

VAB Voice | Monday, March 8, 2021



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Free LBS Webinar 3/9: Make A Better Offer (Or Someone Else Will)



Tuesday, March 9th at 12PM
Presented by Tim Burt

**MAKE A BETTER OFFER
(OR SOMEONE ELSE WILL)**
TUESDAY, MARCH 9TH, 2021 - NOON ET



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If you want to see your clients increase their sales, they must create a stronger offer, and do it repeatedly. Most radio & TV ads these days simply brag about how awesome their business is – instead of making an offer. And the offers that are being made are bland. In 2021, promoting free consultations and encouraging website or store visits is worthless. As businesses reopen (or readjust), getting traffic for your clients isn't going to be enough to increase their sales. The real money is in the offer. And if you have clients who need more traffic and sales, then this is key to their (and your) success. During this webinar, Tim will show you REAL-WORLD examples of ways he's doing this for his clients and how you can quickly implement this strategy for yours.

Free Webinar 3/16: Radio Production Techniques



Frank Foti



Andrew Scheps

Tuesday, March 16th from 11AM - 12PM
Presented by Andrew Scheps & Frank Foti

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Foti and Scheps will discuss items such as understanding digital audio, creating templates in your DAW, effective use of multitracks in your project, proper use of background music and effects, balancing the final mix, and getting the audience attention in the first few seconds of the commercial. This webinar is for anyone involved in producing audio files.

Free Webinar 3/18: The Art of Asking Questions



Thursday, March 18th from 2-3PM
Presented by Pat Bryson

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2021, which should be a rebuilding year for and for our clients. How do we overcome their fear and reluctance to part with money? Pat Bryson, from Bryson Broadcasting International says it all starts when we understand how their business has been affected by the pandemic. In this webinar, learn how to ask great questions and probe deeply into the business aspects of our clients. It will result in larger agreements for us and better results for our clients.

Free Webinar 3/24: Staying On Top Of Your FCC EEO Obligations



**Wednesday, March 24th from 3-4PM
Presented by David Oxenford
of the DC law firm Wilkinson Barker Knauer**

Even in this most unusual time, the FCC has continued to enforce its EEO rules, reviewing a station's compliance both in connection with its license renewal and through periodic audits. Stations still need to engage in wide dissemination of information about job openings and engage in specified outreach activities designed to educate their communities about broadcast employment and to train employees for advancement in their broadcast careers, even if they have no job openings.

Join us on March 24th when David Oxenford will review all of the FCC's obligations and how you can meet those obligations even while social distancing.

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Blues For Breakfast Celebrates 30th Anniversary



March 4, 2021, marked the 30th anniversary of *Blues For Breakfast* on WIZN-FM!

"Mr. Charlie" Frazier has been hosting the show since it started, which airs Sundays from 9:00-11:00AM at 106.7 FM and at www.wizn.com.

Congratulations to Mr. Charlie and to WIZN on 30 years of *Blues for Breakfast!*

VAB Subsidizing 100% of the \$500 ABIP Fee!

Alternative Broadcast Inspection Program



[DOWNLOAD AGREEMENT](#)

The FCC routinely inspects radio and television stations for a variety of technical issues at random and without warning.

Every three years, the VAB offers the Alternative Broadcast Inspection Program (ABIP) to help stations ensure they are in compliance with FCC regulations, and 2021 is an ABIP year. Stations that pass the ABIP program receive a certified 3-year exemption from routine FCC technical inspections.

Recognizing the financial stress COVID-19 has put on stations, the VAB is subsidizing 100% of the \$500 fee for members in good standing this year. Non-members may also take advantage of ABIP at the regular cost of \$500. Get step-by-step details on how to participate at <https://vab.org/abip>

Representation from NEK, Central & Southern VT Needed VAB Membership Committee

VAB Membership Committee is meeting Wednesday, March 10th from 3-4 PM via ZOOM.

The Champlain Valley is well represented on the committee, so we especially invite members from the Northeast Kingdom, Central and Southern Vermont to join. And remember, if the station you work for is a member of the VAB, so are you!

To volunteer on this committee, email vab@vab.org



"This Week at the FCC" Summary



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](http://www.wilkinsonbarkerknauer.com) 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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