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Governor Scott's #VTLightsTheWay Initiative



Governor Phil Scott is encouraging Vermonters to help brighten their communities and neighborhoods by decorating homes, businesses, trees or other things to help celebrate the holidays and signal brighter times ahead. In addition to decorating, the administration is encouraging Vermonters to share pictures or videos of their displays – or favorites from around the community – on social media using **#VTLightsTheWay**.

The VAB and the administration are encouraging radio and TV stations and other local media to share photos and/or videos using the #VTLightsTheWay hashtag on their various platforms to help spread the light. [Read Governor Scott's Press Release](#)

Town Hall 12/3 with VT National Guard TAG



TOWN HALL MEETING

FEATURING

The Adjutant General of VT and
The Secretary of Education for VT

Major General Gregory Knight, Vermont's Adjutant General, and Daniel French, Vermont's Secretary of Education, will share education related opportunities that the Vermont National Guard provides to students and answer questions from the audience. Teachers, school guidance counselors, principals, and school administrators are invited to attend virtually on Facebook live.



Mr. French

Topics include: Education Benefits, Vocational Benefits, Educational Loan Forgiveness, Army Reserve Officer Training Corps programs and scholarships at Norwich University and University of Vermont, Appointments to West Point Prep School or United States Military Academy at West Point, and assistance in obtaining civilian job interviews.



MG Knight

Date: December 3, 2020 | **Time:** 3:30 PM - 4:30 PM

Join us live on Facebook
@VermontNationalGuard
and ask questions from home.



SCAN QR CODE to submit a question
to be reviewed by MG Knight and Mr. French.

SCAN ME

Bruce & Hobbes "Ca\$h For Paws" 24-Hour Radiothon Raises \$7361 for Homeward Bound!

For the 5th consecutive time, WVTK's Bruce Zeman, accomplished what he set out to achieve - raising money to help local animals! This year, with help from his new sidekicks Zoey & Calvin, Zeman shattered his own record and raised \$7361!

Created by Zeman back in 2009, "Bruce & Hobbes' Ca\$h for Paws" is an annual 24 hour radiothon, held on 92.1 WVTK in Middlebury, to generate money for Homeward Bound, Addison County's Humane Society.



For a \$10 donation, Zeman played any song request over 24 consecutive hours. This year, 90+ people donated \$7361, exceeding the goal of \$6,000 and breaking a record!

With the passing of Hobbes, his long-time radio partner in July, an emotional Zeman dedicated the radiothon to his best friend. "This year's radiothon I did for Hobbes, so more animals like him would get that second chance," Zeman said.

Over the last 5 years, Bruce & Hobbes "Ca\$h For Paws" event has raised over \$65,000 for Homeward Bound!

Give Thanks For Community Radio Letter Writing Campaign

If you got your start on a Community or College radio station, please consider writing about your experience and submitting your letter to wruvlove@wruv.org

WRUV PRESENTS

GIVING THANKS FOR COMMUNITY RADIO CAMPAIGN

A letter writing campaign to express how important community radio (and WRUV) is to you, and how it has positively impacted your life

Feel free to include:

- What community radio (and WRUV) means to you
- Your experience in community radio
- What participation in community radio has done for your career
- Friends and memories made from this organization
- Any photos of your time at a community radio station



Please send all letters to wruvlove@wruv.org and include if you are okay with it being read on-air!

**Free LBS 2nd Tuesday Series Webinar 12/8:
"Ask A GM! Get A Head Start Into 2021"**



**Presented by Mike Costa
President/CEO Costa Media Advisors
Tuesday, December 8th, 2020 – Noon**

REGISTER HERE

Every radio and TV seller is ready to reboot and tackle 2021, a year that we view with optimism and in which we anticipate the thrill of uncertainty. You, your station, and your advertisers deserve ongoing success and this session will provide you with the mindset to lead the way. In this webinar, we will focus on business from your station's perspective and how that

Free Sales Webinar Wednesday 12/9: "How To Conduct A Remote Needs Analysis"

HOW TO CONDUCT A REMOTE NEEDS ANALYSIS

Dec. 9
1PM Eastern



Matt Sunshine
Center for Sales Strategy



Presented by Matt Sunshine
Center for Sales Strategy
Wednesday, December 9th at 1PM

Remote meetings are becoming more and more common. Face to face is not gone forever but it will come further along in your sales process. Many business owners will be highly focused on getting revenue back to 2019 levels and will have less and less time to meet in person with a new salesperson but have shown they would be willing to meet for a virtual meeting. In this 60 min webinar we will share the 7 guidelines you must follow in order to have an effective and productive client needs analysis.

[REGISTER HERE](#)

