

THE VERMONT ASSOCIATION OF  
BROADCASTERS

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# The VAB Voice



## WORKPLACE HARRASSMENT TO BE TOPIC OF SEMINARS

The VAB is pleased to again sponsor two upcoming seminars to help you and your station learn about and take action to prevent harassment in the workplace.

Seminar attendees will be given certificates of completion that are perfect for putting in your station's public file.

The free seminars are tentatively scheduled for Monday, March 28 in Burlington and Monday, April 4 in Rutland. Full details and registration information will be released soon.



**Kerin E. Stackpole, Esq.**

Presenting the seminar will be attorney Kerin Stackpole of the Burlington law firm Bergeron Paradis Fitzpatrick.

Kerin is an honors graduate of the Washington College of Law, American University and Wheaton College. Kerin practiced law in Washington, D.C., where she concentrated in employment and business law. She returned to Vermont in 1994. She's been involved in civil litigation and arbitration on a wide range of labor, employment and business issues.

In addition to practicing law, Kerin also teaches. She designed a "Gender and the Law" class for the University of Vermont and taught it for nearly 10 years.

February, 2011

## EAS TASK FORCE TO MEET AT STATEHOUSE

The latest EAS deadline is just eight months away, so broadcasters in Vermont and around the country have been busy trying to get ready. By September 30, 2011, all EAS participants should have installed or upgraded equipment to be EAS/CAP compliant.



The original deadline for stations to be compliant with the CAP (Common Alerting protocol) standards was March of this year. Concerns over the need for more testing and certification of the equipment as well as the financial strain on stations were factors in the FCC's decision in November to push the deadline into this coming fall.

Here in Vermont, a group of engineers and others have been meeting with State Emergency Management officials and officials from the National Weather Service office in Burlington to discuss the upcoming changes. One of those meetings will be held Wednesday, February 23 at 11 a.m. in Room 11 of the statehouse in Montpelier.

VAB Executive Director Jim Condon, who also serves as a state representative from Colchester, said he hopes the meeting draws in members of the Governor's staff as well as other lawmakers so that they become acquainted with the new generation of emergency alert equipment.

Former state treasurer and radio station owner Jeb Spaulding, who now serves as Administration Secretary to Governor Peter Shumlin, has indicated he will be at the meeting. Everyone is welcome to attend to learn the latest about the EAS change in Vermont.

## LET THE VAB CONVENTION FIRE UP YOUR SALES STAFF!

Two of the nation's leading sales trainers will join forces May 19 at the 56th Annual VAB Convention at the Capitol Plaza in Montpelier.



Jim "Taz" Tazarek has been a successful TV and radio salesman for more than a quarter century. An author and trainer, Taz is a former board member of the both the NAB and the RAB, and is a member of the St. Louis Radio Hall of Fame. He'll give you the ideas you've been looking for to jump start your station's economic rebound.

After presenting the morning seminar, Taz has also agreed to spend time with any copywriters, salespeople or production folks who'd like to have their work critiqued. So bring copies of your work if you'd like to get some tips from the best!

Jerry Frentress will take the floor for the afternoon seminar. Known as "The Power Tools Guy," Jerry has spent 40 years hiring, training, coaching and developing sales people and sales managers who achieve

great results. Jerry's continuing success is based on the "Power Tools" he discovered while on the sales street and in the manager's chair.



Jerry is the author of two best-selling sales books: "Advertising Sales: 25 Winning Habits," and "25 More Winning Habits for Salespeople."

Plans also call for an EAS seminar in the morning for engineers, owners and managers. The annual Commercial of the Year Awards will be presented during the luncheon on May 19 (see page two).

The annual business meeting of the VAB will be conducted prior to the morning seminars and will feature the election of a new board member. Every VAB station has a vote (or proxy), so it's important to attend if you can.

Complete registration details will be arriving in your mailbox soon. You should also keep an eye on our website, [www.vab.org](http://www.vab.org) for convention updates.

