

Vermont Association of
Broadcasters

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ERNIE: 50 YEARS AT WVMT



VAB Hall of Fame member Ernie Farrar recently celebrated his 50th anniversary at AM 620 WVMT in Colchester. Surprise guests and calls from dignitaries such as Governor Phil Scott and former Governor Jim Douglas helped Ernie mark his golden anniversary on January 9 during the “Charlie, Ernie and Lisa” show.

Farrar had already worked in the Northeast Kingdom and St. Albans markets when he was hired as a 23-year-old at WVMT in 1967. He told **WCAX-TV** he wasn't sure he'd be there more than a year.

From late night country music shows to early morning talk shows, Ernie has done it all at the station. Station owner Paul Goldman told WCAX, "He's an institution. There's no other way to explain it. He's part of the legacy of this radio station."

Ernie was inducted into the VAB Hall of Fame 17 years ago. He's also a member of the Vermont Sports Hall of Fame thanks to his longtime involvement in the Vermont Golden Gloves tourney. It should also be noted that in 50 years, Ernie never called in sick!

Congrats, Ernie - we hope you make it another 50 years!

Enter the 2017 Commercial of the Year Competition

ENTRY DEADLINE IS FRIDAY, MARCH 24



The Vermont Association of Broadcasters' 62nd Annual Convention will be held Wednesday, May 17, 2017 at the Capital Plaza Hotel in Montpelier. The VAB will present awards for Radio and Television commercials, promotional spots and public service announcements (PSA's) at the Commercial of the Year Awards Luncheon.

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.

Official Rules

- 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, 2016 - February 1, 2017.
- You may submit up to 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. 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 information:
 - 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.
- New this year: If you're entering a TV spot, you must send the original file by Hightail or Dropbox to vab@vab.org. Spots sent by YouTube or Vimeo are NOT eligible.
- 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 24, 2017.

To become an Associate Member at the annual dues rate of \$50, please visit our [membership page](#).

[Click here](#) to see a list of last year's winners.

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



DEREGULATION ON AGENDA AS AJIT PAI CHAIRS FCC

By David Oxenford, [Wilkinson, Barker, Knauer LLP](#)

Last week, the appointment of Commissioner Ajit Pai as Chairman of the FCC became official. Since his appointment on January 23, he has released a list of acting bureau chiefs at the FCC ([here](#)), including naming Michelle Carey, a long-time FCC employee, as Acting Chief of the Media Bureau upon the departure of Bill Lake who held that position through Chairman Wheeler’s administration. Chairman Pai also addressed the Commission staff, among other things talking about how much he loves working at the FCC and how important the staff is in accomplishing changes in regulations at the Commission (the speech is [available here](#)).



Ajit Pai

What can broadcasters expect from Chairman Pai? In the past, Commissioner Pai has been a big advocate of AM improvement, even moderating panels at NAB and other conventions to discuss ways to resolve AM issues. He also has spoken out against restrictive ownership rules (a review of which are likely to be on the agenda shortly, see our articles [here](#) and [here](#)), and against many of the nitty-gritty regulations that broadcasters face - most recently about the noncommercial ownership reporting rules for Biennial Ownership Reports (see our post [here](#)). So we are likely in for a deregulatory ride - how far and how fast remain to be seen.

NEXSTAR BUYS OUT MEDIA GENERAL

Almost a year after announcing the proposed deal, Texas-based Nexstar completed its purchase of Media General, a \$4.6 billion cash and stock transaction.



Nexstar, now known as Nexstar Media Group, added 71 Media General television stations to its roster as a result of the

merger. Nexstar had to sell off 13 stations to win federal approval, which brought in \$548 million for the company.

With 171 stations, Nexstar is now the second-largest independent owner of TV stations in the U.S. Their holdings include WFFF (Local 44) in Colchester along with sister station WVNY-TV (Local 22).

CEO Perry Sook says his stations will continue to emphasize local news coverage. “Our increased scale will allow us to create news bureaus in more state capitals than any other broadcaster, and Nexstar Media Group will produce over 3,500 hours a week of local news for medium and small markets while employing almost 10,000 people,” Sook said.

NYC RADIO LEGEND DIES IN BENNINGTON



Herb Oscar Anderson

Herb Oscar Anderson, morning man at WABC in the 1960’s, passed away January 29 at Southwestern Vermont Health Center in Bennington. Anderson was 88. He had been living on a farm in Hoosick Falls, New York when a medical condition worsened.

From 1960 to 1968, he was the original “Morning Mayor” of New York radio, and was an original member of WABC’s “Swingin’ Seven” lineup that included Scott Muni, Don McNeil and others. His low-key, folksy style helped WABC’s Top 40 rock and roll format become popular among adults, not just teenagers. He’d start each show singing “[Hello Again](#),” an easy listening melody.

He left WABC in 1968, saying the harder edge of the latest rock records didn’t match his mellow style. He returned to New York in the 1970’s on WHN, and also worked at WMCA, WBBM and WMGM, among many others. Until recently, he had been hosting a weekly show on WOSN in Vero Beach, Florida.