

Vermont Association of Broadcasters
500A Dalton Drive
Colchester, VT 05446
(802) 655-5764
Email: vab@vab.org
Website: www.vab.org

HOF SHOW AVAILABLE

A one-hour broadcast of the National Radio Hall of Fame ceremonies is available for stations at no charge. The program may be broadcast anytime until Dec. 31, 2013.



The event is hosted by Larry King and was recorded Nov. 9 in Chicago. You'll find the download link on our home page at www.vab.org.

HOBBS BITES BULLIES

WCLX-FM morning man Bruce Zeman and his canine co-host Hobbes have a new book out, "Hobbes Comes Home." The children's book is intended to encourage kids to stop bullying and to help save abandoned or abused pets. Hobbes was rescued by Zeman and his wife, Tami.



Zeman and Hobbes hope to visit every school in Vermont to read the book and discuss bullying and compassion for animals with the kids. You can learn more by visiting www.bruceandhobbes.com.

THREE APPLY FOR LPFM's

The most recent window for filing applications for LPFM construction permits closed Nov. 15.

There were three applicants from Vermont: St. Michael's College applied for 92.5 MHz in Colchester; Royalton Community Radio applied for 96.6 MHz in South Royalton; and Mountain Top Community Church applied for 106.7 MHz in West Brattleboro.

The VAB Voice



December, 2013

STATE BROADCAST ASSOCIATIONS SLAM AD TAX PLAN

On November 19, the VAB joined with the other 49 state broadcast associations to criticize a proposal in Congress to place a tax on advertising. The letter, similar to one sent earlier to House Ways and Means Chairman Dave Camp (R-MI), was sent to Senate Finance Chairman Max Baucus (D-MT) and Ranking Member Orrin Hatch (R-UT).

The letter says, in part, "As advertising is the life blood for local radio and television stations, any change to deductibility would deal an enormous financial blow to this country's local broadcasters. The undersigned 50 state broadcasters associations respectfully urge you to reject any measure that would alter or eliminate the current law that permits a business to deduct the full cost of advertising in the year it is incurred.

"For 100 years, advertising has been treated as an ordinary and necessary expense of doing business, no different than the costs of employee salaries, rent and utilities. ...Broadcasters rely heavily on advertising revenue to produce and deliver vital news, emergency information and high-quality entertainment to their local communities free of charge...Creating a disincentive to advertise has real consequences on the ability of stations to serve their communities."

The House and Senate proposals would limit advertising expenses to a 50% deduction. The House plan would allow advertisers to amortize the remaining 50% over ten years, while the Senate plan would allow a five-year amortization.

NAB President Gordon Smith, a former U.S. Senator from Oregon, is optimistic common sense will prevail. "It's dumb public policy. I don't see it surviving in this Congress," Smith said.

GIFT OF LIFE: WJJR AIMS FOR BLOOD DRAW RECORD

December 17 promises to be a busy day for Rutland radio station WJJR-FM. That's when they will help out with the 11th annual Gift of Life Marathon for the Red Cross.

Last year, the marathon collected an astounding 1,955 pints of blood, just shy of the national one-day record of 1,969.

The Catamount Radio station has been a longtime partner in the event with CVPS (now Green Mountain Power). The WJJR morning team of Terry Jaye and Nanci Gordon received the VAB's Alan Noyes Community Service Award in 2011 for their tireless efforts to promote the marathon.

Nationally, five percent of Americans donate blood. Thanks in part to the efforts of WJJR, the participation rate in the Rutland is an amazing 20 percent. Good luck and get that national record, Rutland!

Gift-of-Life Marathon

December 17

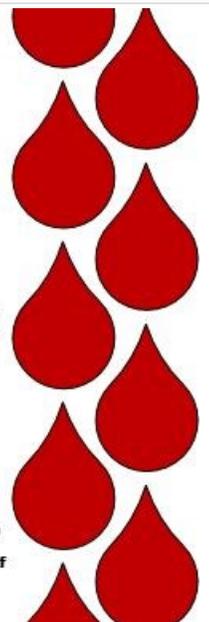
1969 pints =
new national record

We can do this,
Rutland.

Book a bed now!
1-800-RED-CROSS

<http://www.redcrossblood.org/make-donation>

Give at: Paramount Theatre, College of
St. Joseph, American Legion, Elks
Lodge, Holiday Inn



ROI ROCKS WITH RADIO & TV



A first-of-its-kind study by the UK branch of the Radio Advertising Bureau confirms the belief that radio campaigns deliver a strong return on investment.

The study was conducted by Holmes & Cook for the UK RAB, and involved the collection and analysis of confidential data from more than 2000 media campaigns from all major media agencies.

The results? The study found that, on average, radio advertisers get 7.7 times their money back from their advertising investments. Some categories, notably automotive and retailer brands, showed exceptional ROI performance, according to the study.

Radio provides the second best ROI for advertisers, slightly behind television. Both radio and television outpaced all other forms of advertising in terms of ROI, including print, outdoor and online advertising.

The study found the radio campaigns most likely to have great ROI, "standout, present their message clearly and are seen to fit well with the brand. In terms of media planning, it is coverage rather than frequency which boosts radio ROI -- there is a strong statistical link between these."

NFL BLACKOUT RULES MAY GET SACKED



House and Senate bills were introduced in November to limit the ability of the NFL to impose blackouts in those local markets where the teams are unable to fill the seats in their stadiums.

The Furthering Access and Networks for Sports (FANS) Act of 2013 would get rid of the FCC's sports blackout rule. The legislation would also

eliminate the NFL's antitrust exemption to negotiate media deals if they contain blackout provisions.

The Senate bill was co-sponsored by Sen. Richard Blumenthal (D-CT) and Sen. John McCain (R-AZ). Rep. Brian Higgins (D-N.Y.) introduced a companion bill in the House. FCC Commissioner Mignon Clyburn has proposed elimination of the blackout rule, but McCain says legislative action is needed.

Last season, 15 NFL games were blacked out in home team markets when teams failed to sell enough tickets. The teams that imposed blackouts last year were the Cincinnati Bengals, the Oakland Raiders, the Buffalo Bills, the San Diego Chargers and the Tampa Bay Buccaneers.

We hope to see YOU at the annual
VAB Hall of Fame Banquet
Saturday, December 7
at the Hilton Burlington!

BUSY SEASON FOR FCC COMMENTS

The VAB and its fellow state broadcasting associations have been busy lately filing comments with the FCC on a variety of issues, including indecency enforcement, EAS improvements and online political file rules for television.

We cautioned the Commission, in its efforts to further improve the EAS system, not to follow a one-size-fits-all approach. Rather, given the vast number of configurations of stations and equipment, we urged the Commission to follow a path of flexibility as relates to the presentation of text and audio.

We also stressed need for the Commission to amend its regulations to prohibit cable operators from blocking members of the public, their subscribers, from having immediate and full access to emergency information provided by local television stations that are carried on their systems.

During EAS activations, cable systems frequently, in effect, stand in front of TV screens, blocking their subscribers' "view" of the "First Informer" information provided by their local television broadcasters stations. Television stations invest millions of dollars to provide emergency information. In addition, their programming is captioned for the benefit of the hearing impaired. Thus, the cable industry's practice of overriding television programming prejudices the very class of viewer that Congress and the FCC have specifically sought to protect. We urged the FCC to end the practice immediately.

In another filing, we asked the FCC to declare it will no longer undertake enforcement action against any broadcast station, based on a pending or future complaint, that the station aired either a fleeting expletive as a remark or gesture (including "profanities"), isolated nudity or mere suggestion of sexual activity, or any type of sound and/or image that is alleged to be indecent. We also asked them to dismiss all pending complaints that would not be enforceable under our suggested rule change, giving priority to the dismissal of complaints that are holding up the processing of assignment and/or transfer of control applications and the processing of renewal applications.

The VAB also joined in filing with the FCC a letter in continuing opposition to the requirement that television stations post their political files online, particularly given that there is no parallel regulation requiring cable and satellite providers to post online the same competitively sensitive information about political advertising rates. We urged the Commission to lift its current broadcast-only online political file rule at least until the FCC requires cable and satellite operates to post the same information online. We also urged the Commission to defer its tentative deadline of July 1, 2014, by which the FCC would apply its online political file rule to all television stations, irrespective of affiliation and market size.