



In This Issue:

- Free Webinar 12/8: "Get A Head Start in 2021"
- Free Webinar 12/9: "How To Conduct A Needs Analysis Remotely"
- Customized Research Report Tool
- EAS Test 12/8 & Blue Alert Test 12/14
- "This Week at the FCC" summary

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



Tuesday, December 8th, 2020 – Noon
Presented by Mike Costa

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 can help you to serve your clients at 100%. We'll discuss how to communicate with your GM and how your GM can add to your success!

[REGISTER HERE](#)

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

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](#)

LBS Will Create Free Customized Research Reports For You To Show Prospects!



Want a CUSTOMIZED single-page marketing flyer that you can take into a customer or prospect's business? Want to be able to tell them what their customers are planning to buy?

Visit LocalBroadcastSales.com, fill out a short form to give LBS a little bit of information and they, along with Pulse Research, will provide you with research-based sales materials designed to begin conversations with an actual client/prospect in your LOCAL market.

[DOWNLOAD
A SAMPLE](#)

EAS Test 12/8 & Blue Alert Test 12/14



Tuesday, December 8th at 5:09AM

Vermont Emergency Management is going to fire the EAS RMT that was supposed to go out today tomorrow, Tuesday, December 8th, at 5:09AM instead. After your station receives the test, please fill out the survey at

<https://docs.google.com/forms/d/1BUcN9CjRjJ6HOMafQGRAuFYtRhXXXNH797Zu5yxxayk/edit?usp=sharing>



Monday, December 14th 1PM-3PM

VT State Police will be conducting their annual test of the Blue Alert system Monday, December 14, 2020 between 1pm-3pm. VAB will be present virtually during the test representing broadcast television and radio and will be reporting whether or not stations received the test via the EAS system. Re-broadcast of the test is optional. Please enter the results of the Blue Alert test for your station(s) below as you receive it so the VAB can report on results in real time. Thank you!

https://docs.google.com/forms/d/14Dyc7Jf30M0e5sXW7d9O_bAQ9G5oe2xWWKNtd5FRyVM/edit?usp=sharing

"This Week at the FCC" Summary



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](#) in Washington D.C. provide a summary of the regulatory and legal actions of significance to broadcasters within the FCC. They also provide links to information about how these actions may affect your operations. Read this week's summary as well as summaries from past weeks at:

<https://vab.org/this-week-at-the-fcc>

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