

Vermont Association of
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The VAB Voice



HOBBS TO THE RESCUE



When word got out that the Addison County Humane Society needed more cash to help complete a much-needed expansion, the WVTK-FM' (92.1 MHz) morning "team" of Bruce Zeman and rescued canine Hobbes decided to act. The Middlebury-based radio duo staged a 72-hour radio-thon that fetched more than \$11,250 for the rescue shelter, exceeding WVTK's 10K goal. The local Humane Society shelter currently hosts 150 abandoned animals in a building designed to hold just 60.

NAT'L AWARD FOR VPT

A promo featuring children from the Barnet School won an award for Vermont Public Television at the annual conference of the National Educational Telecommunications Association. In the one-minute piece, kids say the alphabet, starting with "A is for Arthur," as they celebrate learning with their favorite PBS characters. The promo won a VAB award earlier this year. VPT content officer Kathryn A. Scott accepted the award. Production staff members Nate Huffman and Keith Swann also worked on the winning promo.

November, 2011

READY FOR THE NATIONAL EAS TEST?

A first-ever national test of the current EAS system will take place Nov. 9 at approximately 2 P.M. EST, and all radio and TV stations are required to carry the test and report on their experiences.

The FCC has produced a special handbook for this event, and all stations must print it out and post it "at normal duty positions or EAS equipment locations where an operator is required to be on duty." The new handbook temporarily supersedes the normal EAS handbook for Nov. 9 only.

FEMA will initiate the test, sending a national emergency alert notification (EAN) to the top tier of the EAS distribution network. These stations, called Primary Entry Points (PEP), will then rebroadcast the alert to the next level of stations, which in turn will rebroadcast the alert to all remaining broadcast stations, cable systems and satellite carriers throughout the United States and all U.S. territories.

The PEP for Vermont is WBZ-AM in Boston, which is monitored by the Vermont Emergency Management office. The signal is also expected to be sent directly over an NPR channel from Washington to VPR, and relayed from there.

All broadcasters must monitor at least two EAS sources. The test will not be broadcast by the National Weather Service. Also, broadcasters should be aware that an emergency action termination event code will not be used to end the test.

All stations will be required to file three reports with the FCC regarding the test.



Form 1 will ask each EAS Participant for identifying and background information, including EAS designation, EAS monitoring assignments, facility location, equipment type, and contact information. EAS Participants may access Form 1 throughout the reporting period, until December 27, 2011.

Form 2 will ask each station whether it received the Nationwide EAS Test EAN alert code and, if required to do so, whether the EAS Participant propagated the EAN alert code downstream.

Form 3 will ask each EAS Participant to submit detailed information regarding its receipt and retransmission (if applicable) of the EAN alert code. EAS Participants must have filled out Form 1 to be able to access Form 3. Form 3 will be available simultaneously with Form 2 on Wednesday, November 9, 2011.

You can download the FCC National EAS Test Handbook at our website: www.vab.org. The FCC EAS Toolkit and the FCC EAS Best Practices Guide are also available for download at our website.

If you have questions, please email Jim Condon at vab@vab.org.

REGISTER NOW FOR THE NOV. 19 VAB AWARDS BANQUET

There's still time to register for the VAB Awards Banquet, scheduled for Saturday, November 19, 2011 at the Burlington Hilton. But it's best not to wait too long, as all guests must be pre-registered and pre-paid.

It's a great opportunity to celebrate the careers of some extraordinary broadcasters and to acknowledge the exceptional community service efforts of our member stations.

The evening will begin with a cocktail hour at 6 P.M. and continue with dinner and awards starting at 7 P.M. Special hotel rates are available at the Hilton for VAB members.



Eleanor Vallee

Rudy Vallee

Vallee's widow, Eleanor Vallee, is scheduled to attend the event, coming all the way from Los Angeles. Eleanor Vallee has been an actress, model and commercial spokesperson and was married to Rudy Vallee from 1946 until Rudy's death in 1986. She'll be escorted by her friend Byron Clark, a movie and TV actor known for recurring roles on *Dallas* and *Knot's Landing*, among other shows.

Distinguished Service Award winners include John Likakis of WBTV-AM in Bennington and Ginny McGehee of WJOY-AM in Burlington

The winner of the Alan P. Noyes Community Service Award is WJJR-FM of Rutland. WOKO-FM and FOX44/ABC22 will also be presented with Community Service Awards.

To learn more about our winners and to register, please visit our webpage at www.vab.org. We hope to see you there!



Andy Potter

George Commo

John King

Four people will be inducted into the VAB Hall of Fame. Legendary radio and TV news reporter Andy Potter, radio and TV sports reporter and play-by-play wizard George Commo and VPT General Manager John King will all be formally enshrined in the Hall of Fame. Joining them, posthumously, will be radio, stage and screen star Rudy Vallee, a native of Island Pond.

DECEMBER 1 DEADLINE FOR OWNERSHIP REPORTS

All commercial broadcasters should be aware that FCC FORM 323 Biennial Ownership Reports are due by December 1 of this year. The FCC, in 2009, adopted a uniform deadline to file the reports, a date originally set as Nov. 1, 2009. That was postponed until July 2010 after problems surfaced with the on-line reporting system. The next reports were originally due Nov. 1 of this year, two years after the original filing date. This past August, the Commission moved this year's deadline to December 1. All information reported by December 1 should reflect the ownership status as of October 1, 2011.

The FCC is attempting to get an accurate snapshot of the ownership of broadcast properties by minorities and women. The survey has taken on added meaning as a result of the recent Third Circuit Court of Appeals decision in the Prometheus Radio Project v FCC case. The court rejected the FCC's inclusion of small businesses in its preferential points system, a system designed to meet the goal of greater ownership by minorities and women. Non-commercial broadcasters are not yet subject to the new Form 323 requirements, although that is under consideration. For now, non-comm's must biennially on the anniversary of their due date for the latest license renewal.

NEW MANAGER FOR WFFF/WVNY-TV



Smith Media, LLC announced October 25 that Steve Doerr has been appointed VP/Group Manager of the company's New York/New England region, which includes WFFF-TV (Fox 44), WVNY-TV (ABC 22) and the CW digital channel. The region also includes WKTV-TV in the Utica, NY market..

Doerr most recently served as VP/GM of WLNE-TV in Providence. He has also served as President/GM of KXAS-TV in Dallas. He replaces Vic Vettters, who is now GM of WJAR-TV in Providence.

SAVE THE DATE!
THE VAB CONVENTION
MAY 17, 2012
IN MONTPELIER, VT