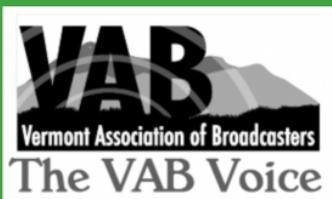


Vermont Association of Broadcasters

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August,
2015



Dave Sears
1959 - 2015



Dave Sears, a popular Addison County sports broadcaster, passed away July 11 in Burlington. He was 56 years old.

Sears broadcast many local sporting events on WFAD-AM and WVTK-FM, including Middlebury Union High School football. Sears also served as the public address announcer for Middlebury College hockey and other sports.

A 35-year veteran volunteer firefighter with the Cornwall Fire Department, Sears was given a full firefighter funeral on July 16.

He is survived by his wife and their two daughters, and by his father, all of Cornwall.

Pete Boucher
1959 - 2015



Pete "Boom Boom" Boucher, a former producer and board operator for WKDR-AM in Burlington, died in Williston July 20 as a result of liver complications. He was 56.

A software engineer, Pete joined WKDR when his previous employer, Digital Equipment Corp., pulled out of Vermont in 1993. He was a producer for "The Manno and Condon Show", "The Mark Johnson Show," and many other local programs.

He is survived by a sister, a son and a daughter.

New England EAS Test Coming in September



As a precursor to a second nationwide EAS test, the Department of Homeland Security plans to do a voluntary New England-wide EAS test on September 16 at 2:20 p.m.

The test will be a chance to try out a new EAS/IPAWS code number, "000000." The new national test code number is being used after the 2014 nationwide test, using a Washington, DC code, caused a series of glitches around the country.

To the average listener, the New England test will sound like a Required Monthly Test, with the only change is that the message will say, "This is a national periodic test of the Emergency Alert System."

Participation is voluntary. If your station elects to participate, your EAS decoder may have to be adjusted to pick up the new code. DHS has scheduled two webinars for engineers to help make sure the stations are ready to take part: Wednesday, August 19 at 2 PM and Thursday, September 3 at 10 AM.

The webinar address and log-in have not been published yet. The VAB will distribute that information when it becomes available. The VAB will also survey stations after the test to see if there were any glitches this time around.

AT&T: Smartphone FM Chips Will Be Activated

Most smartphones have FM chips built into them, but most phone manufacturers have declined to activate those chips. Now, however, AT&T has announced that all Android phones it sells must have the chip activated, starting in 2016.



Broadcasters have pushed for mandatory activation of FM chips as a public safety concern. In an emergency, cell phone service can vanish, but FM radio service would continue to provide people with critical life-saving information. Apps such as Nextstar also add new interactivity features for FM entertainment on smartphones.

NAB President Gordon Smith hailed the move by AT&T, and hopes other carriers follow suit. "With this decision, AT&T's customers become the biggest beneficiaries, giving them access to local radio news, entertainment, weather, and failsafe emergency alert connectivity," Smith said.

Radio and TV Still Rule the Roost!

Despite the perception by some that social media is a must-buy behemoth of marketing, the reality tells a different story. Radio and TV are still the most used and most enjoyed media...by far!

Nielsen recently released a survey that demonstrates the point. Their Total Audience Report was conducted in the first quarter of 2015 and was released June 23.

Adults spend an average of 49 hours a week with radio and TV, while time spent with smartphones, tablets, video games, PC's and video playback devices is less than 20 hours per week combined. You can download the report on our homepage at www.vab.org.



Source: The Nielsen Company

All in all, an estimated 243 million Americans over the age of 12 listen to the radio every week!

FREE SALES WEBINAR



Mark Levy

VAB member stations may enjoy free access to an August 11 sales seminar to be hosted by super sales trainer Mark Levy.

Mark's coached thousands of managers and sales executives in growing their management and sales expertise, and most

importantly, their revenue.

The August 11 seminar, presented by Local Broadcast Sales, is titled "Broadcast Selling and Taking the Mystery out of Budgeting."

To register, click on the link below:

<http://www.localbroadcastsales.com/2tuesdaynomembers.pdf>

LeGeyt Now Top NAB Advocate



The NAB has announced that Curtis LeGeyt, NAB senior vice president, Public Policy, has been promoted to executive vice president, Government Relations, where he will oversee all advocacy

efforts of the department. LeGeyt will replace Kelly Cole, who announced last week that she is leaving NAB on Aug. 14 to launch an independent consulting firm.

LeGeyt joined NAB in 2011 after serving as senior counsel to Senate Judiciary Committee Chairman Patrick Leahy of Vermont. He has been a featured speaker and panelist at two different VAB conventions.

"NAB is fortunate to have someone with Curtis's intellect, work ethic and Capitol Hill savvy to assume the leadership of the NAB Government Relations department," said NAB President and CEO Gordon Smith.



VAB Hall of Fame Nominations

And nominations for

Broadcaster of the Year

Distinguished Service and

Community Service Awards

Are due by Friday, September 25.

Click the Hall of Fame logo above to make your nominations today!

The VAB Hall of Fame Banquet will be held Saturday, Dec. 5 at the Hilton Burlington.

We hope to see you there!