

Vermont Association of  
Broadcasters

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**GRIMES, CORBEIL JOIN BOARD**

The VAB has a new president and two new board members.

At the annual business meeting at the May 28 VAB Convention, Vice-President Alex Martin of WCAX-TV was named the new President, succeeding Eric Michaels of Radio Vermont.

Michaels will stay on the board for a two-year term as immediate Past-President.

Martin's uncle, Peter Martin, and his grandfather, Stuart "Red" Martin, also served as VAB Presidents.

Former President Ken Kasz has finished his term, and Treasurer Tom Beardsley has retired.



Kyle Grimes



Kelli Corbeil

Joining the board as the new VAB Treasurer is Kyle Grimes, President and General Manager of WPTZ/WNNE-TV.

WTSA AM/FM President and General Manager Kelli Corbeil has joined the board as the new Secretary.

Former Secretary Wally Caswell will now serve as VAB Vice-President and Wendy Mays of Hall Communications will serve a second two-year term as VAB Member-at-Large.

The VAB would like to thank both Ken Kasz and Tom Beardsley for their long and distinguished service to the VAB, and we'd like to welcome both Kyle and Kelli!

**MARSELIS PARSONS 1944 - 2015**



A memorial service will be held June 6 in Burlington for Marselis Parsons, longtime WCAX-TV reporter and anchor, who died May 27 at Vermont Respite House in Williston. He was 70.

A native of Rye, New York, Marselis was the son of a Foreign Service officer and spent many years abroad as a child. He earned a B. A. In Foreign Affairs from Lafayette College in 1966. He first worked as a reporter in the Upper Valley at WTSL radio in Hanover and WRLH-TV in Lebanon before joining WCAX-TV in 1967.

He won many awards for his reporting, including two Emmy Awards for the magazine show, "Dimension." He was a weekend and weeknight anchor, and became the anchor of the 6 o'clock news upon the death of his mentor, Richard "Mickey" Gallagher, in 1984.

His determined yet evenhanded approach to gathering and reporting the news won respect from viewers, colleagues and competitors alike. He was inducted into the VAB Hall of Fame in 2009, the year of his retirement.

He is survived by his wife, Julie; his daughter Susan, her husband, Will Amidon, and their daughter, Pippa; and his brother, Stephen Parsons of Orfordville, New Hampshire. He is also survived by many cousins and other relatives.

A memorial service will be held Saturday, June 6, 2015, at 11 a.m. at the Cathedral Church of St. Paul in Burlington. An additional service will be held at a later date in the Upper Valley.

Contributions may be made to the Cancer Patient Support Foundation, the Visiting Nurse Association, and the Vermont Respite House. Condolences to the family may be sent to [remember.marselis@gmail.com](mailto:remember.marselis@gmail.com).

## The Point, Mt. Mansfield Win Best in Show



Jeff Guerin of WNCS The Point



Abby Shumway of Mt. Mansfield Media

WNCS-FM and Mt. Mansfield Media took home the coveted "Best in Show" honors May 28 at the Vermont Association of Broadcasters annual Commercial of the Year Awards luncheon in Montpelier.

More than 200 radio and television commercials were entered for this year's competition by Vermont radio and television stations and Vermont advertising agencies.

WNCS won the Radio Best in Show award for a commercial for Peak Hydroponics entitled, "Go Green." WNCS ("The Point") also won a Second Place Award for Best Radio Station PSA for "Shallow Water Blackout."

Mt. Mansfield Media took home the Television Best in Show prize for an ad for Guy's Farm and Yard entitled, "Plants Armstrong."

Mt. Mansfield Media won two other awards, including a First Place Award for Agency TV Commercials for another Guy's Farm and Yard spot, entitled "Bird Therapy."

Shadow Productions of Burlington took home four awards, including First Place for Agency Radio Commercials for "Spelling Bee," a spot for Mount Sunapee. They also won a First Place Award for Agency Radio Public Service Advertisement for "The Key," a spot for the American Lung Association.

WFFF-TV of Colchester won two First Place Awards, including Best TV Station Commercial honors for "Innuendo," a spot for Greer's Drycleaning and Best TV Station promo for "Sean Parker Introduction." WFFF's sister station, WVNY-TV, won a First Place Award for Best TV Station PSA for a spot called "Feed a Family Thank You."

Other multiple winners included WPTZ-TV/WNNE-TV; WGXL-FM in Hanover, NH; the Catamount Radio Group of Rutland and the Burlington advertising agency Urban Rhino.

**SEE THE FULL LIST OF THIS YEAR'S WINNERS  
AND MORE PHOTOS AT [WWW.VAB.ORG](http://WWW.VAB.ORG)**

## WELCH OPPOSES NEW AD TAX

Congressman Peter Welch is supporting efforts to block a plan to limit the deductibility of advertising expenses. Welch has signed on to a letter being circulated to all House offices by Representatives Kevin Yoder (R-KS) and Eliot Engel (D-NY) regarding the importance of keeping advertising expenses fully deductible.



Almost 70 House members have signed the letter which will be sent to the Speaker of the House and the Minority Leader asking them not to change the advertising deduction to pay for changing the Corporate Income Tax Rate or to use as a revenue off-set to pay for other legislation that could move through the House.

A proposal started last year would limit deductibility of advertising costs to 50%, with the remaining half to be amortized over five years. The proposal would have a devastating affect on advertising. The VAB thanks Congressman Welch for his support!

## BOB SCHIEFFER SAYS GOODBYE

After 46 years with CBS News, including 24 years as host of "Face the Nation," Bob Schieffer signed off May 31. "I'll be honest. I'm going to miss being in the middle of things, but the one thing I will never forget is the trust you placed in me and how nice you were to have me as a guest in your home over so many years," Schieffer said in his typically classy manner. Below is a photo of Schieffer with Radio Vermont talk show host Mark Johnson taken during the 2012 New Hampshire primary.



Thanks, Bob, and enjoy your retirement!