

VAB Voice | Monday, October 25, 2021



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- Get you HOF & Award Nominations in by tomorrow!
- Free Sales Webinar October 27th
- Promotions at Hall Communications
- Champlain College Adjunct + Other Job Openings

Get Your VAB Hall of Fame & Award Nominations In By Tuesday 10/26 @ 11:59PM



[View Criteria & Submit Nominations Here](#)

It's time recognize outstanding Vermont broadcasters with the annual VAB Hall of Fame & Awards!

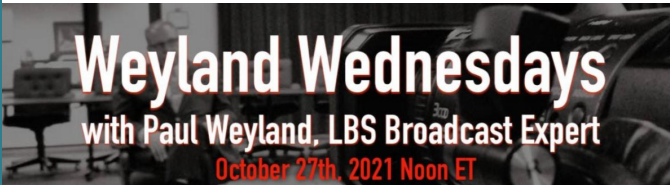
The VAB is currently seeking nominations for the VAB Hall of Fame, Broadcaster of the Year, Alan Noyes Community Service, the Snyder-Teffner Award for Excellence Behind the Scenes and the relatively new Rising Star Award!

Nominations must be submitted by Tuesday, October 26th at 11:59PM.

Awards will be given out during the VAB Hall of Fame & Awards Banquet Saturday, December 4, 2021 at the Hilton-Burlington. Event details coming soon, so save the date!



Free Sales Webinar Wednesday 10/27



TODAY'S UNCONVENTIONAL APPROACH TO RETAIL AND PROFESSIONAL SERVICES AD SELLING SUCCESS!



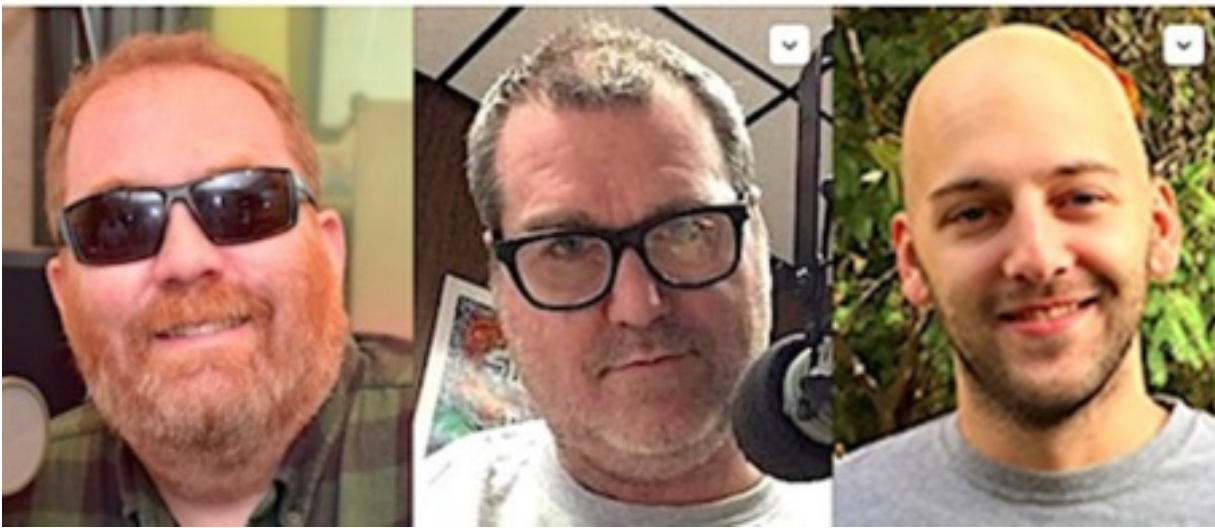
[REGISTER](#)

Today's Unconventional Approach to Retail and Professional Services Ad Selling Success!

**Wednesday, October 27th at 12PM
Presented by Paul Weyland**

We all know how important the Christmas season and other year-ending holiday sales are to our advertiser's bottom line. Now is the perfect time for broadcasters to expand their selling opportunities and Paul will challenge us and show us how! A refreshing approach is to lead our clients from an unhealthy seasonal dependency to ongoing marketing success. We can do this by educating consumers on how to benefit and gain value year-round. Be prepared to have your traditional mindset rattled, and you'll be more successful because of it!

Staff Promotions at Hall Communications



Last week, the VAB Voice congratulated Mark Knight on his promotion to Operations Manager following the departure of Matt Grasso in August for a position outside of radio. Since then, Hall Communications has announced even more promotions.

Bill Sargent (left) has been promoted to Program Director for 98.9 WOKO-FM. Sargent joined WOKO in 1998 as an evening personality and has co-hosted WOKO's *Morning Roundup* for the last 20 years.

Kevin Mays (center) has been promoted to Program Director for both 99.9 the Buzz (WBTZ-FM) and 106.7 WIZN. Mays has been with the group since 2004 and will continue to serve as MD for both stations as well as hosting afternoon drive.

WIZN morning show host Devon McGarry (right) will add the title of Assistant Program Director for both WIZN and WBTZ. McGarry has been with the Hall stations since 2013.

Congratulations to Bill, Kevin and Devon on their promotions!

Free Poynter Webinar for Journalists 11/4



Powerful Storytelling (Part 2) Thursday 11/4 @ 12PM

- The eight motivators that make any story more interesting
- Getting beyond the obvious to the more important "why" of the story
- The power of the Ladder of Abstraction (how to make interesting stories important and important stories interesting)
- Sentence structure that makes information unforgettable
- Navigating the friction between creative storytelling and clear storytelling

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Job Openings at Stations Around Vermont



**CHAMPLAIN
COLLEGE**



[Broadcast Media Production
Adjunct](#)

[Afternoon Drive Co-Host](#)

[Independent Contractor](#)



COMMITTED TO OUR COMMUNITY



Digital Reporter, News Producer, Digital Sales Manager, Multimedia Journalist, Newscast Director, AM Reporter, Junior Account Executive, Account Executive, News Anchor

Chief Financial Officer (CFO), Media Specialist/Traffic, News Producer, Philanthropy Operations Coordinator

Multimedia Journalist, National Sales Assistant, Chief Photographer, Meteorologist, Sales Account Associate, Newscast Producer



Programming Personalities, Managers, Account Executive

Radio and Digital Account Executive, News Anchor

Senior Account Executive

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 Knaauer, 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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