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Radio's Roadmap to Gen Z Listenership



Watch this incredibly informative webinar by Edison Research outlining the findings of their July 2020 study on Gen Z radio listenership and how to attract *Zoomers* ages 8-24 to listen longer! It's 34 minutes well spent!

[Read The Entire Article](#)



6 Save The Dates in April!



4/10: Deadline to file First Quarter Reports to your Online Public Inspection File reflecting station activities in January, February and March 2021.



Free Sales Webinar: *Over-The-Top; What Every Seller Must Know As You Sell For Or Compete Against OTT*
[REGISTER](#)



Free Webinar for Managers 4/14: *Preparing for FCC License Renewal - What You Need To Know* by David Oxenford
[REGISTER](#)



Free Webinar for Promotions 4/15: *How to Take Advantage of Email Marketing Without Overextending Your Staff* by Seth Resler
[REGISTER](#)



Free Engineering Webinar 4/20: *Broadcast RF Thermal Imaging* by Paul Shulins
[REGISTER](#)



Free Sales Webinar 4/28: *Bonus LBS Weyland Wednesday* by Paul Weyland
[REGISTER](#)

Paid Internship Applications Due 4/18



NOW ACCEPTING APPLICATIONS FOR **SUMMER 2021** PAID INTERNSHIPS

[CLICK HERE TO APPLY](#)

APPLY NOW FOR THE VAB TO PAY FOR YOUR STATION TO HAVE AN INTERN!

The VAB is launching a brand new member benefit; a Paid internship Program designed to connect stations who need workforce help with students interested in pursuing careers in Broadcasting.

Here's how it will work:

- Station applies* through VAB.org to get 100% of the internship subsidized.
- VAB Awards Nomination Committee reviews applications and selects up to five grantees.
- VAB writes a check to the station for \$1,621 to pay 120 hours at \$11.75/hour (VT minimum wage) + 15% towards payroll taxes.
- Station finds and hires the intern on their own. VAB will have nothing to do with the selection process, but the intern must be a college or trade school student obtaining school credit.

*To apply, visit VAB.org. The VAB requires the applying station to:

- be current with member dues
- post the internship on your website and the VAB job bank
- air internship recruitment PSAs

"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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