



## In This Issue:

- VAB Production of the Year Competition - Window to Submit Entries is Now Open!
- Free Sales Webinar Tuesday 5/14
- Free Webinar for Journalists Thursday 5/16
- Alternative Broadcast Inspection Program
- Broadcast Job Openings in Vermont

## VAB Production of the Year Competition



Every year, the VAB honors the outstanding television and radio commercials, promos, PSAs and digital content that has been created by Vermont broadcasters and aired on Vermont TV and radio stations and/or their digital platforms over the last year.

Each station may submit up to (2) entries per category and the **deadline to submit is Tuesday, May 21st.**

Entries will be scored on Creativity, Copywriting, Production Value and the Ability to Evoke Response and the entry with the highest score in each category wins!

### TV Categories:

- TV Commercial
- TV Station Branding Promo
- TV Program, Feature or Special Series promo
- Community Event or Fundraiser TV promo
- Non-profit TV PSA
- \*Digital Commercial, Promo or PSA produced by a Television Station

### Radio Categories:

- Radio Commercial
- Radio Station or Radio Show Branding Promo
- Radio Promotion or Radio Contest promo
- Community Event or Fundraiser Radio promo
- Non-profit PSA produced by a Radio Station
- \*Digital Commercial, Promo or PSA produced by a Radio Station

[CLICK HERE FOR COMPETITION DETAILS AND RULES](#)

**Free Sales Webinar Tuesday, May 14th**



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!

LBS WEBINAR SERIES  
**2nd**  
TUESDAY



## The Daily Habits of Successful Broadcast Sellers

Featuring Stefan Rybak, LBS Broadcast Selling Expert

**Tuesday, May 14th at 12:00PM**

Part of the LBS 2nd Tuesday Webinar Series

[REGISTER HERE](#)

In this fast-paced, jam-packed session, broadcast management consultant and sales guru Stefan Rybak reveals the simple yet powerful steps that help sellers take their income from where it is now to where they'd like it to be in a rapid, dramatic, and significant way. This presentation is geared explicitly for sellers who want to learn the best business plan, the 3 critical sales skills, how to get clients to a 10, the very best way to cold call, why nobody is reading your emails, the #1 sales skill that no one is using, how to create your own opportunities, the power question to ask every client, the top traits of high-performing salespeople, and how to program yourself for much greater success!

## Free Webinar for Journalists Thursday, May 16th



### THIRD THURSDAY WEBINAR

Election Coverage  
Down the Backstretch:  
Get Off the Track

Kevin Benz

Principal,  
I-Media Strategies

**May 16, 2024**  
**1:00PM EST**



# "Election Coverage Down The Backstretch: Get Off The Track"

Thursday, May 16th at 1:00PM  
Featuring Kevin Benz

REGISTER HERE

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

The 2024 elections are testing journalists as never before as truth takes a backseat to self-interest and polarization makes neutral coverage almost impossible. How do we cover candidates who treat truth as a convenience and voters who look for agreement over clarity. This session will take political polarization head on, giving real options for journalists interested in telling the truth over talking points. We will also look at specific coverage examples that take coverage away from the horse race and focus on the candidate.

## Alternative Broadcast Inspection Program



In 2024, the VAB is once again offering the Alternative Broadcast Inspection Program (ABIP) to help stations ensure they are compliant with certain FCC regulations. Stations that pass an alternative broadcast inspection get a Certificate of Compliance, which keeps 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](mailto: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](#)

[Senior Sales Account Executive,](#)  
[Junior Account Executive, 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](#)





North Country  
1320 - 100.1  
**WCVR**  
VERMONT'S COUNTRY SUPERSTATION



[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](mailto: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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