

VAB Voice | Friday, August 20, 2021



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Recap of VAB Convention & Production Awards



[Read the Full Recap Here](#)

Wednesday, August 18, 2021, the VAB held our 65th Annual Convention and Production of the Year Competition Award Ceremony outdoors under the covered pavilions at [Lareau Farm](#) in Waitsfield, VT.

Our first industry-wide gathering since December 2019 gave people the chance to reconnect with peers and enjoy a fun-filled day of learning in a unique setting. Even the unexpected closure of Rt.100 didn't keep people away!

The theme of this year's convention was "Evolving with Modern Media Buying & Consumption". Over 100 radio and television broadcasters took away thought-provoking information and inspiring ideas from Speed Marriott, Tracy Johnson, John Zimmer and Carla Leible!

Governor Phil Scott stopped by to thank broadcasters for the role we played in keeping Vermonters informed and safe both during the pandemic and since the vaccine roll out started.

But one of the most memorable moments of the convention came when Elizabeth Bond of Great Eastern Radio saved the day by taking the stage and singing our National Anthem when we could not get the recording to play. Elizabeth's beautiful voice was joined by many others for a moving acapella version of the Star-Spangled Banner that filled us all with pride and patriotism!

Since Lareau Farm is the original home of American Flatbread, we enjoyed a delicious Al Fresco lunch of salad and wood-fired pizza!

After lunch, 22 awards were presented for Outstanding Commercial, Promo and PSA Production - see the winners at <https://vab.org/production-of-the-year-award-winners/>

At the end of the day, attendees got a sneak peak at the new radio recruitment video produced by VAB intern and UVM Film Student Caroline Hall! This is the first in a series of recruitment videos the VAB plans to

produce, then distribute to High School, Trade School and College Guidance Counselors/Career Centers to expose and get Gen Z'ers interested in career paths in broadcasting...



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 Wednesday, August 25th

Free Sales Webinar Wednesday, August 25th: Leadership & Selling Philosophies for Today!

Provided FREE by your State Broadcasters Association

Weyland Wednesdays

with Paul Weyland, LBS Broadcast Expert

August 25th, 2021

LEADERSHIP AND SELLING PHILOSOPHIES FOR TODAY!

Today's leaders and sellers are facing challenges and opportunities that have never been addressed before. Paul Weyland will provide you with broadcast leadership and selling philosophies for you to consider as you make this year one of your best ever. Come prepared to expand your thinking on how to raise your professional status and servicing our customers at stellar levels.

REGISTER HERE

Announcement from WCLX-FM



Farm Fresh Radio 102.9, a nationally recognized Adult Album Alternative station, seeks current or ex-radio Production Directors to prepare and present (via email) SPEC SPOTS and be paid high commission (30%) on presentations which result in radio ad campaign buys. This project work is done remotely, under contract, using your own equipment for editing and producing the spec spots. As a contractor, you can work at your own pace and on your own schedule. If you are interested, please send a sample of your work to Backstage@FarmFreshRadio.com.

Job Openings at Stations Around Vermont



[Sales Manager, Account Executive, General Manager](#)



[News Anchor](#)



[Senior Account Executive](#)



COMMITTED TO OUR COMMUNITY



[Digital Sales Manager, Multimedia Journalist, Newscast Director, AM Reporter, Junior Account Executive, Account Executive, News Director, Master Control Operator \(Full & Part-Time\) and News Anchor.](#)

[Anchor/Reporter, Master Control Operator, Photojournalist, Part-Time Production Assistant and Promotions Producer](#)

Utilizing your state broadcasters association to post job openings earns you EEO Credit! If you have a job opening you would like the VAB to publicize, simply email a description to vab@vab.org

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>

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