

VAB Voice | Monday, October 9, 2023



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Hall of Fame & Award Nominations Due This Friday, October 13th at 11:59PM



Submit A HOF Nomination

Time is running out to submit nomination for the 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 at 11:59PM

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



Do you know a television or radio broadcaster or station as a whole that has made a significant contribution to Vermont's broadcast community **over the past year** (Oct '22 - Sept '23)? [CLICK HERE](#) to nominate them for Broadcaster of the Year by 10/13!



You **do not** have to be an engineer to win the **Snyder-Teffner award!** Nominate an unsung hero in sales, traffic, HR, promotions, operations, digital/web admin, creative services, engineering or any other support position behind the scenes. [CLICK HERE](#) to nominate by 10/13!



Open to a television or radio station or individual broadcaster that has completed a service project in the last year that contributes to society and makes the community you serve a better place to live, work and thrive! [CLICK HERE](#) to nominate yourself or your station for the Alan Noyes Community Service award by 10/13!



This award goes to someone under 30 who is relatively new to broadcasting but shows extraordinary passion and potential and will likely have a long and successful career in the industry! Open to any person working in any TV or radio department between 2-5 years. [CLICK HERE](#) to nominate a rising star by 10/13!

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 2nd 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.

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

VT Army National Guard NCSA Returns!



WATCH VT
ARNG VIDEOS

The Vermont Army National Guard has used the VAB's Non-Commercial Sustainability Announcement (NCSA) program for more than 20 years. In September 2022, the National Guard Bureau decentralized the program, leaving the decision to continue with each state. Thanks to Vermont's Recruitment and Retention Battalion and Major General Gregory Knight, The Adjutant General of Vermont, understanding that the program helps them meet their recruiting goals, they opted to continue NCSA with the VAB locally.

Both parties saw decentralization as an opportunity to create TV and radio messages that would resonate with Vermonters. Dave Fleming and his team at Community 5 Productions then created six impactful messages for TV and radio that share the guard's story. Vermont was the first state to get our local messages approved, but bureaucratic red tape kept the contract in limbo, until now!

Thanks to Vermont TV and radio stations who agree to air these messages, the VT ARNG's NCSA campaign is back up and running for at least the next 12 months! [Watch the new messages here](#)

Broadcast Job Openings Around Vermont



[Production Assistant - P/T,](#)
[Producer, Master Control](#)
[Operator, 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

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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