

# VAB Voice | Thursday, September 28, 2023



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## Free LBS 2nd Tuesday Webinar 10/10



On-Demand Broadcast Training  
And Revenue Development That Works!







## Mastering Long-Term Local Sales Strategies

Featuring Paul Weyland!

[REGISTER HERE](#)

Free LBS 2<sup>nd</sup> Tuesday Webinar  
Tuesday, October 10, 2023, at Noon ET  
Featuring Paul Weyland

Starting a new month with an empty sales ledger is a tough spot for anyone in broadcast sales. It feels like a constant uphill battle. But what separates the top-billers in every market, regardless of their size? The answer lies in having a monthly roster of 32 active accounts on the air. And here's their secret: LONG-TERM CONTRACTS. Yes, it's the annual contracts that hold the key to success. Just picture starting a fresh month at 75-85% of your sales goal!

Now is the ideal moment to approach local decision-makers with a pitch for long-term commitments if you want to secure a spot in their 2024 budgets. In this enlightening session, Paul Weyland will walk you through laying the groundwork for a long-term proposal on your station. You will gain insights into how to secure appointments with decision-makers and more importantly, how to deliver a presentation that will leave your client interested in the prospect of long-term business.

## Remembering Radio Broadcaster Jim Knight

Seth Andrew Gurvitz, known to many as radio broadcaster Jim Knight, passed away on July 29, 2023 in Middlebury, VT at the age of 64. He was born in Brookline, MA and lived in Brockton, MA before attending



Lyndon State.

Jim worked at multiple Vermont radio stations, from Middlebury to Burlington to the Upper Valley. He also work for the Radio Vermont Group at WEXP when they simulcast 101 The One.

Donations in Seth's memory may be made to the recent flood victims. A celebration of life will be scheduled in the near future.

## Dan Cardozo Retires from The Point



The Point announces the "retirement" of Dan Cardozo which means the end of the Saturday Morning Coffeehouse.

Dan started at NCS in August 1980, doing Saturday mornings by the late 80's. Dan said "The Coffeehouse is basically 4 hours of fun every week. Getting paid to play records and to search for that elusive best segue isn't a job to me, it's doing something that I love. To be able to do free-form radio on a commercial station is a rare thing."

Dan has assured us we'll still get to see and hear him when he fills in here and there. And for that we are grateful!

## Call for Hall of Fame & Excellence Awards Nominations



Submit A  
Nomination

It's time recognize outstanding Vermont broadcasters with the annual VAB Hall of Fame & Excellence Awards!

If you know a Vermont broadcaster who you think deserves to be inducted into the VAB Hall of Fame or who should win Broadcaster of the Year, the Alan Noyes Community Service award, the Snyder-Teffner award for Excellence Behind the Scenes or the Rising Star award, [nominate them now!](#)

**Nominations must be submitted by  
Friday, October 13, 2023**

*VAB Hall of Fame & Awards Gala will be  
Saturday, December 2, 2023 at the Hilton  
Hotel in Burlington, so save the date!*



## Apply for a Fall Intern Subsidy



The VAB's Intern Subsidy Program, designed to connect stations who need workforce help with students interested in pursuing careers in broadcasting, is now accepting applications for Fall!

Here's how it works:

- Station applies to get 100% of the internship subsidized.
- Approved stations get a check for \$1,818.84 to pay the intern for 120 hours at \$13.18/hour (VT minimum wage) + 15% towards payroll taxes.
- Station finds and hires the intern on their own. VAB has nothing to do with the selection process, but provides a contact list for all the colleges.

Why Apply?

1. Great way to instill a passion for broadcast in a future generation.
2. Solves workforce challenges at no additional cost to the station.
3. Helps stations fulfill their yearly EEO credits.

APPLY  
HERE

## Broadcast Job Openings Around Vermont



Production Assistant - P/T,  
Producer, Multimedia Journalist,  
Local News Anchor Reporter,  
Local Sales Manager, Account  
Executive (Plattsburgh, NY),  
Executive Producer, Master  
Control Supervisor, Sales  
Account Associate, News Intern



Technical Media Producer,  
Multimedia Journalist,  
Newscaster Producer,  
News Producer/Reporter,  
Photographer/Editor, News Anchor  
- Evening, Account Executive  
(Entry Level), Account Executive,  
News Anchor (Morning), Intern



COMMITTED TO OUR COMMUNITY

Photographer/Director, Sales  
Account Executive, Graphic  
Artist, Sales Manager,  
Promotions/Commercial  
Producer, Creative Services  
Director, Multimedia Journalist,  
Director of Sales, News Intern,  
Sales Account Executive,  
Broadcast Engineer

### RADIO VERMONT



News Anchor



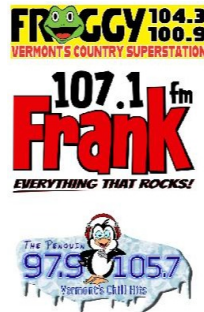
Marketing Consultant

### SUGAR RIVER MEDIA

Account Executive



Digital Marketing  
Coordinator/Sales Assistant



Account Executive



Director of Business  
Sponsorships, Director of  
Engineering, Education & Youth  
Reporter, Digital Producer,  
Senior Vice President of Content

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](mailto:vab@vab.org)

## This Week at the FCC



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](http://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>

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