



Annual Report July 1, 2021-June 30, 2022

Government Advocacy:

Federal:

- ★ Following NAB State Leadership Conference in Washington DC in February, VAB held in person meetings with Sen. Leahy, Rep. Welch's staff and a virtual meeting with Senator Sanders' staff.
- ★ Advocated for:
 - Journalism Competition & Preservation Act
 - Local Radio Freedom Act. The antidote to the American Music Fairness Act being considered in House Judiciary.
 - Diversity Tax Certificate Program
 - Safe Advertising Act (Cannabis Legislation)
- ★ VT is one of 25 states in the "Safe Advertising Coalition" - investing in D.C. lobbying firm Klein Johnson to get FCC and DOJ protections for Broadcasters who want to advertise Cannabis.

State:

- ★ Cannabis Marketplace:
 - State legislature gave the Cannabis Control Board autonomous oversight over marketing rules and regulations.
 - Concerning rule about proving 85% of audience is 21+.
 - VAB taking a "let's see how this plays out" approach.
- ★ Sports Betting:
 - At the urging of Governor Scott, DLL and the VAB, the Senate Economic Development Committee took up S.77, an act to legalize sports betting in VT. Concerned VT would adopt the 1-agent NH model with caps on ad spending, the VAB testified with a compelling argument not to limit advertising. The committee called for a commission to do a study this Fall, which the VAB will monitor.
- ★ Silver Alert Program:
 - VAB testified in House Human Services that overuse of the EAS tones will create listener/viewer fatigue and that based on estimates from VT State Police, EAS is not the best way to disseminate information in these cases.

Awards & Recognitions:

- ★ Over 100 members attended VAB's 65th Annual Convention August 18, 2021 at Lareau Farm in Waitsfield.
- ★ 22 Production of the Year Competition Award winners were recognized during a ceremony held at the Convention.
- ★ Shelly Holt Allen, Steve Cormier, Stephanie Gorin and Bruce & Hobbes were inducted into the VAB Hall of Fame during the VAB Hall of Fame & Awards Banquet December 4th.
- ★ Liz Strzepa and Noah Villamarin-Cutter won Rising Star awards, Tim Thayer and Lynn Elkert won Snyder-Teffner Awards, Bill Goldsbury won Distinguished Service and [all Vermont broadcasters won "Broadcaster of the Year"](#) for their unprecedented efforts during the COVID pandemic.
- ★ Recognized the passing of Howard Lancour, Tony Adams, Ernie Farrar, Wayne Rosberg, Brian Gloyd and Lindsay Benoit.
- ★ Recognized retirements of Sharon Meyer, Tom Messner and Jon Noyes.
- ★ Recognized promotions for Tyler Jankoski, Mark Knight, Kevin Mays and Bill Sargent.

Career Growth Opportunities:

Made 37 webinars available over the last 12 months, including:

- ★ Poynter Journalism Series by Al Tompkins, including Powerful Storytelling Parts 1 & 2, Battling Bias and Fighting Fakes/Truth Decay.
- ★ Local Broadcast Sales (LBS) 2nd Tuesday Webinar Series and bonus “Weyland Wednesdays”. Subscription also includes on-demand training videos, sales and promotion ideas & B.E.S.T. training program for new hires
- ★ Third Thursday Webinar Series organized by the Michigan Association of Broadcasters, offering content for journalists, programmers, managers and Cybersecurity/Ransomware.
- ★ Alabama Broadcasters Association Engineering Academy’s Monthly Webinar Series.

Alternative Broadcast Inspection Program:

- ★ 2021 was an Alternative Broadcast Inspection Program (ABIP) year. The VAB paid Spectrum Investigative Services \$45,500 to conduct 91 inspections at no cost to any of the stations!

Workforce Recruitment Initiatives:

Recruitment Videos:

- ★ VAB worked with UVM and Champlain College to produce two videos - one about how enriching working in radio can be and the other highlighting careers in TV behind-the-scenes. A third video promoting careers in Media Sales is in the works!
- ★ VAB.org/careers is being built and will be launched with a digital marketing campaign to reach Gen Z where they spend the most time.

Paid Internship Program:

- ★ In order to expose young adults to our industry and solve a workforce shortage problem, the VAB subsidized payroll for 5 college students to intern at five stations! Each station got a check for \$1,731 to pay 120 hours @ \$12.55/hour + 15% for payroll taxes.
- ★ Nine more paid internships will be made available this Fall, Spring and Summer. Apply at vab.org

FCC, EEO & EAS Support:

FCC/EEO:

- ★ Kept the FCC from increasing broadcasters Regulatory Fees by successfully arguing in 50-state joint comments that the FCC should charge entities utilizing FCC resources (ie broadband) regulatory fees instead of increasing fees for existing payers.
- ★ Offered two Political Broadcasting webinars with a DC law firm and an FCC Panel
- ★ Posted local job openings on VAB.org, providing employers with EEO credit opportunities.

EAS:

- ★ Scheduled two State Emergency Communications Committee (SECC) work sessions to update Vermont’s EAS Plan.
- ★ Negotiated EAS test schedule with VEM that keeps tests out of Prime and Drive times.
- ★ Represented broadcast radio & TV while VT State Police tested the Amber & Blue Alert Systems.

VAB Board of Directors July 1, 2020 - June 30, 2023:

Alexander von Lichtenberg (President), Dave Godette (VP), Chip Morgan (Treasurer), Jay Barton (Secretary), Dana Nahumck (At-Large) and Kelli Corbeil (Past President). VAB Executive Director: Wendy Mays