

VAB Voice | Monday, September 9, 2024



In This Issue:

- 2024 Hall of Fame Inductees Announced
- 2024 VAB Award Winners Announced
- Register for VAB Hall of Fame & Awards Gala November 16th at The Essex
- Free Webinars Tues. 9/10 & Thurs. 9/19
- + ABIP, Job Openings & This Week at FCC

2024 VAB Hall of Fame Inductees Announced



Mark Johnson

Mark Johnson has been a journalist in Vermont since 1982. He has worked in print, broadcast and digital media, including 25 years as the host of "The Mark Johnson Show," a two-hour daily public affairs program on radio stations WKDR and WDEV. There, he interviewed public policy makers, authors, politicians and experts, locally and nationally, on a wide variety of topics. During the Legislative session, he broadcasted live from the Vermont Statehouse, interviewing legislative leaders, public officials and policy experts. He has also hosted numerous election debates on radio and television and is a regular panelist on Vermont Public's roundtable news program "Vermont This Week." Mark is respected by Vermonters and his peers for his impartiality, preparedness, insightful questioning and getting "the story behind the story."

Johnson was a founder and employee owner of Hometown Broadcasting, which operated WKDR, a talk radio station in Burlington, from 1990 to 1998. He currently works at WCAX, hosting 802 News, a podcast featuring interviews with public policy makers on issues relevant to Vermonters.

Rich Haskell

While attending Lyndon State College in the early '80s, Rich Haskell worked at the campus radio station WWLR-FM as the Program Director, GM and doing sports play-by-play, while also working as a DJ, News Director and doing sports play-by-play for WLTN-FM in Littleton, NH. After graduation, Rich moved to Vergennes, VT where he did almost every DJ shift at WIZN-FM. In 1992, Rich left WIZN to become the Program Director of Champ 101.3 (WCPV-FM) where he also did afternoon drive. From 1997-2002, Rich moved to WDEV AM & FM in Waterbury where he was News Director and did sports play-by-play. The only time Rich deviated from sports was when he co-hosted "*Rich and Mary's Morning Mess*" on Champ 101.3 from 2002-2008. But when WCPV-FM became an ESPN affiliate, Rich went back to his love of talking sports as co-host of "The Huddle" where he stayed from 2008-2021.



Rich now produces news and sports segments that air on all the Vox AM/FM stations and calls play-by-play for Middlebury High School football and Middlebury College hockey on WVTM-FM. You can also hear Rich Haskell's recognizable voice at Centennial Field where he has been the voice of the Vermont Lake Monsters for 28 years!



Gary Sadowsky

Gary Sadowsky's first career was bicycle repair until he followed his true professional passion and got a degree in Meteorology from Lyndon State College. Gary started at WCAX-TV in 1992 as the weekend weathercaster and moved to 11:00 PM weekdays in 1995. And when the Channel 3 Early Morning News was launched in 1997, Gary was chosen to begin everyone else's day with a smile and a forecast! After 26 years of getting up "dark and early", Gary's indelible presence on the WCAX morning show made him a household name. Farmers, professionals and parents tuned in to plan their day based on his weather forecast and on snowy winter mornings, children watched with bated breath hoping for school to be canceled! Would the storm be a "Doozy" or a "Snoozy" on Gary's "Doozometer"? In the Spring of 2023, Gary was named Chief Meteorologist and became part of the evening news teams.

Gary holds the prestigious Certified Broadcast Meteorologist designation from the American Meteorological Society and the Seal of Approval for TV and Radio from the National Weather Association.

2024 VAB Award Winners Announced

Distinguished Service Award Winner Ira Wilner



Ira Wilner has been a respected broadcast engineer for over 50 years. Among other things, Ira helped set up the WNNE-TV studios in White River Junction, helped design the original VPR studios and helped get community radio stations WOOL in Bellows Falls, WFVR in Royalton and WVEW in Brattleboro on the air. Currently, Ira provides engineering services to WKVT, WINQ & WRSY, part of the Monadnock Radio Group as well as to WTSA AM & FM, all in Windsor county.

Alan Noyes Community Service Award Winner

Snyder-Teffner Award Winner Dave Turner



Dave Turner has been the Chief Engineer at WFFF-TV & WVNY-TV since 2018, but has been working with the stations as an independent consultant since 1999. As Chief Engineer, Dave keeps the stations on the air, acquires equipment and takes care of building and vehicle maintenance. But what Dave enjoys most is helping improve the quality of life for his co-workers. Named for VAB Hall of Fame's Dennis Snyder and Ted Teffner, this award recognizes excellence behind the scenes.

Friend of Broadcasters Award Winner Dr. Lewis First



Great Eastern Radio stations WRFK-FM, WWFY-FM and WSNO-FM will receive the Alan Noyes Community Service Award for “Jam for Slam T1D” a battle of the bands style fundraiser that took place over three consecutive Wednesdays in June and collected just under \$20,000 for *Slam T1D*, a local non-profit that enriches the lives of people living with Type 1 Diabetes. The Alan Noyes Community Service Award is named for the VAB’s First Executive Director and a charter member of the VAB Hall of Fame.

Rising Star in Sales: Spencer Lieberman



Spencer Lieberman joined Vox AM/FM/Digital right after graduating from UVM in 2019 with a degree in finance and marketing. Over the last few years, Spencer has shown a tremendous amount of growth, which led to his promotion to National Sales Manager at the age of 25. In 2023, he obtained 43 new advertising accounts and won Vox AM/FM/Digital's New Business award. It's no wonder radio seems to run in Spencer's blood - his father was the General Manager of several radio stations throughout New England.

Rising Star in Investigative Reporting: Ike Bendavid



Since 1995, Dr. First has written and hosted 1,400 “*First with Kids*” segments offering tips to parents and families on how to keep your infants, children and adolescents safe, happy, and healthy. “*First With Kids*” currently airs weekly on WPTZ-TV (NBC5) and on 98.9 WOKO-FM. In addition, Dr. First plays an active role educating the community about the important work of the UVM Children's Hospital while co-hosting WOKO's annual Big Change Roundup for Kids broadcasts.

Rising Star in Anchoring: Lauren Granada



Lauren Granada graduated from Emerson College in the spring of 2020 and started as an MMJ reporter at NBC5 (WPTZ-TV) in June 2020. After working every shift possible, Lauren was promoted to Weekend Anchor in October 2021. As she filled in during the week, it became clear Lauren should be a permanent fixture on the weekday morning show, so in February 2024, she was promoted to Weekday Morning Anchor. Lauren's maturity, poise and natural story-gathering skills make her a leader in the newsroom.

Rising Star in Meteorology: Haley Bouley



Ike Bendavid is an award-winning reporter who began his career as an intern at WCAX-TV in 2016. Ike graduated from Castleton University cum laude where he anchored and reported for their Video Magazine and did play-by-play broadcasts for varsity athletic games. Now a WCAX-TV senior reporter bringing viewers local and regional stories of interest, breaking news and the weekly Wildlife Watch segment, Ike was honored with a 2022 regional Edward R. Murrow Award for his investigative report "Retail Rip Off" which uncovered rental scams being used to steal personal information. Ike also received regional Emmy nominations in 2020 for Feature News, 2021 for Health/Science and 2022 for Continuing Coverage and Arts/Entertainment.



Between working various community events and taking over as leader of the weather department, Haley Bouley has become one of the most recognizable faces at WFFF-TV & WVNY-TV. She is dedicated to forecasting accurately but is not too proud to seek feedback that helps her grow. Given more responsibility early in her career, Haley mentors and trains new employees and seeks out technology that can make the work all the meteorologists do better and easier. The ultimate team player, Haley often works doubles and jumps in to help anywhere she is needed. Haley genuinely loves what she does and is not shy to share her opinion on the importance of local meteorologists vs. weather apps.

2024 VAB Hall Of Fame & Awards Gala

VERMONT ASSOCIATION OF BROADCASTERS

HALL OF FAME & AWARDS GALA

SATURDAY, NOVEMBER 16, 2024
THE FARMHOUSE AT ESSEX RESORT & SPA

REGISTER AT
VERMONTBROADCASTERS.ORG

THE *Essex*
RESORT & SPA™



REGISTER
HERE

The VAB is excited to host our largest annual event Saturday, November 16, 2024 at the Farmhouse at Sunset Pond, located on the grounds of our presenting sponsor...

THE *Essex*
RESORT & SPA™

Discounted Hotel Rooms For Saturday, November 16th...

Overnight Hotel Rooms at the special discounted VAB Group Rate of \$149 +tax are only guaranteed to be available if reserved by **Monday, September 16th**. After that, remaining rooms will be available until all reservations in the VAB block have been made or until October 16th, whichever comes first.

Make your hotel reservation now by calling The Essex at 802-878-1100 (be sure to tell them you want the VAB Group Rate) or use this link to book online: <https://be.synxis.com/?Hotel=34805&Chain=30609&config=Groups&theme=Groups&group=91635>



Free Webinars Tuesday 9/10 & Thursday 9/19



"Harnessing AI for Broadcast Sales & Promotions"

Tuesday, September 10th at 12:00PM
Presented by: Tim Burt

When you leverage artificial intelligence (AI) tools properly, writing more effective ads and creating better promotions can happen very quickly. This presentation is specifically designed to help you stay ahead of the curve to enhance your ad sales and promotional strategies. Sixteen months ago, Tim Burt's original LBS webinar on AI introduced LBS members to the potential this true quantum leap in technology offers to radio and TV sales pros. In this session, Tim will show you practical tips for incorporating AI into your daily workflow and will discuss how it can boost your productivity. Plus, you'll see both positive and negative real-world examples of AI being used in marketing today.

[REGISTER HERE](#)



"Seek To Resonate, Now Just To Be Seen; Social Media + Video in 2024"

Thursday, September 19th at 1:00PM
Presented by: Lori Lewis

Long-form video viewing is on the rise. And short-form video fatigue is bubbling under. But it doesn't mean stop with short form. It means it's time to get ahead of it and develop an intentional (long-form) and discovery (short-form) viewing strategy. Join Lori Lewis Media for a workshop on how to master the balance needed with both content forms. This is an opportunity to learn how longer video content builds on brand remembrance as well as leveraging shorter video content to increase awareness and growth by getting discovered in feeds.

Use promo code **BeThere24** to give you \$0 at checkout

[REGISTER HERE](#)

Paid Fall Intern Subsidies Available Now



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 internship subsidies.

Here's how it works:

- Station applies to get \$1,886.46 (\$1,640.40 to pay 120 hours at \$13.67/hour (2024 VT minimum wage) + 15% (\$246.06) towards payroll tax)
- Station finds and hires the intern on their own. VAB will play no role in the selection process

Rules For Applying:

In order to qualify for the VAB's Paid Internship Program, station must:

- Be a member of the VAB with current Fiscal Year dues paid in full.
- Have a dedicated, named, supervisor to oversee the intern during their time at the station.
- Run recruitment advertisements encouraging students to apply (copy provided or write your own)
- Post the intern position on the station website and on the VAB Job Board.
- Agree to return any non-used funds in the event the internship ends before all 120 hours are completed.

Student Requirements:

VAB will play no role in the station's hiring process, but in order to qualify for the subsidized internship program, students must:

- Be entering their Junior or Senior year at an accredited college, university, trade school or High School.
- Be majoring in, minoring in, or be involved in a school program or club about broadcasting, communications, media, marketing, engineering or other related fields.
- Participate in an interview with prospective station(s).
- Be a resident of Vermont OR a non-resident student currently attending a college or University or trade school or high school in Vermont, who intentions are to stay in Vermont after graduation.

Reasons to have a paid intern:

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.

To apply for the opportunity to have the VAB subsidize 120 hours of pay for an intern [download the application here](#) Email wendy@vermontbroadcasters.org or call (802) 233-0296 with any questions.

ETRS Form One Due 10/4/24



The FCC's Public Safety & Homeland Security Bureau has announced that ETRS is open and available to accept filings of Form One by EAS participants no later than October 4, 2024.

Under the FCC's EAS Rules, EAS participants must update their identifying information annually via a Form One filing. Filers can access ETRS at www.fcc.gov/general/eas-test-reporting-system

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 wendy@vermontbroadcasters.org today!

**Download 2024 ABIP
Agreement Here**

Broadcast Job Openings Around Vermont



[Sales Account Associate, Local News Producer, Local News Anchor/Reporter, Multimedia Journalist, Local Sales Assistant, Local News Producer, Digital Client Specialist, National Sales Manager, Account Executive, Local News Anchor/Reporter](#)

[Digital Sales Assistant, News Anchor/Reporter/MMJ \(Morning\), Future Focus Intern, Multimedia Journalist, Technical Media Producer](#)

[Digital Content Producer, Senior Account Executive, Junior Account Executive, Graphic Artist, News Director, Multimedia Journalist, News Producer, Broadcast Engineer & Station Chief Operator, Creative Services Director](#)



[Account Executive](#)

[Marketing Consultant](#)

[Junior Account Executive, Digital Marketing Consultant, Account Executive](#)



HALL Communications, Inc.

[Business Manager](#)



[Human Resources Business Partner, HR & Benefits Coordinator \(Temporary\), Music Host](#)

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:

vermontbroadcasters.org/this-week-at-the-fcc

WILKINSON) BARKER) KNAUER) LLP



- ✓ Supporting broadcast professionals
- ✓ \$20 million in grants funded
- ✓ Serving all US states & territories

LEARN MORE

broadcastersfoundation.org

@BroadcastersFDN

Find out how the **BFOA** can help broadcasters in your community.



Try email marketing for free today!