

VAB Voice | Thursday, July 15, 2021



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Register for the 65th Annual VAB Convention & Production Awards August 18th at Lareau Farm

[REGISTER HERE OR LET YOUR GM KNOW YOU WANT TO ATTEND!](#)



Lareau Farm

INN | EVENTS | AMERICAN FLATBREAD

46 Lareau Road, Waitsfield, VT

Wednesday, August 18, 2021

65th Annual Convention & Production Awards

\$25 | Register by August 11 at VAB.org



"Evolving with Modern Media Buying & Consumption"

8:00 - 9:00 AM: Check-in, Coffee, Pastries, Social Hour

Main Outdoor Covered Pavilion

For everyone

Sponsored by: **nielsen**

9:00 - 10:45 AM: Generational Marketing & Hiring by Speed Marriott

Main Outdoor Covered Pavilion

As you and your clients cope with pandemic recovery and lack of workforce challenges, gain insight about how the traits and expectations of Baby Boomers, Gen X, Millennials, Gen Z & Gen Alpha define them as clients, consumers and workforce recruits.

This seminar is for Sales, GMs, GSMs, LSMs, Operations Managers, HR Managers



10:45AM - 12:15PM: Content for Modern Consumers by Tracy Johnson

American Flatbread Outdoor Covered Pavilion

Are you an air personality or are you an original content producer and social influencer? Consumers have plenty of places to get news, weather, sports, music and entertainment - why should they get it from you? What sets you apart and makes what you offer unique? Learn how to produce engaging content both on-air and on your social media channels.

This seminar is for On-Air Talent, Production Directors, Program Directors, TV Creative Services



11:00 AM - 12:15 PM: Re-Imagining Your Business Model; Fireside

Chat with John Zimmer & Carla Leible, Zimmer Communications

Main Outdoor Covered Pavilion

Learn how peers from a small market in Missouri successfully turned a radio station business into a thriving "Content Production, Multimedia Distribution, Client Problem Solving" business for modern media buying and consumption!

This session is for GMs, Operations/Station/Brand Managers, Sales Managers, Marketing Consultants/Account Executives



12:30 - 2:00 PM: Lunch & Production Awards Ceremony

Main Outdoor Covered Pavilion

Al Fresco American Flatbread buffet and Production of the Year Competition award presentations

Sponsored by:



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WDEV's 90th Birthday Celebration

RadioVermont
WDEV
FM96.1 96.5 98.3 550AM



Saturday, July 17th
8:00AM - 2:00PM

WDEV will celebrate 90 years of broadcasting from whence it all began - live from Stowe Street in Waterbury (between Bidwell Lane and Main Street)

Owner Ken Squier invites listeners to join the celebration. "This will be a birthday party like you haven't

seen before" said Squier, "from the building from which it all began."

Station manager Steve Cormier has been at work bringing to life the feel and flavor of the pioneer radio station. "We feel and believe," said Cormier, "that first and foremost we're a news operation but along the way we've collected a rare breed of folks who talk the talk and make WDEV a very personable radio station. We've centered our festivities in a way to make WDEV as it always is, unique," says Cormier.

Saturday programs including *The Trading Post*, *Music to Go to the Dump By*, *For the Birds* and *In the Garden* will all take place live on Stowe Street. Listeners are encouraged to stop by to enjoy cake and ice cream, share memories and meet the WDEV personalities.

A Celebration of Life for Ernie Farrar



In last week's issue of the VAB Voice, we remembered WVMT-AM Radio Legend and member of the VAB Hall of Fame Ernie Farrar, who passed recently. At the time, information about services were not known, but have now been released.

Ernie's family will receive friends on Thursday, July 22nd, 2021, from 4:00 to 7:00 PM at the Heald Funeral Home, 87 South Main Street, St. Albans.

A Celebration of Ernie's life will be held on Friday, July 23rd, 2021 at 11:00 AM at the Collins-Perley Sports Complex, 890 Fairfax Road, St. Albans, hosted by Ernie's radio co-host, Charlie Papillo.

Farm Fresh Radio Welcomes Katie Masterson!



Farm Fresh Radio 102.9 welcomes Katie Masterson as their new Manager of Sales & Marketing!

Katie Masterson received a BA in Music Technology and Business from The University of Vermont. Katie was the former Station Manager of WRUV, Lead Student Employee for University Event Services and Lead Undergraduate Classroom Facilitator for the Arts and Creativity Campus.

Katie is originally from Sayreville, NJ where she originally fell in love with music, radio and community. She traveled to Vermont to pursue a degree in Music Business and focused her four years on taking advantage of the many educational opportunities Vermont has afforded her. She worked for WRUV all four years and spent three serving on the Board of Directors.

She is passionate about the music and media community of Vermont and is ecstatic to continue working with such a wonderful group of people. Congratulations, Katie!



Do You Know Anything About This Sign?



Gail Lovell was in Cracker Barrel in Las Vegas recently and saw this antique sign. She is wondering if it was a real company at one time. She wrote to the VAB for help saying, "It may sound silly, but I love to know stuff about our great state of Vermont." If you have any info about Vermont Radio Sales & Service, email vab@vab.org and I'll pass it along to Gail and print it in the VAB Voice!

This Week at the FCC



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](http://www.wilkinsonbarkerknauer.com) 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

