

VAB Voice | Monday, April 15, 2024



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Free Sales Webinar Thursday, April 18th



THIRD THURSDAY WEBINAR

Breakthrough Sales:
Practical Tips for Creating
a Successful Sales Culture
in Your Operation

Steve Wexler
Leadership Coach,
WEXL Coaching
& Development

April 18, 2024
1:00PM EST



"Breakthrough Sales: Practical Tips for Creating a Successful Sales Culture in Your Operation"

**Thursday, April 18th at 1:00PM ET
Featuring Steve Wexler**

We'll discuss a contemporary way of thinking about what business our clients actually think we're in and how to make sure we're speaking their language, not ours. We'll even propose changing some of the words we use internally so we can build a more sales-oriented culture in our stations. We'll also work on preparation for client meetings, focusing on the three powerful types of questions all AE's should understand so they can uncover true customer needs. We'll wrap it up by revealing the "Top 10 Traits" of great salespeople.

[REGISTER HERE](#)

Use Promo Code **BeThere24** for \$0 check out

WOKO-FM Big Change Roundup Raises \$350,000+ for Vermont Children's Hospital!



Hall Communications Big Country 98.9 WOKO-FM in Burlington raised \$353,484.41 for Vermont Children's Hospital in WOKO's annual Big Change Round Up For Kids Radio-thon. The 19th annual Big Change Round Up For Kids was held April 1-5 hosted by Big Country 98.9 WOKO morning personalities Wild Bill Sargent & Rod Hill along with Vermont Children's Hospital head of pediatrics Doctor Lewis First.

"Monies rasied go toward the hospital's programs and tools that are used to keep our children safe and healthy," said Big Country 98.9 General

Jacobs Media Tech Survey 2024 Webinar 4/25



**Jacobs Media will present
their Techsurvey 2024 results
in a free webinar Thursday,
April 25th at 2:00pm Eastern.**

[CLICK HERE TO REGISTER](#)

This annual study explores broadcast radio's role in the expanding and increasingly crowded digital, audio and video landscape. Techsurvey 2024 uncovers how programmers can "meet the audience where they are", focuses on the content and distribution outlets that matter and shows their formats of preference. New question about AI perceptions and expectations and about how listeners want to interact with their favorite radio personalities have been added and provide guidance on interaction that moves the needle.

VT Agency of Agriculture Thanks Radio & TV Stations for Dig Deep VT Campaign Support

In a letter to the VAB from April 2nd, Secretary of the Vermont Agency of Agriculture, Food & Markets Anson Tebbetts expressed gratitude to Vermont's radio and television stations for airing Dig Deep VT PSAs and posting digital banners. The first round of checks from donations raised have just been mailed to the first round of farmers and a press conference will be held at the State House Thursday, April 17th at 10AM.



April 2, 2024

Wendy Mays
Vermont Association of Broadcasters
4 Carmichael Street, 111-106
Essex Junction VT 05452

Thank you!

Wendy,

Thank you for helping our farmers and producers. The flooding and severe weather of 2023 has put many of our farmers at risk and your support of Dig Deep Vermont is giving them hope to live another day. We all have many choices to make, and you chose to help Vermont's farm community.

You are great neighbors and partners.

Please extend our gratitude to all those on your team for their leadership. Well done.

We hope the 2024 growing season is kind to all those who are growing our food.

Many thanks,



Anson Tebbetts
Secretary

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!

As a reminder, the entire process of an inspection is strictly confidential and not shared with the FCC, with VAB or anyone else. Stations are given an opportunity to cure any issues to earn their certificate, but if a station opts to not cure, that, too, remains totally confidential. There is no risk to having an ABIP inspection. The inspectors are bound by the FCC and the VAB to maintain confidentiality in all regards.

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



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

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



[Broadcast Engineer & Station](#)
[Chief Operator, Digital](#)
[Content Producer,](#)
[Administrative Assistant,](#)
[Sales Account Executive,](#)
[Creative Services Director,](#)
[News Producer, News Intern](#)



[Production Director/Afternoon](#)
[Drive \(WEZF-FM\)](#)

[Marketing Consultant](#)

[Managing Editor and Senior](#)
[Producer, Vermont Edition, SVP](#)
[People & Culture](#)



[Account Executive](#)

[Account Executive](#)

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>

WILKINSON) BARKER) KNAUER) LLP



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