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### ANOTHER MEGA-MERGER?



Trying to keep up with Comcast, AT&T has announced plans to acquire DirecTV in a deal valued at nearly \$50 billion. The deal, if approved by regulators, would allow AT&T the opportunity to offer bundled phone and internet packages to DirecTV's 20 million subscribers.

"This deal is about getting more money from the same customers," says Roger Entner, analyst at Recon Analytics, told *USA Today*. "We are running out of people who want to buy wireless service."

In February, Comcast announced a \$45 billion buyout of Time Warner Cable, a deal that would combine the nation's two largest cable companies.

### SO LONG VPT, HELLO VT PBS

It's been a year of transition for Vermont's PBS affiliate. Longtime President John King stepped down in April and has been replaced on an interim basis by banker Charlie Smith. Another change may be more apparent to viewers. Vermont Public Television, or VPT, will now be known as "Vermont PBS."



Smith says the change was made to better reflect their identity as a PBS partner. "For us, this transition feels like a natural evolution - adopting a brand identity that more truly reflects who we've become."

The station group was known as "Vermont ETV" from its startup in 1967 until its change to Vermont Public Television or "VPT" in 1997.



June, 2014



## FOOD, FRIENDS & FUN

A record crowd of nearly 200 people turned out for the VAB's 59<sup>th</sup> annual convention, held May 22 at the Capitol Plaza in Montpelier.

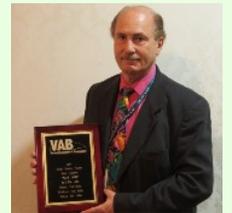
Morning seminars were well-attended and drew good reviews from attendees. Allie Danziger and her sales manager father, Benny Herzog, talked about selling social media. A link to her presentation is on our homepage at [www.vab.org](http://www.vab.org).

Kerin Stackpole of Paul, Frank + Collins gave another great seminar on workplace discrimination. Speed Marriott and Michael Guld presented sales seminars in the Montpelier Room. Bob Moody discussed ways to be more local on the radio, and David O'Connor and Mike Mullen presented a political advertising refresher.

The day concluded with the Commercial of the Year Awards luncheon, and a tasty meal was enjoyed before the award presentations. A complete list of winners may be found on page three of this month's VAB Voice.

Thanks to all attendees for helping to make our event a special one, and thanks, of course, to the great folks at the Capitol Plaza. We hope to see you next year for our big 60<sup>th</sup> annual convention!

Clockwise, from right: Bill Sargent and Kacie Loeffler of WOKO; Alex Ball of Shadow Productions; WBTN's Ted Hollo; Jon Brooks of WKOL; Brian Sumner of WPTZ/WNNE; WDEV's Tom Beardsley; Nate Beaman of Urban Rhino; WIXM's Ronnie Kohrt.



See more photos at [www.vab.org](http://www.vab.org)



## Comment Dates Set in Ownership Proceeding

By David Oxenford, Wilkinson Barker Knauer, LLP

The FCC's proceeding on its multiple ownership rules, adopting rules that make Joint Sales Agreements "attributable" (meaning that they "count" for multiple ownership purposes - one TV station can't do one with another unless it can own that other station) and starting a new proceeding to review its other ownership rules, was adopted in late March.

On May 20, notice of these decisions was published in the Federal Register, setting the effective date for the new JSA attribution rule and the date for comments in its new proceeding.

The new JSA rule is effective June 19, giving parties in JSAs two years to terminate their existing relationships (or to get FCC approval through a public interest waiver for a continuation of the JSA). Comments on the broader ownership proceeding are due on July 7 with replies on August 4.

The new proceeding will again look at broadcast-newspaper cross-ownership - starting from a presumption that the newspaper-radio ownership ban might be able to be lifted, while the TV-newspaper ban is still in the public interest. Attribution of TV shared services agreements is also on the table, as are various other ownership rules and clarifications.

Start thinking of comments that you might want to submit before the July 7 deadline. The proceeding is sure to generate some fireworks!

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## CASE STUDY: BUY TV AND RADIO

A new case study shows significant ROI and top of mind awareness gains when advertisers combine both TV and radio in their marketing campaigns.

The study, conducted for Clear Channel by Marketing Evolution compared TV-only and TV plus radio campaigns in test markets for Romano's Macaroni Grill, a restaurant chain.

The results, released last month, found that well designed 60-second radio advertisements added meaningful value to Romano's campaign of 15 second TV ads; models based on actual test results showed that the marketer could boost impact by 34% with a mix of 77% TV and 23 percent radio advertisements. The campaign areas that included radio impacted all stages of the purchase funnel, from brand awareness and affinity, to actual sales.

"This research reinforces the power of surround sound marketing," said Rex Briggs, CEO of Marketing Evolution. "In this case, we saw that TV alone isn't as powerful as a combination of TV and radio advertising. Food-oriented marketers should take note: well-constructed, longer form audio ads, such as the 60 second ads created by Clear Channel for Romano's Macaroni Grill, can add meaningful value for marketers."

## FINAL SPECTRUM ORDER DUE

Broadcasting & Cable reports the FCC is likely to issue its final order on the television spectrum auction as early as Monday, June 2. The Commission, by a 3 to 2 vote, voted in March to proceed with the complex auction next year.



The final order is expected to be a 400-plus page document and interested parties will be examining the document very closely.

The NAB and the two Commissioners who voted against the plan (Ajit Pai and Michael O'Rielly), say the FCC will be given too much discretion in doling out funds to stations who are forced to move, or "re-pack" as spectrum is taken and auctioned off to wireless phone companies.

"The FCC cavalierly concluded that broadcasters forced into a shrunken TV band won't be guaranteed full compensation for this disruptive move - as was the express intent of Congress," the NAB's Dennis Wharton said.

Congress has set aside \$1.75 billion to hold broadcasters harmless. But some believe the repacking will cost much more than that, in which case payments may get rationed.

"Congress was abundantly clear that it wanted to hold harmless non-participating broadcasters in their ability to serve their over-the-air viewers," said Commissioner O'Rielly, adding "I am disappointed to see this directive not sufficiently honored."

Among many other disagreements, legal action is expected on the methodology the FCC wants to use to determine a station's protected contour.

The auction would begin with a "reverse auction" in which participating broadcasters will bid against each other to give up spectrum. The price will start high and then go lower. Then a "forward auction" will be held, with bidding by wireless companies wishing to snap up the offered spectrum.

- Jim Condon



Commercials for Community College of Vermont and L R Pest Elimination won “Best in Show” honors at the annual Commercial of the Year Awards, presented by the Vermont Association of Broadcasters. The awards were announced May 22 at the Capitol Plaza Hotel in Montpelier.

“Digital Marketing,” a spot created by advertising agency Urban Rhino for CCV was judged Best in Show in the television category. Urban Rhino also won the Best Public Service Announcement award for “Drive Hammered, Get Nailed.”

In the radio category, a spot titled “Ticks” for L R Pest Elimination Services won the Best in Show award for WOKO-FM in Burlington. WOKO also won the Most Creative Radio Commercial award for a spot for Brickliners titled “Santa Pants.”

#### **VAB Commercial of the Year Awards Complete List**

##### **Agency Radio PSA**

Best Produced: Shadow Productions for “Greenest Woman in Vermont”

##### **Agency Radio Commercial**

Best Copywriting: Shadow Productions for “Your Feet.” Client: Lacey’s

Best Produced: Shadow Productions for “Episode 4.” Client: Mt. Sunapee

Most Creative: Shadow Productions for “Water.” Client: G.W. Savage

##### **Radio Station PSA**

Best in Category: WNCS-FM for “Abusive Relationship” for the 911 Text Message Service.

##### **Radio Station Spec Spot**

Best Copywriting: WZRT-FM for “Final Spec.” Client: Snowflake Cupcake

Best Produced: WXZO-FM for “Safe Place to Skate.” Client: Talent Skate Park

##### **Radio Station Promo**

Best Copywriting: WIXM-FM for “Instadinner Picturitis”

Best Produced: WXZO-FM for “Planet 96.7 AM Takeover”

Most Creative: WBTN-AM for “Nut Job”

##### **Radio Station Commercial**

Best Copywriting: WNCS-FM for “35 Things.” Client: Fairbanks Museum and Planetarium

Best Produced: WJEN-FM for “Skylight.” Client: MacLeod’s Lumber

Most Creative: WOKO-FM for “Santa Pants.” Client: Brickliners

##### **TV Station PSA**

Best Copywriting: WCAX-TV for “Haunted Forest”

Best Produced: WCAX-TV for “Doughnut Day”

Most Creative: WCAX-TV for “Woofstock 2013”

##### **TV Station Promo**

Best Copywriting: WPTZ-TV and WNNE-TV for “WPTZ Fall Weather Image”

Best Produced: WPTZ-TV and WNNE-TV for “We Stand with Boston”

Most Creative: WFFF-TV and WVNY-TV for “Athlete of the Week”

##### **TV Station Commercial**

Best Copywriting: WPTZ-TV and WNNE-TV for “Mission Casella: Cabot Sustainability.” Client: Casella Resource Solutions”

Best Produced: WFFF-TV and WVNY-TV for “Leader.” Client: Dousevicz Realty

Most Creative: WCAX-TV for “The Top of Mount Mansfield.” Client: Williston Workwear

##### **Agency TV PSA**

Best in Category: Urban Rhino and HMC for “Drive Hammered, Get Nailed,” for the Vermont Dept. of Public Safety

##### **Agency TV Commercial**

Best Copywriting: Mt. Mansfield Media for “Archie the Allergic Cat.” Client: Guys Farm and Yard

Best Produced: Mt. Mansfield Media for “Golden Child.” Client: Westaff

Most Creative: Shadow Productions for “As Long as it Gets Here.” Client: Pearl Street Beverage

##### **Radio Best in Show**

WOKO-FM for “Ticks.” Client: L R Pest Elimination

##### **Television Best in Show**

Urban Rhino for “Digital Marketing.” Client: Community College of Vermont