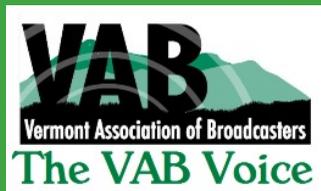


Vermont Association of Broadcasters

500A Dalton Drive
Colchester, VT 05446
(802) 655-5764
Email: vab@vab.org



January,
2016



Rod Clarke
1939 - 2016



Longtime Vermont reporter, editor and talk show host Rod Clarke passed away January 25. He was 77.

A native of Freeport, NY, Clarke and his wife Loretta moved to Vermont in the mid-1960's. In 1967, he began his writing career as the Randolph stringer for the Rutland Herald. Soon after, he began working for UPI in Montpelier, eventually becoming bureau chief. He was well-known on the radio, too. He hosted news and talk programs on WDOT-AM, WSNO-AM and was host of VPR's "Switchboard" program.

He leaves six children, 15 grandchildren and three great-grandchildren.

Sheila Vinikoor
1950 - 2016



Sheila Vinikoor, wife and business partner of Robert Vinikoor, died Jan. 8 in Fort Myers, Florida at the age of 65.

Sheila worked alongside Robert in building two businesses: a retail satellite electronics business, which they later sold, and a broadcast company, Koor Communications. Together, they owned and operated six radio stations in New Hampshire and Vermont, including WCFR-AM in Springfield and WCVR-AM in Randolph.

She is survived by her husband, a son and a daughter and many nieces, nephews and cousins.

ONLINE PUBLIC FILES FOR RADIO: SOME SOON, SOME LATER



Last week, the FCC adopted rules expanding online public file requirements to radio stations (as well as cable TV and satellite radio and TV companies).

The new rules will go into effect later this year for radio stations in the Top 50 markets with five or more full-time employees. All other radio stations will have two years

before compliance becomes mandatory.

Stations will have to upload their public files to an FCC online database. In addition, stations will have to upload all quarterly issue/program reports and annual EEO reports dating back to the start of their current license cycle. Other documents now filed electronically with the FCC, such as annual ownership reports and various applications, will be automatically uploaded by the FCC itself. Political files won't have to be filed retroactively, but rather on a going-forward basis after the rules kick in.

The two-year delay for small and medium market stations was a provision requested by the VAB and its fellow state broadcasting associations.

FCC GETS TOUGH ON ISSUE AD SPONSOR ID'S



On January 7 the FCC released, and trumpeted, a Consent Decree reached with Cumulus Radio for a violation at one of its New Hampshire stations where full sponsorship identification announcements were not made on issue ads promoting an electric company's construction project in New Hampshire. Cumulus agreed to pay a \$540,000 penalty for the violations - plus it agreed to

institute a company-wide compliance program to make sure that similar violations did not occur in the future.

According to the FCC's Consent Decree, the Cumulus station broadcast 178 announcements promoting the Northern Pass Project, a proposed hydro-electric project involving the construction of 180 miles of power lines in Canada and New Hampshire.

Section 73.1212 of the FCC's rules, which governs broadcasters' sponsorship identification obligations, makes the distinction between advertising for "commercial products or services" and that involving "controversial issues of public importance." Ads for commercial products and services do not need an explicit statement that the ad is "paid for" or "sponsored by" a particular company. In contrast, ads on "controversial issues of public importance" require enhanced disclosure. The ad must contain a statement the ad was "paid for" or "sponsored by" the specific organization that paid for the ad. In addition the station must also include in its public file the identity of the sponsor and a list of the sponsoring organization's executive officers or directors.

This case is a clear warning to broadcasters - this is not your father's FCC. Violations, even ones done in good faith, can bring huge penalties. So broadcasters beware - observe the rules very carefully. - David Oxenford

Visit David Oxenford's Broadcast Law Blog by [clicking here](#).



We're now accepting entries in Vermont's premier broadcast advertising competition. The Commercial of the Year Awards will be presented during the VAB's 61st Annual Convention, Wednesday, May 25, 2016 at the Capitol Plaza Hotel in Montpelier. The VAB will present awards for Radio and Television commercials, promotional spots and public service announcements.

This year, there will be First and Second Place Awards in each of the categories. Advertising agencies will compete in their own division. However, both agencies and broadcast stations are eligible for the coveted "Best in Show" awards for both radio and TV. "Best in Show" winners will not be recognized in other categories.

All entries must have been written and produced locally by the submitting station or agency and must have aired on a station between February 1, 2015 – February 1, 2016. **Entry deadline is Friday, March 25.**

Official Rules:

- You may submit **up to two entries per category** and **no more than six (6) total entries** per agency or station. Stations must be members in good standing of the VAB, and advertising agencies must be Associate Members in good standing with the VAB. Entries may be of any length. There is no charge to enter the contest.
- Each entry must be submitted separately via email to vab@vab.org.
- Each email **MUST** include the following info:
 Name of Station or Agency
 Category of Entry, i.e. Commercial, Promo or PSA
 Name of Sponsor, i.e. "Al's Kwik-Stop"
 Title of Entry, i.e. "Free Hot Dog Day"
 Writer of spot
 Producer of spot
 Talent
 Videographer (if applicable)
- The ads must have been locally written and produced by the Station or Agency.
- The VAB reserves the right to feature winning spots on www.vab.org.

All Entries must be received by email at vab@vab.org by March 25, 2016.

Call Jim Condon at 655-5764 or email Jim at vab@vab.org with any questions. Good luck!

CONVENTION REGISTRATION STARTS SOON!

Sales seminars with Sean Luce, programming seminars with Sean Ross and a workplace law seminar with Kerin Stackpole will be among the highlights of this year's VAB Convention.



Sean Luce

The Convention is scheduled for Wednesday, May 25 at the Capitol Plaza in Montpelier.

Luce has trained more than 50,000 sales people and managers. He'll bring his "Liquid Fire - How to Light the Flame in Your Sales Career" tour to Vermont.



Sean Ross

Ross, a VP for Edison Research is a longtime industry observer. He has helped shape numerous station launches. His **Ross on Radio** column in Billboard is a "must read" in the radio industry.



Kerin Stackpole

Kerin Stackpole will help you understand the complexities of important state and federal workplace laws to protect against lawsuits.

Check our website for more details about this year's convention and for registration info!

NEW DIRECTOR FOR NHAB



Ed Brouder

Veteran broadcaster Ed Brouder has been selected as the new executive director of the New Hampshire Association of Broadcasters (NHAB). He replaces Jordan Walton.

Brouder's 37-year on-air career included various news and programming jobs at WZID/WFEA in Manchester, WJYY in Concord, WGIR AM/FM in Manchester and WKNE AM/FM in Keene. He also worked at radio stations in Vermont (WTWN-AM, now WSTJ-AM in Saint Johnsbury) and in Connecticut.

Ed's radio work has been recognized with several national awards including the George Foster Peabody Award for Broadcast Excellence. For the past seven years he has taught communications and digital media courses at Nashua Community College and Mount Washington College.

Good luck to both Ed and Jordan!