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Free Webinar This Thursday: 5 Tips for Positive Emotions in Trying Times

Join Anthony Poponi for a free 30-minute webinar; "5 Tips for Positive Emotions in Trying Times" this Thursday 3/19 at 4:00PM Eastern. This webinar will explore neuroscience and positive psychology and a fun and fast format full of tools and tips on finding ways to feel good during bad times.

Register

Free Video: Combating Ad Cancellations

In this free 6 minute video, Mark Levy, President of Revenue Development Resources, addresses advertising cancellations due to health & economic conditions. [Watch here](#)

COVID-19 Reminders for Broadcasters

We all feel the uncertainty right now - and with that comes the reminder of how important Vermont broadcasting is to the health and welfare of our communities.

I know many of you already have systems and contingencies in place to work through the growing concerns around COVID-19. The VAB is offering the below checklist as a 'broadcasters back-stop' with guidance built specifically for our industry.

1) PROTECTING BROADCASTERS: Many stations now have temporary policies in place to limit station visitors and in-studio guests. Those same policies call for enhanced building disinfecting. The goal is to minimize the risk of station infection, to protect the people that keep stations on the air, and to keep facilities open so that operations aren't interrupted. If you haven't reviewed a change in these policies, consider giving them new thought.

2) STAFF WORK: Broadcasting is a tough business to migrate to "work from home" mode, but the VAB encourages every station to start thinking about who can complete their duties remotely. Health experts confirm that home work could minimize infection and also allow parents to take care of children who are now staying home from school. Many stations are also reviewing their company leave policy to be prepared for those who needs to self-quarantine. In a worst-case scenario, know the VAB is prepared to help coordinate a sharing of services among stations to help maintain operations.

3) EMERGENCY ALERT SYSTEM: The VAB has partnered with Vermont's Department of Emergency Management to take precautionary measures. In the very unlikely event that an EAS message is issued for quarantine or curfew in Vermont, the system code most likely to activate that event is SPW (Shelter in Place). Please make sure your engineers have your EAS boxes set up to recognize this code and potentially auto-forward messages. We'll update you of any other changes.

4) PUBLIC COMMUNICATION: We are living in a time of rattled nerves, quick-changing developments and a hunger for trusted information. The VAB encourages every Vermont radio and TV station to keep their audiences informed with vetted information, to offer clear guidance from public health experts, and to ensure their on-air personalities aren't adding to confusion. These are the moments where Vermont audiences need local media most. The public health source worth bookmarking is <https://www.healthvermont.gov/response/infectious-disease/2019-novel-coronavirus>

5) PHYSICAL CONTINGENCY PLAN: As we've seen from broadcasters in different parts of the world, it may be wise to ensure you have a physical contingency plan in place should you need to close down your broadcast facility because of a virus outbreak in the building. If you don't already have an in-market partnership with another station to support each other with physical space and signal uplinks should the need arise, we encourage you to do so and can help coordinate that for any station that asks.

6) TOWER ACCESS: Please continue reaching out to your third-party contacts at any tower sites you use to make sure you will keep access if public land closures come. Flag me as issues come up and I will jump into the conversations with you. Also know that Access & Fuel Letters issued by Department of Homeland Security were sent to station owners & GMs this afternoon to be presented to local authorities who might not otherwise let you get to where you need to go.

7) INFORMATION SHARING: We're only as good as the information we have collectively. I hope each of you will continue to share back with the VAB any important developments that you identify in your markets or within your stations. That feedback will help inform planning at other stations and in other parts of the state.

As Vermont broadcasters, we are our own family in times of uncertainty. Don't hesitate to reach out with any need, big or small. We'll keep taking deep breaths together.

