



65th Annual VAB Convention Cancelled



VAB's 65th Annual Meeting, Convention and Commercial of the Year Awards, which was scheduled for June 11, 2020 in Montpelier, has been cancelled due to the Coronavirus.

This year, Annual Meeting will be held via ZOOM in late Spring. An invitation to participate will be sent to station owners and GMs in a few weeks.

In lieu of the seminars usually held during convention, VAB will continue to make training webinars available to members throughout the year. The Commercial of the Year awards contest will be conducted in some way, shape or form later this year, but details are still being worked out. If you have any questions, please feel free to reach out to vab@vab.org

Free Webinar May 7th: Your Changing Audience and Consumer - New Research to Guide Editorial, Operational and Sales Efforts



Thursday, May
7th
2:00-2:30PM

It is often said the most valuable question any business should be able to answer is "How is my customer changing." COVID-19 is changing local media audiences in many ways and dramatically altering short-term and potentially long-term consumer behaviors.

See the latest COVID-19 research insights on consumer behavior in a study from the international research and consulting company SmithGeiger. They have surveyed 1,300 Americans to uncover their shifts in media and consumer behavior during this unique time. Learn what people are doing right now, the platforms they're using, the worries they share, and the plans for consumer spending going forward.

Join Zoom Meeting at <https://us02web.zoom.us/j/8184309562> or dial (929) 205-6099. Meeting ID: 818 430 9562

Free LBS Sales Webinar May 12th



2nd

TUESDAY

LBS WEBINAR SERIES

YOU CAN'T SELL IT IF YOU CAN'T TELL IT... MAKING YOUR MARK IN A RECOVERING ECONOMY

TUESDAY, MAY 12TH, 2020 - NOON ET



Presented by: Paul Weyland
Broadcast Expert

You know and I know that a solid relationship between you and your local direct prospect could be a lifesaver right now for your client's business. But developing a client relationship can be challenging when you can't get an initial meeting, much less an opportunity to present and close.

In this "presentations" session, Paul Weyland shows you how to come up with the best idea and then deliver the finest presentation your client has NEVER seen. After this webinar, you'll get essential meetings faster and close more annual local direct business than you did, even before the pandemic. As always, come prepared with some product/service categories you're pitching now and we'll come up with commercial ideas for them "on the spot."

[Click here to sign up for this FREE webinar!](#)



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

Broadcasters COVID-19 Resource Pages



**CORONAVIRUS
RESPONSE**

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

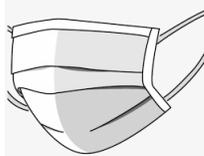


NEWS



**SMALL BUSINESS
GRANTS & LOANS**

FEMA Supplying Masks to Broadcasters



No word yet on when the reusable washable cotton masks FEMA promised television and radio broadcasters to use during the COVID-19 response period will arrive. But as soon as they do, the VAB will either deliver or mail them to your stations. We are not sure what the masks look like, but we do not believe they are medical-grade, thus not taking away the critical supply needed by hospitals. Questions? email vab@vab.org

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 needs to be counted and the US Census department needs many hands to make that happen.

Apply Now at
2020Census.gov/jobs

A banner for the Broadcasters Foundation of America. On the left is a logo featuring a microphone with an American flag design. To its right, the text reads "BROADCASTERS FOUNDATION OF AMERICA". The background shows a hand holding a pen over a document. On the right side of the banner, the text says "Broadcasting Hope" in a large font, followed by "Help us reach broadcasters in need." and a red button with the text "LEARN MORE".