

VAB Voice | Tuesday, July 12, 2022



In This Issue:

- Join the VAB's new "Futures Committee"
- Free Sales Webinar Today at 12pm
- Free EAS/ABIP Webinar 7/21
- WEXP-FM relaunces as "Mud Radio"
- Job Openings In VT
- This Week at the FCC

Join the VAB's New "Futures" Committee



Changing listener/viewer habits and technology are having a dramatic effect on the broadcast industry. To help us navigate our way through all this rapid change, the VAB is forming a new "Futures" committee that will meet via ZOOM.

If you want to better understand, stay up-to-date and share thoughts and ideas about how to handle the paradigm shifts and technology that is influencing our industry, you are invited to join the VAB's new Futures committee!

We will start by exploring the three most talked about topics at the NAB Show; the Connected Car Dashboard, podcasting and ATSC 3.0. This committee's goal will be to create best practice suggestions for stations to stay relevant and competitive in the digital age! Whether you are an air-personality, Reporter, Anchor, AE/Marketing Consultant, Manager, Engineer or support staff, your contribution is welcome as these issues need to be tackled with all perspectives represented.

Average time commitment is estimated at one 40-minute ZOOM call per month or as needed and the first meeting will take place in late July. To join, email yab@vab.org with the subject line "Futures Committee".

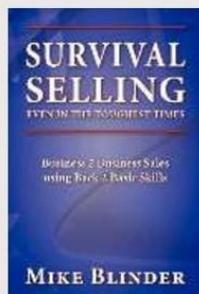
Free Sales Webinar Tuesday, July 12th



Mike Blinder has trained thousands of salespeople all over the world. While managing The Blinder Group his company was responsible for generating over 100 million dollars in new multimedia ad revenue for over 350 news media companies. Blinder began his impressive career at WCOD (MA), WTKO (NY), KEXO (CO), WLAM/ WKZS (ME), WVII-TV (ME), and WCYY/WBLM (ME).

Make it a priority to experience this session!

ATTEND THIS WEBINAR FOR A CHANCE TO BE ONE OF FIVE WINNERS OF THIS GREAT MIKE BLINDER BOOK!



POWERED BY THE BROADCAST INDUSTRY'S FAVORITE WEBSITE www.LocalBroadcastSales.com

LBS 2ND TUESDAY WEBINAR

Mastering the Qualities of the Best Broadcast Sellers

Presented by Mike Blinder,
Publisher of 'Editor & Publisher' and LBS Media Expert

**FREE WEBINAR
TUESDAY, JULY 12 AT NOON ET**

Developed through real-world experiences of working with the "best of breed," this highly motivational program will reveal what elements make salespeople outstanding in their appearance and attitude. Learn thoughts on how to create the best rapport with you customers and how sales pros and leaders can adopt those same traits so they excel in today's challenging environment. Or, more importantly, how you can incorporate those traits within yourself to be YOUR best at the "art of sales!" Come ready to be challenged and encouraged to take your selling to record levels.

Reserve your FREE webinar seat for the live presentation airing July 12 at Noon ET

Make your reservation now by using this link:

www.localbroadcastsales.com/lbswebinars/



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

www.LocalBroadcastSales.com

Free Webinar July 21st at 1PM:

EAS Regulations and what your entire staff should know about the Alternate Inspection Program (ABIP)



Thursday, July 21, 2022 | 1:00-2:00PM Eastern
With Larry Wilkins, Alabama Broadcasters
Association Director of Engineering

REGISTER

WEXP-FM Becomes Americana "Mud Radio"



WEXP-FM in Rutland has returned to operations as AMERICANA "MUD RADIO."

The station, which had been silent since July 2021, was launched on JULY 4th and is being operated by Chip Morgan, who is also the GM of WCLX-FM (Farm Fresh Radio) in Bridport.

"We're describing it as a locally hand-curated mix of Americana, which will include rock, folk, blues and great old country classics. It's a real cool mix of different songs you wouldn't think would be played together" says Morgan, "It's music designed for people who like music, not people who only like hair metal bands or who only like classic rock."

[Listen to MUD RADIO's stream.](#)

Broadcast Job Openings Around Vermont



**CHAMPLAIN
COLLEGE**

[Broadcast Media Production
Adjunct](#)



COMMITTED TO OUR COMMUNITY

[Senior Account Executive,
Producer, MMJ/Reporter,
Receptionist/Sales Assistant,
Junior Account Executive, Sports
Reporter, News Anchor, Weekend
Meteorologist/MMJ, Digital
Reporter, Digital Sales Manager,
AM Reporter](#)



[Multimedia Journalist, Account
Executive](#)



[Accounting Specialist AR, Brave
Little State/Engagement
Journalism Intern, SVP of
Audience & Community, Director
of Digital Media, Media Specialist
- Master Control, News
Producer, Graphic Designer](#)



[Programming Personalities,
Managers, Account Executive](#)



[Master Control Operator,
Production Assistant, Producer,
Multimedia Journalist,
Meteorologist, Sales Account
Executive, National Sales
Assistant](#)

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

