

VAB Voice | Monday, October 12, 2020



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Free LBS Webinar Tuesday 10/13: COVID, Christmas, Hanukkah and New Year - Your Chance to Shine



**Tuesday 10/13 at 12:00PM
with Paul Weyland**

Local businesses, your audience, and your station need you at your very best. Come prepared to experience Paul Weyland's thinking to challenge, motivate, and support you with a foundation for a strong finish to 2020! Paul also will provide his famous "On the Spot" live Q and A, where you and other broadcast professionals suggest any product or service category. Then Weyland comes up with a creative and ROI strategy for that category "on the spot," making a fascinating and practically helpful session for you.

[REGISTER HERE](#)

Free Webinar For News Reporters Thursday 10/15: Writing & Speaking for Broadcast



**Thursday 10/15 11:00AM - 12:00PM
with Joe Little, KNSD-TV (San Diego)**

Writing and Speaking for Broadcast captures a lot of the writing and performance aspects. SO MANY reporters speak like police officers and use words lifted from a press release. Yet, broadcasting is supposed to be a conversation. It needs to be HUMAN. We shouldn't sound like we're reading a newspaper out loud. <https://zoom.us/j/547531854>

Free VAB Scholarships to NAB 2020 Sales & Management Television Exchange

ONLINE EVENT | OCTOBER 14-15

BREAK
THROUGH

NAB SMTE
Sales and Management Television Exchange

Innovative Sales Strategies
for the New Normal

REGISTER NOW

NAB Members Receive 50% off Registration

Use promo code **NABMEM**

VAB is offering a limited number of scholarships to participate in the 2020 NAB Sales and Management Television Exchange (SMTE) October 14th & 15th. Experience live and on-demand programming, including engaging panel discussions from industry thought-leaders, networking opportunities, entertainment and revenue-generating sales strategies. If you are able to commit to the majority of the offerings those two days, then email vab@vab.org to receive a free scholarship to attend from the VAB.

WDEV Welcomes Brady Farkas



Brady Farkas to Join WDEV AM/FM

Radio Vermont Group announces the addition of Brady Farkas to its team of veteran broadcasters on WDEV AM/FM. Farkas will host the Afternoon News Service and will host and produce a daily weekday sports talk program (Time and start date TBD).

Farkas comes to WDEV from Vox Media, 101.3 The Game in Burlington where he was the Program Director and On-Air Host of "The Huddle". He is a recurring guest on CNN Headline News where he discusses national sports.

"With Brady's depth of knowledge and passion for sports we will be able to expand our current offerings. Something we have been looking to do for a while." Said Ken Squier, owner of the Radio Vermont Group.

Farkas will begin Monday, October 12th on the Afternoon News Service. Current host, Ric Cengeri, will move to The Morning News Service as co-host with Lee Kittell.

NAB Launches Broadcast Resource Hub



**BROADCAST
RESOURCE HUB**

NAB just launched the [Broadcast Resource Hub](#), a one-stop-shop for resources, tools and information on the most relevant issues impacting local radio and television stations. The portal provides access to resources created by NAB and the NAB Leadership Foundation.

"NAB has created a variety of new resources to assist radio and television broadcasters in various aspects of their businesses from education and training to advocacy and innovation," said NAB President and CEO Gordon Smith. "We are pleased to now offer these valuable resources in one easy-to-access online hub, where we will continue to add timely content for members and the industry at-large."

Resources include educational materials for broadcasters and journalism professionals, toolkits for radio and TV stations to better serve their communities and briefing materials to help broadcasters advocate on legislative issues. Also available is the [Diversity, Equity and Inclusion Resource Center](#) with resources to help media companies and industry professionals create and sustain a diverse and inclusive workplace.



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FOUNDATION OF
AMERICA

Broadcasting Hope

Help us reach broadcasters in need.

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