

VAB Voice | Thursday, August 3, 2023



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Free Webinars Tuesday 8/8 & Thursday 8/17

"Yesterday's Sales Success Puts You In Danger Today (and what to do about it)"



**Tuesday, August 8th at Noon
with Gary Moore**

Securing valuable one-on-one time with prospects and clients is getting more difficult as the business landscape evolves. It's evident that LOCAL businesses have become more cautious in their approach, and signing long-term contracts has become increasingly challenging. Have you noticed that closing sales has become a bit tougher recently? You're not alone!

- Find ways to overcome obstacles and optimize your sales approach
- Discover strategies to adapt to the rapidly changing sales environment
- Utilize the powerful combination of traditional and modern selling techniques
- Uncover effective ways to cultivate sustainable revenue from LOCAL businesses

[Register for Free](#)

"Create Value and Urgency by Uncovering the Whole P.I.E."



**Thursday, August 17th at 1PM
with L'areal Lipkins**

There's nothing more frustrating than presenting your proposal and hearing, "Your price is too high." or "Follow up with me in six months." During this interactive session, you will learn how to create value and urgency by asking better questions to uncover the whole P.I.E.

As a result, you will gain a deeper understanding of your prospect's needs, goals and buying process to help you close deals faster and easier.

- Understand the importance of asking effective questions.
- The different types of questions and when to use them.
- How to use questions to uncover underlying motivations and priorities.
- How to effectively use questions to create value, overcome objections, and close deals.

[Register for Free](#)

Use Promo Code: NASBA2023

ABIP Inspector Bob Shotwell Retires



Bob Shotwell, who has been the VAB's Alternative Broadcast Inspection Program (ABIP) inspector since 2004, is retiring.

In the July 14th edition of Radio World, Susan Ashworth published a chat with Bob upon his retirement. [View the conversation here](#)

Bob has been a true friend to the VAB for over 20 years. In particular, Bob was instrumental in completing the 2018 ABIP cycle after we lost VAB Executive Director Jim Condon mid-way through.

If you never saw him at your station, it was probably because a good portion of the inspections happen at the station's transmitter site. But you probably saw Bob at one of the VAB's annual Conventions as he attended regularly!

Bob's company, Spectrum Investigative Services, has been purchased by Vermonters Chip Morgan and Maria Slattery, who own and operate ROI as well as several Vermont radio stations.

VAB wishes Bob and his wife Laurie all the best!

2024 is an ABIP year and its never too early to sign up and get your inspection scheduled!

[Learn more about ABIP here!](#)



Update on AM Radio for Every Vehicle Act & Webcasting Royalties



The U.S. Senate Commerce Committee approved the AM For Every Vehicle Act, passing it on to the full Senate for a vote. If adopted, it would require that AM be included in all cars sold in the US as a standard feature. Although Senator Welch has not signed onto the bill as a co-sponsor, he did vote favorably for it during the committee vote. Before becoming effective, not only is full Senate approval required (Senator Sanders signed on early as a co-sponsor), but House approval is also necessary (Rep. Balint also signed on early as a co-sponsor). There is not a timetable for when the bill will be taken up again, but this was a huge step forward!

On Friday, a Court of Appeals upheld the Copyright Royalty Board's 2021 decision setting webcasting royalties for 2021-2025. While broadcasters who are simulcasting their signals on the internet or through mobile apps should already be paying the rates set by the CRB in 2021, this Court decision rejected the NAB's argument that the rates for simulcasters should be lower than the rates paid by "custom radio" services like Pandora, where users can influence the songs heard in their streams. This means there will be no relief from the CRB rates.

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

National EAS Test Later This Year



FEMA has announced plans to conduct a Nationwide Test of the Emergency Alert System using the NPT alert code, later this year. This will be delivered to your station's regular internet-connected EAS equipment as a CAP test via IPAWS-OPEN.

We will issue updates as soon as they select the actual date. Stations are urged to make sure they are receiving the IPAWS Required Weekly Test (RWT) and the EAS unit is operating with the most current software.

Remember that all EAS manufacturers will be issuing an updated software sometime this summer which must be installed by December 12, 2023 to keep your unit in FCC compliance. For more information, contact Wendy Mays or your EAS equipment manufacturer.

Broadcast Job Openings Around Vermont



[EAnchor/Reporter, Account Executive \(Plattsburgh, NY\), Executive Producer, Master Control Supervisor, Producer, Sales Account Associate, News Intern, Administrative Assistant](#)



[Account Executive \(Entry Level\), Account Executive, Technical Media Produce, News Anchor \(Mornings\), Future Focus Intern](#)



COMMITTED TO OUR COMMUNITY

[Creative Services Director, Digital Sales Manager, Director of Sales, News Intern, Chief Photographer, Sales Account Executive, Broadcast Engineer](#)

RADIO VERMONT



[News Anchor](#)



[Marketing Consultant](#)



[Experienced Sales Professional](#)





[Senior Vice President of Content](#)
[News Producer, Vermont Edition](#)

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

[Account Executive](#)



[Part-time DJ](#)

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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