

VAB Voice | Thursday, June 18, 2026



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2026 VAB Summer School & Annual Meeting



Sponsored by:



80 VAB members gathered Thursday, June 11, 2026 on the Saint Michael's College for VAB Summer School 2026!

The day kicked off with "homeroom" where we had coffee, breakfast, networked with colleagues and recited the pledge of allegiance!

The attendees went to their first period classes from 9:00-10:15AM where Derron Steenberg taught a class for station owners, managers and HR about bridging broadcasting's canyon when it comes to recruiting and Amanda Fontaine taught a class on time management.



Following a short break, attendees went to their second period classes from 10:30-11:45 AM where Derron Steenberg taught a sales class and Amanda Fontaine taught a class for station owners and managers.





Attendees then refueled with a Southern inspired hot lunch while Derron Steenberg delivered a motivational talk about being "Broadcast Proud"!



VAB President Dana Nahumck led the 2026 VAB Annual Meeting where a quorum of members approved the minutes from last year's meeting, got a briefing on the financials and heard a presentation of the VAB Annual Report of member benefits by Executive Director Wendy Mays.

**View the 2026 VAB Annual Meeting
& Annual Report Presentation**

The day finished with the VAB Content of the Year competition awards presentation when the 17 award winners were revealed!

Watch the Content of the Year award winner presentation [here!](#)



Change to VAB Board of Directors



In May 2026, The Director-At-Large seat on the VAB Board of Directors became vacant.

Per Article III of Section 5 of the [VAB By-Laws](#) regarding board vacancies, the remaining board members voted to have **Raegan Chaloux**, Great Eastern Radio Vice President of Client Success, Growth & Partnerships, finish Peter Case's term through June 30, 2027.

VAB Board of Directors through June 30, 2027.

- President: Dana Nahumck, WCAX-TV
- Vice President: Ryan Rothstein, WPTZ-TV/WNNE-TV
- Treasurer: Jay Barton, WCAX-TV
- Secretary: Vijay Singh, Vermont Public
- Director-at-Large: Raegan Chaloux, Great Eastern Radio
- Past-President: Dave Goddette, Vox AM/FM/Digital

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.

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.

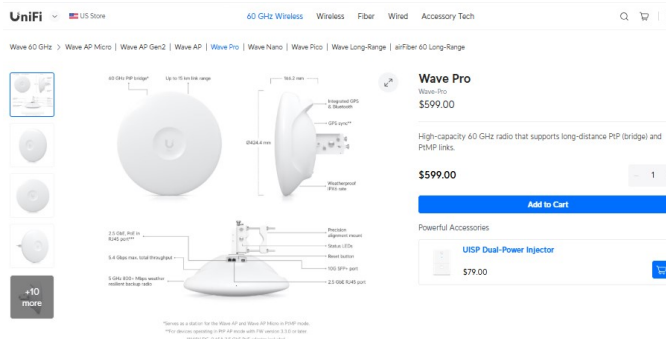
ADDITIONAL CAUTION FROM ATTORNEY DAVID OXFENFORD - PLEASE READ:

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



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

[Account Executive](#)

[Marketing Intern, Multi-Platform Account Executive, Multimedia Journalist](#)



[Media Executive, 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

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

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