

Vermont Association of Broadcasters

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## DAVE GRAM IN FOR MIKE SMITH



Longtime AP Montpelier reporter Dave Gram is the new host of WDEV Radio's mid-morning talk show. Gram, a 31-year veteran of the AP has recently worked for VT Digger. He replaces Mike Smith, who has taken a job as interim President and CEO of Vermont Information Technology Leaders. Best of luck, Dave!

## TYLER DUMONT TO PORTLAND



Best of luck to former WCAX-TV reporter Tyler Dumont, who has relocated to Portland, Oregon for a job at KPTV, the local FOX affiliate (FOX 12).

Dumont was at WCAX for two years and specialized in covering breaking news.

He told followers on Facebook, "As you can imagine, moving to the complete other side of the country will be a major change - but I can't wait to see all that the West Coast has to offer!"

## BROADCASTERS CONVERGE ON THE CAPITOL

Hundreds of radio and TV broadcasters from around the country gathered in the nation's capital this week for the annual NAB State Leadership Conference.

The purpose of the annual mission is to meet with members of Congress to discuss issues of importance. This year, a top issue is to ensure Congress appropriates additional money to help both TV and radio stations cover the costs of "repacking," frequency and transmitter moves necessitated by the recent TV spectrum auction.

Another topic of discussion was STELA. Next year will also mark the start of the STELA reauthorization process, a vital lifeline for our TV stations. STELA, the Satellite Television Extension and Localism Act, will expire in 2020 if not renewed. It allows local stations to negotiate in a market-friendly way with multi-channel video programming distributors for the rights to redistribute local programming. The NAB conference concluded February 28.



Jim Condon and Dan Dubonnet meet with Sen. Patrick Leahy

## ADD SOME "SWAGGER" TO YOUR SALES EFFORTS!

Derron Steenbergen, founder of the Swagger Institute, will be one of the featured seminar presenters at this year's VAB convention.

He founded the Swagger Institute to help the business community break out of the daily grind and regain its swagger. By putting clients first and focusing on relationships, the professional community can find more success than it ever imagined.

His first seminar will be "Surviving to Thriving in Sales, Building and Growing Strong Relationships." In this session, he'll focus on the early stages of the sales process. It is valuable to those new to our business and for veterans.

The second session is called "Surviving to Thriving in Sales, Discovering Your Sales Swagger from Digital to Beyond." He'll focus on selling digital and traditional together. The struggle across our industry is how to we successfully incorporate digital efforts into our current strategies.

The VAB's 63<sup>rd</sup> annual convention will be held Tuesday, May 22 at the Capitol Plaza in Montpelier. Stay tuned for more speaker info and registration instructions!



Derron Steenbergen

## TWO BIG FCC DEADLINES LOOM



By David Oxenford, Wilkinson Barker Knauer, LLP

March has two very significant deadlines right at the beginning of the month - Online Public Files for radio and Biennial Ownership Reports - that will impose obligations on most broadcasters.

For radio stations, March 1 is the deadline for activating your online public inspection file. While TV stations and larger radio clusters in the Top 50 markets have already made the conversion to the online public file, for radio stations in smaller markets, the requirement that your file be complete and active is Thursday.

As [we wrote here](#), there are a number of documents that each station should be uploading to their file before the deadline (including Quarterly Issues Programs Lists and, if a station is part of an employment unit with 5 or more full-time employees, Annual EEO Public Inspection File Reports). As the FCC-hosted online public file date-stamps every document entered into the file, and as the file can be reviewed by anyone at anytime from anywhere in the world, stations need to be sure that they are timely uploading these documents to the file, as who knows who may be watching your compliance with FCC requirements. And this is not the only big obligation for broadcasters coming up in March.

On March 2, all full-power stations, commercial and noncommercial, and all LPTV stations, need to complete and file with the FCC their Biennial Ownership Reports ([see our article here](#)). These reports are supposed to give the FCC a snapshot of the ownership of broadcast stations as of October 1, 2017 so that interested parties can see who owns what stations, and have a complete database from which they can assess broadcast ownership by the gender and ethnicity of all attributable owners.

Even parties who sold their stations since October 1 have to file reports detailing what they owned on that date. As this comprehensive database is so important to the FCC and to some public interest groups interested in assessing diversity in broadcast ownership, be sure that you meet this deadline.

## COMMERCIAL ENTRIES DUE BY MARCH 30!

The VAB Commercial of the Year Awards are the ultimate honors for Radio and TV production. The awards will be presented at the VAB's 63rd Annual Convention Tuesday, May 22, 2018 at the Capital Plaza Hotel in Montpelier. The VAB will present awards for Radio and Television commercials, promotional spots, public service announcements and more.

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, 2017 - February 1, 2018.

- 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!

### Commercial of the Year Categories:

Radio Public Service Announcements (PSA)

Radio Promo

Radio Commercial

Radio Non-Broadcast Digital

Agency Public Service Announcement

Agency Promo

Agency Commercial

Agency Non-Broadcast Digital

Television Public Service Announcement

Television Promo

Television Commercial

Television Non-Broadcast Digital

- Each entry must be submitted separately via email to [vab@vab.org](mailto: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.

- If you're entering a TV spot, you must send the file in native resolution MPEG 3 or MPEG 4 by Hightail or Dropbox to [vab@vab.org](mailto: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](http://www.vab.org).

- All Entries must be received by email at [vab@vab.org](mailto:vab@vab.org) by March 30, 2018.

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