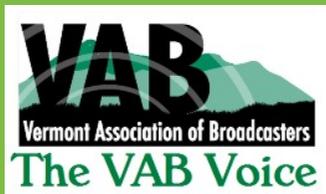


Vermont Association of
Broadcasters
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March,
2016



Joyce Noyes
1925 - 2016



Joyce Merrill Noyes, widow of longtime VAB Executive Director Alan Noyes, passed away February 21 at Central Vermont Medical Center in Berlin, with her family by her bedside.

She was born in Haverhill, Massachusetts on Dec. 2, 1925, the daughter of Clifford and Gladys Pingree.

She married Alan Noyes in 1946, and they moved to Barre in 1960, where he served as VP and GM of WSNO-AM and WORK-FM.

Alan predeceased her in 2009.

She is survived by her six children and their families, including 13 grandchildren and 14 great-grandchildren. Funeral services were held on February 28 at the Barre Congregational Church in Barre.

The VAB sends its deepest condolences to her family.

OSCARS OVER; VAB COMMERCIAL OF THE YEAR AWARDS NEXT!

The red carpet has been rolled up in Hollywood, so now it's time to focus on the VAB Commercial of the Year Awards, the most prestigious awards for broadcast advertising in Vermont.



Radio stations, TV stations and Vermont advertising agencies will compete for first and second place awards in the categories of **Best Commercial**, **Best Promo** and **Best PSA**. Note: the "Spec Spot" category has been discontinued.

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.

Your station or agency may submit no more than two (2) 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. Judging will be conducted by a panel of broadcast professionals and college communications educators. There is no charge to enter the contest. For membership information, please [click here](#).

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 entries must have been locally written and produced by the Station or Agency. The VAB reserves the right to feature winning spots on our website.

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!



NATIONAL EAS TEST SET FOR SEPT. 28

FEMA has announced a new nationwide EAS test will take place on Sept. 28 at 2:20 P.M., Eastern.

The announcement was made last week shortly before a regional test was held on February 24. The regional test was to have covered 22 states, but real weather concerns caused state emergency officials to cancel the tests in Virginia, Florida and North Carolina.

The test was also canceled in Alabama, Louisiana and Mississippi on the advice of the National Weather Service. Many stations in those six states, however, did not get informed about the cancellations.

While most engineers agreed the cancellations made sense, there was frustration that the individual stations weren't told. "A simple email or phone call would have saved the day," Alabama engineer Larry Wilkins told *Radio World*.

It appears the test mostly ran smoothly in the other states. Some reported poor audio, quality and some reported they received the test code later than they should have.

CONVENTION REGISTRATION IS UNDERWAY

There will be something for everyone when the VAB holds its 61st annual VAB Convention on Wednesday, May 25 at the Capitol Plaza Hotel and Conference Center in Montpelier.

You may register today for the event by [clicking here](#). Tickets are only \$25 and includes morning snacks and coffee, your choice of six different seminars and, of course, the annual Commercial of the Year Awards luncheon in the main ballroom.



Sean Luce

Sales executives and sales managers will not want to miss sales trainer Sean Luce, who will present two 90-minute seminars based on his "Liquid Fire - How to Light the Flame in Your Sales Career" program.

A former Radio Ink Sales Manager of the Year, Sean is one of the most in-demand and talked about speakers in the world. His humorous approach to sales training makes learning fun (and profitable!).

Our other Sean, Sean Ross, is a VP for Edison Research and is a longtime industry observer and columnist. He works with Edison's radio and music industry clients, offering strategic analysis and music knowledge that goes beyond the numbers. He has helped shape numerous station launches. His *Ross on Radio* column in *Billboard* is a "must read" in the radio industry.



Sean Ross



Kerin Stackpole

Kerin Stackpole will help you understand the complexities of important state and federal workplace laws to protect against lawsuits. Attendees will receive certificates of attendance for station EEO files.

She provides practical and proactive advice to senior leaders and management teams regarding a wide range of labor and employment issues. Kerin firmly believes the best defense against legal claims begins well before those claims are made - with positive and continuous employee engagement, good education for supervisors and managers, fair and consistent practices, and solid documentation.

This being an election year, we're excited to welcome back broadcast attorney **David Oxenford**. He'll give you and your staff a refresher course on political advertising rules and other regulatory matters.



David Oxenford

David is a partner at the law firm of Wilkinson Barker Knauer LLP, practicing out of its Washington, DC office. He has represented broadcasters for over 30 years. His expertise includes all areas of broadcast law including the FCC's multiple ownership limitations, the political broadcasting rules, EEO policy, advertising issues, and other programming matters and FCC technical rules.

[Check our website](#) for more details as they become available. Our annual convention is a great time to socialize with fellow broadcasters, learn new things to help make your station more profitable...and have a nice lunch! [Click here](#) to register today.