



Established in 1955, VAB is the non-profit trade association representing over 100 commercial and non-commercial radio and television stations operating throughout Vermont as well as the 600+ broadcasters who are employed there.

Like our counterparts in all 50 states, we are dedicated to keeping the radio and television industry vibrant, vital and strong.

## **Mission:**

Provide equitable resources and diverse opportunities for growth as well as celebrate, unite and advocate for all free, over-the-air broadcast television and radio stations operating in Vermont.

# Government Relations



## Federal:

- ★ Advocate for broadcasters on national issues
- ★ Strengthen relationships with Representative Welch and Senators Leahy and Sanders and their senior staff.
- ★ Act as Vermont's liaison with the National Association of Broadcasters (NAB).

## State:

- ★ Monitor active legislation with possible stakes for broadcasters/journalists.
- ★ Testify in House and Senate Committees
- ★ Rally Station Owners/GMs to contact their representatives to oppose or support bills.

# Training & Workforce Recruitment



## Professional Growth & Training

### Opportunities For:

- ★ Radio Personalities, Production & Promotions Directors
- ★ Journalists/News Directors
- ★ Sales Account Executives/Marketing Consultants and Digital Project Managers
- ★ Broadcast Engineers
- ★ Station Managers (i.e. employment, licensing, Respect in the Workplace)

## Workforce Recruitment Efforts:

- ★ Publicize Job Openings
- ★ Communicate with Media Program Chairs and Career Centers at all Vermont Colleges and Universities
- ★ Connected stations looking for interns with students looking for internships.
- ★ Communicate with VAB Scholarship winners from Castleton, NVU-Lyndon & Champlain College.

# EAS & FCC Regulatory Support:



## Emergency Alert System (EAS)

- ★ Broadcast media liaison with VT Emergency Management for monthly EAS tests and Annual AMBER and BLUE alert tests.
- ★ Assists Engineers whose EAS units need software upgrades or monitoring adjustments.
- ★ Co-Chair of the State Emergency Communications Committee (SECC) which oversees Vermont's EAS Plan.

## Federal Communications Commission:

- ★ File joint comments opposing proposed new rules like increases to Regulatory Fees, EEO regulatory burdens and new Political Advertising requirements in station's Online Public Inspection Files.
- ★ Remind station owners/GMs about deadlines to file required quarterly and annual paperwork.
- ★ Assist in License Renewals for Radio in December 2021 and TV December 2022.

# Awards & Recognitions:



Produce the Annual VAB Hall of Fame & Awards Banquet in December at the Hilton-Burlington:

- ★ Solicit nominations for Hall of Fame inductions as well as Broadcaster of the Year, Distinguished Service, Snyder/Teffner Award, Alan Noyes Community Service Award and the new *Rising Star* award.
- ★ Register, collect payment from and plan hotel rooms, theme, meal, seating, program and entertainment for 300 broadcasters.

★ Celebrate Promotions & Industry Award Winners

Produce the VAB Annual Meeting, Convention & Production of the Year Awards Luncheon at the Capitol Plaza in Montpelier:

- ★ Solicit entries for Digital, PSA, Promo and Commercial production from radio & TV, organize judging & winner determination.
- ★ Hire Speakers & Create Convention Agenda
- ★ Register, collect payment from and plan the meal and Awards Presentation Program for 160+ broadcasters & invited guests.

★ Recognize Retirements and Deaths

# Other Responsibilities:



- ★ Find opportunities to unite, celebrate and promote our industry locally.
- ★ Represent Vermont in the National Alliance of State Broadcasters Associations (NASBA).
- ★ Find new ways to increase member benefits and value proposition.
- ★ Find Operational Funding including NCSA/PEP campaigns and collecting annual membership dues.
- ★ Write articles for VAB Voice e-newsletter (500+ subscribers), VAB.org and Social Media
- ★ Prepare Executive Director Reports and participate in Monthly Board Meetings.
- ★ Participate in Awards, Membership, Finance & Legislative Committee meetings.
- ★ Test Winter Storm Cancellations website