



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

LBS WEBINAR SERIES

TUESDAY

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!

Register for NAB Show Express May 13 & 14



NAB Show Express, held May 13 – 14, is a dynamic online event offering 24-hour access to premium content curated for the global entertainment and media community. Featuring live and on-demand educational sessions as well as an exclusive Solutions Marketplace, NAB Show Express provides critical information, inspiration and solutions to move the industry forward. Registration for NAB Show Express is free to everyone (not just NAB members).

REGISTER

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

