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Radio Personalities: Get Paid \$100 to Shoot Guns with the Guard Tuesday 9/15



Vermont Army National Guard is hosting a shooting range event for media this Tuesday, September 15th at the Camp Ethan Allen Training Site in Jericho from 10am-12pm and not only are all full-time radio personalities invited to participate, VAB will compensate you \$100 for your time!

The soldiers of Bravo Company will provide you with a weapon, show you how to zero it to make sure the sights are correct, then let you shoot on a course that is scored. The event will end with a brief tour of the ranges where "Operation Bullseye" will take place.

This media event is being organized to help promote "Operation Bullseye", a VT Army National Guard special event that is open to the public on Saturday 9/19 & Sunday 9/20. VT ARNG provides most of VAB's funding, so it's important that we show them our support. That's why the VAB is providing a \$100 incentive to the first 10 full-time radio personalities who sign up to participate in the media event! Show up, shoot guns for 2 hours and get paid \$100 directly from the VAB, it's that simple.

To sign up and/or get more details, email vab@vab.org ASAP.



VAB Questions Claims in VT Legislature About Federal Coronavirus Relief Funds "Helping" Radio



Start video at 2:22:33 and end at 2:31:30

August 25th, the Vermont State Legislature started hashing out a state budget for the rest of the Fiscal Year (October '20 - June '21)

Facing a massive budget shortfall in the wake of COVID-19, VAB has been monitoring key committee meetings to ensure nothing in the proposals would impact broadcasters negatively.

VAB has also been educating legislators about broadcasters vital contribution to Vermont's COVID-19 response and advocating for state agencies to start buying advertising from local media instead of counting on news coverage and free PSAs.

Watch the legislative meeting (above - start at 2:22:33) where Vermont broadcasters are discussed for 10 minutes as House Appropriations questions House Commerce about whether local media was taken into consideration when recommending a \$4 Million CRF allocation to VT Dept. of Tourism & Marketing. This

was a direct result of the VAB's testimony in key committees after VT Dept. of Tourism & Marketing made a claim that they had supported radio by providing advertising revenue over Memorial Day, when in fact, only \$2,250 total was spent on radio. The VAB raised questions about how and where VDTM is spending Federal CARES Act Coronavirus Relief Funds and why so little local advertising was purchased while the goal was to promote inter-state tourism and market Vermont attractions and destinations to Vermonters.

Update by NAB Joint Board Chair Jordan Wertlieb



"To say this has been a difficult year is an understatement. Together we have faced the challenges of a pandemic, civil unrest, a movement to right social injustice and equity, hurricanes, wildfires and more. Many companies have been stretched to the limit, forced to make difficult decisions that impact the lives of our employees. Yet through it all, broadcasters have remained committed to the core mission of serving our local communities and the NAB's executive committee, board and staff have continued to protect your interests in Washington, D.C. Most importantly, despite a brief health scare, we are all grateful that Senator Gordon Smith has made a full recovery and continues to lead the organization. Under the leadership of Gordon and COO Curtis LeGeyt, your national association continues to **successfully advocate for you**. I would like to take this opportunity to update you on the important work that is being done on your behalf." [Read More](#)

Spotlight on Bratt FM *Load The Latchis*



The **11th Annual Load the Latchis** was the most successful in the history of this food drive. On a rainy Thursday in Brattleboro, Vermont, Bratt FM raised over **\$7,000** for Groundworks Collaborative and their food shelf program, **Foodworks** who support those who are food insecure in Windham County and beyond.

Parker Springfield led the charge from 8am-4pm at the historic Latchis Theater where he, Natalie Knowles and Dave Matrango asked listeners to stretch and donate cash or pantry items. Undeniably, there is an increased need for a hand up with the instability in employment and the massive uncertainty brought on by the pandemic.