



Free Webinar: How To Monetize Social Media

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

2nd TUESDAY LBS WEBINAR SERIES

HOW TO MONETIZE SOCIAL MEDIA IN A MEANINGFUL WAY
TUESDAY MARCH 10TH, 2020 - NOON ET

2019 This is What Happens in An Internet Minute

Presented by: Lori Lewis
Online Audience & Revenue Development
Lori Lewis Media

Tuesday, March 10th from 12-1PM

Discover the difference between good and great social media in combination with the broadcast world.

There is every reason to be optimistic about the future of broadcast and social media, and who is better positioned than you to make that happen?

TV, Radio, and Digital sales team members and station leaders won't want to miss this informative session and assist you to be field selling ready.

Presenter Lori Lewis' has spent 25 years in Radio helping the industry grow digitally and socially.

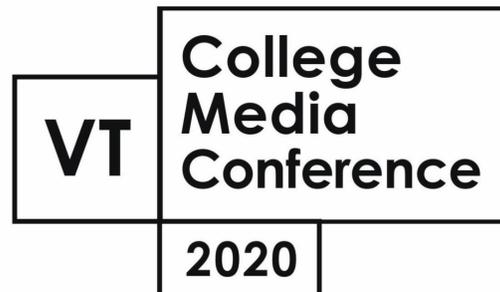
[Register Here](#)

Recruit Employees at the 1st Ever Vermont College Media Conference Career Fair!

The majority of stations have identified workforce recruitment as their #1 challenge. To address this challenge, the VAB has been working on a number of projects to help connect TV and radio stations with potential new employees. We are thrilled to present a new event that will give stations the opportunity to meet media students from all Vermont colleges under one roof!

Media students from Castleton, CCV, Champlain, Middlebury, Norwich, NVU-Lyndon & Johnson, Saint Michaels, UVM and VT Tech will gather at the UVM Davis Center to connect with and learn from media professionals working in the industry. This event will attract student editors, reporters, designers, photographers, multimedia producers, social media managers and others interested in the world of media.

There will be a **Career Fair from 1pm-3pm**, giving your stations a great opportunity to connect with students aka your future employees! Space at the Career Fair is on a 1st come, 1st serve basis. To reserve a spot, email vab@vab.org ASAP!



Saturday, April 18, 2020

Global Music Rights Update



[Read RMLC's Article](#)

[Read David Oxenford's Blog](#)

Music Rights (GMR) was ruled an illegal enterprise violating antitrust laws by a federal court in California in the antitrust lawsuit brought by the Radio Music License Committee (RMLC). This ruling demonstrates that GMR orchestrated an exodus by 74 ASCAP, BMI and SESAC songwriters specifically to raise the price of pre-existing music licenses. Despite the ongoing litigation, there is no authority to play the GMR music catalog other than through an interim license. The memo below advises stations that if they have not heard from GMR by 3/15, that they should reach out directly to set up the interim license extension.



March 4, 2020

Dear Broadcasters:

As you should be aware, RMLC's antitrust litigation against GMR remains ongoing. As a result, GMR recently agreed to offer extensions of its interim licenses that are set to expire on March 31, 2020.

This will serve as notice that **GMR has agreed to offer all U.S. commercial radio stations the opportunity to extend their existing interim licenses for 12-months until March 31, 2021. GMR will offer these interim license extensions on the same terms (including price) as each station's existing interim license, except for the new end date.**

GMR has advised RMLC that it intends to contact individual stations to offer this interim license extension. If you wish to accept this interim license extension offer but have not heard from GMR by March 15, 2020, please contact GMR directly before your current license expires on March 31, 2020. *[Please do not contact the RMLC to request a GMR license extension.]*

In the meantime, the RMLC will continue to pursue its litigation against GMR.

Radio Music License Committee
www.radiomlc.org

Coronavirus Station Preparedness

Broadcasters serve a critical role in keeping our communities informed and updated. We are offering this information to help you prepare for the ongoing developments regarding the Coronavirus. We realize some stations have been given information from your corporate offices, but for those who do not have those resources, the VAB has put together some best practices to consider as you make plans.

Unlike previous viruses, the Coronavirus appears to have 14+ day incubation period. This may be reduced or increased in the weeks ahead. Also, the vast majority of people exposed to the virus do not show any signs of being affected, but could be carriers in their communities.

Station Preparedness

1. Supplies: You need to have adequate supplies of cleaning materials to keep your station as safe as possible for employees.
2. Cross training/Working from home: In case your employees are exposed, and need to be quarantined, you may want to evaluate who could help cover their workload while they are out, as well as having computers or other equipment to allow them to work from home.
3. Employees: You may want to review the leave policy in case someone is required to self quarantine at home, or has become infected with the virus. In addition, you may want to consider policies for

employees who have school aged children in case their school is closed and they will need to be able to take care of their children.

4. Resources:

- CDC - This link takes you to the CDC and has information on the virus and guidance for businesses and employers. It links back to every issue related to this virus.

<https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/guidance-business-response.html>

- NIH - Dr. Tony Fauci is the NIAID Director at NIH. He is the most respected person in the U.S. on this virus as well as other issues: <https://www.niaid.nih.gov/diseases-conditions/coronaviruses>
- Surgeon General of the United States: Dr. Jerome Adams is considered a top expert in the U.S. and could help identify other experts across the country:

<https://www.hhs.gov/about/leadership/jerome-adams/index.html>

- Vermont Department of Health - This is a website with the most updated information for Vermont:

<https://www.healthvermont.gov/response/infectious-disease/2019-novel-coronavirus>

Future Updates

VAB will continue to update you as we receive additional information. We would also appreciate you sharing any important developments that you may identify so we can share with other broadcasters. As we all know, we are the First Informers in our communities and the people rely on us to provide accurate information that affect local areas. VAB appreciates everything you do to serve the residents of Vermont.

