

Vermont Association of Broadcasters  
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## WOOL GOES FOR FULL POWER

Bellows Falls Low Power FM WOOL-LP (100.1 MHz) is waiting for the green light from the FCC to begin broadcasting at full power, upgrading from 6 watts to 550 watts at 91.5 MHz.

The non-profit volunteer station was



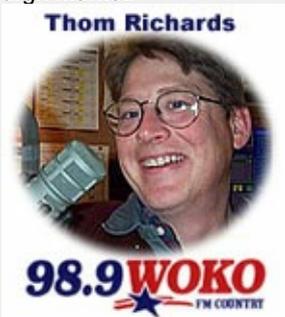
given a CP for the new frequency in 2010 and narrowly avoided missing the construction deadline. The current low power signal will remain silent. The station, owned by Great Falls Community Broadcasting Company, features an eclectic mix of music, news and talk.

## ST. MIKE'S TO GO LOW POWER

One Vermont licensee plans to divest its full-power station now that it has received an LPFM license. WWPV-FM (88.7 MHz at 100 watts) is owned by St. Michael's College in Colchester. It plans to sell the 88.7 license now that it has been awarded a 100 watt LPFM license at 92.5 MHz. The student-run station recently moved to new studios in the Dion Family Student Center.

## THOM RICHARDS TO SIGN OFF

Popular Vermont radio personality Thom Richards of WOKO-FM plans to retire from broadcasting at the end of this month after 36 years in the Burlington - Plattsburgh market.



Thom began his radio career in his native New Hampshire. He moved to the Burlington area in 1978 and worked at WDOT and WVMT before taking his on-air and production skills to WQCR (later WOKO) in 1985. He also gathered news for WJOY and helped launch oldies station WKOL. He has held down the afternoon drive slot for WOKO for many years and is considered the most listened-to afternoon DJ in the market.

The VAB wishes Thom all the best in his so-called "retirement!"

## SLC: RETRANS, AD TAXES AND SPECTRUM

State broadcasting executives from around the country descended upon Capitol Hill last week for the NAB's annual State Leadership Conference. The goal of the conference is to share our views on broadcasting issues with our elected officials.



Key issues this year include the reauthorization of STELA, the Satellite Television Extension and Localism Act, which governs the retransmission of broadcast television content by satellite companies. Last renewed in 2010, it is set to sunset at the end of this year.

Local TV broadcasters are urging Congress to renew the act without adding any bells and whistles. One worrisome proposal would eliminate the must-carry provision for local stations on basic tier packages.

Local broadcasters depend on revenue from STELA to expand news operations, provide more jobs and do more for their communities. Despite attracting more viewers than cable networks, local stations only receive about one-fifth of what cable networks get per local viewer from the satellite providers.

Satellite companies (and cable networks) should not be allowed to limit the availability of our local stations.

Another issue Congress heard about was a proposal in the House Ways and Means Committee to limit the deductibility of advertising expenses by businesses. This idea, if adopted, would have a devastating impact on TV, radio and print.

NAB President Gordon Smith noted a new study shows the local commercial broadcast television and radio industry contributes \$1.24 trillion of Gross Domestic Product and 2.65 million jobs to the American economy annually.

Broadcasters are also concerned about the "voluntary" TV spectrum auctions planned by the FCC. If stations are forced to "re-pack" or share channels, over-the-air viewers could lose local service. Border issues among the U.S., Canada and Mexico broadcasters must also be carefully reviewed before an auction begins.

The VAB was represented by Executive Director Jim Condon and Legislative Liaisons Dan Dubonnet and Candis Leopold.

We'd like to thank our members of Congress and their staffs for taking the time to hear our concerns.

## Commercial of the Year Awards Entry Deadline is March 17

The deadline for entering this year's VAB Commercial of the Year competition should be easy to remember. This year, the deadline falls on St. Patrick's Day! So before you go searching for corned beef and cabbage, be sure to send in your entries for Vermont's most prestigious TV and radio advertising awards. The awards will be presented at our May 22 convention in Montpelier. For rules and entry instructions, please visit our homepage at [www.vab.org](http://www.vab.org).



# Registration is underway for the VAB's 59<sup>th</sup> Annual Convention

Thursday, May 22, 2014

Capitol Plaza Hotel and Conference Center, Montpelier, VT

Only \$25 per person, which includes coffee, snacks and a great lunch!

Click [HERE](#) to register or visit [www.vab.org](http://www.vab.org) for more info.

## VAB Convention Schedule (tentative)

- 8 a.m. - 9 a.m. Registration with coffee and snacks  
Location: Governor's Ballroom
- 9 a.m. - 10:30 For Sales Managers and Sales Reps:  
"Getting Back to Basics" with Speed Marriott  
Location: The Montpelier Room
- For Sales Reps, Program Directors and Webmasters:  
"How to Make Money from the Web" with Allie Danziger  
Location: The Ethan Allen Room
- For General Managers, Station Managers and HR Directors:  
"Protect Yourself from Harassment Complaints"  
With Kerin Stackpole of Paul, Frank + Collins, P.C.  
Location: Boardroom 335
- 10:30 a.m. Coffee and Snack Break  
Location: Governor's Ballroom
- 10:45 - 12:15 p.m. For Sales Managers and Sales Reps:  
"How to Thrive Not Just Survive in Today's Market"  
With Michael Guld  
Location: Montpelier Room
- For Programmers and Air Personalities:  
"Jennifer Aniston's Birthday - Don't Worry About Forgetting It!"  
With Bob Moody, member Country Music Radio Hall of Fame  
Location: Ethan Allen Room
- For General Managers and Compliance Directors:  
"Political Advertising Refresher Course 2014" with David Oxenford  
Location: Boardroom 335
- 12:30 - 1:30 p.m. Commercial of the Year Awards Luncheon  
Hosted by Tom Beardsley  
Governor's Ballroom



We hope to see you May 22 at the Capitol Plaza in beautiful downtown Montpelier!

## Our Presenters:



Speed Marriott is a former General Sales Manager for Shamrock Broadcasting and Sales Manager for Entercom. He wants to help you make more money!



Allie Danziger is the President of Integrate Public Relations. She constantly checks the pulse of today's fast-paced social media and digital worlds.



Kerin Stackpole of Paul Frank + Collins is an expert in the world of labor and human resources laws. It's an honor to have her back to help us better understand labor laws.



Michael Guld is the award-winning author of *The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar*, and is past President of the Virginia Association of Broadcasters.



Bob Moody is a former Group PD for Nationwide Communications, VP for McVay Media, and VP for Regent and Townsquare Media. He preaches the power of local broadcasting. Welcome, Bob!



David Oxenford has represented broadcasters for over 30 years on a wide array of matters. His regulatory expertise includes all areas of broadcast law including political broadcasting rules. Welcome back!