

**THE VERMONT  
ASSOCIATION OF  
BROADCASTERS**

500A DALTON DRIVE  
COLCHESTER, VT 05446  
(802) 655-5764  
VAB@TOGETHER.NET  
WWW.VAB.ORG

**VY DRILL SEEKS MOCK MEDIA**

On June 10, state and federal emergency management officials will conduct a mock emergency drill at Vermont Yankee in Vernon. As part of the exercise, drill organizers are seeking volunteers to act as on-the-scene reporters. The reporters are encouraged to ask tough questions to get the story! If you're interested in volunteering from 10 a.m. to 2 p.m., please contact Larry Smith of Entergy at 802-258-4118 or by email at lsmit14@entergy.com. Free lunch will be provided.

**KASZ NEW VAB PRESIDENT**



Ken Kasz

Ken Kasz, Director of Broadcast Operations for WVNY/WFFF-TV is the new president of the Vermont Association of Broadcasters. Kasz had been serving as VAB vice-president, and inherited the top job when the term of outgoing president Candis Leopold expired. As is customary for the immediate past-president, Leopold will stay on the VAB board for another year. Leopold served a total of four years at the helm of the VAB. New to the board is Michael Waggoner of Nassau Broadcasting who fills the vacancy created by the departure of former immediate past-president Dan Dubonnet of Hall Communications. The changes were made at the VAB annual meeting May 7 in Montpelier.

# The VAB Voice



June, 2009

## HOUSE MAJORITY AGAINST PERFORMANCE FEES

A milestone was reached this week in the ongoing battle to prevent imposition of an absurd "Performance Fee" on local radio stations.

A majority of U.S. House members is now publicly opposed to a record labeled effort to strap radio stations with new fees for airing music free to listeners. The Local Radio Freedom Act, a bipartisan resolution that denounces the imposition of "any new performance fee, tax, royalty or other charge" on radio for music airplay now has 220 House co-sponsors and 13 Senate co-sponsors.

"Today's milestone stands as a testament to the tireless efforts of NAB staff, our state association partners, and grassroots efforts

of stations across America," said NAB Radio Board Chairman Steve Newberry, president and CEO of Kentucky-based Commonwealth Broadcasting. "But this fight on behalf of 235 million weekly listeners is far from over. Our continued success is dependent on radio broadcasters remaining engaged in building additional support in Congress, and in reminding lawmakers of radio's unparalleled promotional value for both record labels and artists.

The bipartisan Local Radio Freedom Act was introduced by Reps. Gene Green (D-TX) and Mike Conaway (R-TX). In March, an identical resolution was introduced in the Senate (S. Con.

Res. 14) by Sens. Blanche Lincoln (D-AR) and John Barrasso (R-WY).

No members of the Vermont Congressional delegation have signed on to the resolutions. In fact, Sen. Patrick Leahy is the lead senate sponsor of the performance fee bill.

Make sure you let Senator Leahy know how you feel about this issue.

Here is the contact info for Senator Patrick Leahy:

Phone:  
(202) 224-4242

Email:  
senator\_leahy@leahy.senate.gov

Mailing address:  
Hon. Patrick J. Leahy  
433 Russell Senate Office Bldg  
United States Senate  
Washington, DC 20510

## PARSONS TO RETIRE FROM WCAX; PERRON TO ASSUME ANCHOR DUTIES

WCAX-TV news anchor and news director Marselis Parsons has announced he will wrap up a distinguished 42-year career at the Burlington station this fall.

The son of a Foreign Service officer, Parsons thought he would follow in his father's footsteps, but instead got into broadcasting after graduating from Lafayette College with a degree in Foreign Affairs.

After stints at radio stations in Pennsylvania and New Hampshire, as well as a TV job at what would



later become WNNE, Parsons was hired as a reporter by WCAX in 1967. In 1984, he was named an-

chor and news director after the death of Mickey Gallagher.

Parsons has more than upheld WCAX's lofty standards for local news coverage, and has the Emmy and Murrow awards to prove it. He says he hopes to contribute occasional stories to Channel 3.

Darren Perron has been named the new co-anchor of the 6 p.m. news, while former reporter Anson Tebbets will return to WCAX as the new news director. Tebbets recently served in state government.

## AWARDS, SEMINARS AND SOCIALIZING HIGHLIGHT VAB ANNUAL CONVENTION

Montpelier, VT — Despite a down economy, nearly 200 members of the Vermont broadcasting community came out to learn a little and have a little fun at the 54th annual VAB Convention May 7 at the Capitol Plaza Hotel.

We were once again very fortunate to have Vermont Governor Jim Douglas join us for lunch, and to hear his take on the state of our state's economy. Robin Oxford, Director of State Outreach for the NAB gave us an update on the fight to prevent Congress from forging ahead with a performance tax on local radio. This year's seminars all drew positive comments from the attendees. Chris Lytle, Valerie Geller and Jeffrey Hedquist did a great job and we thank them and everyone for attending!



Merl Grabowski of WYKR



Robin Oxford & Ted Teffner



Denise Russo of Nassau



Eric Michaels & Tom Beardsley



Alex Ball of Shadow Productions



Amanda Begins & JD Redman



Thad Monteiro of WSYB



Tara Pereira of WCAX-TV

## CATAMOUNT, WVNY TAKE TOP HONORS

Rutland radio station WDVT and Colchester television station WVNY won top honors in the 2009 Vermont Association of Broadcasters "Commercial of the Year" competition.

More than 160 entries were received from radio stations, television stations and advertising agencies around Vermont. The awards were presented earlier this month at the VAB Convention at the Capitol Plaza Hotel in Montpelier.

WDVT won the first-place award in the radio station "Best Commercial" category for a commercial it produced for Farrell Distributing entitled "Bud American Ale." The commercial also took home the "Best in Show" award for radio.



In the television competition, WVNY won first place in the "Best Commercial" category for "Busy Dogs," a commercial it produced for Small Dog Electronics. The commercial also earned WVNY the overall "Best in Show" award for TV commercials.

Burlington advertising agency Shadow Productions won three radio awards and one television award, including the runner-up "Best in Show" awards in both categories.

WDVT is part of the Catamount Radio Group in Rutland. Overall, the station group (pictured above) won top honors in five different radio categories, as well as winning the radio "Best in Show" award.

WCAX won three first place trophies in the television competition and WPTZ took home top honors in two categories. WFFF, which is owned by the same group that owns WVNY, also won top honors in one category.

Other radio station winners included WYKR in Wells River, WIZN in Burlington and WSTJ in St. Johnsbury.

Other advertising agencies winning first-place trophies included Marketing Partners of Burlington, Mt. Mansfield Media of Colchester and Verde Group Films of Burlington.

The judging was done by a ten-person team assembled by Champlain College communications professor Nancy Kerr.

For a complete list of winners and additional convention photos, please visit [www.vab.org](http://www.vab.org).