

VAB Voice | Wednesday, Sept. 2, 2026



In This Issue:

- VAB Hall of Fame & Awards Nominations
- Remembering Shawna Lidsky
- Free LBS Webinar Tuesday 9/8
- EAS Cybersecurity Webinar Recording
- FCC Regulatory Fee Schedule
- "Magic" Changes in Southern Vermont
- GER Launches "Backroads Country"
- Sue Gosselin Radio Ink Award Finalist
- Broadcast Job Openings in Vermont
- "This Week at the FCC" by WBK Law

Nominate A Colleague For the VAB Hall of Fame or an Excellence Award!



[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



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.

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.

[Submit a Nomination](#)



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](#)

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](#)



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 Former Anchor Shawna Lidsky



[Read Shawna's Obituary](#)

Former WCAX Sports Anchor Shawna Lidsky passed away Friday, August 28th after a 5 year battle with cancer.

In a touching tribute that aired Friday night on WCAX, Anchor Darren Perron said "Lidsky was fresh-faced and feisty the minute she walked through the doors at WCAX in 1998. She quickly became a top sports reporter in the region, earning an Edward R. Murrow Award and Associated Press awards for her features and sportscasts. She joined Gary Sadowsky and the late Judy Simpson on the morning show, helping viewers rise and shine. The trio triumphed, helping viewers get their day started. Lidsky took sports seriously, but she was good for a laugh too and always had her colleagues' backs. She had a zest for life and loved trying new things. She could reel viewers in with her storytelling and she loved to win..."

Shortly after she left WCAX, Shawna co-founded Vermont Brownie Company and gained national fame for defeating celebrity chef Bobby Flay on his Food Network show in 2010.

In January 2021, Lidsky was diagnosed with cancer. She fought bravely for five and a half years, but her battle ended just shy of her 51st birthday. Watch Darren's tribute below:



Free LBS Webinar Tuesday, Sept. 8 @ 12PM

**Local**
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

2nd
THURSDAY

Conducting Research, Prospecting, and Mastering **AI Insights**

**LIVE**
WEBINAR

**September 8**

**12:00pm EDT**

MORE DETAILS AND FREE REGISTRATION HERE
LocalBroadcastSales.com/LBSWebinars
Register today thanks to your state broadcasters association!

Conducting Research, Prospecting, and Mastering AI Insights

Presented by Shannon Kinney, Dream Local Digital Founder and CEO

Tuesday, September 8, 12:00 pm ET

We'll focus on early-stage sales steps: prospecting, pre-meeting research, and mastering insights to get in the door and build prospect trust and rapport. We'll go into best practices for each and identify smart prompts that deliver outstanding results. Join us as we spend some time discussing the early stages of sales. We will spend time specifically focused on how AI can help to make us more efficient, more intelligent, and more effective in our prospecting, premeeting research, and use of insights in our daily

efforts. Once you have learned to identify smart prompts and use them correctly, AI can be a great help in honestly and ethically maximizing our ability to build trust and rapport with new and existing clients.

REGISTER FOR THE FREE WEBINAR HERE

EAS Cybersecurity Webinar Recording



LIVE WEBINAR

Complying with New FCC EAS Cybersecurity Rules

12 p.m. ET | Tuesday, Sept. 1

MODERATORS:
David Donovan | New York State Broadcasters Association
Dave Arland | Indiana Broadcasters Association

PANELISTS:
Wayne Pecena | KAMU TV and FM
Dr. Ed Czarnecki | Digital Alert Systems
Harold Price | Sage Alerting Systems

PRESENTED BY

NASBA National Alliance of
State Broadcasters Associations

NAB

In case you missed it, the webinar organized by the NAB and NASBA from yesterday on the FCC's new EAS Cybersecurity requirements was recorded. Click the button below or copy and paste this link into your browser to watch it: www.youtube.com/watch?v=PdQ9QenWC7w

WATCH THE EAS CYBERSECURITY WEBINAR HERE

FCC Regulatory Fee Schedule



Federal
Communications
Commission

The FCC has announced that 2026 Regulatory Fees must be received by the FCC no later than 11:59 PM Eastern Daylight Time on **September 24, 2026**. All regulatory fees must be paid using the CORES platform. The Media Bureau's Fact Sheet provides a detailed reference for the calculation of fees for different broadcast services (including the fees for construction permits) and the process by which payments can be made.

Licensees may find that some station fees have been preloaded into CORES but licensees should always check the FCC's regulatory fee look-up website, <http://fccfees.com/>, before paying to confirm the amount due for each station. This site will also inform the payee of the relevant codes needed to input into CORES for any station fees that must be manually input. Full-power television stations will find their fees in the chart found in Appendix E of the Report & Order. As in prior years, the FCC has set a *de minimis* threshold of \$1,000. If the total amount owed by a licensee is \$1,000 or less, that licensee does not owe any regulatory fees.

As a reminder, underpayments and late payments will be assessed a 25% penalty on September 25th, interest may accrue on the balance thereafter, and the FCC will withhold action on, and may dismiss, new and pending applications until the balance is satisfied.

This article is courtesy of David Oxenford and Davina Sashkin from [Wilkinson Barker Knauer LLP](#)

"Magic" Changes in Southern Vermont



On July 1st, Great Eastern Radio sold WTHK-FM licensed to Wilmington and WKKN-FM licensed to Westminster, to Community Media LLC, owned by broadcaster and businessman Jared Goodell, who also purchased WTSA AM & FM in January. Goodell, who co-hosts the morning show on WTSA-FM, which is now Magic 96.7, is simulcasting the new "Brattleboro's Best Variety" AC format on WTHK-FM, as Magic 100.7. Although the new format on WKKN-FM, now programmed as Magic 102 "Today's Best Variety" is similar, it is not a simulcast of WTSA-FM & WTHK-FM.



WTSA-AM (1450) and its FM translator (99.5), also owned by Goodell, switched from rock format "The Beast" and is now "All News Radio", sharing programming with one of Goodell's Keene, New Hampshire radio stations.

GER Launches "Backroads Country"



On July 1, 2026, Great Eastern Radio launched Backroads Country 104.3 (WJKS-FM), a new country radio station serving the Champlain Valley with a simple promise: play the country people know, love, and want to hear again.

Backroads Country is a broad mix of country favorites spanning decades. From George Strait, Alan Jackson and Reba McEntire to Brooks & Dunn, Toby Keith, Tim McGraw, Faith Hill and countless others. Backroads Country is built for listeners who still love the songs they grew up with and wouldn't mind hearing a few they haven't heard on the radio in years.

"There are so many incredible country songs that have almost disappeared from the radio," said Matt Houseman, Vice President of Programming for Great Eastern Radio. "We kept coming back to the same idea: what if we built a station for people who love country music and simply miss hearing those songs? Not just the obvious hits, either. The songs that make you say, 'Wow, I haven't heard this in forever.' That's Backroads Country."

But the station's name represents more than its music. Backroads Country is being built as a hometown radio station, with a particular focus on the communities along the northern Champlain Valley. Local events, community organizations, fairs, fundraisers and hometown happenings will all be part of the station's identity. "We want Backroads to sound like where we live," Houseman said. "The country music is a huge part of that, but so are the towns, the people, the fairs, the farms, the back roads and everything else that makes this part of Vermont special. We don't want to just broadcast into these communities. We want to be part of them."

Backroads Country also features Kim Ashley weekday mornings from 6–10 a.m., Dayna Dee from 10a.m.-3p.m., and House 3p.m.-7p.m., with a music library intentionally built deeper than the typical country radio playlist. The station's music philosophy can be summed up in one phrase that listeners will hear regularly: "Country Throwbacks." "If you haven't heard a song in 10 or 15 years and suddenly it comes out of your speakers, there's an immediate reaction," Houseman said. "You remember where you were, who you were with, maybe what you were driving. Great songs do that. We want Backroads to do that all day long."

Sue Gosselin Radio Ink Award Finalist



Radio Ink's 2026 Radio Wayne Awards finalists have been announced and Vermonter Sue Gosselin from Hall Communications Radio Group is among them!

The winner in each category (streetfighters, digital sellers, managers, and support staff) will be crowned live at NAB Show New York on October 21 in Manhattan.

Sue has been selling radio for over 37 years and is nominated in the "Street Fighter (Salesperson) of the Year" category.

Dan Dubonnet, Chief Operating Officer of Hall Communications, says "During the past 20 years, Sue has won the *Robert M. Hall Marketing Consultant of the Year* award nine times, she is a consistent "top biller" and a great mentor to many employees."

Now in its 34th year, the awards for driving radio sales forward are named in honor of "Radio Wayne" Cornils, a small-market broadcaster who went on to serve as executive vice president of the RAB and SVP of Radio at the NAB.

Photo of the Week



Chase Cuniff, with Prescott Tower Services of Rutland, removes an antenna bay near the top of a tower at the former Goddard College campus in Plainfield on Wednesday morning. WGDR Central Vermont Community Radio has erected a new antenna with a broader reach on Upper Road in Plainfield and is looking for a new home for the radio station.

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 OXENFORD - 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



[Meteorologist, National Sales Assistant, Sales Account Assistant, Local News Anchor Reporter, Digital Sales Manager, Account Executives in Plattsburgh & South Burlington](#)

[Photographer/Director, Multimedia Journalist, Marketing Intern, 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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