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## Free Radio Programmers Webinar: “How to Give Your National Superstars Home Court Advantage”

**Thursday, September 17th 1:00-2:00PM**

hosted by Kipper McGee, Media Brandwith Strategies

<https://us02web.zoom.us/j/693173672>

or join by phone at 312-626-6799 or 646-558-8656 or 301-715-8592 or 346-248-7799 or 669-900-6833

Are any of YOUR stations running syndicate programming? Whether a weekend countdown, or a weekday mainstay, ALL formats are airing more network programming. That leaves two options. SMART or NOT. Veteran broadcast exec Kipper McGee unveils how he took WDBO/Orlando to its first #1 book in decades, and kept WLS/Chicago Top 5 by integrating network programming to be part of the local 'team'.

Learn how you can too (with music, sports or talk formats) in this one-hour webinar!

## WCAX Launches News at 4PM



WCAX just launched the first-of-its-kind 4:00 pm newscast for our region. The team includes Reporter Scott Fleishman, Producer Mike DelDotto, Weather Director Sharon Meyer and Anchor Cat Viglienzoni.

Their philosophy is that if they find it interesting - you might too. They're looking for in-depth news features, a wide variety of local interviews, live coverage of events and fun opportunities for you to weigh in with “Your Take.” They'll also be looking for the stories here at home that sometimes get overlooked in the daily rush to bring you “the latest.”

[READ THE FULL STORY](#)

## Operation Bullseye Media Preview Event Recap



VAB hosted the first ever media preview of "Operation Bullseye" Tuesday, September 15th at VT Army National Guard's Training Site, Camp Ethan Allen, in Jericho.

12 radio personalities, TV reporters and photographers got a taste of what it's like to gear up and try to "qualify" using an M4 Carbine rifle.

Soldiers of Bravo Company showed us how to take the prone position, lock and load our weapons and gave us tips on how to aim and hit our pop up targets anywhere from 50-300 meters away.





This media preview was organized to help promote "Operation Bullseye", a VT Army National Guard community event that gives civilians a rare opportunity to visit Camp Ethan Allen Training site in Jericho and experience their shooting range.

Operation Bullseye is happening this Saturday 9/19 from 9AM-4PM and Sunday 9/20 from 9AM-2PM.

[Watch On The Road with Darin Erin's segment about the event!](#)



## VPR & VT PBS TO MERGE IN JULY 2021



[Read Full Article](#)

Vermont's biggest and wealthiest nonprofit media organizations are merging.

Officials at Vermont Public Radio and Vermont PBS say the goal is to provide stronger public service programming through a combined radio, TV, digital news and entertainment network.

