

Vermont Association of
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WLVB TALKS TURKEY

Morrisville Country FM WLVB (93.9 MHz) sprang into action when local food shelves reported being short on turkeys for Thanksgiving.



The WLVB Turkey Drive collected an amazing 1178 turkeys and \$1500 in cash donations for Lamoille County Foodshare in Morrisville and for food shelves in Johnson, Cambridge, Hardwick and Woodbury. WLVB's Roland Lajoie said he was amazed by the generosity of listeners, especially in an area with a high rate of unemployment. Congrats to WLVB and all other Vermont stations that conducted food drives for their local food shelves. Job well done!

DUELING SPECTRUM BILLS

Two bills have been introduced to authorize spectrum incentive auctions by TV broadcasters. The proposal to free up spectrum for broadband in exchange for a portion of the auction proceeds is part of the FCC's broadband plan. The bills from Rep. Greg Walden (R-OR) and Rep. Henry Waxman (D-CA) both include, at least for now, significant protections for stations that could be forced to relocate their channels. Hearings on both bills are expected to begin shortly.

The VAB Voice



December, 2011

RUTLAND DRAWS BEAD ON NEW BLOOD RECORD

They've broken the New England one-day blood draw record three times, but now the volunteers behind the annual Gift-of-Life Marathon in Rutland are aiming higher....at the national record!

The event began in 2003, when 368 pints were collected. Each year has seen an increase in donations. Boston held the New England one-day record of 772 pints until Rutland collected 856 in 2008 and set a new record by collecting 1,024 pints in 2009.

In 2010, Boston collected 1,177 pints to reclaim the New England record, but Rutland took it back last December with 1,400 pints. Manchester, N.H., broke that record – and the national record – this year with 1,968 pints. That's the target (plus at least one) for this year's blood drive in Rutland.

The event will be held Tuesday, December 20 at the Paramount Theatre and is again being coordinated by radio station WJJR-FM and CVPS. WJJR's Terry Jaye and Nanci Gordon will again be broadcasting throughout the day to encourage donors to come out. Those who donate will also get thank-you gifts from area merchants. To schedule your blood donation, call 1-800-RED-CROSS or visit the official website at www.giftoflifemarathon.com.

Rutland has already held the largest per-capita blood drive in America. In 2011 we hope to take "per capita" right out of the equation! Please join us at this record-setting, life-saving party!

SPONSORED BY: Central Vermont Public Service mix 98.1 American Red Cross PARAMOUNT

NATIONAL EAS TEST– HOW DID IT GO?

Preliminary data collected by the FCC shows that 88% of radio and TV stations in the U.S. received the November 9 national test message and were able to retransmit the message.

"Here in Vermont, the percentage was close to 100%," said VAB Executive Director Jim Condon. "Remember, it was a test designed to discover potential problems with the national chain. On that level, it was certainly successful," he said.

The FCC's Greg Cooke reported in a Nov. 29 webinar that about three-quarters of all stations have filed their EAS reports. Stations have until December 27 to file with the FCC.

FCC and FEMA officials say they are aware of the problems encountered during the test. When the test went out, there were two sets of audio and data bursts. This was one of the



reasons the audio was substandard. FEMA has acknowledged a fail-safe designed to prevent feedback into the conference bridge

that connected the primary entry point stations malfunctioned.

FEMA has also acknowledged the clock on the origination equipment had not been properly synchronized, causing some EAS units at local stations to hold the message for three minutes. Also, at least a couple of PEP stations (in Oregon and Alabama) had malfunctions and were unable to relay the test message.

More national tests are likely. In fact, some think it should be done on an annual basis.

Lights, Camera, Interaction!

RECORD CROWD HONORS BROADCASTERS AT VAB AWARDS BANQUET

Nearly 200 people were at the Burlington Hilton Saturday night, November 19, to salute the winners of the annual Vermont Association of Broadcasters awards. It was a great chance to see old friends and make some new ones!

Four people were inducted into the VAB Hall of Fame, including news reporter Andy Potter, sportscaster George Commo, VPT CEO John King and legendary crooner and broadcaster Rudy Vallee.

Eleanor Vallee flew into Burlington from Los Angeles to accept the award for her late husband. The presentation was preceded by a short video about Rudy Vallee's career, produced by Louie Manno.

Potter recently retired from WCAX-TV after more than four decades of radio and television news reporting. Hall of Fame member Joel Najman gave an all-too-brief account of Andy's career.

Commo was honored for his stellar career as a play-by-play sportscaster on both radio and TV. Vermont Press Association Executive Director Mike Donoghue presented the Hall of Fame award to Commo.

King was honored for his work at VPT, PBS and for his role as Chairman of the Mount Mansfield Colocation committee. His introduction featured a video recorded for the event by Judy Woodruff of PBS and comments from WCAX's Peter Martin.

The Broadcaster of the Year Award was presented by Vermont Secretary of Administration Jeb Spaulding to WDEV radio in Waterbury for their exceptional coverage of Tropical Storm Irene.

Distinguished Service Awards were presented to Ginny McGehee, for her decades of broadcasting at WJOY-AM in Burlington, and to John Likakis, Executive Director of WBTV-AM in Bennington for his station's outstanding coverage of Tropical Storm Irene.

The Alan P. Noyes Community Service Award was presented by Steve Costello of CVPS to Terry Jaye and Nanci Gordon of WJJR-FM in Rutland for their work for the "Gift-of-Life" blood drive (see pg. 1).

Community Service Awards were also presented to WVNY-TV & WFFF-TV for the Red Cross telethon they put together after the spring floods and to WOKO-FM for their annual "Big Change Round-Up for Kids," a radio-thon that has raised hundreds of thousands of dollars for the Children's Hospital at Fletcher Allen Health Care.



Mike Donoghue and George Commo



Andy Potter and Judy Leech



Eleanor Vallee and Jim Condon



Peter Martin and John King



Jim, Nanci Gordon, Terry Jaye and Judy



Jeb Spaulding, Ken Squier and Judy

Photos above by Jay Austin. See more banquet photos in the email version of this month's VAB Voice. If you would like to receive the newsletter by email, simply send an email to Jim Condon at vab@vab.org.

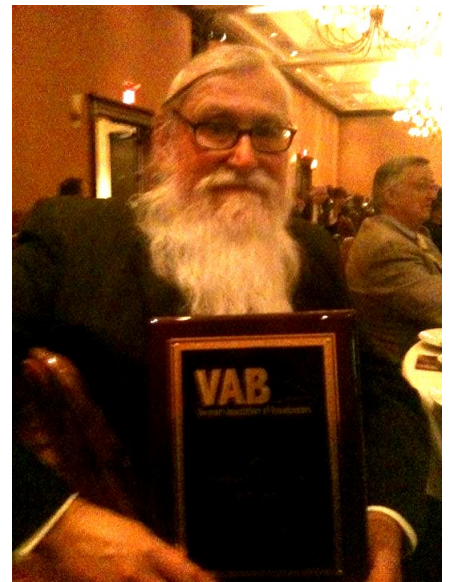
SAVE THE DATE!

Our next big event is the 57th annual VAB Convention, **May 17, 2012** at the Capitol Plaza Hotel in Montpelier. Featuring sales and programming seminars, the Commercial of the Year Awards, and a delicious lunch—it's not to be missed! More details coming soon!

VAB AWARDS BANQUET, NOV. 19, 2011 at the Burlington Hilton



Clockwise from upper left: Judy Leech and John Likakis; John King; George Commo (photos by Jay Austin); Joel Najman (photo by Amy McGovern); Ginny McGehee and Jeb Spaulding (photo by Rod Hill); Amy McGovern and Frankie Allen; Diane Palmer and Kia Commo (photos by Amy McGovern). See more photos on page four.



The VAB VOICE



Clockwise, from upper left: Judy Leech, Natalie Paterson and Jim Condon; Dr. Lewis First, "Wild" Bill Sargent and Jim Condon; Mark Johnson and Amy McGovern; Tom Beardsley. Bottom two photos by Amy McGovern, other photos by Jay Austin.

