

Vermont Association of Broadcasters

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JUDY SIMPSON SIGNS OFF



Judy Simpson, Vermont's first female TV news anchor, is retiring from full-time work at WCAX after 33 years of broadcast journalism.

Judy has been at WCAX for the past 20 years, including ten years as anchor of the morning news program. She became the state's first female news anchor at WVNY-TV in the mid 1980's.

In 2014, Judy received the VAB's Distinguished Service Award. She plans to spend more time with her family, although she will continue to host "Across the Fence" for the station. Congrats, Judy!

BRIAN MARSHALL RETIRES

Longtime Vermont Public Radio Broadcast Engineer Brian Marshall is retiring. Marshall has been with VPR since 2003 and served as a contract engineer for VPR, Vermont PBS and other stations before that. He estimates he drove about two million miles taking care of transmitter sites around Vermont. We wish him the best in his retirement!



END OF AN ERA AS WCAX CHANGES HANDS



Three generations of the Martin family: Stuart "Red" Martin, Peter Martin and Alex Martin

One era ends today and another era begins as Gray Broadcasting, Inc. officially takes control of WCAX-TV in Burlington.



Stuart "Red" Martin and his stepfather, Charles Hasbrook, put WCAX (originally WMVT, licensed to Montpelier) on the air in 1954 and it has been owned and operated by the Martin family ever since. Red's son, Peter Martin, took over the death of his father in 2005. Peter's nephew, Alex Martin, has been Executive Vice-President of the station since 2010.

All three Martins have served the VAB as board presidents and all have been avid supporters of the state's broadcasters.

The \$29 million dollar deal to sell to Atlanta-based Gray Television was announced early last month.

"It is bittersweet," Peter Martin said in a station interview. He said the time was right for new owners to come in. "We've put WCAX in the best hands we could find and that we believe that Vermonters will continue to be pleased with and to trust the WCAX that's going to go forward from here," he said.



Gray Television co-COO Nick Waller says viewers won't notice any changes. He told WCAX's Kristen Kelly, "We don't buy good stations to make them worse, we try to make them better. So it's going to get better. I guarantee you it's going to get better. There's going to be a lot of behind-the-scenes changes but the front doesn't change...that's our bread and butter."

Gray operates more than 100 stations in 56 different markets.

The VAB thanks the Martin family for their decades of support, and we wish the new owners the best of luck in the coming decades!

VAB Convention photos, Commercial Awards list on Pages 3 & 4



FCC Seeks Main Studio Comments

By David Oxenford, Wilkinson Barker Knauer LLP



As expected, at its monthly open meeting May 18, the FCC started two proceedings of particular importance to broadcasters. The first looks at the abolition of the main studio rules. The second asks for comments on all of the other rules affecting broadcasters and other media companies to see which are ripe for appeal.

The proposal to review all media rules will look at all media-related FCC rules with the idea of eliminating or modifying those that no longer make sense in the modern media environment. Only the multiple ownership rules, already under review in separate proceedings are excluded from this review. Comment dates for proposals to change specific rules are due by July 5.

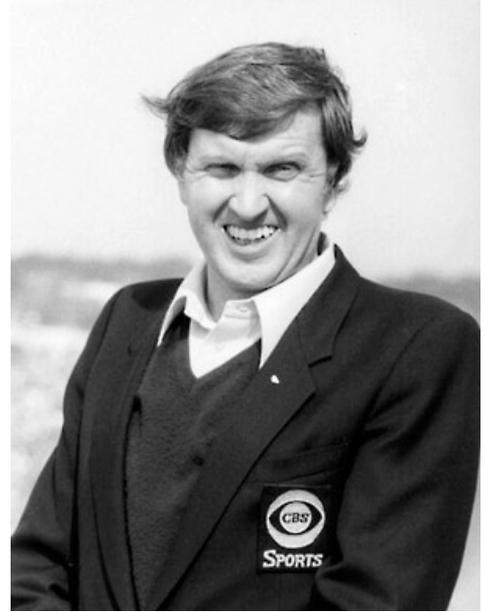
The proposal to abolish the main studio rule very closely tracked the draft order that we summarized back in April, [here](#), asking a number of questions about the impact that the abolition would have on station's ability to serve their communities. A few additional questions were added to the final order, the most substantive of which dealt with the requirement that would be retained that stations maintain local telephone numbers that local residents can call to address issues about station operations or to respond to community needs and emergencies that may arise.

Included among the new questions was the question of whether the phone line needed to be manned during all business hours, or perhaps even during all hours of operation of the station. Even if a live person is not required to answer the phone, the FCC asked whether there should be some requirement that all calls be answered within a given time frame, principally so that no emergency go unreported. In effect, if adopted, these would be new requirements that a broadcaster giving up its main studio would have to live with.

The apocryphal story of the station in Minot, North Dakota where no one was home when a train carrying dangerous chemicals spilled was brought up in one Commissioner's comments, suggesting that a specific rule on response time was needed - even though the owners of that station have repeatedly said that the story was not true and the station was covering the emergency even though local authorities, working with some outdated contact list, didn't know where to call. Regardless of the truth of that story, the issue remains the one that appears to be the most controversial on this issue - how will a station with no physical local presence maintain ties with its community. Broadcasters and other interested parties can file comments through a date to be announced 30 days after the Notice of Proposed Rulemaking is published in the Federal Register, with reply comments due 15 days later.

David Oxenford is the author of Broadcast Law Blog

NASCAR TAPS SQUIER FOR HOF



Congratulations to Radio Vermont's Ken Squier, who will be inducted into the **NASCAR Hall of Fame** as part of the organization's "Class of 2018."

Squier co-founded the Motor Racing Network (MRN) in 1970 and helped NASCAR become a force to be reckoned with on the national television scene.

In announcing the honor, NASCAR released this statement: "It was his golden voice that took NASCAR to a national audience thirsting for live coverage, giving his insider's view of what he famously described as "common men doing uncommon things." He is perhaps best-known for calling the 1979 Daytona 500, a milestone moment for the entire sport, as Squier's voice on CBS welcomed millions to the first live flag-to-flag coverage of "The Great American Race" - a moniker he coined.

"Following that signature moment, Squier proceeded to call races for CBS and TBS until 1997 before shifting to the studio as host for NASCAR broadcasts until 2000.

In 2012, NASCAR announced the creation of the Squier-Hall Award for NASCAR Media Excellence, which would be housed in the NASCAR Hall of Fame."

Ken is already a member of both the VAB Hall of Fame and the Vermont Sports Hall of Fame. Congrats, Ken!

2017 VAB Convention

Thanks to the more than 160 broadcasters who attended the VAB's 62nd annual convention May 17 at the Capitol Plaza. Thanks also to our sponsors and to our seminar presenters for hosting informative morning sessions. We'd also like to thank Gov. Phil Scott for joining us at lunchtime – and to the Capitol Plaza staff for another job well done!



L- R: VPR's Joe Tymecki leads a seminar on EAS rules; Broadcast attorney David Oxenford discusses the latest happenings at the FCC; NAB Vice President Jennifer Jose hosts a social media panel with Audrey Ramsden of WCAX and Sarah Spencer of WOKO.



Kennen Williams of Noll & Associates drew large crowds for his two sales seminars: "How to Become a Retail Sales Guru" and "Killer Sales Presentation." Thank you, Kennen!

At the VAB's Business Meeting, two new board members were elected: the new VAB Secretary is Steve Cormier of Radio Vermont and Joe Tymecki of VPR is the new Member at Large. Wally Caswell of Great Eastern Radio is the new VAB President, replacing Alex Martin of WCAX, who remains on the board as Immediate Past President. Wendy Mays of Hall Communications is the new VAB Vice President, while Kelli Corbeil is the new Treasurer. Special thanks to departing board member and former President Eric Michaels! We all appreciate your long, dedicated and talented service for the VAB!

WVNY-TV and WCPV-FM Win Best in Show at the VAB Commercial of the Year Awards

Radio PSA

Runner-Up Tie:
WSTJ
"Safe Way to Dispose of Junk"
Writer: Lynn Beaudoin
Producer: Ed Garcia
Talent: Jack Smith

WDEV
"Work Zone Safety #2"
Writer: Brent Curtis
Producer: Charlotte Strasser
Talent: Brent Curtis

First Place:
WJJR
"Texting: It Can Wait"
Writer: Carley Trombley
Producers: Carley Trombley and Terry Jaye
Talent: Carley Trombley and Terry Jaye

Radio Promo

Runner-Up:
WDEV
"Winter Croquet"
Writer: Tom Beardsley
Producer: Charlotte Strasser
Talent: Tom Beardsley

First Place:
WIZN
"Guns and Roses Teaser Promo"
Writer: Matt Grasso
Producer: Dave Marshall
Talent: Mark Peebles

Radio Commercial

Runner-Up
WJOY
"You're A Vermonter"
Client: S&D Snowblowing
Writer: Sue Gosselin
Producer: Dave Marshall
Talent: Mitch Terricciano and Sue Gosselin

First Place:
WIZN
"Bob - Hyundai Elantra"
Client: Burlington Hyundai
Writer: Sue Gosselin
Producer: Dave Marshall
Talent: Meaghan Cormier, Kate Lanza, Steve Kelson and Dave Marshall

Agency TV PSA

Runner-Up:
Urban Rhino
"Closing"
Writer: Megan Stearns
Producer: Cameron Savage
Talent: Gisele Brasseur, Kara Quinn
Videographer: Ashton Harrewyn

First Place:
Mt. Mansfield Media
"Slam T1D PSA"
Writer: Mt. Mansfield Media
Producer: Mt. Mansfield Media
Talent: The Kolok Family
Videographer: Mt. Mansfield Media

Agency TV Commercial

Runner-Up:
Moving Pictures Division
"Ethan Gevry"
Client: G. Stone Motors
Producer: Christian Clark
Talent: Ethan Gevry

First Place:
Urban Rhino
"Empowering"
Client: VSECU
Writers: Nathan Beaman and Nilda Kerr
Producer: Cameron Savage
Videographer: Ashton Harrewyn

TV PSA

Runner-Up:
WVNY
"Mud Volleyball"
Client: Epilepsy Foundation of Vermont
Writer: Benjamin Carstens
Producer: Benjamin Carstens
Talent: Erin Cofield
Videographers: Andy Brumbaugh and Benjamin Carstens

First Place:
WVNY
"Santa 5K"
Writer: Benjamin Carstens
Producer: Benjamin Carstens
Talent: Sean Parker
Videographer: Benjamin Carstens

TV Promo

Runner-Up:
WPTZ
"Commitment 2016 - More Political Coverage"
Writers: Steve Kuntz & Brian Damm
Producer: Steve Kuntz
Talent: Lisa Malay voiceover

First Place:
WCAX
"Inside a Meth Lab"
Producer: Meredith Neary
Videographer: Abram Corbett

TV Commercial

Runner-Up
WVNY
"Signs"
Client: Great Big Graphics
Writers: Shaun Danforth and Nichole Loati
Producer: Shaun Danforth
Videographer: Shaun Danforth

First Place:
WFFF
"Free Pick-Up"
Client: Greer's
Writer: Benjamin Carstens
Producer: Benjamin Carstens
Talent: Matt Bacewicz and Vanessa Cousins
Videographer: Benjamin Carstens

Radio Web-Only Content

Honorable Mention:
WDEV
"Maplewood VT Travelers Service Center"
Client: Maplewood
Writers: Ken Squier and Jay Austin
Producers: Charlotte Strasser and Jay Austin
Talent: Ken Squier
Videographer: Jay Austin

TV Web-Only Content

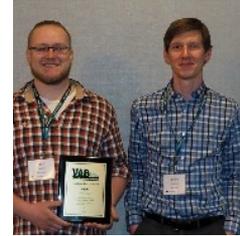
Honorable Mention:
Mt. Mansfield Media
"We Will Change the World"
Client: Castleton University
Writer: Mt. Mansfield Media
Producer: Mt. Mansfield Media
Talent: Twiddle and Castleton

Radio Best in Show

WCPV
"Haricot What?"
Client: Twiggs American Gastropub
Writer: Amanda Relyea
Producer: Mary Cenci
Talent: Mike Czarny, Amanda Relyea, Paul Jarvis and Ken Barlow

Television Best in Show

WVNY
"Aiden's Angel"
Writer: Andy Brumbaugh
Producer: Benjamin Carstens
Talent: Steve Kamer



Ben Carstens and Andy Brumbaugh, WVNY



Amanda Relyea and Mary Cenci, WCPV



Abram Corbett and Meredith Neary, WCAX



Mitch Terricciano, WIZN



Charlie Meeks, Catamount Radio



Kate Lanza, Sue Gosselin and Meaghan Cormier, WIZN

Congrats to all of our winners!