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Salute to Local 22 & Local 44 Long-time Staff



The VAB has learned there are a few special folks at WVNY & WFFF (Local 22 & Local 44) who've been there a very long time! We would like to acknowledge and thank them for their long-standing commitment to WVNY/WFFF and being part of Vermont's broadcast community!

Les Cota (37 years of service)

Ken Kasz (30 years of service)

Lindsay Benoit (25 years of service)

MaryJo Kasz (20 years of service)

Greg Towne (20 years of service)

If your station(s) would like to make similar announcements in the VAB Voice, email vab@vab.org

Free Sales Webinar Today 4/28 @ 12PM: Are Long-Term Advertising Contracts Possible in Today's World?



On-Demand Broadcast Training
And Revenue Development That Works!

WEYLAND WEDNESDAYS

APRIL 28TH - NOON ET

ARE LONG-TERM ADVERTISING CONTRACTS
POSSIBLE IN TODAY'S WORLD?

REGISTER

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.

LBS Bonus webinar presented by Paul Weyland

YES! YES! YES! When you establish meaningful local-direct professional relationships, you ultimately increase your contract selling skills while keeping customers for life. We'll discuss how to improve your account list value with passionate, loyal clients who will refer other businesses to you. Help your clients to spend a larger share of their budget with you now, establishing trust in your range of services and abilities. We'll also discuss setting up client meetings and keeping control of the discussion. As you go from business to business, you will find "it's the best of times or the worst of times," in other words, it's the perfect time to introduce long-term rock-solid agreements to your clients.

Speed & Swagger Ten Minute Trainer Test Drive

Monday, May 3rd, Speed Marriott (P1 Learning) and Derron Steenbergen (Swagger Institute) are letting

VAB Members take a test drive of their new:



SPEED & SWAGGER

• TEN-MINUTE TRAINER •

Speed & Swagger: Ten-Minute Trainer

...a weekly sales revenue show featuring both Speed and Derron. Along the way, they'll feature guest trainers both in and outside of broadcasting and answer user-driven questions all while wrapping in tips and motivation!

Look for an email from the VAB in your inbox this Monday morning with a direct video link and a poll to take after you watch it letting the VAB know if you want us to subscribe so you can get it every week!

"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>

WILKINSON) BARKER) KNAUER) LLP

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Help us reach broadcasters in need.

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