

Vermont Association of
Broadcasters
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FREE AUTO SALES SEMINAR

VAB members are invited to tune in a free webinar Oct. 13 at noon designed to help your station attract and keep more local auto dealer advertising. The seminar will be hosted by auto advertising expert John Tkac and is presented by LBS (Local Broadcast Sales) as part of their "Second Tuesday" webinar series. To register for this free webinar, please visit this link:

<https://attendee.gotowebinar.com/register/2689611419522681858>

NEW CALLS FOR WWPV

When Vermont Public Radio takes over WWPV-FM (88.7 MHz) from St. Michael's College, the new call sign will be WVTX-FM. St. Michael's radio and the WWPV call sign won't be going away. The college is moving its radio operations to a new LPFM on 92.5 MHz in Colchester.

VPR has also applied to move a translator from 92.5 in Rutland to 99.1. A new full power signal is coming to Poultney on the 92.5 frequency. In other LPFM news, the operator of WMRW-LP (Rootswork, Inc) has been granted a CP to move its from 95.1 to 94.5 in Warren.

EAS TEST GOES WELL; VT AMBER ALERT NOT SO WELL



Only a smattering of problems were reported with the voluntary New England-wide EAS test on September 16. The vast majority of stations who responded to a post-test survey reported no glitches and good audio quality for the IPAWS (Integrated Public Alert and Warning System) test sent over the EAS system. A few stations reported garbled messages or no message at all. The regional test used the National Periodic Test Code of "000000." All stations will be required to have the code programmed into their EAS codecs by next July. It's expected that another nationwide EAS/IPAWS test will be conducted in late 2016.



While the EAS test went fairly smoothly, a real Amber Alert issued by Vermont State Police on September 5 once again had glitches. State Police issued an Amber Alert asking the public for help in locating four-year old Kaleyia Hardy of Fayston. Hardy was believed to have been taken by her biological grandmother, 47-year-old Dawn Hutchinson and Hutchinson's boyfriend, 61-year-old Joel Rosenthal.

It was only the third Amber Alert issued in Vermont since 2003. But for the second time in a row, many received the alert without any actual information attached. Luckily, the information sent to New York State Police was properly attached, and an alert motorist in New York spotted the vehicle in question thanks to a roadside billboard alert. The child was safely recovered and her alleged abductors arrested.

Vermont State Police know every second could count in an Amber situation, so they're putting together a new Amber Alert committee to try to avoid future glitches. They've already addressed some procedural issues and are soliciting input from broadcasters, emergency management officials and others to make the system as useful and reliable as possible.



All full-power radio stations and full-power and Class A television stations must place their issues/programs report in their public inspection file by October 10, covering the period from July 1 to September 30, 2015.



VAB AWARDS TO BE ANNOUNCED

Thanks to everyone who submitted nominations for this year's VAB Hall of Fame Awards Banquet. The honorees will be announced soon!

This year's banquet will be held Saturday, December 5 at the Hilton Burlington. Ticket information and registration will begin shortly. We hope you can join us on December 5 at the Hilton!



VAB Hall of Fame Awards Banquet Saturday, December 5 Hilton Burlington

STRONG TURNOUT AT RADIO SHOW

The Marriott Marquis in Atlanta has been filled to the brim with radio broadcasters as the NAB Radio Show continues through this Friday. NAB President Gordon Smith says attendance is up this year over the past few years, a good sign for the radio



TRANSLATORS FOR AM URGED



Former FCC Commissioners Michael Copps and Robert McDowell were on opposite political sides when they served, but they do agree on at least one issue. The two recently wrote a

column for *The Hill* newspaper in Washington to argue in favor of a FM translator filing window specifically for AM radio stations.

The two noted AM stations must contend with increased interference and more competition from higher fidelity alternatives including FM and satellite radio.

"Fortunately," they wrote for a September 23 column, "some at the FCC are paying attention. The FCC has a couple of tools at its disposal that could help many AM radio stations survive, if not thrive. In particular, the FCC should follow through with the proposal first adopted under then-acting Chairwoman Clyburn to open an application window for FM translators that is limited to licensed AM broadcasters."

They went on to explain that translators would allow AM stations to broadcast on FM and would allow AM daytimer stations to broadcast around the clock and offer more programming such as nighttime high school football games, traffic information and important weather news."

"Indeed," they continued, "since the FCC first allowed AM stations to use translators in 2011, about 20 percent of AM stations have been able to find, buy and use an existing translator to improve their service, and in turn, cement their financial footing -- a development the FCC has called an "unqualified success." The FCC first proposed in 2013 to extend these benefits nationwide by opening an application window that would allow any AM station still looking to purchase an existing translator to build one from scratch in their local market. This was a great idea two years ago; it's an even better one now."

While four of the five current commissioners support such a filing window, Chairman Tom Wheeler is opposed, at least for now. And it's up to the chairman to determine what issues appear on the monthly FCC agendas.