

VAB Voice | Thursday, March 5, 2026



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VAB Content of the Year Competition



As technology evolves, so do listener/viewer habits, making broadcasters into what today's culture calls content creators. The VAB is recognizing and celebrating the best of the best being created by Vermont broadcasters with the VAB *Content of the Year* Competition!

Whether you create content for TV, radio or your station's and/or advertisers digital platforms, the VAB invites you to submit your best entries from the last 12 months into our competition! Each station may submit up to (2) entries per category that were created and aired, or posted for digital entries, between May 1, 2025 - April 30, 2026.

Deadline to submit entries is April 30, 2026 at 11:59PM. Winners will be announced during a presentation at VAB Summer School Thursday, June 11, 2026, but do not need to be present to win.

Entries will be judged by members of the Colorado Broadcasters Association on Writing, Production Value, Creativity and the Ability to Evoke Emotion or Action. Awards will be given to the entries with the highest score in each of these "Outstanding" categories:

Television Categories:

1. TV Commercial
2. TV Station Branding Promo
3. TV Program, Feature or Special Series promo
4. TV Promo for a Community Event (underwriter mentions acceptable)
5. TV PSA for a nonprofit organization (underwriter mentions acceptable)

Radio Categories:

1. Radio Commercial
2. Radio Station or Radio Show Branding Promo
3. Radio Promotion or Contest promo
4. Radio Promo for a Community Event (underwriter mentions acceptable)
5. Radio PSA for a nonprofit organization (underwriter mentions acceptable)

6. Short or Long Form Video Commercial or PSA produced by a TV Station for use only on a Client's Digital Platforms (only the first 4 minutes will be viewed/judged)
7. TV Interview by a Vermont Anchor, Reporter or Multimedia Journalist (only the first 4 minutes will be viewed/judged)

6. Short or Long Form Video Commercial, PSA, or Promo produced by a Radio Station for use on the station's digital platforms or produced for a client's digital platforms (only the first 4 minutes will be viewed/judged)
7. Radio Interview by a Vermont Air Personality (only the first 4 minutes will be viewed/judged)

[Get Rules & Entry Details Here](#)

Free Sales Webinar Tuesday, March 10th



On-Demand Broadcast Training
And Revenue Development That Works!



Turn **Real-Time** Car Dealer Insights Into **Revenue-Winning** Conversations

Local auto dealers are stepping into one of the most opportunity-rich periods ever. You need to understand the truth about upcoming inventories, supply challenges, and the ins and outs of manufacturers' rebates, incentives, and interest-rate programs. You need to be strategic in how you position yourself locally because local dealer advertising dollars are on the move and dealers are actively searching for partners, like you, who can help them stand out and sell more. 2026 is a powerful moment for broadcasters. Dealers need clear guidance, smart strategy, and a partner who understands how to turn their momentum into measurable results.



March 10

12:00pm EST

[REGISTER FOR FREE HERE](#)

Free Webinar Thursday, March 19th

2026
THIRD
THURSDAY
SESSIONS

Recruiting &
Retaining in an
AI World

Lisa Fields,
BrainWise Media

March 19, 2026
1:00 PM EST



“Recruiting & Retaining In An AI World”

presented by Lisa Fields, Media Staffing Network
Thursday, March 19, 2026 at 1:00PM

Explore how Artificial Intelligence is changing the way broadcasters recruit and retain talent, from candidate sourcing to screening and onboarding. Learn where AI-driven tools can save time, improve quality-of-hire, and reduce manual workload, as well as where caution is required around bias, compliance, and evaluating human skills. Gain practical guidance to help you use AI thoughtfully in hiring, balancing efficiency with fairness, culture, and the realities of building strong teams in today's workplace.

REGISTER FOR FREE HERE

Use promo code **“NASBA26”** to make the balance due \$0 at checkout.

Star 92.9 Welcomes Adri Stuhr to Afternoons

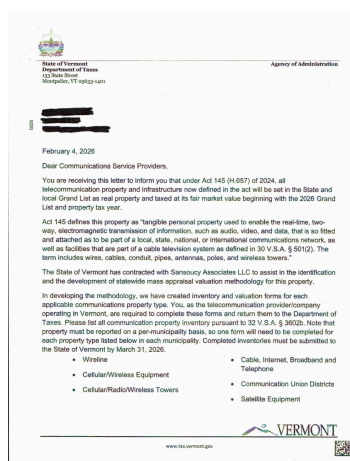


Star 92.9 Burlington/Plattsburgh/Montreal is excited to announce that Adri Stuhr, most recently middays at WKKW, Morgantown, WV is packing up and moving North to join WEZF as PM Drive talent weekdays from 2-7pm. Adri has had previous stops at Midwest Communications in Duluth, KMVR/KGRT, La Cruces, NM and IHeart in San Diego.

Star 92.9 Program Director Mary Cenci said “Adri is a perfect fit for our Star family and will be a terrific addition to our team on the air, on the street with listeners and in the building! She radiates an enthusiasm and energy which will be contagious!”

The new Star 92.9 lineup includes 10 year veterans Mike & Mary (Mike Czarny/Mary Cenci) 5-9am, OM Ted Richards 9a-2p, Adri 2-7p, Delilah nights and Tara Madison overnights.

Did Your Station(s) Get an Act 145 Letter?



Vermont Radio & TV Station leaders,

It was brought to the VAB's attention on Friday, February 13th that some stations had received a letter in the mail from the Vermont Department of Taxes informing them of a new state tax on telecom property passed in Act 145 that their station is supposedly subject to.

If you too received a letter like this, please let me know by forwarding it to me at wendy@vermontbroadcasters.org Part of the VAB's mission is to support and advocate for broadcast station's best interests, so the VAB is committed to fighting this on your behalf. Not only did I follow last year's telecom tax bill (H.657) that became Act 145, the legislation referred to in the letter, but I have since reviewed all 14 pages again and have determined the following:

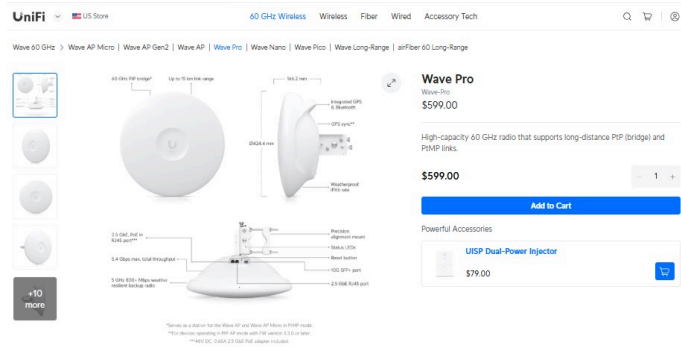
1. Section 1 of Act 145 defines “telecommunications service” as well as who is included and neither broadcast radio or television fit the statute's definition or list of inclusions. Broadcast radio and broadcast television signals are not “interactive” and do not “pass through the public switched network.”

- Section 10 of Act 145 defines “communications property” as “tangible personal property used to enable the real-time, two-way, electromagnetic transmission of information, such as audio, video, and data, that is so fitted and attached as to be part of a local, state, national, or international communications network, as well as facilities that are part of a cable television system as defined in 30 V.S.A. § 501(2). The term includes wires, cables, conduit, pipes, antennas, poles, and wireless towers.” The broadcast of radio and television signals is not two-way and is not a part of any communications network.
- The word “wireless towers” is used one time in the bill/act statute, but the department of taxes changed the phrase to “phone/radio/wireless towers” as they developed the website and inventory form referenced in the letter.

The VAB has hired an attorney to assist in crafting an effective argument and guide us through whatever needs to be done to get the VT Department of Taxes to course-correct. But it starts with understanding which broadcast stations have received this letter. So if you get it, please let the VAB know.

Ubiquiti Wave Pros For Sale @ 50% Retail Cost

VAB has a pair of brand new Ubiquiti Wave Pros for Sale for 50% of retail cost. They are still in their shipping boxes and have never been opened. If you were to buy them from the supplier, the pair would be \$1,200, but the VAB is selling the pair for \$600 and will deliver for free within Vermont. Call or email Wendy Mays at 802-233-0296 or wendy@vermontbroadcasters.org



Broadcast Job Openings Around Vermont



[Talk Format Program Director](#)



[Executive Producer, Gray Media Future Focus Intern - Summer, Multimedia Journalist, Media Executive, News Photographer](#)



[Community Engagement Specialist, Staff Accountant, Director of Philanthropy](#)



[Production Assistant, Master Control Supervisor, Account Executive \(Plattsburgh\), Multimedia Journalist, Local News Producer, Account Executive \(South Burlington\)](#)



[Multi-Platform Account Executive, Broadcast Internship, Digital Sales Coordinator, Multimedia Journalist, Photographer/Director](#)



[Executive Director](#)



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

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
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