

VAB Voice | Friday, December 6, 2024



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Free Sales Webinar Tuesday, December 10th



On-Demand Broadcast Training
And Revenue Development That Works!



A Top Seller's Self-Evaluation: Unlocking Profits and Personal Fulfillment

Featuring Gary Moore, President of Local Broadcast Sales



Tuesday, December 10th 12:00PM

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Join us for an insightful webinar that highlights the strong connection between enhanced sales performance and increased profits. Be ready to be challenged during this webinar to elevate specific selling techniques. Whether you are an experienced broadcast professional or new to the sales world, your success ultimately hinges on your attitude and daily approach to your work. This self-evaluation goes beyond typical New Year's resolutions; it's crafted to help you recognize the privilege of being a salesperson in today's dynamic environment while providing you with practical, self-assigned recommendations for improvement.

FCC Approves Final Rules for FM Geotargeting



Federal
Communications
Commission

The Federal Communications Commission has adopted final rules to allow FM boosters to originate programming for three minutes an hour.

The change will allow stations to deploy the geotargeting system called ZoneCasting. Earlier this year the commissioners began to allow such operations on a temporary, experimental basis. They now have approved the final rules, again unanimously.

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When the newly adopted rules become effective, initiating such service on an authorized booster will not require FCC prior approval. Instead, broadcasters only need to notify the FCC, using a form to be developed by the FCC's Media Bureau, of their intention to begin program origination on an authorized booster 15 days before that operation begins.

"Engineering On a Budget" Training in May

The VT, NH & ME Association of Broadcasters, in conjunction with various industry experts, will be hosting a one-day series of "engineering on a budget" sessions in the northeast. This will be a full day of "no sales pitches allowed" training, focused on small market broadcasters who must get every watt they can out of every piece of equipment. The date is tentatively set for either Wednesday, May 7th or 14th in North Conway, NH a central location to the three states.

These sessions will consist of 8-9 presentations, each running 40-45 minutes and focused on maintaining older equipment, optimizing performance and getting as much mileage out of it as possible. Topics planned are:

1. Studio maintenance and optimization
2. Audio over IP – the hows and the whys
3. Getting the most out of your processor and what to do when it 'just doesn't sound right'
4. STLs and wireless IP – best practices
5. LTE interference mitigation for when the cell company calls
6. Care and feeding of the antenna system
7. Lightning protection and facility grounding practices
8. Transmitter maintenance and cost of ownership/operation
9. Speaking manager – how to talk about ROI and other acronyms

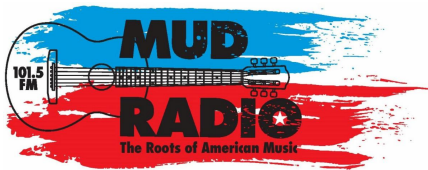
There is no cost to attend, lunch is included and there will be a hotel block available at preferred rates for folks who need to drive in the night before or stay over the night of or both.

The purpose of letting engineering folks know about this event now is to estimate how many people would attend to determine how large a venue we'll need. Replying is not a commitment to attend, merely an indication whether you could make yourself available for a day of learning and the chance to pick the brains of some of the best in the industry!

Please email wendy@vermontbroadcasters.org and reply:

- Yes, I would be interested in attending, please let me know as this event progresses!
- Yes, I would be interested in attending, but only if the VAB provides hotel and/or a gas card.
- No thanks, there's no way I can be away from my station(s) for a whole Wednesday
- I would attend, but neither Wednesday, May 7th or 14th work for me.

WFAD-AM in Middlebury Back On The Air!



Previously silent WFAD(AM) 1490 in Middlebury has returned to the air, simulcasting Mud Radio LLC's WMUD(FM) 101.5 in the Rutland market under an LMA with Christian Ministries, which operates The Light Network across Vermont.

Chip Morgan and Maria Slattery saved the station from having its license deleted after WFAD lost its tower lease.

WFAD-AM is back on the air under Special Temporary Authority from the FCC with a reduced power temporary antenna while a new full power site is located.

Broadcast Job Openings Around Vermont



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



[Sales Representative](#)



[Account Executive](#)



[Media Executive, Technical Media Producer, First Alert Chief Meteorologist, Media Executive](#)

[Account Manager - Business Sponsorships, Broadcast Engineer - Transmitter, Human Resources Business Partner, HR & Benefits Coordinator \(Temporary\), Music Host](#)



[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](#)

[Senior Sales Account Executive, Junior Sales Account Executive, News Producer, Sports Anchor/Reporter, Digital Content Producer, Graphic Artist, Multimedia Journalist, Creative Services Director](#)

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

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