



In This Issue:

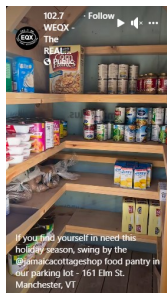
- Broadcasters Making a Difference During the Holidays
- Remembering Engineer Larry Page
- A Free Week of Webinars 1/13-1/17
- Broadcast Job Openings in Vermont
- "This Week at the FCC" by WBK Law

Vermont Broadcasters Making a Difference During The Holidays

Radio and TV broadcasters are dedicated to supporting their communities 365 days/year. But, recognizing the need is the greatest during the holidays, stations around Vermont stepped up to support dozens of local non-profit organizations. Here are a few examples of how broadcasters made a difference during the holidays (in no particular order):

Star 92.9 Pack The Pantry in Berlin

November 21st-23rd, WEZF-FM (Star 92.9), set up in the parking lot at Market 32 in Berlin until they hit the goal; to fill a 53-foot Bellavance Tractor Trailer with Non-perishable food items. Listeners including kids, seniors, schools and businesses all took time to collect food and donate to Pack The Pantry and filled the truck from end to end for the Central Vermont Salvation Army Food Shelf. The non-perishables and cash donations together equated to 12.5 tons of food collected!



WEQX Jamaica Cottage Food Pantry in Manchester

A few years ago, WEQX-FM in Manchester teamed up with Jamaica Cottage Shops to have a permanent food pantry installed in their Elm Street parking lot. The community cares for it and keeps it well-stocked for those who need to swing in and help themselves to whatever they need. [Watch a video WEQX did before Thanksgiving](#)

Stuff A Bus Food Drive in Rutland

For 29 years, Catamount Radio has been doing Stuff-A-Bus prior to Thanksgiving. For 3-days, WDVT-FM (Rock 94.5), WJEN-FM (Cat Country), WJJR-FM (98.1 JJR) WZRT-FM (Z97) and WSYB AM & FM broadcast at several grocery stores collecting food and money donations to "stuff" buses at those locations. This year they raised over 10,000 lbs of food and about \$15,000 in cash for the Salvation Army and local food pantries.



Magic/Kix Food Drive in St. Johnsbury

WGME-FM (Magic 97.7) and WKXH-FM (Kix 105.5) held their 35th annual food drive Saturday December 14th in St. Johnsbury and raised 15,000 lbs of food in just a couple of hours. The area food shelves depend on the food from the food drive and the stations are happy to help them and the



families they serve.

FOX 44/ABC22 Feed-a-Family Food Drives

WFFF-TV (FOX 44) and WVNY-TV (ABC22) organized three Feed-A-Family food drives to raise non-perishables to stock pantries for the holidays. December 19th at City Market in Burlington they collected 1,601 pounds of food and \$1,041 in cash donations for the Vermont Food Bank. There were also \$4,000 in online donations made to the Vermont Food Bank on the day of their drive. December 12th at Price Chopper in West Lebanon, NH, they collected 1,200 pounds of food and \$555 cash for the LISTEN Food Pantry.



And on December 5th at Market 32 in Plattsburgh, NY, they collected 1,511 pounds of food and \$639 in cash for JCEO.

In all, WFFF-TV and WVNY-TV collected 4,312 lbs of food, \$2235 in cash donations on site and \$4,000 in donations online!

Frank/Froggy/Penguin Stuff-A-Truck

October 31st and November 1st, Great Eastern Radio stations WWFY-FM (Froggy), WRFK-FM (Frank) and WSNO-FM (The Penguin) collected 4,246 lbs of food in a truck and delivered it to the Vermont Food Bank! The food was collected from Stuff-A-Truck donation bins at 11 Shaws Supermarkets around Central and Northern Vermont during the month of October.



Fenton Family Community Food Drive

Saturday, November 23rd, all 8 stations of the Monadnock Media Group, including WKVTFM (Rewind 92.7 & 102.3 FM) in Brattleboro held their annual "Fenton Family Community Food Drive". From 9am-2pm, they collected about 4,000 lbs of food outside Market Basket in Swanzey, NH as well as Hannaford and the Monadnock Food Co-op in Keene, NH. They also collected \$12,000 in monetary donations and the Fenton Family Dealerships added \$5,000 for a grand total of \$17,000! All proceeds went to the Community Kitchen in Keene, NH. *Rewind air personality Natalie Knowles with her daughter and Community Kitchen volunteers.*

Project Feed The Thousands in Brattleboro

30 years ago, WTSA co-started Project Feed the Thousands, a community initiative dedicated to alleviating food insecurity. Over the years, as the need has grown, so has the size and scope of Project Feed The Thousands. Today, with the help of WTSA and other community partners, Project Feed the Thousands collects multiple tractor trailers' worth of food and personal care items for thousands of people in and around six





106.7 WIZN
Classic Rock That **REALLY** ROCKS

99.9 the Buzz

Thank you
for your donation!

FEED YOUR NEIGHBOR FOOD DRIVE

Saturday November 23rd 2024, 106.7 WIZN and 99.9 The Buzz hosted their annual Feed Your Neighbor Food Drive at Hannaford Supermarkets in Essex Vermont and Plattsburgh New York.

Collections from Essex Vermont benefit Feeding Champlain Valley, and New York donations will go to J.C.E.O.

The food drive collected 2,308 pounds of food and \$1,884. That will help over 3,000 community members!

Thank you to our presenting sponsor Vermont Federal Credit Union!

Hannaford

JCEO **FEEDING Champlain Valley**

VERMONT FEDERAL CREDIT UNION

NBC5 Toys For Kids Drive

WPTZ-TV (NBC5) once again sponsored the Toys for Kids drive alongside the Marine Corps League in Vermont and the JCEO in Northern New York. The team worked to help collect new unwrapped toys and gift cards for local children. All of the toys collected remained in our region to help local families have a happy holiday.



NBC5 televised two toy drive days; one at the University Mall in South Burlington December 5th and one at Champlain Centre Mall in Plattsburgh December 12th. Red barrels were distributed throughout the region and toys were collected through mid-December, then distributed to families before Christmas. This is a very important initiative for the NBC5 crew and one they look forward to doing each year!



It's KOOL to Send a Kid to Camp Ta- Kum-Ta

Camp Ta-Kum-Ta is a camp for children from Vermont and New York who have, or have had cancer where they get to go for a week in the summer and just be kids! There is never a charge to the family, instead all camp expenses (about \$2,500 per child) are covered by donations from the public. For over 15 years, 105.1 WKOL (KOOL 105) has aired "It's KOOL to Send a Kid to Camp Ta-Kum-Ta, a 5-day radiothon that this year, broke a record and raised over \$233,000, enough to send every kid to camp!

Star 92.9 Christmas Is For Kids

As soon as WEZF-FM (Star 92.9) started playing non-stop Christmas music on November 15th, so started their annual Christmas is For Kids campaign! The Salvation Army of Barre, Greater Burlington and Plattsburgh provides Angel Tags with the wishes for local children in need who may not otherwise have a Merry Christmas. Listeners are given an Angel Tag, purchase the items and drop them off at Lennys locations.



The gifts purchased go directly to the family with the child so they get their Christmas wishes because parents should not have to decide between paying for heat and feeding their family or buying gifts for their kids for Christmas. Star 92.9 staff have seen families go shopping together to teach children about the importance of charity as well as local businesses take dozens of tags and make it into a work place bonding opportunity. Last year, Christmas is for Kids provided gifts for close to 2,500 local children and they are on track to do the same this year.



WSYB Christmas Fund

The WSYB Christmas Fund began in 1972 when the station received a letter to Santa from a Rutland County youngster. He was asking not for a toy or a present, but for a blanket and boots for his little brother who kept getting sick because their bedroom window was broken and it got very cold at night. He was hoping Santa could help. The response the station got when they used their

microphones to tell this young man's story was the start of the Christmas fund. They got new blankets and boots for that little boy and his brother, and every year since, for 52 years, they have been able to use the power of radio to raise funds for this wonderful community event.

COTS Phone-a-Thon

From November 28th – December 5th, 98.9 WOKO-FM aired promos asking listeners to "answer the call to end homelessness" during the COTS Phone-a-Thon December 2nd-5th. COTS, Committee on Temporary Shelter, provides emergency shelter, services and long-term housing for people experiencing homelessness or are marginally housed. With WOKO's help, this year's phone-a-thon raised \$216,000!





Toy Drive for Veterans' Kids in Barre

At the request of the US Veterans Motorcycle Club, Aaron Lewis (Gonthier), also the GM of WCVR-AM in Randolph but in this case representing sister station WFRD-FM (99 Rock) traveled to South Barre, VT for a toy drive to benefit needy children of Veterans. It was held at Wilkins Harley-Davidson and in four hours enough toys were collected to fill up a trailer!

WCAX Coat Drive

For the coldest of the winter months, WCAX is starting 2025 by once again supporting the community with the Great Vermont Coat Drive. In 2024, more than 1,000 coats were donated across the state to help keep vulnerable Vermonters warm, and we expect to increase that outpouring of community care in 2025. January 14th-February 9th, people will be able to donate coats at Vermont Federal Credit Union locations, which will benefit the Vermont Department for Children and Families who distribute the coats to families in need.



Remembering Broadcast Engineer Larry Page

Broadcast Engineer Larry Page, 68, of Wells River, VT, passed away December 19, 2024.

Upon graduating from High School, Larry went to work for WNNE-TV in White River Junction and soon after joined Vermont PBS as a maintenance engineer. For years, Larry was on-call to assist and work with whatever team needed to get back on the air, braving the cold and snow to get up Mount Mansfield, sometimes in the middle of the night. Larry earned the respect and admiration of everyone he worked with and in 2023 won the VAB Snyder Teffner award for excellence behind the scenes in a support role.



A memorial service was held on January 4, 2025 in Woodsville, NH. Those who wish may make donations in lieu of flowers can do so at [Christ Redeemer Church Building Fund](#).

A Free Week of Webinars

The Year of Sales Excellence!

Start Your New Year with Excellence!



Monday
January 13th

Sales Excellence:
Why YOU Matter



Melody Spann-Cooper
CEO & Chair
Midway Broadcasting

Tuesday
January 14th

Achieving Sales
Excellence



Chris Fleming
President
CD Media Consulting

Wednesday
January 15th

Increase Your Digital
Sales & Closing Ratios



Shannon Kinney
Founder
Dream Local Digital

Thursday
January 16th

Sales Excellence with
Local Direct Clients



Paul Weyland
President
PaulWeyland.com

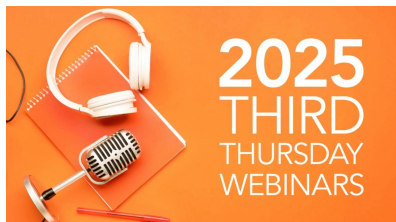
Friday
January 17th

Innovative Creative
and AI Excellence



Tim Burt
President
Tim Burt Media

[REGISTER FOR LOCAL BROADCAST SALES WEBINARS HERE](#)



[REGISTER HERE](#)

Use promo
code **NASBA25** at checkout
for a \$0 balance

How To Survive 2025

Thursday, January 16th at 1:00PM
by Speed Marriott, P1 Learning

As the broadcast industry continues to evolve at a breakneck pace, broadcasters face unprecedented challenges and opportunities. From the rise of streaming platforms and digital-first content to shifting audience behaviors and emerging technologies, 2025 promises to be a year of transformation. This webinar will provide broadcasters with practical strategies to adapt and thrive in this new landscape. This session will equip you with the insights and tools needed to navigate the challenges of 2025 and beyond.

Broadcast Job Openings Around Vermont



[Part-time Announcers](#)



[Business Manager, Sales](#)
[Representative](#)



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



[Meteorologist, Media Executive, Technical
Media Producer](#)

[News Director, Account Manager - Business
Sponsorships, Broadcast Engineer - Transmitter](#)



[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](#)

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

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

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broadcasters in your community.

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