting the morning show on WQCR-FM (now WOKO-FM) in 1985. Considered one of the most creative air personalities in the region, Manno later was co-host of "The Manno and Condon Show" with Jim Condon and was a co-owner of WKDR-AM in Burlington. He has won numerous awards and was an active volunteer for Toys for Kids of Vermont.

Dubonnet began his radio career as a disc jockey in Rhode Island and Connecticut and was named Program Director for Burlington's WQCR-FM and WJOY-AM in 1985. Hall Communications named him General Manager in 1989. Under his leadership, the group expanded to five stations, adding WKOL-FM, WBTZ-FM and WIZN-FM. His stations have raised hundreds of thousands of dollars for charity, notably Camp Ta-Kum-Ta and the Children's Hospital at Fletcher Allen Health Care. Dubonnet also served multiple terms as VAB President.



Jeff Shapiro, owner of Great Eastern Radio, has been named the VAB Broadcaster of the Year. Late last year, he purchased five Vermont radio stations from Nassau Broadcasting in a bankruptcy proceeding. He has helped those stations prosper, and is a strong proponent of local broadcasting and community involvement.

This year's Distinguished Service Awards will be presented to Ross Sneyd of Plainfield and Brian Collamore of Rutland. Sneyd was a panelist on VPT's "Vermont This Week" for more than 20 years and was a news reporter for VPR for six years before leaving broadcast journalism to join National Life in Montpelier earlier this year. His keen insights into state government and politics will be missed by VPT viewers and VPR listeners alike.



Collamore has been in the Rutland radio market for more than 40 years, starting as a disc jockey at WHWB-AM and FM. He joined WSYB-AM in 1974 and has been on the air since, at WSYB, WZRT-FM and WDVT-FM, all part of the Catamount Radio Group. He has co-hosted the daily "Proctor Gas Morning Show" since 1995. He was named Catamount's General Sales Manager in 2006.

Jenny Day, news reporter at FOX44/ABC22, is this year's recipient of the Alan Noyes Community Service Award. In 2012 Day took to the airwaves with a number of stories about cancer, including one about her own screening. Although cancer claimed both of her parents' lives, she was shocked when test results revealed she had melanoma. She brought cameras into her doctor's office to report on her own surgery. Her story triggered a station-wide campaign with the American Cancer Society to raise awareness about cancer prevention and early detection.



Judy Anderson of WJEN-FM in Rutland will also receive a VAB Community Service Award for her work in raising money and awareness in the fight against cancer. Judy lost her husband to cancer in 2011, and she became Co-Chair for publicity for the annual Relay for Life of Rutland County. Described by a fellow walk-a-thon volunteer as a "relentless" organizer, Anderson helped the event raise a record \$200,000, putting into the top ten for such events in New England.



The VAB's third Community Service Award this year goes to Morrisville's WLVB-FM. In 2000, WLVB's Roland Lajoie and local businessman Chris Potter started a campaign to collect frozen turkeys for needy families for Thanksgiving. The first year, 250 turkeys were collected. Potter died of cancer the next year, so the station renamed the campaign in his honor. Last year, the WLVB Chris' Challenge Turkey Drive collected 1,344 turkeys and \$2000 cash for five local food shelf operators. Over the years, more than 11,000 turkeys have been donated.



The awards will be presented at the annual VAB Hall of Fame Banquet on Saturday, December 7 at the Hilton Burlington. Registration will begin very soon at www.vab.org.

**SAVE THE DATE: DECEMBER 7
AT THE HILTON BURLINGTON**

Reminder: Stations must file their quarterly Issues/Programs list by October 10, 2013