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## Free Sales Webinar Tuesday, September 14th: Why “Engagement” is the Social Media Metric That Matters First!

Presented to you **FREE** by your State Broadcasters Association.



# 2nd

TUESDAY

**Lori Lewis**

President, Lori Lewis Media  
and LBS Social Media Expert

## BROADCAST SELLERS AND MANAGERS, WHY ENGAGEMENT IS THE SOCIAL MEDIA METRIC THAT MATTERS FIRST!

**TUESDAY, SEPTEMBER 14TH 12:00 ET**

*"Engagement is the tell-tale sign from the audience that your content is accomplishing two main goals:*

*Capturing Attention & Converting It Into Action.*

*But let's dig deeper into why engagement is the metric that matters." - Lori*

**2021** This is What Happens in An Internet Minute



**LEVERAGE:** Engagement rates need to be monitored because healthy engagement is how we influence fans to invest in us with their time & actions. This is way more important than vanity metrics (the number of fans or reach)

**LONGEVITY:** The longer someone spends engaging with your content (viewing, reading, captions, commenting, etc...), that engagement extends the life of the content, opening opportunities to be seen by more.

**LOST:** Without engagement - we're like a ghost ship - floating around the social space; no one manning the ship, no one caring about our ship. So, don't just give engaging content - be responsive and interact with the community too.

Lori has an extensive background with broadcasters including VP Social Media with Cumulus Media, VP Social Media with Westwood One, VP, Social Media & Digital Audience Growth with Jacobs Media, Director of Social Media and Digital Fan Growth with Midwest Communications, and Brand Marketing Manager with iHeartMedia.



**Click here to sign up for this FREE webinar!**



On-Demand Broadcast Training  
And Revenue Development That Works!

## Free Sales Webinar Thursday, September 16th: Monetizing Podcasts



Thursday, September 16th  
1:00 p.m. – 2:00 p.m. Eastern  
by Seth Resler, Digital Director, Jacobs Media Strategies  
[REGISTER](#)

When broadcasters think about podcasting, they often think about monetization through the traditional method: advertising. But this isn't the only way to generate revenue podcasts. In this webinar, Seth will talk about the advantages and disadvantages of different revenue models to help you figure out which is right for your station.

# Meet the New Co-Hosts of Vermont Edition



Vermont Edition returned to VPR yesterday with new co-hosts Connor Cyrus and Mikaela Lefrak.

They're hoping to hear from you about the biggest issues facing your town, Vermont stories you want to learn more about and who's making a difference or doing something amazing where you live!

Get in touch with them at [vermontedition@vpr.org](mailto:vermontedition@vpr.org).

## Why Streaming Fees Are Increasing



Streaming rates for broadcasters are going up and unfortunately, there is nothing anyone can do about it. Here's why.

The rate increase is not an arbitrary move by Sound Exchange. They are just the middleman that carries out decisions made by the U.S. Copyright Royalty Board. The new rates, which are in place for the next five years, were announced in June and are retroactive to the beginning of the year.

The minimum per channel fee is going up to \$1,000, effectively doubling. Rates for non-profit broadcasters are lower.

In May, Attorney Dave Oxenford wrote about the various proposals that were being discussed for the "once every five year" negotiation process. [Read the article here.](#)

## Job Openings at Stations Around Vermont



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



[News Anchor](#)



[Senior Account Executive](#)



[Digital Sales Manager, Multimedia Journalist, Newscast Director, AM Reporter, Junior Account Executive, Account Executive and News Anchor.](#)



[Philanthropy Operations Coordinator and Afternoon News Producer](#)



[National Sales Manager, Anchor/Reporter and Master Control Operator.](#)



[Independent Contractor](#)

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](mailto: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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