

VAB Voice | Tuesday, November 8, 2022



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Registration to VAB Hall of Fame & Awards Banquet December 3 @ Hilton Hotel is Open!

Cocktail Reception: 5:00pm | Dinner & Awards: 6:30pm | Party in Presidential Suite: 9:30pm
Semi-Formal ("Cocktail Party") Attire Encouraged

\$50 per person for VAB members & their guests | \$100 for Non-VAB members
Limited number of subsidized hotel rooms available - email joe.tanguay@hilton.com

[CLICK HERE TO REGISTER BY 11/22](#)



SATURDAY, DECEMBER 3, 2022 | HILTON HOTEL, BURLINGTON



HALL OF FAME INDUCTEES

Craig Ladd, WLYB-FM

Betty Smith-Mastaler, Vermont Public

Stephen Puffer, WTNW-AM & WYKR-FM

DISTINGUISHED SERVICE

Roger Lewis, WCAX-TV

SNYDER-TEFFNER AWARD

Andrea Lammy, Hall Communications

RISING STAR AWARD

Dom Amato, WCAX-TV

Kaylee Mumford, Vermont Public

BROADCASTER OF THE YEAR

WFFF-TV & WVMY-TV

ALAN NOYES COMMUNITY SERVICE AWARD

WWFY-FM, WRFK-FM & WSNO-AM

FRIEND OF BROADCASTERS

Major General Gregory Knight

Vermont's Adjutant General



Cocktail Reception: 5:00PM | Dinner & Awards: 6:30PM | After-party in Presidential Suite: 9:30PM
Semi-formal (cocktail party) attire encouraged.

\$50 per person | Register at VAB.org no later than Tuesday 11/22.
Limited number of 50% VAB subsidized hotel rooms available until they're gone or 11/21.
Email joe.tanguay@hilton.com to reserve.





Free Sales Webinar Tuesday, November 8th

[Register Here](#)

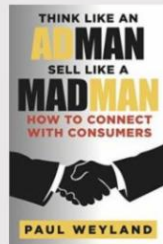


Paul Weyland is a broadcast sales and management expert, writer, speaker, trainer, and university lecturer. He speaks to companies and organizations about how to increase sales and awareness through stronger marketing and advertising techniques. Paul delivers seminars and keynotes all over the world. He taught at the University of Texas and has worked in executive positions in media, including managing broadcast stations in Prague, Geneva, and London and has authored books and many articles on sales, marketing, and advertising.

His speeches are filled with humor and good, succinct information. Attendees come away from his sessions armed with tools they can use immediately with a much greater understanding of how to stand out from the clutter and reach out to the people who need you the most.

Paul lives in Austin, Texas with his wife Nancy.

ATTEND THIS WEBINAR FOR A CHANCE TO BE ONE OF FIVE WINNERS OF "Think Like an Adman Sell Like a Madman" By Paul Weyland!



2nd
LBS WEBINAR SERIES
TUESDAY

THANKS TO YOUR
STATE BROADCASTERS ASSOCIATION
YOU CAN ATTEND THIS WEBINAR FOR FREE!

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

How to Quadruple Your Local Direct Sales

FREE WEBINAR
TUESDAY, NOVEMBER 8 AT NOON ET

Are you frustrated with being ghosted by local direct decision makers? Sick of being shuffled off to do-nothing "marketing directors"? Are you losing budget to social media? Tired of chasing after clients that never close? Done with being told you're too expensive or that you're not Number One? Congratulations. You're not alone.

During this session, we will deal with these issues AND tell you the secret of how to quadruple your local direct sales. This session is timed well for helping you in cinching up a little more 4th quarter business and will prove invaluable in your efforts to lock up long-term business for 2023.

Reserve your FREE webinar seat
for the live presentation November 8, Noon ET

[Click here to make your reservation now!](#)



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

www.LocalBroadcastSales.com

Spotlight on New VAB Associate Member



The VAB welcomes our newest Associate Member, Esmond Communications! Owned and operated by Beth and Scott Esmond, they offer creative solutions to communications strategy and deployment, branding, public relations and content development. Learn more at <https://esmondcommunications.com>

Broadcast Job Openings Around Vermont



COMMITTED TO OUR COMMUNITY



[Integrated Marketing Intern, News](#)

[Weekend Anchor/Multimedia](#)

[Producer, Multimedia Journalist](#)

Intern, Newscast Director, Anchor, Meteorologist, Reporter, News Anchor/Reporter, Senior Sales Account Executive, Junior Sales Account Executive, Receptionist/Sales Assistant, Digital Content Producer, News Producer, Assignment Editor

Journalist, Assistant Chief Engineer, Multimedia Journalist

Administrative Assistant, Production Assistant, Chief Photographer, Master Control Operator, Meteorologist, Sales Account Executive



CHAMPLAIN COLLEGE

Broadcast Media Production Adjunct



Director of Membership, Programming Producer, Engagement Producer for But Why, Afternoon News Producer, Director of Digital Strategy



Administrative Assistant, Programming Personalities, Managers, 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 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



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