

VAB Voice | Tuesday, November 29, 2022



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Remembering Radio Broadcaster Craig Ladd



It is with great sadness the VAB shares the passing of Craig Ladd, 68, of Williston who died on Friday, November 18, 2022 at the McClure Miller Respite House.

Craig was a lifelong broadcaster, starting in 1971 serving in New York and Vermont. He could be heard calling high school basketball games, and even had the opportunity to call an inning for the Montreal Expos, while still in high school. That experience confirmed his desire to pursue a lifelong career in broadcasting until he retired in September from WLVB-FM in Morrisville, VT.

Craig will be inducted into the Vermont Association of Broadcasters Hall of Fame posthumously on December 3rd.

Visiting hours will be held on Friday, December 2, from 6pm to 7pm with a service to follow at 7pm at the Ready Funeral & Cremation Service Mountain View Chapel, 68 Pinecrest Dr., Essex Junction.

12/1 Deadline to File Annual EEO Report



Thursday, December 1st is the deadline for Vermont broadcast stations with 5 or more full-time employees to upload EEO public file reports to their FCC-hosted online public inspection file.

Stations with fewer than five full-time employees in their station employment unit are not required to post an EEO annual report.

For more information, visit [FCC's EEO FAQ](#)

Free Sales Webinar Tuesday 12/13



How to Get More from Your Current Customers!

LBS 2nd Tuesday Webinar presented by:
Chris Fleming, President of CD Media Consulting

Join us on December 13, 2022 at Noon ET as we discuss:

- Becoming a Doctor of Advertising Solutions.
- Today's climate and why selling long-term is better than short-term.
- Why most contracts are sold with inadequate frequency to be effective.
- Pricing concerns and how to deal with them by understanding your customer's margin and markups and why they are important.

REGISTER AT LOCALBROADCASTSALES.COM

Free Engineering Webinar Tuesday 12/20



Tuesday, December 20th at 11:00AM

Skip Pizzi of Skip Pizzi Media Consultant will discuss "Shifting to ATSC 3.0". Skip is a well know expert in ATSC 3.0 and has a way of explaining how it works that all can understand.

This free webinar is presented by the ABA Engineering Academy

REGISTER

Broadcast Job Openings Around Vermont



[Digital Media Specialist](#)



[Dirigital Editor, Director of Membership,
Programming Producer, Engagement Producer
for But Why, Afternoon News
Producer, Director of Digital Strategy](#)



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



COMMITTED TO OUR COMMUNITY



[Integrated Marketing Intern, News 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](#)

[Weekend Anchor/Multimedia Journalist, Assistant Chief Engineer, Multimedia Journalist](#)

[Producer, Multimedia Journalist, Administrative Assistant, Production Assistant, Chief Photographer, Master Control Operator, Meteorologist, Sales 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>

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