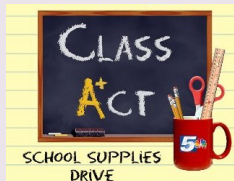


Vermont Association of Broadcasters
500A Dalton Drive
Colchester, VT 05446
(802) 655-5764
vab@vab.org
www.vab.org

CLASS ACT GETS KIDS READY



The school year is getting off to a well-supplied start for many kids in Vermont and New York thanks to a supply drive by Hearst Television's WPTZ-TV and WNNH-TV. The third annual "Class Act" school supply drive ends on Labor Day. WPTZ GM Paul Sands says donations have been up this year. "Last year, of course, Irene hit just eight days before "Class Act" wrapped up, and that undoubtedly affected donations," he said. "Reports from all the agencies who handle the donations and make sure they get to families and/or schools say it's stronger than last year. We received thousands of pencils, calculators, notepads, notebooks, binders, pens, erasers and backpacks...and other items as well," Sands reported. Corporate sponsors include Casella, McDonald's and University Mall.

PLEDGES TO PROVIDE FOOD



Vermont Public Radio is adding a noble enticement to its upcoming "mini-pledge drive." For every listener pledge the network gets by September 8, one bag of groceries will be donated to Hunger Free Vermont's Learning Kitchen program. The program encourages low-income Vermonters to make healthy choices by showing them how to make nutritious meals at schools and community centers around the state. Participants then bring home a bag of groceries to recreate the meal for their families. The "Make a Pledge, Feed a Family" campaign is being underwritten in part by the Vermont Community Foundation.

The VAB Voice



September, 2012

CBS, NBC TO LAUNCH SPORTS RADIO NETWORKS SEPT. 4

The major professional sports leagues always seem to be expanding, so why not an expansion of sports radio networks?



Both CBS and NBC will launch new national radio sports networks Sept. 4. Both networks will start off with a limited amount of offerings. CBS plans to offer 24/7 sports by Jan. 1, 2013, with NBC following suit later next year.



CBS will rely on content and coverage from its current network of owned and operated stations as well as those of partner Cumulus and said in a statement that they plan on being the most listened-to sports radio network. Talk host Jim Rome has already inked a deal to be on CBS.

NBC, owned by Comcast, is joining forces with syndicator Dial Global and claims to have 100 stations signed up so far. Former NFL stars Amani Toomer and Rodney Harrison will be among the network hosts. NBC and Dial are also behind a new 24-hour NBC Radio news network.

Both networks will have a ways to go to catch Disney's ESPN radio network, which has 700 affiliates, including 350 full-time stations. FOX Sports Radio also has more than 350 affiliates around the country, and Yahoo Sports Radio (formerly One on One/Sporting News Radio) has more than 150 affiliates.

Dial Global/Westwood One still have the NFL radio rights, but expect a new bidding war on that front. -Jim Condon

Annual Regulatory Fees Due September 13

By David Oxenford, Wilkinson Barker Knauer

Annual Regulatory Fees are due to be submitted to the FCC by 11:59 PM on September 13, 2012. The FCC will no longer be mailing a reminder to broadcasters about these fees, so stations need to remember their obligations on their own. The FCC's website, www.fccfees.com, will provide information about the fee filing process and the amounts that stations owe.

Fees are computed as of October 1, 2011, the start of the FCC's last fiscal year. For stations that have recently upgraded their

facilities, or built out new construction permits, the fees are still paid based on the status of the station as of October 1, 2011.

Stations pay fees not only for their main licenses, but also for boosters, translators and STLs.

An FCC Form 159-E voucher must be generated by each station through an FCC online filing, and that voucher must be submitted with all fees paid to the bank used by the FCC for fee collection purposes. Credit card transactions are limited to fees of \$49,999 or less.

CAPITOL MATTERS



NADLER REVIVES P-TAX THREAT

Last week, we learned Congressman Jerry Nadler (D-NY) is circulating a "discussion draft" of the Interim Fairness in Radio Starts Today (FIRST) Act. And so, once again, broadcasters will be on alert regarding performance fees for recording stars.

Inside Radio reported that "Radio has long held the position that there is a lot of value for an artist to get their music played on radio, in that it leads to consumers buying their music. A recent Nielson study confirmed that consumers still choose radio when seeking out new music." NAB Executive VP of Communications Dennis Wharton said the NAB strongly opposes Nadler's draft bill. "It fails to recognize the unparalleled promotional value of local radio airplay and would kill jobs at America's hometown radio stations."



Rep. Jerry Nadler

Congress is currently on summer vacation and therefore not in session and with few days left on their 2012 calendar it's expected both sides are now positioning themselves for a debate likely to unfold after new lawmakers are sworn-in next January.

'CAROLINA CUTIES' DRAWS \$10K FCC FINE

The FCC seems to have a zero-tolerance policy when it comes to radio station contests. CBS-owned WBAV-FM in Charlotte, North Carolina last year had a cute baby contest called "Carolina Cuties." Ten finalists were selected and listeners were asked to vote online for their favorite baby picture. So far, so good.



On air, the station announced that voting would continue through Sept. 5, 2012, with the winner announced on Sept. 6.

On the internet, however, the station mistakenly said the voting would end Sept. 4 and the finalists were also notified by email that Sept. 4 was the last day people could vote. In fact, votes *were* counted through Sept. 5, as had been announced over the air. However, since the rules were different on the internet, the commission ruled the contest had not been conducted "as announced or advertised." So be warned that if your station is promoting an on-air contest with social media, the contest rules must jibe exactly on all platforms! And the material terms of the contest must be broadcast on a reasonable, periodic basis.

If you'd like to brush up on the FCC's contest rules (always a good idea), go to our homepage at www.vab.org and click on the "FCC Rules" button on the left sidebar. From there, you will find a link to the FCC Contest Rules, as well as other FCC rules and regulations.

The deadline is approaching!

VAB AWARD NOMINATIONS DUE SEPT. 15



Do you know someone deserving of enshrinement in the VAB Hall of Fame? Is there someone in our industry you think should be recognized as Broadcaster of the Year, or deserving of a Distinguished Service Award? Do you know of a radio or television station that deserves a VAB Community Service Award?

Well, if so, we urge you to act quickly. The deadline for nominations for all of the VAB's annual awards is fast approaching.

VAB President Eric Michaels said, "For the last several years, the VAB Awards Night, including new inductees to the Hall of Fame, has become the premier annual event for Vermont broadcasters. Be sure to take a few minutes to visit our VAB website to make your nominations for those you think deserve recognition this year. We're pleased to announce that the event will again be held at the Hilton Burlington Hotel overlooking Lake Champlain. We'll be offering a special weekend rate – so you can spend an overnight Friday and Saturday (11/30 and 12/1). Enjoy the facilities and proximity to downtown for relaxation (or even some early Holiday shopping!) Please note – all nominations must be submitted by September 15th."



Hilton Burlington Hotel - 802-658-6500

It's easy to make your nominations. Simply go to the VAB website at www.vab.org and click on the nominations link. We urge you to get involved in the nominating process, and we look forward to seeing you at our annual VAB Awards Banquet, Saturday, December 1, 2012 at the Hilton Burlington!

MAKE YOUR NOMINATIONS ON-LINE AT

WWW.VAB.ORG



If you've already sent in your 2012-2013 dues, thank you! If not, please send them in as soon as you can. If you need another copy of your dues invoice, please email Jim Condon at vab@vab.org. Thanks!