

Vermont Association of Broadcasters

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EVA MCKEND HEADS TO DC



WCAX-TV reporter and anchor Eva McKend is moving to the nation's capital to work for Spectrum News after three years at the Vermont station. McKend previously worked for Spectrum, formerly Time Warner Cable, in New York City before joining WCAX in 2015. Good luck, Eva!

GORDON AND DUDLEY RETIRE

Two longtime Vermont PBS employees are heading off to well-earned retirements. Judy Gordon has been with the stations for 37 years, most recently serving as Coordinator of Programming Services.



Judy Gordon



Glenn Dudley

And, Director of Engineering Glenn Dudley is calling it a career. He started at VPR in 1991 and after a foray into radio, returned in 2007. The VAB thanks Glenn for his help in modernizing the state EAS plan. Best wishes to both Judy and Glenn. Enjoy!

TIME TO REGISTER FOR THE 63rd VAB CONVENTION

The VAB's annual convention will take place on Tuesday, May 22, 2018 at the **Capitol Plaza Hotel and Conference Center**, 100 State Street, Montpelier, Vermont. Only \$25 per ticket - includes all seminars, coffee, snacks and a delicious lunch at our Commercial of the Year Luncheon! **CLICK HERE TO REGISTER.** Please register by May 18. Download the convention poster [here](#).



Our Sponsors



"Derron is EXCELLENT!" - Michelle Vetterkind, Wisconsin Broadcasters
"He is so good, your member will love him!" - Paula Maes, New Mexico Broadcasters

VAB Convention Schedule:

8:00 A.M. - 8:45 A.M. Registration with Coffee and Muffins, Governor's Ballroom.

8:45 - 9:45 Alternative Broadcast Inspection Program (ABIP) Info w/ Bob Shotwell and Dennis Loria. Ethan Allen Room.

8:45 - 9:45 Sales Seminar #1 with **Derron Steenbergen**: "Surviving to Thriving in Sales, Building and Growing Strong Relationships." Montpelier Room.

10: - 11: 15 Sales Seminar #2 with Derron Steenbergen: "Surviving to Thriving in Sales, Discovering Your Sales Swagger from Digital to Beyond." Montpelier Room.

10: - 11:15 Programming Seminar: Fred Jacobs of **Jacobs Media**, Ethan Allen Room. "How Technology Is Transforming Radio Careers: A Guide To Navigating New Platforms"

11:30 - 12:30 Kerin Stackpole, Paul Frank & Collins, "How to Avoid Workplace Harassment Complaints." Montpelier Room. Kerin's seminars are engaging and fun. You'll receive a certificate of attendance for your station files.

12:45 - 1:30 Commercial of the Year Luncheon, Governor's Ballroom.

Luncheon menu: Pan Seared Chicken Dijon with wild rice pilaf, garden salad and Berry Crisp for dessert!



Fred Jacobs



Kerin Stackpole

[Click here to register.](#)



MAY REGULATORY DATES FOR BROADCASTERS



By David Oxenford, Wilkinson Barker Knauer, LLP

May is one of those months where there are neither deadlines for EEO Public File Reports nor for any of the quarterly filings of issues/programs lists and children's television reports. But the lack of these routine filing deadlines does not mean that there are no dates of interest in the coming month to broadcasters and other media companies. As seemingly is the case every month, there are never times when Washington is ignoring legal issues potentially affecting the industry.

May 10 brings an FCC meeting where two items of interest to broadcasters will be considered. One is a proposal to abolish the requirement for posting licenses and other operating authorizations at a broadcaster's control point and to eliminate the requirement that FM translators post information about the station's licensee and a contact phone number at their transmitter sites ([see our post here for more details](#)). The second is a proposal to modify the processing of complaints about new or modified FM translators causing interference to existing stations. [See our summary of that proposal here](#). If adopted at the May 10 meeting, these proposals will be available for public comment after they are published in the Federal Register.

The process that will lead to the issuance of construction permits to some of those new FM translators is still underway, as the window runs from May 24 through June 14 for filing settlements or engineering resolutions for mutually exclusive applications filed in the second window for AM stations to obtain authorizations for new FM translators ([see our article here](#)). Translator applications that cannot resolve their mutual exclusivity during this window will end up in an auction. Applications that were not mutually exclusive with any other application filed in this second window have until May 9 to file their "long-form" applications detailing the technical facilities that they plan to build out once their construction permit is granted ([see our article here](#)).

TV translators and Low Power TV stations also are in the middle of their own window for submitting displacement applications by those stations that either operate on TV channels above Channel 37 (which will no longer be part of the TV band after the repacking following last year's incentive auction) or on channels subject to new interference from full-power and Class A TV stations that were repacked onto new channels. That window is now open, and TV translators and LPTV stations have until June 1 to find new channels and submit applications for those channels to the FCC.

The Federal Election Commission, in a rulemaking that it is conducting, is looking at requiring sponsorship identification on online audio and video political ads in the same format as those found on radio and TV ads (including the "I'm John Smith and I approved this message"). Comments on proposals made in that rulemaking are due May 26.

PENDULUM SWINGS BACK TO AM/FM RADIO



(The following interview was provided by Nielsen Audio, in conjunction with Media Village)

In a reversal of fortunes, after many brands shifted advertising dollars to digital media, the tide appears to be shifting in favor of traditional media and, specifically, AM/FM radio. Nielsen Audio's latest reporting shows that more American adults 18-plus listen to radio on a weekly basis than use TV or smartphones. It's that broad reach, coupled with the ability to deliver rich data and transparency, that's inspiring some brands to reinvest in radio, according to Nielsen Audio's Managing Director Brad Kelly (pictured). In a recent interview, Kelly explained the resurgence with advertisers, who are having, he noted, a "light bulb moment" with radio. He also discussed how broadcasters are embracing digital audio, including podcasting and new delivery platforms, to expand their audience.

Alli Romano: Nielsen's 2018 Audio Today report stated big brands are returning to radio to advertise. What's bringing them back? How has radio improved its position in the marketplace?

Brad Kelly: The evolution of radio's role in the media mix has been exciting to watch over the past few years, and I don't believe we're done seeing dollars and advertising preferences shift. When you lined radio up against all the other platforms, it had the largest reach. That was a light bulb moment in the ad community. Much of the current thinking about how to best create brand awareness in today's unbelievably crowded media world centers on reaching as many consumers as possible.

You also have to consider all of the attention that's now being paid to concerns over transparency in the ad ecosystem. A head of branding at one of the largest consumer packaged goods companies in the world said that the days of giving digital a pass are over. Radio has for many years delivered accountability to advertisers and Nielsen has been pumping our audio data ... including marketing mix modeling, return on ad spend and cross-media incremental reach. These new capabilities enable a much deeper understanding of how and why radio advertising works. Now, the pendulum is swinging towards radio and audio as a whole. Billion-dollar advertisers are re-discovering the power of radio and how it can augment, supplement and amplify their campaigns.

Romano: Nielsen's latest audio report shows that 93% of American adults 18-plus use AM/FM weekly, more than TV and smartphones. What is it that makes radio able to stay on top?

Kelly: There are many reasons why radio endures: It's a trusted local companion, a curated music experience, a hub of conversation about what's important in communities large and small. It continues to enrich the lives of listeners and create value for advertisers. Radio usage is tied to working patterns and being away from the home. Listening in the car is a strength of radio and it gives advertisers the ability to deliver their message just before the point of purchase. The majority of radio use comes from working consumers with higher incomes, reached while they are literally out and about in the marketplace. It's a successful combination which radio delivers.