



2nd Chance to Watch SmithGeiger Research Webinar Wednesday 5/20 at 1:30PM



If you missed SmithGeiger's 30 minute webinar "Your Changing Audience and Consumer - New Research to Guide Editorial, Operational and Sales Efforts" on May 7th, you have one more chance to view it **Wednesday, May 20th at 1:30pm!**

<https://us02web.zoom.us/j/8184309562?pwd=cWNWc2I4eFBQOXFuR29wKzNSQIE1UT09>

Meeting ID: 818 430 9562

See the latest COVID-19 research insights on consumer behavior in a study from SmithGeiger. They 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.

2 Free Webinars Thursday, May 21st

1:00 - 2:00 p.m.

"Working with Agencies More Effectively: Post Pandemic"

We've updated our original presentation as a result of the COVID-19 Pandemic. As many businesses are opening slowly to restart the economy, the new 'business as usual' will look different. Join Lorri Rishar, CEO of EDGE, Angela Minicuci, Senior Account Executive, Martin-Waymire and Ellyn Davidson, CEO, Brogan & Partners Convergence Marketing, for a live webinar panel discussion.

Topics will include: reestablishing relationships, approaching agencies, client proposals with social distancing and working remotely while providing amazing customer service!

Join at <https://zoom.us/j/769940014>
or by phone:
646-558-8656 or 669-900-6833
Webinar ID: 769 940 014

3:00 - 4:00 p.m.

"21st Century Leadership – How to cultivate leadership in today's workplace" with Jeff Butler, Generation Workplace Expert

Whether you are a Baby Boomer, Millennial or Gen X, the same rule applies, leaders speak with their actions, not with their words. So, it's imperative that leaders understand how to stimulate action in adverse circumstances. Jeff dives deep into how the psychology of leadership works, debunking the biggest myths that are often preached about leadership. Mostly important, Jeff shows how anyone can develop leadership traits to create life-changing adjustments to get extraordinary results, whether that may mean getting a better following, group leadership, or inspiring others around you.

For maximum impact, Jeff provides real-world, actionable tips to help attendees take immediate steps to apply his advice and his as leaders in their own careers.

Join at <https://zoom.us/j/739667978>
or by phone:
646-558-8656 or 669-900-6833

WCAX Wins Two Edward R Murrow Awards!



Watch the Story

Congratulations to WCAX-TV for winning two regional Edward R. Murrow awards!

Celine McArthur won for continuing coverage for her series of stories called "[The Fix: Mothers and Children in Crisis.](#)" Over the course of a year, she followed the journey of a woman who became a mom while battling heroin addiction.

A second award went to Kelly O'Brien for her [moving story](#) about a woman who received a surprise holiday shopping spree so she could buy presents for the great-grandchildren suddenly in her care.

Congratulations to Kelly and Celine and all of the Channel 3 News team who made those stories possible.

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

