

Vermont Association of Broadcasters

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WDEV: FROM MARK TO MIKE



Mark Johnson

After 25 years of hosting “The Mark Johnson Show” on both WDEV and WKDR-AM, Mark is taking a job with VTDigger.org as a senior reporter and editor. His last show was on August 28.

Before he was in broadcasting, Johnson was a reporter for the Eagle Times in Springfield and the Burlington Free Press. He is a former recipient of the VAB’s Distinguished Service Award.

The vacancy on WDEV will be filled by former Douglas Administration Secretary Mike Smith. Smith, a former Navy SEAL, has also served as Vermont President of FairPoint and acting President of Burlington College. Good luck to both Mark and Mike!



Mike Smith

A NEW HONOR FOR ERNIE



Ernie Farrar

The Vermont Sports Hall of Fame has selected WVMT-AM legend and VAB Hall of Famer Ernie Farrar as this year’s winner of the David K. Hakins Award. Ernie is being recognized for his more than three decades of organization and promotion of Vermont’s Golden Gloves tournament, held each year in Burlington. Ernie has been broadcasting for more than six decades, including 46 years at WVMT, where he co-hosts the “Charlie, Ernie and Lisa” morning show.

Congrats, Ernie!

FUND SET UP FOR FAMILIES OF ROANOKE ATTACK

Broadcast trade organizations have joined forces to launch the “Alison & Adam Memorial Fund” to support families of the victims of the Roanoke TV shooting.

The National Association of Broadcasters and other industry groups announced they will contribute to the fund and accept donations from broadcasters on behalf of Alison Parker and Adam Ward. Commitments of \$40,000 have already been offered by broadcasters.



Alison Parker and Adam Ward

Parker and Ward were tragically killed by a former employee in a shooting on WDBJ-TV in Roanoke. A portion of the contributions will be distributed to family members of Parker and Ward by the NAB, and to local Chamber of Commerce director Vicki Gardner, who was wounded in the attack.

Any remaining funds will be directed to the Committee to Protect Journalists (CPJ), a New York-based organization dedicated to freedom and protecting the rights of reporters to work without fear of reprisal.

Ward was the fiance of Melissa Ott, a WDBJ producer who formerly worked at WFFF-TV and WVNY-TV in Colchester. The two had been preparing to move to new jobs at a Charlotte, North Carolina TV station.

Contributions to the fund can be made by sending checks made out to: “NAB Alison and Adam Memorial Fund”, C/O NAB, 1771 N Street, N.W. Washington, DC 20036.

VAB OBJECTS TO LPFM COMMERCIALIZATION

The Vermont Association of Broadcasters has joined with other state associations in filing FCC comments critical of a proposal to allow Low Power FM stations to sell commercial time.

“The proposal by the LPFM Advisory Group to let LPFM’s be privately owned by for-profit businesses flies in the face of why this service was created in the first place,” said VAB Executive Director Jim Condon.

“LPFM’s were created as a secondary FM service to give local civic groups a voice on the radio in their community. Upgrading them to a primary service, allowing multiple ownership and eliminating their non-commercial status are all very bad ideas,” he said. “Our member stations have not opposed the LPFM service as it now exists. In fact, the VAB has helped subsidize their EAS equipment and our stations have donated equipment and guidance to them.”

The FCC took comments on the proposals through August 30. The proposals are purely advisory, and no rulemaking has been proposed at this point.

New England EAS Test Sept. 16

A reminder to stations that the Department of Homeland Security plans to conduct a voluntary New England-wide EAS test on September 16 at 2:20 p.m.



The test will be a chance to try out a new EAS/IPAWS code number, "000000." The new national test code number is being used after the 2014 nationwide test, using a Washington, DC code, caused a series of glitches around the country.

Participation is voluntary. If your station elects to participate, your EAS decoder may have to be adjusted to pick up the new code.

DHS has scheduled a webinar for Thursday, September 3 at 10 AM. Website and log-in information is on the VAB's website at www.vab.org.

We'll also be surveying station engineers after the test to see if there were any glitches this time around.

DHS is tentatively planning another nationwide test for sometime in 2016.

FREE SEPT. 3 SALES WEBINAR

VAB member stations may enjoy free access to a September 3 sales and management noontime webinar provided by Local Broadcast Sales.



Paul Weyland

"Holding on to Your Own Leash: How to Manage Yourself and Others" will be presented by sales trainer Paul Weyland, who scored high marks when

he brought his sales seminar to our annual VAB Convention a few years ago. Paul will reveal actionable steps you or your organization can use immediately to reduce drama and stress, improve harmony and communication, increase production and decrease staff turnover.

[Click here for info and to sign up for free.](#)

CONTEST RULES UP FOR ACTION

The agenda for the FCC's September 17 Open Commission Meeting includes consideration of giving broadcasters greater flexibility in making rule disclosures required for station-conducted contests.

Currently, stations must "fully and accurately disclose the material terms of the contest" by airing them a "reasonable" number of times. The proposed would allow broadcasters to post contest rules on the web and then announce the web address on-air in lieu of broadcasting the rules themselves. In addition to easing the burden on broadcasters, who must often resort to speed reading contest rules on-air to cover all material terms while putting their audiences to sleep in the process, the proposed rule will give audience members the opportunity to review the contest rules at a more leisurely pace and at their convenience on the Internet.

The key question that remains is what the Commission will say regarding how often a station must air the web address for the contest rules. The NPRM originally proposed including the contest rule web address with every mention of the contest, which could clutter the airwaves even more than the current rule's requirement.

Commenters suggested less frequent website mentions, and asked the FCC to modify its proposal that each mention include "the complete and direct website address" to instead allow use of a shorter web address (e.g., the station's main website) where a link to the contest rules can be found.

- Jessica Nyman, Pillsbury Winthrop Shaw Pittman, LLP



Nominations for the VAB's annual awards are due by midnight Friday, September 25! You may nominate a candidate for one or all of the following awards:

VAB Hall of Fame
Broadcaster of the Year
Distinguished Service and
Community Service Awards

The awards will be presented at our annual Hall of Fame Banquet, Saturday, December 5 at the Hilton Burlington.

[Click here to make your nominations today!](#)