



In This Issue:

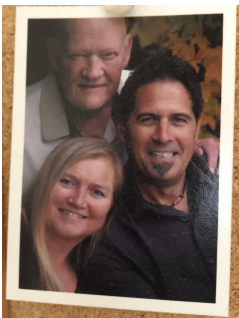
- Remembering Radio Legend Ernie Farrar
- Production Competition Deadline is Friday July 9th
- Free Sales Webinars July 13th & 15th
- VPR & VT PBS Join Forces
- VAB Convention August 18th in Waitsfield

Remembering Radio Legend Ernie Farrar



Vermont's broadcast community has lost an icon.

Ernie Farrar began his radio career in St. Albans before moving to WVMT-AM in Colchester, where he entertained listeners for more than five decades. Host of many different programs through the years including *Happy Housewife Club*, *Wired Woodshed* and *Inside Groove*, he is most known for co-hosting the "Charlie and Ernie" morning talk show for 20 years on WVMT-AM.



"Ernie was responsible for getting me the morning show gig and we hit it off right away" says co-host Charlie Papillo. "We both liked to joke around and never took anything seriously. But we, along with Lisa Nagle who hosted with us for 10 years, also used our pulpit to raise awareness of issues and to raise money for many charities." Papillo said.

"Ernie loved what he did and never considered it work. We would have to convince him to take time off - he had an unbelievable work ethic. Not a single sick day in all the years we worked together", says Papillo, "He had a golden radio voice and delivery. I'm proud of my time working with him, definitely the best time of my career!"

"Ernie Farrar was an icon in the broadcasting business because of his talent, dedication and loyalty. He is on the Mount Rushmore of radio talent in Vermont" says Paul Goldman, former WVMT GM/Owner. "He was the longest serving talent in the history of the station by decades - and the history and legacy of WVMT is in no small part what it is because of Ernie."

Charlie and Ernie with Richard Simmons, their most wild, out of control interview ever!



Bolton Valley Ski Challenge 1970, WVMT staffers left to right: Ernie Farrar, Burt Dean (kneeling), Tom Cheek, Jack Barry, George Cameron and Bill Arnold.



Farrar was with the Goldman family from the '60s through his retirement, which coincided with Paul Goldman's in 2018. "Ernie was part of my life from the day I first came to Vermont in 1976 and I learned so much from him" says Goldman. "He was a walking encyclopedia about the radio station and had great stories to tell. The older we got, the more we liked to reminisce and laugh. He had the voice of God - and will be able to compare it first hand now, as he rejoins his most influential boss, George Cameron, running the best radio station in heaven!"

Farrar was inducted into the VAB Hall of Fame in 1999. He was also was the driving force in the Vermont Golden Gloves and as such, was also inducted into the Vermont Sports Hall of Fame as well.

Information for a public service on July 23rd is forthcoming and will be shared as it becomes available.

Last Chance to Enter VAB Production Competition is Friday, July 9th



[Read Rules & Enter Here](#)

The VAB is excited to honor the outstanding television and radio commercials, promos, PSAs and digital content that has been created by Vermonters and aired on Vermont radio or TV stations and/or digital platforms over the last 12 months!

Each station or Production Company may submit up to (2) entries per category that aired between May 1, 2020 – April 30, 2021. See all 16 "Outstanding" categories here:

<https://vab.org/production-of-the-year-competition/>

Entries will be scored on Creativity, Production Value, Copy-writing and the Ability to Evoke Response. Awards will be given to the entries with the highest score.

65th Annual VAB Convention Wednesday, August 18th at Lareau Farm in Waitsfield!



Lareau Farm in Waitsfield is the site of this year's VAB Convention 8/18!

After having to cancel the Convention in 2020 due to COVID-19, the VAB is thrilled to announce we will be holding the 65th Annual VAB Convention and Production of the Year Award Ceremony Wednesday, August 18, 2021! Our new venue, Lareau Farm Inn, is home to the original American Flatbread in Waitsfield, VT and features two outdoor covered pavilions where we'll spend the day learning, laughing and socializing again! Details, including the schedule, are being worked out and will be announced soon. For now, save Wednesday, August 18th from 8AM-2PM for the 65th Annual VAB Convention!

Free Sales Webinars July 13th & 15th



Broadcast Selling Is Always Evolving - Are You?



Tuesday, July 13th, 2021 - Noon ET

**Tuesday, July 13th
Noon**

"Broadcast Selling Is Always Evolving - Are You?"

Presented by Greg Gibbons
Digital Manager at Cumulus Media

[REGISTER](#)

Never has there been a more urgent time for broadcast sellers to truly comprehend marketing from a traditional, digital, and events perspective. Today's TV and Radio salespeople must be more than just "adequate" multimedia consultants. Local digital agencies will continue to win more and more account control unless the local broadcast seller knows how to champion their clients' complete marketing plans. In this webinar, one of the industry's best digital experts will provide you insights into how you can become that marketing champion!



**Thursday, July 15th
2:00PM**

"The Art of Storytelling; The Art of Sales. One and the Same?"

Presented by Pat Bryson
Bryson Broadcasting International
[JOIN THE WEBINAR](#)

Oral storytelling has been an integral part of culture for centuries because the human mind retains information through stories. The best salespeople educate their clients, and the best way to educate is through telling stories.

In this session we will:

- Explore why stories should be the basis for our sales process.
- Learn how people retain information through stories.
- What elements make a good story.
- What types of stories we need to move our prospects through the marketing channel.
- Develop strategies for creating our own bank of stories to use with clients.

A Place Where Everyone Belongs: VPR And Vermont PBS Have Merged!

As of July 1, VPR and Vermont PBS are a unified public media organization.

Many things remain the same: Vermont PBS is still home to *PBS Kids*, *Mister Chris and Friends*, *Masterpiece*, *Nova*, *Nature Antiques Roadshow*, *PBS NewsHour* and *Vermont This Week*.

VPR still brings you *Morning Edition*, *Vermont*



Together For Vermont

What will change, according to President & CEO Scott Finn, is making public media a place where everyone feels like they belong. VPR and Vermont PBS will continue to build on their 50 year foundation of trusted information, high-quality education and thoughtful programming, by building authentic connections, broadening storytelling and the people who tell them and meeting people on platforms they already use with content that's relevant to them. [Read the full story here](#)

This Week at the FCC



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](#) in Washington D.C. provide a summary of the regulatory and legal actions of significance to broadcasters within the FCC. They also provide links to information about how these actions may affect your operations. Read this week's summary as well as summaries from past weeks at:

<https://vab.org/this-week-at-the-fcc>

WILKINSON) BARKER) KNAUER) LLP

