

VAB Voice | Friday, May 28, 2021



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Make \$100 Shooting Guns with the Guard!



VT Army National Guard is holding an Open Range Day for media at Camp Ethan Allen in Jericho Thursday, June 10th.

While there, members of the media will be invited to fire an M249 machine gun as well as M4 individual weapons on the range and meet members of the Brigade Support Battalion who will chaperone.

MAKE A QUICK \$100 CASH!

Because the VAB relies almost entirely on NCSA funds from VT ARNG to operate, the **VAB is giving a \$100 talent fee to the first 10 FT on-air personalities who volunteer to participate!** Time commitment will be about 1&1/2 hours from 11am-12:30pm. Last September, eight DJs participated when we did something similar prior to Operation Bullseye and we all had a great time! If you would like to volunteer, please email vab@vab.org ASAP as this is first come, first served, but no later than Tuesday, June 1st.

Meet the VAB's 1st Ever Intern Sam Lacey!



Hi everyone!

My name is Sam Lacey and I am a student at the University of Vermont, majoring in Political Science with a minor in Public Communications.

I am also the Station Manager of UVM's student radio station, WRUV-FM and I write for UVM's chapter of HerCampus in my spare time.

I just finished my Junior year and am ecstatic to be starting my summer internship with the Vermont Association of Broadcasters, where I hope to get hands-on experience in my major and minor fields of study.

Wendy has already put me to work and I look forward to meeting and/or working with as many of you as possible over the next few months!

VAB Annual Meeting June 16th @ 1:00PM

To Be Held Virtually Via ZOOM

Official business includes the election of VAB Board Members, the approval of the budget and the presentation of the Annual Report of Member Benefits.

ANNUAL MEETING



CONNECTION • INSPIRATION • RECOGNITION

If the station you are employed by is a member of the VAB, then so are you and all members are welcome to attend. More details to follow.

If you are interested in serving on the VAB Board of Directors, you can view the criteria [here](#) and then email your interest to vab@vab.org.

Free LBS Sales Webinar Tuesday 6/8 @ 12PM



This webinar is presented to you **FREE** by your State Broadcasters Association

2nd

TUESDAY

Presented by:
Blaine and Honey Parker
LBS Branding Experts

ADVERTISING IS A BAR WHERE NOBODY KNOWS YOUR NAME...

3 Epically Tragic Mistakes that Make Advertisers Anonymous and Profitable Ways to Avoid Them



Tuesday, June 8th, 2021 - Noon ET

Advertising Is A Bar Where Nobody Knows Your Name...

3 Epically Tragic Mistakes that Make Advertisers Anonymous and Profitable Ways to Avoid Them

[REGISTER HERE](#)

Anonymity is great, unless you're trying to sell something. Then, it's just an expensive explosion in an advertiser's face and nothing that means anything to the person who matters most: the customer.

- **Billboards that are cleverly drafting off of an advertiser's TV**—but mean nothing to anyone.
- **Pointless and forgettable radio commercials from otherwise brilliant companies**—joy is not on display, just white noise of pricing/features without personality or benefit.
- **We've offered strategic, personalized solutions to anonymous advertising messages that are a miscarriage of marketing**—only to be told, "No, we don't need to do that."
- **"Everyone already knows who we are."** **Human beings crave relationships**—and too much advertising avoids making friends in favor of massaging egos in the marketing food chain.
- **We'll examine three ways we've seen this happen across the country** and share simple solutions that can make the marketing make friends with customers hungry to spend money.

Goddard College Sells WGDR/WGDH to Central Vermont Community Radio

WGDR 91.1FM

WGDH 91.7FM

Last week, the ownership of WGDR-FM & WGDH-FM transitioned from Goddard College, which operated them for nearly 50 years, to Central Vermont Community Radio (CVCR).

In 2020, Goddard initiated the gift of the station to the local community via this new non-profit, CVCR.

"It has been an honor to help this station continue and expand its role and legacy in the community. We hope that this gift to CVCR will sustain WGDR/WGDH well into the future," Goddard President Bernard Bull said.

"We thank Goddard College for this most generous gift to central Vermont!" said CVCR Board members. "We look forward to working with the entire community to provide lively, dynamic, informative radio along with inspiring, diverse music programs, long into the future."



Save The Date - 3 More Free Webinars in June!



Free ABA Engineering Academy
Webinar for Broadcast Engineers:
Topic - TBD

Free Webinar for TV Reporters &
MMJs: "Don't Be a Garden
Gnome" by NBC 7
San Diego Reporter Joe Little

Free Webinar for Managers:
*Addressing the Recruiting
Challenges within a Changing
Media Industry* by Ty Carver

"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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