

VAB Voice | Thursday, May 19, 2022



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5/22 Deadline to Submit Production Entries

[See Categories, Read Rules & Submit Entries 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 TV and radio stations and/or their 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, 2021 - April 30, 2022.

Deadline to submit entries is Sunday, May 22nd

5/26 Deadline to Register for VAB Convention



[CLICK HERE TO REGISTER NO LATER THAN THURSDAY 5/26](#)



The VAB is taking 2022 Annual Meeting, Convention & Production of the Year Awards to Sugarbush Resort in Warren Tuesday, June 7th!

For the first time ever, attending the presentations will be FREE to all VAB members who pre-register! So if you would like to come from 1:00-4:00PM to hear our speaker [Aaron Davis](#), watch the Production of the Year Awards and participate in Annual Meeting, there is no cost as long as you pre-register!

The VAB is excited to present Aaron Davis who will talk about Performing Like A Champion!

Attitude, mental toughness and the ability to change and adapt quickly are just a few characteristics that all champions possess. Today's environment is more competitive than ever and those who are able to focus when others fold consistently stay at the top!

- Learn strategies to remain mentally tough in a competitive environment.
- Be reminded of the power of a Championship Attitude, the importance of impeccable integrity and the power of passion.
- Be encouraged to never lose the ability to laugh at yourself and to have fun.
- Hear tips on how to adapt to change quickly while still enjoying the ride.



Agenda:

11:30am: Check-in Table Opens
 12:00-1:00pm: Optional Premium Lunch Buffet served (\$35 add-on)
 1:00pm-2:00pm Performing Like a Champion by Aaron Davis. [Watch Preview](#)
 2:15-3:15pm: Production of the Year Award Presentation
 3:15-4:00pm: Insights From NAB Show + VAB Annual Meeting
 4:00-5:00pm: Optional Networking Cocktail Reception (\$15 add-on)

Cost:

Presentations from 1-4pm are FREE for VAB members (registration required)
 \$35/person for Premium Lunch Buffet from 12-1pm (add-on at registration)
 \$15 for Networking Cocktail Reception from 4-5pm (add-on at registration)

Thank You Sponsors:



WVTK's Cash For Paws Radiothon Raises \$23,000 for Addison County's Homeward Bound!



When WVTK's Bruce Zeman wrapped up the 2022 "Bruce & Hobbes Ca\$h for Paws" Radiothon April 21st, he had raised \$11,500, almost double his goal, all to benefit Homeward Bound, Addison County's Humane Society.

Then, New Haven firefighter Roger Hamilton called "The Wake-Up Crew with Bruce & Friends" with an unexpected offer to match, bringing the total to \$23,000 and shattering the previous high of \$7,861 set in 2021!

"We are so grateful for Roger's generosity. I'm not sure he realizes what a big deal this is." said Homeward Bound's Development Director Hannah Manley. Zeman added "Roger's generosity shows the kind of person he is - a class act!"

For the seventh consecutive time, Zeman, accomplished what he set out to do; raise money to help local animals with help from his sidekicks Zoey & Calvin. With the passing of Hobbes, his long-time co-host, in July 2020, an emotional Zeman dedicated this year's radiothon to his best friend. "I do this for Hobbes so more animals like him get the second chance he did," Zeman said.

Created in 2009 by Zeman, "Bruce & Hobbes' Ca\$h for Paws" is an annual radiothon held on 92.1 WVTK in Middlebury to generate money for the Middlebury-based animal shelter. Zeman goes LIVE for 24 consecutive hours and plays ANY song requested for a \$10 donation.

VT Army Guard Range Day for Broadcasters



(L-R Dave Marshall from WIZN, Betty B from Froggy & FrankFM, Chantal from Star 92.9, Mel Allen from WIZN, JT Michaels from The Wolf, Brady Farkas from WDEV, Jeff Morad from WEQX, Danielle Morse from WOKO, Kwame Dankwa from 95 Triple X and Brian Colleran from WPTZ.)

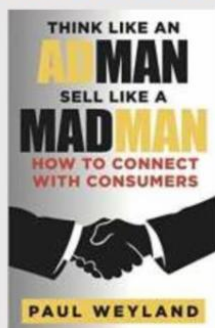
Thanks to the broadcasters who participated in the VAB hosted Open Range Day Friday, May 13th! Normally closed to civilians, the VT Army National Guard hosted ten radio and television personalities who met members of B Company and got to shoot an M4 at pop-up targets! VT Army National Guard is a long-time user of the VAB's NCSA program and their support is critical to the VAB's fiscal sustainability!

Free "Weyland Wednesday" Webinar 5/25



Back by popular demand, LBS presents Paul Weyland, a broadcast veteran with decades of experience in the field serving local direct clients. Paul is a globally sought-after broadcast expert with a contagious passion for local businesses. His presentation will entertain you and these principles will compliment your current selling efforts.

**ATTEND THIS WEBINAR
FOR A CHANCE TO BE
ONE OF FIVE WINNERS
OF THIS GREAT PAUL
WEYLAND BOOK!**



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WEBSITE www.LocalBroadcastSales.com

WEYLAND WEDNESDAY

What We Can Learn From Ad Agencies About Selling and Retaining Long-Term Local Direct Business

**FREE WEBINAR
WEDNESDAY, MAY 25 AT NOON ET**

Over the decades, we in Broadcast Media have observed that while many advertising agencies we work with have become needier and greedier, we can't escape the unmistakable fact that they seem to have a knack for winning and retaining multi-year relationships with their clients.

In this special presentation, we'll explore some of the closing tactics agencies use to convince their clients to commit to these long-term arrangements and how we can use those same techniques to keep local direct clients local...and direct, for multiple years.

**Reserve your FREE webinar seat
for the live presentation May 25, Noon ET**

Make your reservation now by using this link:
www.localbroadcastsales.com/lbswebinars/



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Assistant, Junior Account Executive,
Sports Reporter, Senior Account
Executive, News Anchor, Weekend
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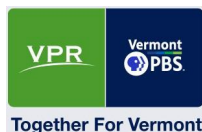
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Producer, Master Control
Supervisor, Multimedia
Journalist, Digital Media
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CHAMPLAIN
COLLEGE

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Producer, Corporate Support
Associate, Graphic Designer](#)



[Programming Personalities,
Managers, Account Executive](#)

Utilizing your state broadcasters association to post job openings earns you EEO Credit! If you have a job opening you would like the VAB to publicize, simply email a description to vab@vab.org

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

