



Be Proud To Be A Broadcaster!

In a world where people can get news, weather, sports and music at the touch of a button or voice command 24/7, what do we have that our new competition doesn't? We are human and we live here.

Broadcasters play a vital role in the communities where we live and serve. We share human interest stories about exceptional lives well lived, hometown heroes and good deeds that would otherwise go unnoticed. We keep our neighbors, friends and family informed about local politics, crime and community events like parades, celebrations and festivals.

What would local charity organizations do without local radio and television partners supporting their grassroots fundraisers? Giant corporations don't donate millions of dollars in free advertising, resources and talent to make fundraisers for local charities and non-profits successful, we do.

In times of natural disasters caused by storms, flooding and ice, it's local radio and television crews that are first informers on the scene, reporting damage and giving advisories to prevent people from getting hurt, sometimes risking their own well-being to report the story. Keeping those affected informed about where they can go for help and relief is part of our job and we do it well.

Because we actually live in the communities we serve, we give back to the businesses who invest their advertising dollars with us. We eat at local restaurants, shop at local stores and spend money at local establishments. You won't see Google Ad Words or Facebook buying a car, a house or furniture to help a local family owned store stay in business.

There are over 500 men and women working in television and radio in the state of Vermont. You're in good company. So Be Proud To Be A Broadcaster! Keep up the good work and Happy Memorial Day!

Spotlight on VT Army National Guard

This Memorial Day, we thank those who serve their Country, State and Community in the Vermont Army National Guard. They provide support and disaster relief during a state emergency and support in the active army during a national emergency. And now they offer assistance with attending college tuition-free! Join the Vermont Army National Guard and they'll pay your tuition to UVM, VT Tech, Castleton, NVU or CCV! Details at VTGUARD.COM

