

VAB Voice | Tuesday, July 27, 2021



In This Issue:

- Register for 65th VAB Convention & Production of the Year Awards Ceremony 8/18 in Waitsfield
- Governor Scott proclaims July 28th "Hobbes Remembrance Day" in Vermont
- Spotlight on WFVR Royalton Community Radio
- BrattFM Rebrand to REWIND

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:



REGISTER HERE OR LET YOUR GM KNOW YOU WANT TO ATTEND!

July 28th Proclaimed "Hobbes Remembrance Day" by Governor Phil Scott

In a historic first, Governor Phil Scott has issued a proclamation declaring July 28th "Hobbes Remembrance Day" across the state, in honor of long-time, WVTM canine radio host, Hobbes, who passed away July 28, 2020, at the age of 13.

"Hobbes was an important figure in Addison County and beyond, always bringing smiles



to faces and brightening peoples' days," said Governor Scott. "I'm signing this proclamation to remember his many contributions to our communities and honor his memory."

[Read the Proclamation](#)

Spotlight on WFVR - Royalton Community Radio



VAB warmly welcomes our newest member, WFVR-LP, broadcasting on 96.5 FM in South Royalton!

An all-volunteer community radio station, Royalton Community Radio currently has 32 programmers bringing listeners live and local music, talk, community news and anything else that can get out of the antenna.

WFVR's call letters stand for Free Vermont Radio. Radio of the People, by the People, and for the People.

[Visit RoyaltonRadio.org](http://VisitRoyaltonRadio.org)

BrattFM Rebrands to REWIND 92.7 & 102.3!



WKVT-FM aka BrattFM has picked up an additional signal and as of today, is now REWIND 92.7 &

102.3! Part of the Monadnock Radio Group, WKVT-FM re-branded to REWIND when they started simulcasting on 1220 WZBK AM and the WZBK 102.3 translator licensed to Keene, NH Brand Manager Scott Antonivich says the music is staying exactly the same - they are just changing the station voice and name as BrattFM no longer spoke to the regionality of the station.

Pictures from WDEV's 90th Birthday Celebration



This Week at the FCC



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](https://vab.org) 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



LEARN MORE