

VAB Voice | Thursday, July 5, 2023



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Meet the New VAB Board of Directors!

Following the election at Annual Meeting February 22, 2023, the new VAB Board of Directors started day one of their two year term on July 1, 2023. Introducing...



PRESIDENT
David Goddette
VP/Director of Sales
Vox AM/FM/Digital



VICE PRESIDENT
Dana Nahumck
Chief Engineer
WCAX-TV



TREASURER
Jay Barton
General Manager
WCAX-TV



SECRETARY
Ryan Rothstein
General Manager
WPTZ-TV/WNNE-TV



AT-LARGE
Peter "Fish" Case
General Manager
WKKN-FM/WTHK-FM



PAST PRESIDENT
Alex von Lichtenberg
General Manager
WFFF-TV/WVNY-TV

Join VAB Spring Event Steering Committee

JOIN OUR STEERING COMMITTEE



As more and more broadcasters retire and we see there are few, if any, young people waiting in the wings to take their place, we know we have some work to do to attract the next generation to want to work in radio and TV.

This is not a problem unique to Vermont, but since there are no universal solutions being offered nationally, we're on our own.

There are many students enrolled in college and Career & Technical Education programs in Vermont that are teaching them the basic skills to work in our industry. But for some reason, whether its lack of knowledge about job opportunities, lack of housing or more appealing ways to inform and entertain in front of a camera or microphone, they are leaving the state after graduation.

The VAB has an idea for a new event to take place in late April or early May 2024 that would bring these students together with you as industry professionals to inform and inspire them to become broadcasters. This event would also offer professional growth opportunities for you as well. Elements will likely include but are not limited to keynotes by recognizable names, breakout sessions, job fair type displays, tech exhibits and entertainment.

This is a big idea that needs a lot of input by a lot of different people. We need all sectors represented as well as all age groups to create an event from scratch.

If you are willing to join this ad-hoc VAB Spring Event committee (title TBD), please email Wendy Mays at vab@vab.org. Meetings will be held via ZOOM as needed and we are only looking for you to give us ideas and feedback - you will not be asked to do any additional work outside of the meeting.

Email vab@vab.org to join the VAB Spring Event Steering Committee

Free LBS 2nd Tuesday Webinar 7/11



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



A Chat With Paul Weyland ...
Setting Appointments Successfully /
Knowing Your Client's Margins!

LBS 2nd Tuesday Webinar

Tuesday, July 11th at Noon

REGISTER FOR FREE

Learn how to improve your appointment-setting skills in today's broadcast-selling environment and increase the chances of prospects keeping their scheduled appointments. Discover professional

techniques to overcome the challenging obstacle of securing in-person appointments.

During the second half of this session, you will have the opportunity to make live requests for the gross profit margin in specific advertiser categories and learn innovative strategies for effectively closing more sales with these prospects!

Why Your FCC Regulatory Fees will Likely Go Down This Year!



The VAB, in combination with the other state broadcasters associations, filed Joint Reply Comments supporting the FCC's efforts to delineate which agency employees work on non-broadcast matters and to ensure that the cost of those employees, as well as associated overhead costs of the FCC, are covered by the regulatory fees paid by the non-broadcast entities benefiting from those employees' work rather than by broadcasters.

Simply put, after years of state broadcasters associations jointly making this legal argument, it looks like the FCC listened and is recategorizing enough staff that it will make a substantial difference when it comes to how much of the FCC's operating budget broadcasters have to cover. Thus, lower regulatory fees for each station! This is another example of the VAB working for you!

Broadcast Job Openings Around Vermont



[Executive Producer, Master Control](#)
[Supervisor, Producer, Sales](#)
[Account Associate, News Intern,](#)
[Administrative Assistant, Account](#)
[Executive](#)



COMMITTED TO OUR COMMUNITY



[News Producer, Chief](#)
[Photographer, Sales Account](#)
[Executive, Broadcast Engineer,](#)
[Director of Sales](#)

[Technical Media Producer,](#)
[Future Focus Intern,](#)

RADIO VERMONT



[News Anchor](#)



[Marketing Consultant](#)



[Experienced Sales Professional](#)



[Digital Marketing](#)
[Coordinator/Sales Assistant](#)



[Account Executive](#)



[Associate Producer, Engagement](#)
[Journalist](#)

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>

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