

VAB Voice | Monday, July 27, 2026



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Gov Signs Exec Order Prioritizing Local Media



July 23rd, Governor Phil Scott signed Executive Order 06-26, "Local Media Considerations in State Marketing and Advertising Purchasing," which was developed in partnership with the VAB and Vermont Journalism Coalition.

The State of Vermont invests in advertising and paid media campaigns to make sure Vermonters are aware of programs and services, deliver messages about health and safety, promote use of State assets like State Parks, generate revenue through lottery and liquor proceeds, and more.

Under the order, the Governor directed state entities to ensure these paid media purchases include local media whenever feasible.

"I've always been a supporter of 'buying local' and that's just as important for local newspapers and stations, as it is for our local hardware stores or farms," said Governor Scott. "We're fortunate in Vermont to have regional newspapers and broadcasters who still serve their communities and play a vital role in reaching Vermonters – especially in our rural towns. It's important that we don't forget these channels as we're trying to reach all Vermonters."

The Order also directs an effort to identify a process to assess state spending on paid media across all agencies and departments. This initiative will provide more insight into the investment the state already makes in local media, and how this Executive Order affects that investment.

[Executive Order 06-26 is on the Governor's website](#) and the State's [Communications and Marketing Office](#) is responsible for implementation.

VAB Pushes For AM Bill on Capitol Hill



Your VAB was in Washington D.C. July 13th & 14th, along with broadcasters representing most other states, to call on members of Congress to pass the *AM Radio for Every Vehicle Act*.

The bills in both houses of Congress have overwhelming bipartisan support. The House bill has more than 310 cosponsors including Rep. Balint and the Senate bill has 61 cosponsors including Senator Sanders.

Broadcasters were there specifically to ask their members of congress to approach congressional leadership and voice their support for a stand-alone floor vote. Given the number of bipartisan cosponsors on the bill, it is believed that the bill would easily pass both chambers.

Your VAB was represented by Executive Director Wendy Mays and AM1230 WJOY Morning Show Host for more than 40 year, Ginny McGehee.

The *AM Radio For Every Vehicle Act* would require all passenger vehicles sold in the United States to include access to AM radio as a critical safety feature.

[Listen to this episode of the NAB's AIRTIME podcast](#) all about the AM Radio fly-in! It features Alabama Broadcasters Association Executive Sharon Tinsley along with James Coker, director of the Jefferson County, AL Emergency Management Agency, Kevin Potter, president and general manager of Bartlesville Radio in OK, Will Flemming of WEEI-AM/Boston Red Sox plus many more. You can also hear the exchange about the AM4EVA between Radio Host Hugh Hewitt, President Trump and Speaker Mike Johnson that took place in the Oval Office.

Apply To Get A College Intern Subsidized



The VAB's Intern Subsidy Program, designed to excite students about careers in broadcasting and connect them with TV and radio stations who need workforce support, is now accepting applications for Fall 2026 internship subsidies.

Here's how it works:

- Station applies to receive **\$1,989**; \$1,730 to pay 120 hours at \$14.42/hour (2026 VT minimum wage) + 15% (\$259) towards payroll tax.
- VAB Board reviews applications and approves subsidy grantees.
- Station finds and hires the intern using VAB provided contacts at in-state colleges.
- The intern must be a college student doing it for college credit or a trade school or high school student enrolled in a CTE program or club relevant to broadcast.

[DOWNLOAD 2026 INTERN SUBSIDY APPLICATION HERE](#)

Remembering Ross Lee Bagley

Ross Lee Bagley, who worked at WDOT and WJOY, died July 17th in Portsmouth, Virginia of cancer. He was 83.

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

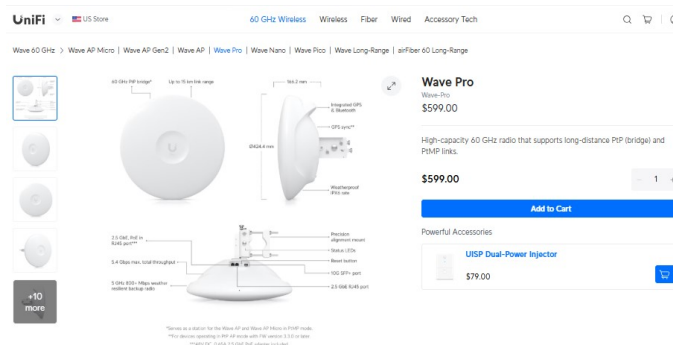
misrepresents what a candidate said or did, which a broadcaster runs knowing that the ad is untrue, can still create liability for the broadcaster under traditional concepts of defamation. A broadcaster who knowingly runs an ad that makes defamatory claims about a recognizable individual (like a candidate) 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



Broadcast Job Openings Around Vermont



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

[Multimedia Journalist, Photographer/Director, Multi-Platform Account Executive](#)



[Media Executive, Technical Media Producer, Gray Media Training Program - Fall 2026, Assistant News Director, News Photographer, Videojournalist](#)

[Events & Marketing Coordinator, Philanthropic Operations & Engagement Officer, Senior Vice President of Development](#)



[Account Executive](#)



[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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