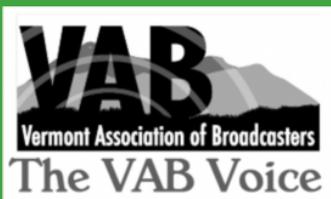


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July,  
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## HIP HOP IN THE VALLEY



What was once oldies WWOD-FM (104.3 MHz) in Hartford, Vermont is now WJKS-FM, a "Classic Hip Hop" station licensed to Keeseville, New York.

Jeff Shapiro's Great Eastern Broadcasting, LLC had to spin off WWOD when his group reacquired a cluster of Nassau Broadcasting stations in 2012.

Electromagnetic Company, LLC held the license as the FCC okayed a move of the signal to Keeseville. The license was reassigned to Great Eastern earlier this year as WECM-FM.

The station had been playing non-stop holiday music until its re-launch as Kiss 104.3 on June 15. The station is featuring Westwood One's "Classic Hip Hop Network."

## TWO FREE SALES SEMINARS

LBS Sales is offering VAB member stations free access to two upcoming sales seminars.

The next two "2nd Tuesday LBS Webinars" are July 14 and August 11. The first deals with website strategies featuring digital expert Steve Weaver.

The second seminar is titled "Broadcast Selling and Taking the Mystery out of Budgeting," and will be hosted by super salesman Mark Levy.

To learn more and to register, click on the link below:

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

## Local TV Stations Shine Under National Spotlight

June 6, 2015 will long be remembered in the annals of our local TV stations. That was the day when two convicted murderers escaped from the Clinton Correctional Facility in Dannemora, NY, the first such escape from that prison in its more than 150 year history.



Once the local media was informed about the escapes (more than three hours after their discovery), an unprecedented three-week blitz of coverage of the manhunt for Richard Matt and David Sweat began.

WPTZ-TV, WCAX-TV and Local 22 and 44 all devoted hundreds of man hours for their reporters, anchors and videographers. They shared the same goals: to help capture the escapees and to protect the safety of the public. Tip lines promoted by the stations drew thousands of leads. WPTZ, for instance, frequently preempted syndicated and network shows to make sure their viewers had the latest information.

National media converged on the area, too. Network crews from around the country and the local crews assisted each other as the manhunt took unexpected twists and turns.

To the great relief of area residents, Richard Matt was shot and killed on June 26, and David Sweat was shot and captured two days later.

The VAB commends all of our local stations and their employees for the exemplary work they did to keep the public informed and safe during the Dannemora manhunt. Thank you for doing a great job!



Station Issues/Programs lists for the Second Quarter of 2015 must be placed in your station's public file by July 10.

# NATIONAL EAS CHANGES AHEAD

By Paul A. Cicelsiki, Pillsbury Winthrop Shaw Pittman LLP



In June, the FCC issued an order updating its rules to establish operational standards to be used during national EAS tests and emergencies. The FCC's rule changes were made in part to respond to problems that occurred during the first nationwide EAS test in November of 2011.

In a 2013 report, the FCC concluded a number of technical changes could be made to improve EAS and the national alerting system. Among other things, the first nationwide EAS test revealed many encoders/decoders did not receive or transmit the test because the "location code" sent was "Washington, DC", which those encoders/decoders did not recognize as being relevant to their local area.

To address this error, the FCC will require EAS participants to be able to receive and process a national location code. Specifically, the Commission has adopted "six zeroes" (000000) as the national location code. This requirement will kick in one year from the effective date of the new rules. EAS participants should be aware the change to the "six zeroes" national code could make some older "legacy" EAS equipment obsolete, or require that existing EAS equipment software be updated.

The Order also adopted a new rule regarding the use of a National Periodic Test ("NPT") event code for future EAS testing. The FCC determined that using the NPT for national tests would be a less burdensome alternative to using the Emergency Alert Notification ("EAN") code. This is because the EAN has characteristics that are different than standard event codes, which include having maximum authority to supersede any other live alert or event as well as having no definitive duration. In contrast, the NPT is treated just like other codes, has a duration of two minutes, is already included in Part 11 of the FCC's Rules, and is therefore already programmed into most EAS equipment.

The FCC is also creating a new and permanent "Electronic Test Reporting System" ("ETRS") and is mandating that all EAS Participants use the ETRS to electronically file test results with the FCC immediately following any nationwide EAS test. As many filers may recall, a number of problems occurred with the previous electronic filing system, including not providing filers with confirmation of having filed, and not allowing any updates or corrections to a report after it had been filed.



## Pro JSA Bill Advances

The Senate Commerce Committee last week voted 14-10 in favor of a bill to block the FCC's

ability to void Joint Sales Agreements among multiple television stations in the same markets. S. 1182 would grandfather JSA agreements in existence as of March 2013. The FCC voted to ban JSAs in 2014.

JSAs enable smaller stations to save money that can then be used to help them stay competitive by offering more local news and programming.

Bill cosponsor Sen. Roy Blount (R-MO) said JSAs "increase program diversity and enable local news programming for many stations in Missouri and nationwide. For example, JSA enabled a Joplin, Missouri station to upgrade its Doppler radar system, which helped save lives during the devastating tornado of 2011."

## FCC Scales Back Office Closures

FCC Chairman Tom Wheeler has backed down from his plan to shut down 16 of 24 FCC regional field offices. Facing opposition from the industry and Congress, Wheeler now says nine field offices will be shuttered in a cost-saving effort.

The Boston field office is one of those being saved from the chopping block. The NAB fought the larger shutdowns, arguing TV stations will need help against interference that may result from post-auction repacking, while radio stations remain concerned about interference from pirate radio.