

VAB Voice | Monday, March 15, 2021



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Free Webinar 3/16: Radio Production Techniques



Frank Foti



Andrew Scheps

REGISTER

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

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



REGISTER

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

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



REGISTER

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.

Free LBS "Weyland Wednesday" Webinar 3/24: How to Easily Create Powerful Proposals That Your Clients Will Love!

 **Local**
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

WEYLAND WEDNESDAYS

MARCH 24TH - NOON ET

"On the Spot" secrets from broadcast's best mentor, Paul Weyland!

Get ready for a ride! Paul Weyland uses his quirky wit combined with his considerable marketing experience to create a learning event his audiences do not forget. Paul's ideas and recommendations will increase sales for you and your team!



**How to Easily Create Powerful Proposals
That Your Clients Will Love!**

REGISTER

**Wednesday, March 24th at 12PM
Presented by Paul Weyland**

The Weyland S.O.S. summary proposal template is bullet-proof and field-tested by broadcasters and advertisers. The steps to conducting meetings with your clients are logical and insightful providing you confidence on every call. Make this session so you'll be equipped to add long-term dollars to your bottom line. You'll be exposed to the how-to path on creating meaningful presentations through your client's eyes. And that is why Paul's formula will become a welcome surprise to your clients and prospects.

Get ready for a ride! Paul Weyland uses his quirky wit combined with his considerable marketing experience to create a learning event his audiences do not forget. He can teach you how to increase sales. We look forward to seeing you and your team at the webinar.

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>

"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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