

VAB Voice | Friday, August 6, 2021



In This Issue:

- 6 Days Left to Register for VAB Convention & Production Awards 8/18 in Waitsfield
- Scholarships to Radio Show in Las Vegas
- Free Webinar: Budgeting After an Economic Shutdown
- WEQX GM a Marconi Award Finalist

6 Days Left to Register for VAB Convention & Production Awards August 18th in Waitsfield

[REGISTER HERE OR LET YOUR GM KNOW YOU WANT TO ATTEND!](#)



Lareau Farm

INN | EVENTS | AMERICAN FLATBREAD

46 Lareau Road, Waitsfield, VT

Wednesday, August 18, 2021

65th Annual Convention & Production Awards

\$25 | Register by August 11 at VAB.org



“Evolving with Modern Media Buying & Consumption”

8:00 - 9:00 AM: Check-in, Coffee, Pastries, Social Hour

Main Outdoor Covered Pavilion

For everyone

Sponsored by:

9:00 - 10:45 AM: Generational Marketing & Hiring by Speed Marriott

Main Outdoor Covered Pavilion

As you and your clients cope with pandemic recovery and lack of workforce challenges, gain insight about how the traits and expectations of Baby Boomers, Gen X, Millennials, Gen Z & Gen Alpha define them as clients, consumers and workforce recruits.

This seminar is for Sales, GMs, GSMs, LSMs, Operations Managers, HR Managers



10:45AM - 12:15PM: Content for Modern Consumers by Tracy Johnson

American Flatbread Outdoor Covered Pavilion

Are you an air personality or are you an original content producer and social influencer? Consumers have plenty of places to get news, weather, sports, music and entertainment - why should they get it from you? What sets you apart and makes what you offer unique? Learn how to produce engaging content both on-air and on your social media channels.

This seminar is for On-Air Talent, Production Directors, Program Directors, TV Creative Services



11:00 AM - 12:15 PM: Re-Imagining Your Business Model; Fireside

Chat with John Zimmer & Carla Leible, Zimmer Communications

Main Outdoor Covered Pavilion

Learn how peers from a small market in Missouri successfully turned a radio station business into a thriving “Content Production, Multimedia Distribution, Client Problem Solving” business for modern media buying and consumption!

This session is for GMs, Operations/Station/Brand Managers, Sales Managers, Marketing Consultants/Account Executives



12:30 - 2:00 PM: Lunch & Production Awards Ceremony

Main Outdoor Covered Pavilion

All Fresco American Flatbread buffet and Production of the Year Competition award presentations

Sponsored by:



REGISTER HERE OR LET YOUR GM KNOW YOU WANT TO ATTEND!

Should the VAB Offer Registration Scholarships to NAB/RAB Radio Show in Las Vegas?

CONNECT

Connect with NAB this Fall in Las Vegas!

The NAB/RAB Radio Show is happening October 10th-13th in Las Vegas (right after the NAB Show).

The VAB is considering awarding registration scholarships (\$400 each) to a limited number of Vermont radio professionals.

If you feel you - and by extension your station(s) - would benefit from exposure to the best content, thought leadership and networking opportunities in the industry, let us know you're interested! (Note, you would be responsible for travel/expenses).

Fill out this quick and simple form no later than Friday, August 20th

Free LBS Webinar Tuesday, August 10th: Budgeting After an Economic Shutdown



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

2nd
TUESDAY

Presented by: **Mike Costa**
CEO of Costa Media Advisors and LBS
Broadcast Expert

Budgeting After an Economic Shutdown



Tuesday, August 10th, 2021 - Noon ET

[REGISTER HERE](#)

Presented by **Mike Costa**
CEO, Costa Media Advisors
Tuesday, August 10th @ Noon

Broadcast sellers across the board are facing unusual opportunities and challenges. Being effective in the recovering economy requires us all to be even more on top of our game than we needed to be before the shutdown. Being average is no longer an option. For the serious seller, there has never been a better time to be in the broadcast and digital marketing world. Join us for a straightforward presentation about how to help your clients plan their ad budgets for the road that lies ahead. We will discuss when you should be talking with your clients, which clients to focus on, and both the internal and external advantages that are in it for you!

WEQX GM Mimi Brown Marconi Award Finalist

Congratulations to WEQX-FM GM Mimi Brown on being a finalist for a 2021 NAB Marconi Radio Award in the LEGENDARY MANAGER OF THE YEAR category!

Winners will be announced October 13th at the Radio Show in Las Vegas! Let's all route for Mimi to win this well-deserved award!



[Read the Press Release](#)

This Week at the FCC



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

A banner for the Broadcasters Foundation of America. On the left is a microphone with an American flag design. The text reads "BROADCASTERS FOUNDATION OF AMERICA". In the center, a hand is shown touching a small white object on a dark surface. On the right, it says "Broadcasting Hope" in a large font, followed by "Help us reach broadcasters in need." and a red button that says "LEARN MORE".