



Register for Free Webinars 12/3 & 12/10!

You told the Vermont Association of Broadcasters you wanted more training opportunities and we listened! In December, the VAB is sponsoring four webinars and many more are in the works for 2020!



December 3rd at 1:00 PM *"Covering 2020 Elections – Part 1"*

Journalists and news departments will learn how to cover issues that matter rather than focusing on horse race coverage. Learn how to tell stories that viewers will actually watch, read and listen to!

[Register Now](#)

Enter coupon code **19SBAVT** and click "Apply" to deduct 100% off the price



December 3rd at 2:00 PM *"A Guide for Responding to the Department of Labor's New Overtime Pay Obligations"*

With the Fair Labor Standards Act going into effect 1/1/20, lawyers from Pillsbury's Communications and Labor & Employment practices will discuss the latest Final Rule, what it means for broadcasters and what you can do to prepare for it now.

[Register Now](#)



December 10th at 1:00 PM "Covering 2020 Elections – Part 2"

Journalists and news departments across all media will learn how to dig deeper and find answers that your audience wants and needs to know:

- Recognize common mistakes when reporting on polls
- Accurately describe and discuss PACs, Super PACs and Dark Money
- Explore campaign funding from special interests
- Revisit how the American political and electoral system works

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This webinar is presented to you **FREE** by the Vermont Association of Broadcasters

2nd LBS WEBINAR SERIES POSITIONING THE ALL-IMPORTANT POLITICAL ADVERTISING FOR YOU AND YOUR STATION!

TUESDAY DECEMBER 10TH, 2019 - NOON ET



Presented by: Mark Levy
LBS Broadcast Expert

December 10th at 12:00 PM "Positioning Political Advertising for You and Your Station"

Presenter: Mark Levy, courtesy of Local Broadcast Sales (LBS)

Preparing and delivering political campaigns will significantly impact your revenue stream, but waiting for political orders to come to you is not a winning strategy. How might your station assist political organizations and campaigns in reaching the most responsive voters in the right places at the correct times – and for the proper cost? Join Mark to review different processes and up-selling plans that you might consider. Hear how to employ TV, radio and digital audience information to effectively reach and persuade voters in your market.

[Register Now](#)

Hall of Fame & Awards Banquet Reminder:

HALL OF FAME & AWARDS BANQUET
25th ANNIVERSARY CELEBRATION

DECEMBER 7, 2019 | HILTON BURLINGTON

Cocktail Reception starts at 5:00pm
Dinner starts at 6:30pm
Awards start at 7:30pm

Everyone is welcome at the after party in the Presidential Suite (#737) at 9:30pm
Semi-Formal / Cocktail Party Attire Encouraged



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