

**THE VERMONT ASSOCIATION OF BROADCASTERS**

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# The VAB Voice



## TWO RETIRE FROM HALL

Two longtime members of the Hall Communications staff in Burlington have retired.

Peter Richards has been an award-winning production manager for Hall's Vermont stations since 1984. When not playing the kazoo, Pete produced commercials for radio stations WJOY, WOKO (formerly WQGN) and WKOL. He had previously worked for Hall in his native Massachusetts before moving to Vermont.



Peter Richards

Besides production duties, Pete also served as the morning man at WJOY for four years, supplied the voice of Wally on WQGN's "Leave it to Bernie" series and was one of the original members of the WOKO morning show when WQGN switched to country music.



Chris LeBlanc

Also hanging up the headphones is longtime Hall part-time disc jockey and morning newsman Chris LeBlanc. Chris has worked at WJOY, WKOL and WOKO for 13 years. Prior to that, Chris was on WVMT for five years. While he spent many hours on the radio, Chris also managed to earn retirement from IBM in Essex Junction. Best wishes to Pete, Chris and their families!

December, 2010

## VAB CONVENTION SET FOR MAY 19



Registration is now underway for the 56th Annual VAB Convention, to be held Thursday, May 19 at the Capitol Plaza Hotel and Conference Center in Montpelier.

To help you and your stations make more money, we're featuring two expert sales trainers.

Following our morning business meeting (where a new VAB Board member will be elected), Jim "Taz" Taszarek will conduct the morning sales seminar.

Taz has had an illustrious career in radio and TV sales. He is a former GM of KTAR in Phoenix and is a past board member of both the NAB and RAB.

After lunch, Taz will offer to listen to and critique your station's spots. So please bring examples of your creative work to get an expert's opinion!

Also, in the morning, we will conduct a seminar on

EAS/CAP. Make sure your stations are ready for the changes in the EAS system. Among those taking part will be VPR Chief Engineer Rich Parker, Rob Schell of Vermont Emergency Management and Kelly Williams, director of engineering and technology for the National Association of Broadcasters.

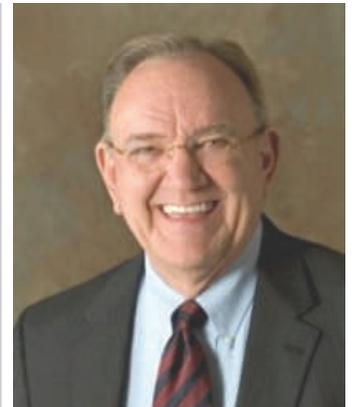
Our luncheon promises to be a tasty affair, with delicious food prepared by the award-winning chefs at the Capitol Plaza. During lunch, we'll also reveal the winners of this year's "Commercial of the Year Awards."

Our afternoon sales seminar will feature Jerry Frentress, the "Win Win Power Tools Guy."

Jerry believes in the "win win" philosophy. When your client wins, you win!

He has spent 40 years training salespeople, and he's the author of some popular sales books, including, "Advertising Sales: 25 Winning Habits."

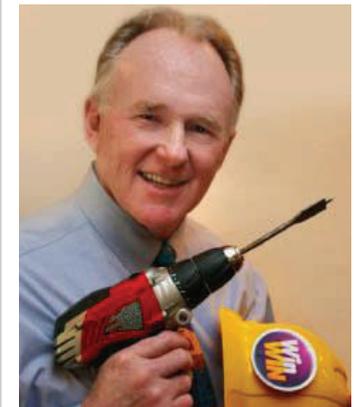
Registration is just \$25 per person. Please visit our website [www.vab.org](http://www.vab.org) for registration details.



Jim "Taz" Taszarek



Kelly Williams, NAB Senior Director of Engineering and Technology Policy



Jerry Frentress

**VAB CALENDAR OF EVENTS**

APRIL 4: VAB WORKPLACE HARASSMENT SEMINAR, RUTLAND. FREE.

APRIL 9 - 14, NAB SHOW, LAS VEGAS

APRIL 25: VAB WORKPLACE HARASSMENT SEMINAR, HILTON BURLINGTON. FREE. REGISTRATION 9 - 9:30, SEMINAR 9:30 - NOON W/ ATTY KERIN STACKPOLE.

MAY 19: 56TH ANNUAL VAB CONVENTION, CAPITOL PLAZA, MONTPELIER.

**VAB CONVENTION SCHEDULE:**

8 - 9 A.M. REGISTRATION & COFFEE

9 - 9:30 VAB BUSINESS MEETING.

9:30 - 11:30 SALES SEMINAR WITH JIM "TAZ" TASZAREK

9:30 - 11:00 EAS ROUNDTABLE WITH RICH PARKER, VPR, KELLY WILLIAMS OF THE NAB AND MORE.

NOON - 1:30 "COMMERCIAL OF THE YEAR" AWARDS LUNCHEON

2 - 3:00 LET JIM TASZAREK CRITIQUE YOUR SPOTS AND GET FREE ADVICE.

2 - 4 P.M. "WIN WIN" SALES SEMINAR WITH JERRY FRENTRESS.

\$25 per person; visit [vab.org](http://vab.org) for more info!

MAY  
19

VAB Convention  
Plaza Hotel, Montpelier

NOV  
19

VAB Banquet  
Hilton Burlington

Mark your calendar.



# FCC HONES IN ON EEO

By David Oxenford

The FCC has announced another round of EEO audits - looking at the compliance with the FCC's EEO rules and policies of several hundred radio and TV stations across the country. Those stations randomly selected for the audit must provide the FCC with the last two year's public inspection file reports, plus all records that back up the data reported in the annual reports.



Eight of the selected stations are in New England, and only one of those, Vermont Public Radio's WBTV-FM in Bennington, is in the Green Mountain State.

In the FCC's Public Notice announcing the audit, the FCC emphasized that stations need to post the most recent EEO public file report on their websites, and this requirement was also included in the audit letter. The FCC emphasized that station's who do not meet this obligation (which the FCC can check from their desks in Washington) are subject to fines. Responses to the audits are due by May 9, 2011.

EEO is again important to the FCC. We wrote about the recent reminders about the advertising nondiscrimination clauses that broadcasters must include in their advertising contracts. Broadcasters will also need to report on their EEO compliance at license renewal time - and license renewals are coming up for all stations across the country in the next 4 years - beginning with radio stations in Maryland, DC, Virginia and West Virginia in June. And, as we reported in December, the FCC has been fining stations for less than complete EEO efforts. So be prepared.

For further information about a licensee's EEO obligations, see our advisory setting out the basics of the FCC's EEO rules at [www.vab.org/eo.htm](http://www.vab.org/eo.htm).

David Oxenford is a broadcast attorney with the law firm of Davis Wright Tremaine.