

VAB Voice | Thursday, March 9, 2023



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Free 2nd Tuesday LBS Webinar 3/14 @ 12PM



On-Demand Broadcast Training
And Revenue Development That Works!



Broadcasters, Win Back LOCAL Car and Truck Dealers (in a BIG way)!

LBS 2nd Tuesday Webinar presented by:
John Tkac, LBS Auto Expert

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Tuesday, March 14th at 12:00PM
Presented by John Tkac

Keeping AM Radio on the Car Dashboard



In a blog post yesterday, NAB President & CEO Curtis LeGeyt gave a stirring defense of AM radio in cars. As Ford, Tesla, BMW, and Audi remove AM from the dashboard, LeGeyt reminds carmakers of AM's role on "the front lines of history."

AM's prevalence in rural communities and America's largest cities makes it a ubiquitous need. More than 47 million Americans still listen to nearly 4,500 local AM stations. The NAB continues its work with lawmakers and the auto industry to improve AM radio reception and technology.

The post cites former FEMA administrators and the FCC, who both expressed their firm beliefs that AM radio provides a crucial emergency service to Americans when crisis strikes.

LeGeyt says, "With its unique ability to reach a wide geographic area, AM broadcasting offers many Americans struggling with poor, or non-existent, cellular and broadband coverage a chance to stay

connected. The car is often the only source of power and for many in times of emergency.”

Read Curtis LeGeyt's full post on the [NAB blog](#). (Credit to Radiolnk author [ccoats](#) for the blog summary)

Automakers Response to Sen. Markey Letter



In December, Senator Ed Markey (MA) sent a [letter](#) urging automakers to maintain access to free broadcast AM radio, including in electric vehicles, for sake of public safety.

The [responses from the automakers](#) are worth reading, but if you don't have time to read all 32 pages, here is a great summary by Dave Arland from the Indiana Association of Broadcasters:

Essentially, the carmakers who have deleted AM radio are telling the Senator that they design “global” platforms and that AM radio is dead elsewhere. Also, the influence of Google’s Android Auto operating system, pictured above, is obvious (no AM radio). There’s also some artful dodging of the Senator’s questions:

“...AM radio service...is provided via digital radio platforms (thus ensuring enhanced audio quality)...”
In other words, go find an AM station on their app...not ours.

Tesla was equally careful, pointing to the TuneIn app: *“Tesla identified TuneIn as an alternative streaming application to provide Tesla owners with access to their preferred local AM radio stations...”*

BMW says find a translator: *“BMW offers free digital FM broadcasting through which many radio stations simulcast their AM radio programming...”*

Ford admits: *“This information is now available through several alternate means...”*

Kudos to Chrysler: *“To help protect the AM radio band from noise and interference, our company has, for example, used shielded high voltage cables and connectors....”*

Cheers for Toyota: *“All Toyota and Lexus vehicles currently on sale include AM/FM and HD radio, including Toyota’s fully battery electric vehicle...”*

Honda keeps AM, likely because they co-developed their electric car with GM.

Hooray for Hyundai: *“AM and FM radio are available in all Hyundai vehicles distributed in the United States. We have no plans to discontinue either of these in future vehicles.”*

[Read Senator Markey's criticism of the automakers who removed AM radio here](#)

Former FEMA Directors & FCC Commissioner Ask Government to Save AM Radio in EVs

Scholarship to Learn Broadcast Engineering



ENGINEERING ACADEMY

LEARN
MORE
&
APPLY
HERE

Are you are a DJ or MMJ but would like to make the switch to behind the scenes? Are you an OM or PD whose job requires you know more about engineering than you do? Are you an engineer mentoring a person with potential?

If so, apply for a VAB scholarship to attend the Alabama Broadcasters Association (ABA) Engineering Academy in Birmingham, AL April 3-7 (TV) or June 16-20 (radio).

These 5-day classes cover the basics of radio or TV engineering and at the end, students can take an entry level Society of Broadcast Engineers Certification Exam.

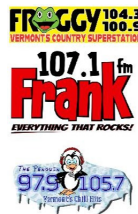
The VAB is willing to invest to send the right candidates to these classes to either "kickstart" someone's broadcast engineering education or give existing staff a working knowlege of how to fix basic engineering issues quickly.

Apply now for a scholarship including airfare, hotel, ground transportation and the SBE exam fee!

Broadcast Job Openings Around Vermont



[Data Journalist, Digital Producer,](#)
[Event Producer, Production](#)
[Technician, Controller](#)



[Account Executive](#)



[Account Executive, Chief](#)
[Engineer, Weekend](#)
[Anchor/Multimedia Journalist,](#)
[Multimedia Journalist \(entry](#)
[level\)](#)



COMMITTED TO OUR COMMUNITY

[Summer News Intern, Meteorologist, Multimedia Journalist,](#)
[Account Executive, News Producer, Assignment Editor,](#)
[Reporter, Anchor, Receptionist/Sales Assistant, Chief](#)
[Photographer](#)



[Multimedia Journalist, Meteorologist,](#)
[Photographer News Intern, Associate](#)
[Producer, Producer, Administrative](#)
[Assistant, Chief Photographer, Sales](#)
[Account Associate](#)

Utilizing your state broadcasters association to post job openings earns you EEO Credit! If you have a job opening you would like the VAB to publicize, simply email a description to vab@vab.org

A Business Opportunity



Spectrum Investigative Services, Inc. is looking for a experienced, qualified engineer to assist with New England ABIP inspections with the goal of eventually acquiring the business. SBE Broadcast Engineering Certification is important and an FCC GROL would be a plus. This work involves not only technical expertise but also familiarity with regulations involving public files and FCC-mandated record keeping. Inquire by email only to bob@ABIPinspections.com

This Week at the FCC



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](#) in Washington D.C. provide a summary of the regulatory and legal actions of significance to broadcasters within the FCC. They also provide links to information about how these actions may affect your operations. Read this week's summary as well as summaries from past weeks at:

<https://vab.org/this-week-at-the-fcc>

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