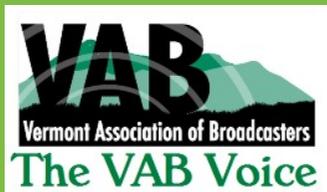


Vermont Association of Broadcasters

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May,
2017



MATT WILLS
1949 - 2017



Longtime Vermont disc jockey and voiceover artist Matt Wills passed away April 16 at the VNA Respite House in Colchester. He was 68 and suffering from lung cancer.

Born in Washington, D.C., Wills grew up in Poughkeepsie, NY where he learned to play the keyboard and played in a variety of local bands.

A graduate of the Connecticut School of Broadcasting, Wills first worked at WHVW in Hyde Park, NY. In 1970, he moved to Vermont, working at WJOY-FM (now WOKO-FM), WWSR-FM in St. Albans (now WIXM), WDOT-AM in Burlington and WVMT-AM in Colchester. He was the lead announcer for Vermont ETV (now Vermont PBS) for many years. He was also active in local theater, including the Essex Community Players.

He is survived by his wife, Mary, two daughters, two sons, a stepson, a foster daughter and seven grandchildren.

The family is requesting that donations in Matt's name be made to the Visiting Nurse Association of Chittenden and Grand Isle Counties.

REGISTER TODAY FOR THE VAB CONVENTION

The Capitol Plaza in Montpelier is the place to be on Wednesday, May 17 as the Vermont Association of Broadcasters hosts its 62nd annual convention.



A variety of morning seminars are scheduled, to be followed by the Commercial of the Year Awards Luncheon in the Governor's Ballroom.

Only \$25 to Register - Click Here!

You must register in advance before May 12

Schedule of Events

- 8:00 - 9:00 A.M. Registration (Governor's Ballroom)
- 9:00 - 10:20 Kennan Williams, Noll & Associates
"Become a Retail Marketing Guru"
 Retailers and service companies speak a special language. Learn how to converse in their style to help them increase their market share. (Montpelier Room)
- 9:00 - 9:50 Joe Tymecki, Vermont Public Radio
"I Didn't Get my EAS Test - Now What?"
 Do you know what to do if you don't receive or send a weekly or monthly EAS test? This workshop will go over a high level outline of the Vermont state EAS plan and equipment issues. (Ethan Allen Room)
- 10:00 - 10:50 David Oxenford, Wilkinson Barker Knauer LLP
"FCC Update"
 David will update us on the latest happenings at the FCC and Capitol Hill. He'll discuss topics from main studio rules, the spectrum auction and recent music licensing issues. (Ethan Allen Room)
- 10:30 - 11:50 Kennan Williams, Noll & Associates
"Building Killer Sales Presentations"
 Prospects receive hundreds of media presentations every year AND THEY ALL LOOK ALIKE. It's a huge issue for clients, but presents you with an opportunity to stand out. (Montpelier Room)
- 11:00 - 11:50 **"Social Media Roundtable"**
 Panelists will include Sarah Spencer of Hall Communications, WCAX-TV social media strategist Audrey Ramsden and Radio Vermont social media director JD Green. (Ethan Allen Room)
- 12:00 - 1:30 **"Commercial of the Year Awards Luncheon"**
 (Governor's Ballroom)





FCC May Relax Main Studio Rules

By David Oxenford, Wilkinson Barker Knauer LLP



In his speech at the NAB Convention (available [here](#)), Chairman Ajit Pai promised to pursue a broadcast regulatory regime that made sense in today's competitive media environment. He promised to move quickly to eliminate a number of the unnecessary broadcast rules, and specifically to repeal the main studio rule (see our articles [here](#)

and [here](#) about the current requirements for the operation and staffing of the main studio).

Last week, the FCC took its first steps to quickly fulfill those promises, releasing two draft orders to be considered at its May 18 meeting, one to repeal the main studio rule and the second announcing the opening of a proceeding to review all of the other rules that govern broadcasters except the ownership rules that are already under consideration in other proceedings.

The draft Notice of Proposed Rulemaking seeking to eliminate the main studio rules asks a number of questions seeking support for the FCC's tentative conclusion that the elimination of the main studio rule is in the public interest. The NPRM asks questions and seeks information including how much money the elimination of the main studio rule would save stations and what public interest benefits would result from any monetary savings (e.g. better programming). They also seek information about how often the main studio is currently visited by community members and why they visit and whether stations can still serve the issues faced by their communities without having a physical presence.

Assuming the FCC adopts the Notice of Proposed Rulemaking at the May 18 meeting, public comments on the proposal and the questions asked by the FCC will be 30 days after the NPRM is published in the Federal Register. That would likely put comments in late June or early July, with reply comments 15 days later.

The second proposed broadcast action to be considered at the May 18 meeting is much broader. A draft of a Public Notice to be considered at the May 18 meeting seeks comments in a new proceeding referred to as the FCC's Modernization of Media Regulation Initiative. This Public Notice asks for suggestions from the broadcast community as to what other rules can be eliminated. All rules are now on the table for review.

With this broad invitation to suggest rules for elimination being offered up by the FCC, broadcasters should now start thinking about what rules and policies they would like to see changed, so that they can offer up their suggestions in June if the FCC adopts this Public Notice as expected at its May 18 meeting.

The proposal to change the main studio rules is a break with tradition, and may well receive opposition. Stations that benefit from that abolition should provide the FCC with evidence of the benefits that the repeal would provide.

STRANDED FOR BIG BUCKS!



Former WCAX-TV news reporter Alex Apple was stranded on a remote island in Fiji for 40 days. He lost 22 pounds. He also won more than \$124,000!

Apple was one of ten contestants selected for the MTV reality show, "Stranded with a Million Dollars." The final show was filmed last year and broadcast late last month.

He was one of four contestants to go the distance and split a jackpot that had shrunk to about \$500,000.

"I gained the 22 pounds back in about three weeks," Apple told a reporter in his new hometown of Lancaster, PA. "I had to go back to the gym, and get back to fitness and get in shape." Congrats!

SHIELD BILL GOES TO GOVERNOR

On April 20, the Vermont House gave overwhelming support to S.96, the reporters shield bill. The legislation, officially called an "act relating to a news media privilege," was passed on a vote of 140 to 2. The bill had already won unanimous support in the Vermont Senate and now goes to Governor Phil Scott. Scott has indicated he supports the measure.

The shield bill, once enacted, will help protect reporters from being forced to reveal their confidential sources. The ability to protect sources is necessary for reporters to do their jobs.

Vermont will now join the vast majority of states that have shield bill laws.