



## In This Issue:

- Free Sales Webinar Today at 12pm
- Last Chance to Enter VAB Production of the Year Competition
- Chip Morgan Joins VAB Board of Directors
- WPTZ Anchor Stephanie Gorin To Retire
- Spotlight on Star 92.9 "Pack The Pantry"

## Free LBS Webinar Tuesday 11/10 at 12PM



### *Boring Creative That Sells* by Tim Burt

There is absolutely a time and a place for simple (some would even say "boring!") spots and copy to get an effective message in front of your audience. In this session, we will discover HOW to develop these ads, WHEN it makes sense to do so, WHY they work so well when done correctly, and WHAT you can do to sell them to your clients and prospects. Afterward, there will be a LIVE Q&A session to provide an opportunity for you to ask Tim real questions that are on broadcast sellers' minds! [REGISTER HERE](#)

## Deadline to Enter VAB "Production of the Year" Competition is This Thursday 11/12



This Thursday, November 12th at 11:59PM is the deadline to get entries into the VAB's "Production of the Year" Competition submitted. Due to member feedback, the deadline was extended from the original deadline of 11/6 and the timeframe in which the entries aired was changed. We also added categories for College TV & Radio stations as well as Production Companies who are Associate VAB members.

[READ OFFICIAL RULES AND ENTER HERE](#)

## Chip Morgan Joins VAB Board of Directors

The VAB is thrilled to announce Chip Morgan, the PD of WCLX-FM and a licensed Radio Engineer, has volunteered to fill the vacant seat on the VAB Board of Directors and finish out the open term, which ends June 30, 2021.

Chip has been a broadcaster since the age of 7 when he started doing radio shows for neighbors near Saratoga Springs, NY on a small AM transmitter designed for parents to listen to their babies back in the 60s.

At 17, just before going to college, he got his FCC third class license and found a local radio station that happily allowed him to be in their studios and on the air. He worked in radio in the Albany, NY market through college and since then, broadcasting has been the main focus of his life.



As a PD, he also became a licensed radio engineer in 1981 because he couldn't find engineers who fully understood the performance needs in radio.

After working as an Operations Manager in the Harrisburg, PA market, an engineering consultant in the Washington, DC market and operations/station management in the San Francisco, CA market, he started a consulting company in 1989 focused on high performance programming and engineering. The company grew to work with stations nationwide, and eventually worldwide.

In 1999 he moved to a small farm in Vermont where he's still playing radio and consulting to stations in the Northeast and across the US. You can hear his Adult Alternative music programming in the Burlington, VT area on WCLX 102.9 MHz or online at [www.farmfreshradio.com](http://www.farmfreshradio.com). His engineering company is at [www.RadioOperationsInternational.com](http://www.RadioOperationsInternational.com).

## NBC5 Anchor Stephanie Gorin To Retire



Longtime anchor and reporter Stephanie Gorin has announced her plan to retire from NBC5/WPTZ on December 11th.

Gorin has been a familiar face on television in Vermont, Northern NY, and NH for more than two decades, logging a combined 26 years at WPTZ.

She first arrived at the station in 1992, serving as morning anchor. Gorin left for a brief period to work in Albany, but her heart led her back WPTZ in 1998, where she has served as evening anchor for the last 22 years.

While at WPTZ, Gorin helped launch the region's first 5 p.m. newscast in 2002 and helped lead coverage of the escape at the Clinton Correctional Facility in Dannemora, NY in 2015.

"I have had the honor and privilege of reporting and anchoring local news for 30 years," Gorin said. "It's incredible that 26 of those years have been right here, at NBC5. This station and company became my second home and second family. As a team, we worked together, daily, putting our hearts and souls into finding the stories that matter most to you. I thank all of you for letting me into your living rooms night after night. However, 30 years is a nice round number and a good time for an early retirement from the anchor desk. Without doubt, I will miss it but I look forward to exciting new adventures and spending more time with my girls before they head off to college." [Read the Full Article Here](#)

## Spotlight on Star 92.9 Pack The Pantry

Star 92.9 (WEZF-FM) packed the Central Vermont Salvation Army Emergency Food Shelf full of food during "Pack The Pantry."

Star 92.9's Mike Czarny and Mary Cenci kicked off a live broadcast from Price Chopper on the Barre



Montpelier Road in Berlin at 5am October 22nd. The Mission was clear; rally listeners to clean out their pantries and bring non-perishable goods to a 53' Bellavance Tractor Trailer in hopes of packing it full to help less fortunate Central Vermont families.



2020 Has been a difficult year for many in Vermont and among the hardest hit are charitable organizations that support our most vulnerable in our own communities. Star 92.9's hope was to give the Central Vermont Salvation Army Emergency Food Shelf the food and funds it needed to operate through another harsh Vermont winter and potentially supply and fund it for the entire year.

Star 92.9 partnered with Northfield Savings Bank and many other caring community businesses to make the effort possible with the idea that the station would not leave until the truck was filled. Hosts Chantal and TJ Michaels kept the broadcast going into its third day and at 3:07pm, some 58 hours and 7 minutes later, the Pantry had been packed and the truck was full!

