

# VAB Voice | Wednesday, May 27, 2026



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## Last Chance to Save \$10/person on VAB Summer School Enrollment - Ends May 31st!



**Thursday, June 11,  
2026**

**8:00 AM - 2:00 PM**  
Dion Student Center  
Saint Michael's College  
Route 15, Colchester

*Sponsored by:*



In honor of this year's instructors from Kentucky and Mississippi, we're injecting a little "Southern Charm" into VAB Summer School! This year's event features:

- Classes for broadcast professionals lead by experienced and inspiring instructors
- VAB Content of the Year competition awards ceremony
- Coffee social with continental breakfast
- "Southern Inspired" Hot Lunch
- "Broadcast Proud" keynote presented by Derron Steenbergen
- Peer Networking
- VAB Annual Meeting & College Scholarship Presentations
- Southern Inspired Prizes!

### VAB Summer School 2026 Instructors:



**DERRON  
STEENBERGEN**



**AMANDA  
FONTAINE**



### VAB Summer School 2026 Schedule:

- 8:00 AM – 9:00 AM: "Homeroom" with coffee, breakfast & networking
- 9:00 AM - 10:15 AM: "First Period" Classes for Media Sellers & Station Owners & Managers
- 10:30 AM - 11:45 AM: "Second Period" Classes for Media Sellers & Station Owners & Managers
- 12:00 - 12:30 PM: Southern-inspired Hot Lunch served buffet style
- 12:30 - 1:00 PM: "Broadcast Proud" Keynote by Derron Steenbergen
- 1:00 - 1:15 PM: VAB Annual Meeting & College Scholarship Presentations
- 1:15 - 2:00 PM: VAB Content of the Year Competition Awards Presentation

Classes, Annual Meeting & Content of the Year awards presentation are open to all VAB members at \$0 cost, but you must pre-register.

Speak to your manager about group enrollment or...

REGISTER HERE

Add Breakfast & Lunch & Register by 5/31: \$30  
Add Breakfast & Lunch after June 1st: \$40  
Non-VAB Members: \$100

## Free Cyber Security Webinar Tuesday, June 9th



Wayne Pecena, Associate Director of Engineering at KAMU-FM/TV, was recently featured in an Inside Radio article about the rise in cybersecurity issues in broadcasting. Pecena commented "The transition from dedicated broadcast hardware to software-driven and internet-connected environments has both transformed station facilities and made them vulnerable".

Traditional technical operations increasingly resemble data centers filled with network-connected systems rather than standalone equipment. That shift creates operational flexibility, but also dramatically expands what cybersecurity experts call the "attack surface."

Public Safety and Homeland Security Bureau Chief Zenji Nakazawa warned that attacks targeting stations are becoming more frequent and increasingly sophisticated, creating risks that extend beyond station operations into public safety and national security.

CLICK HERE TO REGISTER FOR FREE

The ABA Engineering Services will host a special Engineering Webinar on Tuesday, June 9<sup>th</sup> at 11:00 AM Eastern to address this issue.

## Free Sales Webinar Thursday, June 18th

**2026  
THIRD  
THURSDAY  
SESSIONS**

**Getting in the Room: Political Ad Dollars**  
*Jason Roe, Roe Strategic*



June 18, 2026  
1:00 PM EST

### "Getting In The Room; Political Ad Dollars"

by Jason Roe, Roe Strategic  
Thursday, June 18, 2026 at 1:00PM

Explore where political advertising dollars are emerging in a high-stakes election year and what it takes for broadcasters to capture them. Learn how campaigns, consultants, and outside groups make placement decisions, who controls the budgets, and when stations need to be in the conversation. Gain practical insight into where to focus your outreach, who to be talking to, and how to position your station to secure political ad dollars throughout the election cycle.

REGISTER FOR FREE HERE

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

## FCC Foreign Ownership Rules Announcement

Regarding the FCC's long-pending rule requiring broadcasters to disclose foreign sponsorships on-air and in a station's Public File, the FCC just released [this Public Notice](#) announcing that the remainder of

the Foreign Sponsorship rule will go into effect on **June 7, 2026**, but that the FCC is **suspending the compliance deadline with respect to the part of the rule that requires broadcasters to exercise reasonable diligence to learn of foreign sponsorship (and to document those diligence efforts) for advertisements and paid PSAs.**

That part of the rule will not be enforced for a period of two years or until the FCC issues a further public notice, whichever comes first. The FCC explained its reasons for the delay as follows:

"With respect to any advertisements or paid public service announcements (PSAs) that are subject to the sponsorship identification requirements for foreign government-provided programming, we are following the same approach used to bring the leasing requirements into place. Specifically, we are suspending the compliance deadline for the technical requirements set forth in section 73.1212(j)(3) for two years or until further notice, whichever comes first. As with the initial delay in the leasing regulation context, **this delay of the advertisement and paid PSA regulation is necessary for the Commission to evaluate the costs and burdens associated with these requirements to ensure that there is sufficient offsetting public benefit. We note that the record to date does not show that there are any otherwise covered advertisements or paid PSAs.**"

This means that if a station becomes aware that it is airing content pursuant to an airtime lease (or is about to) which is foreign-sponsored, it must comply with the on-air and Public File disclosure requirements for foreign sponsorships in all cases. However, until the new suspension period ends, the station does not have to also engage in the due diligence requirements laid out in the rule to determine whether "advertisements or paid PSAs" are foreign-sponsored, eliminating much of the paperwork burden that worried broadcasters when the Rosenworcel FCC revised the rule to add advertisements and paid PSAs to the content covered by the rule. Stations should be diligent in "ascertain[ing] whether the foreign sponsorship disclosure requirements" apply to leased airtime content that is *not* an advertisement or paid PSA, and be vigilant in making the required disclosures of foreign sponsorship where the station has *actual knowledge* of foreign sponsorship (as a result of diligence efforts or otherwise), even if the material involved *is* an advertisement or paid PSA. This is a much more reasonable approach to the FCC's stated concern about broadcast content coming from foreign governments, and one which it will hopefully permanently incorporate into the rule.

If you have any questions about this, the VAB encourages you to consult your legal counsel.

## Political Advertising Refresher, PB-19 Forms & New VT Synthetic Media in Political Ads Law



With political advertising season getting underway, the VAB has three important items to share:

### **1. Unlimited use of the NAB PB-19 Forms for VAB Members:**

We are excited to give you a new VAB member benefit that will likely save you money! The VAB has paid the NAB a fee to give all VAB members unlimited use of the NAB's proprietary PB-19 forms for political candidate ads as well as non-candidate/issue ads. Normally, to use these forms, it's \$40.46/station for NAB members or \$44.95/station for Non-NAB members. But thanks to the VAB, you have unlimited use of both forms for all of 2026!

DOWNLOAD PB-19  
CANDIDATE FORM

DOWNLOAD PB-19 NON-  
CANDIDATE / ISSUE FORM

### **2. Political Advertising Refresher Webinar Recording:**

In November 2025, Washington D.C. attorney David Oxenford hosted a webinar refreshing broadcasters on FCC political advertising rules and how to be compliant. Watch the video below or copy and paste this link into your browser: <https://www.youtube.com/watch?v=3xnC9BdAYbQ>

# First, What's New?

- Generally, the rules have not changed in the last two years
- The FCC has changed
  - Bobby Baker, the head of the FCC's Office of Political Broadcasting for about 30 years, retired early this year along with one of his deputy
  - FCC Chairman is looking at many old broadcast policies through a different lens – so there is some uncertainty of the interpretation of some political policies – though hard to undo decades of precedent without formal proceedings which have not been initiated
- Political environment is much more adversarial – more challenges to trust of political ads – and more threats of litigation
- Digital and AI add new wrinkles to political ads – and states are getting more involved in regulation as federal government intervention lags

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Download David Oxenford's Political Refresher Slide Deck

### 3. New Vermont Law Requiring Synthetic Media Disclosures in Political Ads:

In March, the state legislature passed S23 and Gov. Scott signed it into law as Act 75. What this law says is, if a political candidate creates an ad or has an ad created by someone and it contains “deceptive and fraudulent synthetic media” and it airs 90 days before an election, it must have the following disclosure:

***“This media has been manipulated or generated by digital technology and depicts speech or conduct that did not occur.”***

The VAB worked hard to ensure the new law included protections from liability and penalty for broadcasters who, because of FCC rules about equal time and censorship, have to air political ads they are given by the candidate making the ad buy.

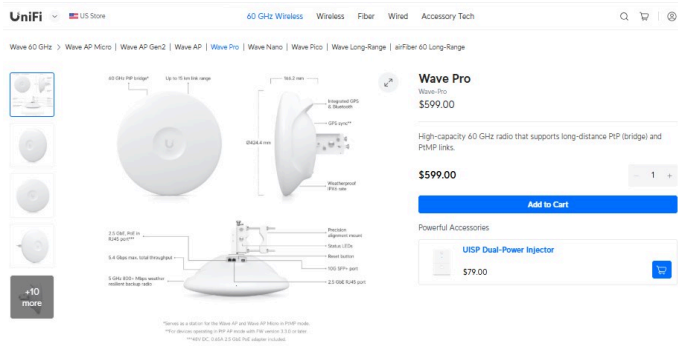
#### **ADDITIONAL CAUTION FROM ATTORNEY DAVID OXFENFORD - PLEASE READ:**

Although broadcasters are protected from liability and penalty under S.23, D.C. Media Attorney David Oxenford cautions stations that an ad that is not sponsored by a candidate that uses AI and misrepresents what a candidate said or did, which a broadcaster runs knowing that the ad is untrue, can still create liability for the broadcaster under traditional concepts of defamation. A broadcaster who knowingly runs an ad that makes defamatory claims about a recognizable individual (like a candidate) can be held liable for continuing to run the ad once they are on notice of its contents. This is true whether the untrue statements contain any image of the candidate being attacked or not, and could apply whether a false image or voice of a candidate was generated by AI or by traditional editing techniques. An ad sponsored by a legally qualified candidate and only run over the air does not raise these issues even if it contains AI that misrepresents another candidate because the broadcaster cannot, under FCC rules, censor an ad from the candidate themselves. But ads from PACs, political parties, and other interested groups can raise this issue. Stations should contact their own attorney to see if there may be any liability under defamation law or under other legal principles.

David wrote more about this concern in this blog article: <https://www.broadcastlawblog.com/2026/03/articles/ai-in-political-attack-ads-watch-state-laws-on-deep-fakes-and-synthetic-media-in-political-content/>. The discussion of defamation is in the second half of the article.

**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](mailto:wendy@vermontbroadcasters.org)



## Broadcast Job Openings Around Vermont



[Photographer](#), [Local News Producer](#), [Digital Sales Manager](#), [Account Executive \(Plattsburgh\)](#), [Account Executive \(South Burlington\)](#)

[Account Executive](#)

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



[Assistant News Director](#), [Videojournalist](#), [Assignment Manager](#), [News Anchor/MMJ \(Weekend\)](#), [Executive Producer](#), [Multimedia Journalist](#), [Media Executive](#), [News Photographer](#)

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

[Broadcast Engineering Internship Staff](#), [Accountant](#)

## 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](http://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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