The VAB Voice

September, 2016

Osgood leaving "Sunday Morning"

After 22 years as host of CBS' "Sunday Morning," Charles Osgood has announced his final TV broadcast will be September 25. Osgood took over the hosting duties from original host Charles Kuralt back in 1994.

He joined WCBS-AM in New York in 1967 and anchored the first morning of its all-news format. He joined the CBS network in 1971. He plans to continue his weekday "Osgood File" radio reports, now carried by Westwood One.

He has won three Emmy Awards, a Peabody Award and a Grammy Award. In 1990 he was inducted into the NAB Hall of Fame.

Many Vermont broadcasters will remember when he brought down the house as the special guest at the VAB's 50th Annual banquet in 2005. See you on the radio, Chuck!

Perron Wins Nat'l LGBTQ Award

Congrats to WCAX-TV's Darren Perron and photographer Lance MacKenzie for winning the award for "Excellence in Local Television" from the NLGJA, a national LGBT journalism organization.

The award honors their story, "Powerful Transformation," which told the coming out story of Christine Hallquist, the CEO of Vermont Electric Co-op who is transgender. The award will be presented later this month in Miami.

NATIONAL EAS TEST COMING SEPT. 28

On September 28, 2016, at 2:20 p.m. ET, the FCC and FEMA will conduct the second nationwide test of the Emergency Alert System. The nationwide test will assess the reliability and effectiveness of the EAS.

The test message, the first using the new EAS FIPS Code 000000 (New National Location Code) and using the modified EAS Event Code 'NPT' (National Periodic Test), will clearly state that the alert is only a test of the EAS.

The results of the nationwide EAS test will be captured and analyzed using the FCC's new EAS Test Reporting System (ETRS). The deadline for filing Form One through the ETRS was August 26, but FCC officials say late filers should still register.

All broadcasters are required to participate, including LPFM stations. An FCC spokesman told Radio World they are willing to work with LPFM's to get them on board. "We recognize LPFM stations' unique limitations, and we are prepared to work one-on-one with them should they need help navigating their way through [the] upload of Form 1 information," the spokesperson said.

Certain "day of test" information will be required on ETRS Form Two on September 28, and additional information regarding your participation in the nationwide test will be due on ETRS Form Three by November 14, 2016.

VAB AWARD NOMINATIONS DEADLINE IS SEPTEMBER 16

HALL of FAME

The deadline is fast approaching to make VAB award nominations! Anyone can make a nomination in any of the categories,which include the Hall of Fame, Community Service, Distinguished Service and Broadcaster of the Year. You may nominate your own station for a Community Service Award. Is there someone on your staff that deserves recognition for an excellent career? Nominate them for a Distinguished Service Award! Click here to go to our on-line nomination page. You'll also find criteria for the different awards.

Nominations close on Friday, September 16. If you'd like to visit our on-line Hall of Fame, please click here. The awards will be presented at our Hall of Fame Banquet Saturday, December 3 at the Hilton Burlington. Save the date!

FCC SHUTTING 11 FIELD OFFICES

The Federal Communication Commission is moving ahead with plans to shut down multiple field offices as part of its "modernization" plan.

Field offices in Anchorage, Buffalo, Detroit, Houston, Kansas City, Mo., Norfolk, VA., Philadelphia, San Diego, San Juan, Puerto Rico, Seattle, and Tampa will be shut down beginning in January 2017.

In lieu of the shuttered offices and the loss of up to 44 employees, the FCC will create fast response teams designed to respond to interference or other issues within 24 hours. The so-called "Tiger Teams" will be based out of Denver and Columbia, Maryland. 11 other field offices, including Boston and New York will remain open.

The National Association of Broadcasters and the Society of Broadcast Engineers are both concerned the closings will cause an increase in pirate radio activity.

SILBERBERG SELLS WTWK

Steven Silberberg's Radio Broadcast Services, Inc in Colchester is selling Plattsburgh's WTWK (1070 AM) to Aaron and Jessica Ishmael's A&J Radio LLC.

Bloomberg Radio 1070 AM

A&J Radio is also buying an FM translator at 96.3 MHz from Silberberg's Montpelier Broadcasting Inc and have applied to move the translator to 103.7 MHz. The total purchase price is reported to be $140,000.

A&J Radio also operates WZXP-FM (97.9 MHz), licensed to Au Sable, New York, under an agreement with Randy Michaels' Radioactive LLC.

FREE BROADCAST BUDGETING WEBINAR

Our friends at Local Broadcast Sales are offering VAB members stations a FREE webinar on Tuesday, September 13 at Noon EST. The topic? Budgeting!

Here's a description of the webinar from the presenter, sales trainer extraordinaire Mark Levy:

Mark Levy

Things We Love: 3 Day Weekends, A Great Cheese Burger and (drum roll please)... Budget Time!

As long as the earth keeps turning, and broadcasters keep broadcasting, there will be - Budget Time! Admittedly it can be stressful, especially when your idea of a budget you can hit doesn't mesh with your boss's. So make sure all the sellers AND managers at your station join us!

Among the things will be covering:

1) Why you may not need as many new clients as you think.

2) Why you may need more new clients than you think

3) The narrative that should accompany every budget proposal

4) "Clients, Orders and Spots, Oh My!"

5) History and Math - you may have hated them in high school, but they can save your behind!

6) 80/20, 10/10, 10/70

7) Yes, you may need to get some tools on your own if you want to see growth.

PLEASE NOTE. Managers, this session is most valuable if you attend with your sellers. After all, you both need to build budgets, so save time and build a good one together!

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