

Vermont Association of Broadcasters
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CHARLIE ZARBO

1949 - 2015



Charlie Zarbo, the longtime director of engineering for Mountain Lake PBS in Plattsburgh, has died. He passed away January 13 at CYPH with his loving family by his side.

A native of New Haven, Connecticut, Charlie served four years in the Air Force, where he developed his engineering skills. He moved to Chazy in 1982 and started as a board operator at Mountain Lake. He worked his way up to the top engineering job at the station, retiring last year.

During his tenure, he oversaw the station's transition from analog to digital, rebuilt the transmission tower after its collapse and most recently guided the transition to a joint master control operation with nine other PBS stations in New York.

He is survived by his life partner, Sandi, a daughter, four grandchildren, his father, two siblings and many nieces and nephews.

COMMERCIAL OF THE YEAR CONTEST IS UNDERWAY!



Entries for Vermont's most prestigious radio and television awards competition are now being accepted. Entries for the 2015 VAB Commercial of the Year Awards will be accepted through March 20.

Categories include radio and TV commercials, promos, PSA's and spec spots, with First, Second and Third Place awards in each category. Agencies will compete against other agencies in those categories, but all stations and agencies are eligible to take home the coveted "Best in Show" awards for radio and television.

The awards will be announced during the annual Commercial of the Year Awards Luncheon, tentatively scheduled for Thursday, May 21 as part of the VAB's 60th annual convention in Montpelier.

For complete rules and entry instructions, please visit our website at www.vab.org. The competition is free to enter and is open to all VAB member radio and television stations and to all agencies that are Associate Members of the VAB. Good luck!

"Beards" to Bid Broadcasting a Fond Farewell

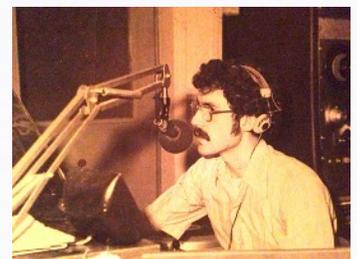
Radio Vermont Vice President for Sales Tom Beardsley has announced he will be retiring from the broadcasting business.

A native of Watertown, New York, "Beards" began his radio career in 1969 at WIRD-AM in Lake Placid. He also worked at WIKE-AM in Newport, WHWB-AM in Rutland and for WPTZ-TV. He has worked for WDEV and its sister stations for a combined 30 years.

Outside broadcasting, he also served as senior staff aide to former Vermont Congressman Peter Smith and as New England Director of the American Dairy Association. He is currently the treasurer of the VAB, but will step down when his term ends in May.

"I'm looking forward to pursuing a few side interests I've had for a long time but not enough time to indulge," he said, adding, "Won't be a lavish retirement but it will be a peaceful one."

The VAB thanks this great gentleman for his service to our industry and to our organization. We wish Tom a happy and healthy retirement!



Tom Beardsley: Then (above, at WIKE) and now



IT'S ALL ABOUT
LOCALISM

Tell us your
Story!



Vermont broadcasters make a difference in their communities every day of the year. The VAB recognizes a few of our stations every year when we present our annual Community Service Awards. But there are many more stories to be told!

The National Association of Broadcasters has asked the VAB to compile a list of stations that make a difference in the communities they serve. We'll share the stories with our Congressional delegation, to help raise awareness of the importance of the broadcasting industry in the state of Vermont.

Please take a moment to share your station's good works by sending an email to us at vab@vab.org

Examples of your station's commitment to the community may include:

- Fundraising drives for charity
- Food drives for local food shelves
- Special coverage of local news events
- Special events for good causes

Please send your stories to VAB Executive Director Jim Condon at vab@vab.org. Thank you for all the good work that you do!

GROSCHNER TO TAKE HELM AT VERMONT PBS



Holly Groschner

Later this month, Vermont PBS will have a new President and CEO in place. Holly Groschner, a native of Corinth, Vermont, will succeed Charlie Smith in the top spot. Smith had been serving as interim CEO while a search was conducted by the Vermont PBS Board.

Board Chairman Rob Hoffman said, "We are fortunate to find someone with Holly's level of knowledge and experience to lead Vermont PBS into the future. I know she's the right fit for the organization. I'm also delighted that she's a Vermont resident, which makes this selection even more gratifying."

Groschner has a background in communications law and corporate management. Most recently, she was General Counsel for the Vermont Telecommunications Authority.

A graduate of Vermont Law School, she has been a partner with Downs, Rachlin and Martin in Burlington, is a member of the Corinth Planning Commission and is the founder of the Womens' Wireless Leadership Forum.

Groschner said about her new position: "This is one of the most exciting times for the growth of Vermont PBS when you consider our ability to broadcast digitally via multiple TV stations, and through the web to laptops and mobile phones, plus our stellar team of professionals already in place. I look forward to working with the staff, board and community as we bring Vermont viewers together through great program content."