


VAB Voice I Friday, March 1, 2024




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Watch the Free AI Webinars from February




Local Broadcast Sales On-Demand Broadcast Training And Revenue Development That Works! 2nd



Using AI to Transform Radio and TV Sales Strategies!
Featuring Tim Burt, LBS Creative and AI Expert

"Using AI to Transform Radio & TV Sales Strategies"

Watch at <https://localbroadcastsales.com>
(if you don't already have an account, create one for free by clicking the "Join LBS" tab)



THIRD THURSDAY WEBINAR
AI's Role, Impact and Future on Local Broadcasting
A Conversation with the NAB
Sam Mathery
Chief Technology Officer, NAB
February 15th
1:00PM EST

"AI's Role, Impact and Future on Local Broadcasting"

Watch at
<https://www.youtube.com/watch?v=R0-gQdUNVgc>

FCC Reinstates Form 395-B



Federal
Communications
Commission

Last Thursday, the FCC released [an Order](#) reinstating the requirement for radio and television broadcasters to annually file an [FCC Form 395-B](#). Station groups with 5 or more full-time employees would need to classify all full and part time station employees by race or ethnicity, gender and the type of job they perform.

A version of this form had been used by the FCC in the '80s and '90s, but its use was put on hold in 1998 as the result of Court decisions. The Court found unconstitutional the FCC's use of this information to impose regulatory burdens on broadcasters whose employment profile did not reflect the demographics of its service area. The Court's belief was that these additional regulatory actions forced broadcasters to make hiring decisions based on race or gender, which is a form of prohibited discrimination. State broadcast associations successfully advocated for their members then and will do so again this time. If you have any questions or comments, please call Wendy Mays at 802-233-0296.

\$33,000 Donation to Vermont Food Bank Collected During Frank FM Morning Show's "Lend A Helping Can" Fundraiser

107.1 Frank FM's morning show, "Greg & The Morning



(L-R: Laura Boyce, Kelly Brown, Greg Kretchmar, Mica Seely, Kayla Winsor, and Scott "Roadkill" McMullen)

Buzz", recently presented Mica Seely of the Vermont Food Bank with a \$33,000 donation collected during "Lend a Helping Can"

A 2-day radiothon in November each year, "Lend A Helping Can" reaches from Saint Albans to Portsmouth, NH and supports 15 organizations across New England. This was the 33rd annual "Lend A Helping Can" fundraiser, but this year's amount of \$33,000 eclipsed previous donations.

Greg Kretchmar, the show's host, said *"It's really difficult to articulate how grateful we are that our audience once again rose to the occasion and set another record..."*

Wally Caswell, VP and General Manager of 107.1 Frank FM said *We are so proud of the continued generosity of our listeners and the loyal audience for Greg and the Morning Buzz here in Vermont. We know that this money will make an enormous difference to many Vermonters."*

In addition to the Lend A Helping Can fundraiser, 107.1 Frank FM 's annual Stuff a Truck Food and Funds drive also collected 7,000+ pounds of food that was donated in early November to The Vermont Foodbank for distribution to emergency food pantries around the listening area for those in need. Matt Houseman, the VP of Programming for Great Eastern Radio said, *"The power of radio and its loyal listeners is real, and really amazing"!*

Apply Now to the VAB Intern Subsidy Program



The VAB's Intern Subsidy Program, designed to connect stations who need workforce help with students interested in Broadcasting, is accepting applications now for internship subsidies.

[CLICK HERE](#) to download the application. If your station is selected, you will have full control over the interview and hiring process and will receive a check for \$1,640.40 (120 hours @ \$13.67/hour) upon adding a qualifying* intern to your payroll.

**CLICK HERE
TO APPLY**

To qualify, the intern must be a college student or a trade school student enrolled in a program pertaining to the communications, broadcast media, marketing or engineering industry.

2024 Alternative Broadcast Inspection Program



In 2024, the VAB is once again offering the Alternative Broadcast Inspection Program (ABIP) to help stations ensure they are in compliance with FCC regulations. Stations that pass an alternative broadcast inspection get a Certificate of Compliance, which prevents the FCC Enforcement Bureau from showing up at your station to do an unannounced technical inspection for three years. 100% of the \$500 inspection cost is paid by the VAB as a member benefit!

The Vermont ABIP inspection work is performed by Spectrum Investigative Services, formerly owned by Bob Shotwell and now by Vermonters Chip Morgan and Maria Slattery. They will work directly with stations to schedule inspections at a convenient time. As a reminder, any non-compliance issues found during an inspection are confidential. Stations are given an opportunity to cure them to earn their

certificate, but if a station opts not to cure, that too remains confidential, so there is no risk to having an inspection done. The VAB encourages all stations to utilize this important member benefit! Get started now by downloading, completing and emailing the agreement to vab@vab.org today!

[Download 2024 ABIP Agreement Here](#)

Broadcast Job Openings Around Vermont



[Production Intern, Local News Anchor/Reporter, Local News Producer, News Intern, Local News Anchor, Multimedia Journalist \(NH\), Account Executive \(NY\),](#)



[Marketing Consultant, Technical Media Producer, Digital Marketing Specialist, Tactical Digital Marketing Specialist, Executive News Producer, Newscast Producer/MMJ, Future Focus Intern, Multimedia Journalist](#)



[Digital Content Producer, Administrative Assistant, Sales Account Executive, Creative Services Director, News Producer, News Intern](#)



[Marketing Consultant](#)



[Marketing Consultant](#)



[Account Executive](#)



[Account Executive](#)

RADIO VERMONT



[News Anchor](#)

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, 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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