



Jack Healey of WSYB in Rutland Retires



Friday, April 3, Jack Healey hosted his last morning radio show at WSYB in Rutland.

The 20-time *Vermont Sportscaster of the Year* and inductee in both the VAB Hall of Fame and VT Principals' Association Hall of Fame has been a part of Vermont radio since 1971. Jack is also the voice of Rutland-area sports for the Northeast Sports Network

VAB wishes Jack all the best in retirement and thanks him for his contributions to Vermont broadcasting!

Free Webinar for Radio Programmers

The New Normal: Programming & Personality in a Once-In-A-Lifetime Crisis

Tuesday, April 7th at 1:00PM

Tracy Johnson, Ken Benson (P1 Media) and Dave "Chachi" Denes (Benztown) will share how stations are dealing with the COVID-19 disruption, provide up-to-the-minute ideas and forecast how this might change radio-and your career-forever! Take away:



- Best Practices for stations NOW in this new normal.
- Ideas for stations and shows that can be used immediately-and in the future.
- Radio's future after the crisis: What you need to prepare.
- Planning now to come out the other side of the crisis stronger than ever.

[REGISTER](#)

VAB Launches Sales Training Initiative!

Vermont Association of Broadcasters is thrilled to announce our biggest sales force training initiative ever! Whether you're a television or radio account executive, whether you are brand new to broadcast sales or a seasoned veteran, this resource will have something to make you even better at your craft!



In addition to the popular 2nd Tuesday Webinar series, VAB members now have unlimited access 24/7/365 to all services offered by Local Broadcast Sales (LBS), including:

- Training On-Demand: Over 1,100 training videos that are developed & delivered by proven ad sales pros! Available 24/7 with two new videos added nearly every week!
- B.E.S.T. email-based training program for new sales people. Includes 3 videos emailed to new media sales hires to be watched each week-day for five weeks.
- Sales and Promotion Ideas: Timely suggestions that produce tangible sales results when there is a need for new and fresh ideas!
- Ask LBS: A virtual coach service provides advice backed by professionals who have experience in the street. When you find yourself stuck in the sales process with a client challenge, ask for help, we will answer!
- Ad Intelligence: A sales resource center organized by category and designed to enhance consultative sales calls with over 3,000 articles!

Broadcasters COVID-19 Resource Pages



VAB has created a comprehensive set of resources for the TV and radio departments that need the most support during the COVID-19 Pandemic and Governor Scott's "Stay Home, Stay Safe" Order.



Sales Resources



News Dept. Resources



Operations & PD Resources



Owners & GMs Resources

Temporary Part-Time Job Opportunity!



Earn extra income with a temporary part-time job with the 2020 U.S. Census! Every person living in Vermont on April 1st needs to be counted and the United States Census department needs many hands to make that happen.

Apply Now at 2020Census.gov/jobs

