

VAB Voice | Monday, June 16, 2025



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Recap of VAB Summer School 2025



100 VAB members gathered Tuesday, June 10, 2025 on the Saint Michael's College campus for VAB Summer School 2025 sponsored by [Nielsen](#)!

The day kicked off with breakfast sponsored by [BMI](#) and a Kahoot pop quiz asking attendees how well they know the VAB. The members with the 1st, 2nd and 3rd most points at the end of the game won \$60, \$40 and \$20 cash!

Attendees went to their first period classes from 9:20-10:35AM. Sellers learned about "Building Today's Breakthrough Sales Culture" from Steve Wexler of [WEXL Coaching](#); content creators learned about "Crossing the Creative Chasm" from Toy Ray of [JDA Media](#) and station owners, GMs and HR learned about "Recruiting in a Future Forward Workplace" from Lisa Fields of [Media Staffing Network](#).



Following a short break, attendees went to their second period classes from 10:45am-12:00PM. Tom Ray taught "Selling Through Uncertainty" while Steve Wexler taught "Creating and Presenting Breakthrough Content". Station owners, GMs and HR attended a split class with the first half being what they need to know about the 2024/2025 Vermont state Legislative session presented by MMR and the VAB and the second half being about "Understanding Emotional Compensation for Retention & Culture" taught by Peter Anderson of [Inner Citadel Consulting](#).



Attendees then refueled with a buffet lunch sponsored by [Inner Citadel Consulting](#) and as they ate, the VAB held our annual meeting where a quorum of members approved the minutes from last year's meeting, got a briefing on the financials and elected a VAB Board of Directors to serve a two year term from July 1, 2025-June 30, 2025. VAB Executive Director Wendy Mays presented the annual report of member benefits and then gave a second Kahoot! pop quiz, this time on the information presented in the annual report, awarding members with the 1st, 2nd and 3rd most points at the end of the game with \$100, \$50 and \$20 cash respectively!

VAB Summer School 2025 wrapped up with the announcement of the winners of the VAB *Content of the Year* competition! And the winners are...

VAB Content of the Year Competition Winners



Outstanding TV Interview

WCAX-TV

"Death with Dignity"

Writer/Producer/Talent: Darren Perron

Editor/Videographer: Joe Carroll

Outstanding Digital Platform Video by a TV Station

WCAX-TV

"Let's Build Homes"

Producer: Matt Greene

Outstanding Radio Interview

WVMT-AM

"Tim Matheson on The Morning Drive"

Producers: Anthony Neri & Kurt Wright

Outstanding Digital Platform Video by a Radio Station:

Vox AM/FM/Digital

"Join the Y Today"

Producer: Will Skolochenko

Outstanding TV PSA

WPTZ-TV

"Vermont Army National Guard - 1LT Calli Murphy"

Producer: Dave Fleming

Outstanding TV Community Event Promo

WPTZ-TV

"Vermont City Marathon"

Producer: Steve Kuntz

Outstanding TV Program Promo

WFFF-TV

"Gameshow Block"

Producer: Morgan Hills

Outstanding TV Special Feature Promo

WPTZ-TV

"Women's History Month"

Writer/Producer/Editor: Bailey McGregor

Videographer: Steve Kuntz

Talent: Marissa Vigevani

Outstanding TV Branding Promo

Vermont Public

"2024 Year End Sizzle"

Producer: David Littlefield

Editor: Kaylee Mumford

Outstanding TV Commercial - 2nd Place

WFFF-TV

"VTel - Service"

Writers: Shaun Danforth, Andrea Spaans

Producer/Editor: Shaun Danforth

Talent: Kyle Monier, Kristen Bruso & Tanya Noyes

Outstanding TV Commercial

WCAX-TV

"Automaster - Legacy"

Producer: Matt Greene

Outstanding Radio PSA

WDEV AM & FM

"Vermont Army National Guard - Task Force Saber"

Writer/Talent: MG Gregory Knight

Producers: Don Harrison, Luiz Fernando Chen Viera, T.J. Olsen

Editors: Myers Mermel & Caroline McLain

Outstanding Radio Non-Profit Fundraiser Promo

WWFY-FM, WJKS-FM

"23rd Stuff-a-Truck Food Drive"

Writer: Matt Houseman

Producer: Rich Witt

Talent: Dave Foxx

Outstanding Radio Contest Promo

WRFK-FM/WWFK-FM

"Winter Wonderland"

Writer: Matt Houseman

Producer: Rich Witt

Talent: Pete Gustin

Outstanding Radio Branding Promo

WIZN-FM

"The Beast"

Writer/Producer: Kevin Mays

Talent: Mark Peebles

Outstanding Radio Commercial - 2nd Place

WEZF-FM

"Escape Room 60 - Scary Story"

Writer/Producer: Amanda Lee

Talent: Mike Czarny, Vox Staff

Outstanding Radio Commercial

WOKO-FM

"Apex Pest Solutions - Aunts for Dinner"

Writer: Kate Lanza

Producer: Jon Brooks

Talent: Kate Lanza, Jon Brooks, Chris Stewart

Free Engineering Webinar Tuesday, June 17th



Tuesday, June 17, 2025 at 11:00 AM

Wayne Pecena, IT director for Texas A&M University, will focus on the IP content network looking at the requirements to transport AoIP, ST-2110. Then focus on high lightning advanced topics like QoS, multicast, PTP since they are required for AoIP and ST-2110 content networks. Essentially, the differences in the basic business class network vs the broadcast content network.

[REGISTER HERE](#)

Free Webinar Thursday, June 19th



Disruptive Innovation in the Broadcast Business

**Thursday, June 19th 1:00PM
by Henry Hayes, Disrupt Ready**

Explore the cutting-edge innovations reshaping the broadcast industry. Delve into case studies of

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businesses that have successfully navigated the digital transformation, integrating new technologies like streaming and on-demand content driven by AI and ML. Learn about the emerging trends that are disrupting traditional broadcasting models and how to leverage these changes for competitive advantage, as well as how to spot disruption coming.

Willing to Take On a VTSU Student Intern?



Meet Bill Lucci, the Assistant Director of VTSU's ROAD to Success Project! Let Bill know you are open to having a VTSU student intern. Office: (802) 468-6072 Cell: (802) 770-9330

**EMAIL
BILL**

Learn more and view the eligible high schools, CCV, and VTSU campuses

Find Your ROAD to Success!

Rural Opportunities and Development Project



VermontState.edu/
road-to-success

We're making it easier for rural students to succeed – Funded by the U.S. Department of Education Rural Post-secondary and Economic Development Program, ROAD to Success is designed to link students from rural Vermont communities to high-wage, high-demand jobs in Vermont.

Funding for Unpaid Applied Learning Experiences

ROAD to Success is one of the several ways that VTSU can help provide funding for students participating in otherwise unpaid or under-paid experiences such as internships and student teaching.



Technology Support & Expert Staff

Students get tailored support from professional staff who have training and expertise in serving rural students, and access to the technology needed to complete their credentials.

Eligibility

Participants must have attended a **Rural Vermont high school** or a **Rural Community College of Vermont (CCV) campus** **and also** attend one of VTSU's rural campuses.

APPLY TODAY!

VermontState.edu/ROADtoSuccess



Questions? Contact Beth Walsh

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802.635.1377



Vermont State
University

Get Involved with Adopt-A-School District!



An Invitation From Betty B to Adopt-A-School District

Most schools have music departments, AV departments, business classes... I think it would be so neat to sort of take them (and their brains!) under our wings. That can look just about any way, like a biweekly "News From the Schools" segment for example. The student reporter can learn how to record, report, edit, and send their breaks in. Or when local nonprofits hold things like the Green Up Day Jingle Contest, we can help them with their ideas and the recording process. For school events, we can work with them on how to write a script, produce, find music beds, etc. These are just some initial ideas on how we can engage and inspire students. If you would like to collaborate with Betty B

EMAIL BETTY B TO GET INVOLVED!

Broadcast Job Openings Around Vermont



[News Talk Radio Host](#)



[Sales Representative](#)



[Director of Philanthropy](#)



[Gray Television Future Focus Intern, Media Executive, Digital Media Coordinator, Newscast Producer, News Anchor](#)



[Air Talent](#)



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



[Assistant Chief Engineer, Multimedia Journalist \(Plattsburgh\), Master Control Operator, Multimedia Journalist, Local News Producer, Business/Human Resources Manager, Sales Account Associate, Account Executive](#)



[Senior Sales Account Executive, Marketing Intern, Multimedia Journalist, Chief Engineer, News Producer, Photographer/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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- ✓ \$20 million in grants funded
- ✓ Serving all US states & territories

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