

VAB Voice | Monday, August 29, 2022



In This Issue:

- Free Social Media Skills Webinar 9/13
- Become a VAB Board Member
- *Ross on Radio* Virtual Talk for Vermont's Personalities & Programmers 9/21
- Join the VAB "Futures" Committee
- VT Public Launches Made Here Fund

Free Webinar 9/13: *Why Winging It with Social Media Doesn't Work for Broadcasters*



REGISTER NOW!

Tuesday, September 13th at 12pm

Presented by Lori Lewis, LBS Social Media Expert

Building a brand in the social space can often feel overwhelming and elusive, especially with limited resources. Join us as we break down three specific techniques to elevate brand-building and audience development with those limited resources.

1. Structure: Let's look at what a cadence might look like (what to post & when) and content pillars to keep content balanced, brand-aligned, and consistent.
2. Content Performance: Removing the guessing game and measuring efficiency; what content meets audience expectations, and identifying valuable content.
3. The Fan Experience: Replying to comments – acknowledging the audience – the less interested we seem to be in the audience, the less interested they will become in us.

Call to Serve on the VAB Board of Directors

BOARD OF DIRECTORS

The VAB Board of Directors has a current opening. If you want to be a part of shaping the VAB's future and have time to commit to serving in this volunteer position, please review the [criteria here](#) and then email vab@vab.org with your interest no later than Sept. 9, 2022.

Ross on Radio Virtual Talk for Vermont's Personalities & Programmers!



REGISTER
HERE!

The VAB understands radio personalities and programmers are stretched thin, making it hard to get away for a day to in-person events. But the VAB still wants to make sure you have plenty of professional growth opportunities, which is why we're bringing the opportunity to you virtually!

Wednesday, September 21st from 10:15-11:30am, Sean Ross, the author of one of our industry's most popular weekly newsletters, *Ross on Radio*, will do a virtual talk just for Vermont's radio personalities and programmers! Sean is a radio business researcher, programming consultant and a veteran of radio trade journalism at Billboard, Radio & Records, M Street Journal and others.

Send topics you'd like to hear Sean discuss to vab@vab.org no later than Friday, September 9th and register in advance to participate [here!](#)

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 45-minute ZOOM call per month or as needed and the first meeting will take place in mid September. To join, email vab@vab.org

Vermont Public Launches "Made Here Fund"



Calling all storytellers!

Vermont Public has launched the [Made Here Fund](#), a new initiative designed to 'pass the mic' to content creators throughout our region.

Apply or Share
Today!

Storytellers from across the state are invited to apply for special funding for a wide range of projects and formats, including documentary storytelling, nonfiction audio projects, digital video content, podcasts, and multimedia projects. Applications are open to all Vermonters, and submissions from creators of color, rural and youth residents of Vermont will be prioritized to advance equity in public media.

Broadcast Job Openings Around Vermont



**CHAMPLAIN
COLLEGE**

[Broadcast Media Production
Adjunct](#)



[Assistant Chief Engineer,
Multimedia Journalist, Account
Executive](#)



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

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

[News Editor, Videographer,](#)
[Director of Digital Media, Media](#)
[Specialist - Master Control](#)

[Chief Photographer, Producer,](#)
[Master Control Operator,](#)
[Production Assistant, 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



Vermont Association of Broadcasters | 4 Carmichael St. Suite 111-106, Essex Junction, VT 05452

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