

# VAB Voice | Monday, August 3, 2026



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## Accepting Hall of Fame & Award Nominations



[View Hall of Fame Criteria & Make A Nomination](#)

Each year, the VAB recognizes outstanding Vermont broadcasters with inductions into the elite VAB Hall of Fame as well as with awards for excellence including:

- Broadcaster of the Year
- Alan Noyes Community Service
- Snyder-Teffner Award for Support Roles
- Rising Star

The VAB relies on members to nominate colleagues they believe are deserving of either induction into the VAB Hall of Fame or one of the excellence awards.

The nomination window is now open and it is time for you to let the VAB know who is deserving of these prestigious recognitions!

Descriptions of all awards are below and **nominations must be received no later than Friday, September 18th, 2026 at 11:59PM.**



The intent of this award is to honor a professional TV or radio broadcaster or a radio or TV station or group, that has done something so extraordinary within the past 12 months (August 2025-July 2026), that it shines a positive light on the role of broadcasting in Vermont.

Examples could include (but are not limited to) an extraordinary act during an emergency, a stand-out way of going above and beyond to make sure viewers or listeners are alerted to something serious or providing help to a fellow broadcaster in need.



The Snyder-Teffner Award honors a professional who has demonstrated excellence "behind the scenes" in a support role. This includes anyone working in operations, administration, sales, creative services, production, promotions, HR, traffic, reception, engineering, I.T., editors, producers, videographers, master control operators, etc.

The intent of this award is to honor the unsung heroes who do not work on camera or on a microphone and are unknown to viewers or listeners.

[Submit a Nomination](#)

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Open to a television or radio station or individual broadcaster that has completed a project within the last 12 months (August 2025-July 2026) that made a positive contribution to a community in need, or to a nonprofit organization that serves a community in need.

[Submit a Nomination](#)



This award will go to someone under the age of 30 who is new to broadcasting but shows an extraordinary amount of passion and potential and will likely have a long and successful career in the industry! Open to any person working in any department of radio or TV for 2-5 years.

[Submit a Nomination](#)

## Remembering Nanci Gordon



Nanci Gordon, longtime radio broadcaster from Rutland, VT, passed away July 26, 2026 at the age of 64.

From her obituary: Nanci knew she wanted to pursue a career in broadcasting. Music was her passion, and people and their welfare, were her first concern.

In 1987 she attended New School of Contemporary Radio in Albany, NY. Her immediate goal was to 'return to Rutland' where she worked her way around the circuit from Glens Falls and back to Rutland to eventually land at WJJR on the morning drive with Terry Jaye. If Terry hadn't been the excellent program director and friend he was, Nanci wouldn't have had the opportunity years later to connect with her present day afternoon show at WCVT and having the pleasure of working for Zeb Norris.

[Read Nanci's Obituary](#)

No matter where she worked, Nanci thrived on the phone calls from listeners, telling stories about her own family, interviewing significant figures from music, politics, local charities. She loved it all.

In Rutland, Stuff a Bus was an important annual tradition for her. Nanci was so impressed by the generosity of Rutland and inspired many with her good humor and enthusiasm for life.

## 2026 Do Good Fest A Huge Success!



National Life Group's *Do Good Fest* brought together more than 10,000 attendees July 11th and raised \$200,000 to support youth mental health programs across Vermont. This annual benefit concert featured bands Augustana, Smash Mouth, Neon Trees and Toad the Wet Sprocket and was held at National Life Group's Montpelier campus.

Star 92.9 (WEZF-FM) and its Vox AM/FM/Digital sister stations, provided thousands of dollars in on-air and digital promotion to help make the 2026 National Life Group Do Good Fest a huge success. In addition to the advance promotion, Star 92.9 broadcast live from the all-day event; morning show personalities Mike and Mary interviewed the musical acts; Star 92.9 personalities introduced the bands on stage and the station heavily promoted the high school band competition *Beats for Good*, which determined the event's opening act. A student band from Harwood Union High School in Moretown, VT, the Glam Cowboys, won the competition and received \$5,000 for their school music program.



WCAX-TV also sponsored the event and did an hour-long special live broadcast hosted by Darren Perron that featured interviews with the bands. They also televised most of the concert on WYCI to give everyone who could not make it free access to the incredible event.

All proceeds from this year's event were directed to five Vermont nonprofit organizations with programs that support youth mental health as selected by the National Life Peace of Mind Fund. Beneficiaries include Clara Martin Center, Community Care Network, Elevate Youth Services, Howard Center, and Spectrum Youth & Family Services. In addition to financial contributions, the family-friendly benefit concert featured a nonprofit village with 25 local charities and community organizations where festivalgoers could learn more about their work and how to get involved.

**Free LBS Webinar Tuesday, August 11th**



**Local**  
Broadcast Sales

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And Revenue Development That Works!

LBS WEBINAR SERIES  
**2nd**  
Tuesday

# How to **Heat Up** Cold Calling

Cold calling becomes one of your most effective growth tools when you approach it with purpose and confidence, just like the industry's best sellers do every single day. In this session, Paul Weyland shares a proven, practical method for turning outreach into meaningful conversations that lead to successful appointments with local decision-makers. You'll learn how to approach calls with clarity, structure your message for impact, and position yourself as a valuable resource, better than the other media sellers in your local market. Learn how a few simple shifts can transform your results and reignite your enthusiasm for prospecting. After this session, you'll never look at cold calling the same way again.



**August 11**

**12:00pm EDT**

[CLICK HERE TO REGISTER FOR FREE](#)

## 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.

## 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](http://vermontbroadcasters.org/this-week-at-the-fcc)

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