

VAB Voice | Tuesday, April 5, 2022



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4/6 is Last Call To Take VAB Convention Survey

Share your preference for where and when to hold the VAB's 2022 Convention and especially, which format works better for you:

9am-2pm = Breakfast, Speakers, Lunch, Production Awards

11:30am-4:30pm = Lunch, Production Awards, Speakers, Cocktail Reception

[Take Survey](#)

Q1 Issues/Programs Report Advisory Alert

April 10, 2022 is the deadline to file First Quarter Issues/Programs List Reports to your Online Public Inspection File reflecting your station's activities in January, February and March 2022.

[Download 2022 1st Quarter Issues/Programs Lists Advisory Alert from Pillsbury Law](#)



Free Webinar 4/12: Data-Driven Audience Packaging to Drive Sales

[REGISTER NOW](#)

LBS 2nd Tuesday Webinar
You attend FREE as a guest of your
State Broadcasters Association

APRIL 12TH NOON ET
“DATA-DRIVEN
AUDIENCE PACKAGING
TO DRIVE SALES”

Attend this webinar to understand better the dynamics of data driven audience packaging, and how it can open doors to new advertisers and categories. Hear how these capabilities will get you back into the innovative conversations often out of your current reach.



Mark Landon is the co-founder and managing partner of Recrue Media based in Los Angeles, a new breed of revenue agency. Recrue partners with media companies and ad agencies, delivering superior digital ad management for programmatic and performance marketing programs.

Reserve your FREE webinar seat for April 12th – Noon ET

Make your reservation using this link:

<https://www.localbroadcastsales.com/lbswebinars/>



On-Demand Broadcast Training
And Revenue Development That Works!

What is Data-Driven Audience Packaging that drive Sales?

Presented in plain English, so you understand how advertisers are buying ads today!

Ask questions of the webinar speaker!

Hear how to answer client questions.

How is ad buying changing and what it means to me?

RESERVE YOUR FREE SEAT TO THIS INFORMATIVE, LIFE-CHANGING WEBINAR FOR BROADCAST SELLERS APRIL 12TH – NOON ET

Meet WIZN's New Morning Show Host!



Classic Rock 106.7 WIZN in Burlington has tapped Mel Allen for morning drive!

The “Highway to Mel” Show will detour from nights on WIZN where it currently airs to mornings starting Monday April 4th at 6am.

Mel has been at Hall Communications-Burlington since 2016 and will continue with his national voiceover business, “The Real Voice” and the “BoozeBuddy” podcast, which will be integrated into the new show.

Congratulations Mel!

Recruit at Vermont's Premier Career & Job Fair

VERMONT'S PREMIER CAREER & JOB FAIR

OPEN TO ALL THOSE INTERESTED IN ADVANCING OR
CREATING A NEW CAREER FOR THEMSELVES

- GET EXCLUSIVE ACCESS TO INTERNSHIPS, SUMMER WORK AND
FULL TIME CAREERS IN VARIOUS INDUSTRIES
- MARKET YOUR SKILLS AND INTERESTS WITH ACTUAL RECRUITERS
- NETWORK WITH EMPLOYERS IN YOUR FIELD
- BRING SEVERAL COPIES OF YOUR RESUME
- OPEN TO ALL INDUSTRIES AND INTERESTS

APRIL 26

10am - 6pm

CHAMPLAIN VALLEY EXPO

MILLER CENTER

REGISTER @ VERMONTCONSTRUCTIONJOBS.COM



Associated General Contractors of Vermont is producing a multi sector career/job fair with the potential to host more than 1,500 students and job-seekers on April 26th from 10AM-6PM at the Champlain Valley Exposition in Essex Junction.

Several high schools, technical centers and colleges from around Vermont have committed to bringing students and they have partnered with the Department of Labor, Agency of Transportation, Commerce and Community Development and others to engage potential jobseekers.

The first half of the day will be geared toward students, while the second half will be geared to job seekers.

Reserve a booth for \$300 at agcvt.org/ev_calendar_day.asp?date=4/26/2022&eventid=171

Broadcast Job Openings Around Vermont



**CHAMPLAIN
COLLEGE**

Broadcast Media Production
Adjunct



Together For Vermont

Human Resources Generalist,
Programming Producer, Media
Specialist



Programming Personalities,
Managers, Account Executive



COMMITTED TO OUR COMMUNITY



Multimedia Journalist,
Weekend Anchor/MMJ,
Account Executive, News
Photographer/Editor



Multimedia Journalist, Newscast
Director, News Editor, Production
Assistant, Sales Account
Executive, Sales Account
Associate, Sports
Anchor/Reporter, National Sales
Assistant, Newscast Producer

Production Assistant (Part-time), Junior
Account Executive, Sports Reporter,
Senior Account Executive, News
Anchor, Weekend Meteorologist/MMJ,
Digital Reporter, Digital Sales Manager,
Multimedia Journalist, AM Reporter

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>

WILKINSON) BARKER) KNAUER) LLP



**BROADCASTERS
FOUNDATION OF
AMERICA**

Broadcasting Hope

Help us reach broadcasters in need.

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