



## Meet WPTZ-TV/WNNE-TV GM Ryan Rothstein



Ryan Rothstein, the GSM of WPBF-TV, Hearst Television's ABC affiliate in West Palm Beach, FL, has been promoted to President and GM of WPTZ-TV/WNNE-TV, the Hearst Television duopoly of NBC and CW affiliates serving the Burlington/Plattsburgh market.

Rothstein, a 23-year WPBF veteran, who has spent his entire career with Hearst Television, assumes his new role effective July 27th. He succeeds Justin N. Antoniotti, who has been appointed president and general manager of WGAL-TV, Hearst Television's market-leading NBC affiliate serving the Lancaster-Harrisburg-Lebanon-York, Pennsylvania, television market.

"Ryan is truly a homegrown product of Hearst Television; he has succeeded at every position while at WPBF and has displayed leadership skills that have helped fuel the station's thriving success," said Hearst Television President Jordan Wertlieb. "With significant investment over the last few years, WPTZ and WNNE are poised for even more growth, and Ryan is an outstanding selection to lead our team."

Rothstein's highly successful experience at WPBF has included growing involvement in the station's participation in South Florida's busy political activity. He was also instrumental in the planning and execution of the WPBF 25 Health and Wellness Festival annual community event and developed a data-focused sales initiative that was later rolled out across many Hearst stations.

Rothstein interned at WPBF during his junior year at the University of Florida and joined the station full-time as an account executive in 1997 upon earning his bachelor's degree in Business Administration. He progressed steadily, from account executive to national sales manager, local sales manager and then general sales manager. During his time there, the station nearly doubled its share of market revenue.

Rothstein is an avid runner who has completed multiple marathons. He is also a Type 1 Diabetic since the age of 13 and serves on the board of the Juvenile Diabetes Research Foundation; since 2016, he has been a top fundraiser for the organization's annual One Walk.

The VAB warmly welcomes Ryan to Vermont's broadcast community!



## 100-Day Countdown to Radio's 100th Anniversary Starts July 26th!

Sunday, July 26th, marks the 100-day countdown to radio's centennial in November! Join the celebration of this incredible milestone by utilizing the resources available in NAB's #Radio100 campaign toolkit.

[DOWNLOAD THE TOOLKIT!](#)

[Download a 30-second video for social media,  
social tiles, web banners and live reads!  
#Radio100](#)

Sunday, July 26th, NAB will kick off the celebration by revisiting 100 landmark radio moments, highlighting one each day on NAB social media channels and website. #Radio100 has been shining a spotlight on radio's rich history and bright future. Share these great stories and post some of your own! Follow [@nabtweets](#) on Twitter, like [facebook.com/broadcasters](#) and visit [WeAreBroadcasters.com/Radio100](#)

## Free Poynter Institute Training 7/27 & 7/28



### TWO VIRTUAL POYNTER WORKSHOPS

July 20-21 and July 27-28, 2020

July 20

#### POWER UP STORYTELLING

Learn to "think visually," find tight story focus, learn the elements of a great lead, discover the secret of subjective soundbites and natural sound.

July 21

#### POWER UP STORYTELLING PT 2

See the power of surprises, learn why setting matters, see why "active voice is not a gimmick, learn how to turn important issues into memorable stories and learn the key to "word order" in sentences.

July 27

#### LEAD IN UNCERTAIN TIMES

Manage newsroom stress and trauma, learn how to communicate across generational divides, discover how to manage your boss.

July 28

#### LEAD IN UNCERTAIN TIMES PT 2

Learn how to give feedback that gets results, learn how to lead and manage difficult employees.

**Noon EDT**  
**July 20-21 (Power Up Reporting)**  
**July 27-28 (Leading in Uncertain Times)**



Al Tompkins / Poynter Institute

Cost: Valued at \$500, but free to members of Vermont Association of Broadcasters as part of our commitment to providing professional growth opportunities.

## Leading a Local Newsroom Through Uncertain Times by [Al Tompkins](#)

**Monday, July 27th & Tuesday, July 28th**  
**12:00PM**

Learn what leaders need to know about how to manage stress and trauma in their newsroom, how to communicate with your staff and send the right signals to your boss. You will discover how to lead Gen X, Gen Z, Millennials and Baby Boomers all in the same newsroom and how to have tough conversations that produce results.

#### Enrollment Instructions:

- Visit <https://www.poynter.org/shop/webinar/leading-a-local-newsroom-through-uncertain-times/>
- Select "Add to Cart".
- Enter coupon code 20-SBA-VT-100 and click "Apply."
- The coupon will deduct 100% off the price of the course.
- Continue to the [check out screen](#) where you will login with your existing [poynter.org](#) account or enter your details to register for a new [poynter.org](#) account.

## Big Heavy World Participates in *Make Music Day*

### Make Music Day 2020: "Damien," by Dominick Brown



Video of Dominick Brown speaking with DJ Craig Mitchell as a part of Make Music Day's This American Song event, in which Brown submitted his song "Damien."

*Make Music Day* in the U.S. is coordinated by an alliance that channels programming opportunities to various cities and states that participate in this international festival, celebrated in 1,000 cities in 120 countries.

This year, one of those big projects was 'This American Song.'

On June 21st, *Make Music Day* matched a songwriter in each state to an interview subject. The songwriter interviewed the subject in the morning, wrote a song during the day and shared the finished song that night!

The Make Music Day Alliance asked Big Heavy World to coordinate Vermont's participation. They paired Dominick Brown - a 17 year old rapper in Burlington - with Damien Garcia, a 14-year-old speaker at the Montpelier Black Lives Matter protest. Dominick's song became Vermont's contribution to the 50-state project. The song, titled "Damien," can be downloaded at <https://bigheavyworld.com/latest-news/2020/6/29/make-music-day-2020-dominick-brown>. Big Heavy World also hosted a [six-hour live stream](#) this year!

## VT Economic Recovery Grant \$ Still Available



# CORONAVIRUS ECONOMIC RECOVERY GRANTS FOR VERMONT BUSINESSES

VT Agency of Commerce & Community Development (ACCD) says applications are being processed and there is more grant money still available!

APPLY FOR A VT ECONOMIC  
RECOVERY GRANT

Grants are for Vermont businesses with a revenue loss of 50% or more in any one-month period from March 1st-August 31st compared with the same month in 2019.

## Broadcasters COVID-19 Resource Pages



Sales  
Resources



News Dept.  
Resources



Operations &PD  
Resources



Owners & GMs  
Resources

