



Annual Meeting
February 22, 2023

Annual Meeting Agenda:

- I. Call To Order**
- II. Antitrust Policy Reading**
- III. Roll Call**
- IV. Last year's annual meeting minutes**
- V. Treasurer's Report**
- VI. Annual Report**
- VII. Board of Director Elections**
- VIII. Adjourn**

VAB Antitrust Policy:

All discussions, agendas, minutes, reports and communications will remain scrupulously free of any references to manipulation of the marketplace by the association, its leadership or its members. Subjects to be avoided when possible or to approach only with caution and advice of counsel include prices and fees charged for advertising or services, dividing up markets or sources for advertising, content, or services, jointly declining to deal with particular vendors, talent, content, etc.

Annual Meeting Minutes from June 7, 2022:

1. **Meeting Called To Order:** 3:15PM
2. Antitrust Policy Read aloud.
3. **Roll Call: Voting Members in Attendance:**
Jay Barton (WCAX), Wally Caswell (WPLA, WRFK, WSNO, WWFK, WWFY), Peter Case (WKKN, WTHK, WWOD) Dan Dubonnet (WOKO, WKOL, WJOY, WIZN, WBTZ), Amy Mintz (WPTZ & WNNE), Alexander von Lichtenberg (WFFF, WVNY), Steven Tansi (WDEV AM & FM, WCVT, WLVB), Todd Tyson (WFVR), John Landry (WCFR, WCVR), Sam Lacey (WRUV), and John Mullett/Dave Godette (WCPV, WEAV, WEZF, WVMT, WVTK, WVMT, WXXX).
4. **Secretary's Report:** Jay Barton presented the minutes from last year's annual meeting. A motion to accept was made by Wally Caswell and seconded by Dan Dubonnet. No discussion. Vote Results: unanimous. Motion passed
5. **Executive Director's Annual Report:** Wendy Mays presented the Annual Report of member benefits for Fiscal Year July 2021-June 2022.
6. **Treasurer's Report:** Alex von Lichtenberg presented the proposed Fiscal Year 7/1/22-6/30/23 budget. A motion to accept was made by Wally Caswell and seconded by _____. Vote Results: unanimous. Motion passed
7. Other Business: None
8. A motion was made to Adjourn by Wally Caswell and seconded by Candis Leopold. No discussion. Vote Results: unanimous. Motion passed.



Annual Meeting
Wednesday, February 22, 2023

Annual Report
July 1, 2022 – June 30, 2023

Mission Statement:

Provide equitable resources and diverse opportunities for growth as well as celebrate, unite and advocate for all free, over-the-air broadcast television and radio stations operating in the state of Vermont.

Government Advocacy:

FEDERAL

- ★ American Music Fairness Act (AMFA) was introduced last session but didn't go anywhere because 218 members of the House signed onto the Local Radio Freedom Act.
- ★ AMFA has been re-introduced this session, but is not expected to pass because the Local Radio Freedom Act was also re-introduced with 116 original co-sponsors.
- ★ Safe Advertising Coalition got the "Safe Advertising Act" introduced. Like the "Safe Banking Act", it would give broadcasters the ability to accept Cannabis advertising in the states where it is legal without FCC or DOJ prosecution.
- ★ VAB and a delegation of Vermont broadcasters will be attending the NAB State Leadership Conference in Washington DC 2/28-3/1 and will meet with Rep. Balint, Senator Welch and Senator Sanders' staff.

STATE

- ★ Sports Betting study committee met all summer, then submitted a report to the General Assembly that was favorable to sports betting agents ability to advertise. It is now H.147 and is being considered in House Government Operations before it moves on to the money committees. So far, no concerning language about advertising has been added to the draft bill.
- ★ There are six other bills the VAB has flagged as concerning:
 - S.18, that would affect head shops ability to advertise.
 - S.55, allowing public meetings to be 100% virtual
 - S.71 amendments to cannabis programs
 - H.6 development above 1,500 feet
 - H.70, siting of telecommunications facilities
 - H.116 employment standards & protections
- ★ If/when they are "taken off the wall" and get put on a committee agenda to discuss, the VAB will observe and strategize with MMR as necessary.

Awards & Recognitions:

- ★ 100 members attended VAB's 66th Annual Convention June 7, 2022 at Sugarbush Resort in Warren.
- ★ 18 Production of the Year Competition Award winners were recognized during a ceremony held at the Convention.
- ★ Craig Ladd, Betty Smith and Stephen Puffer were inducted into the VAB Hall of Fame during the VAB Awards Banquet December 3rd in Burlington.
- ★ Dom Amato and Kaylee Mumford won Rising Star awards, Andrea Lammly won the Snyder-Teffner Award, Roger Lewis won the Distinguished Service and WFFF/WVNY won "Broadcaster of the Year".

➤ Recognized the passing of Lindsay Benoit, Catherine Hughes, Jerry Germain, Dan Ruggles, Craig Ladd, Ann Curran and Gary Smith.

Career Growth Opportunities:

3 Webinars are made available each month including:

- ★ Local Broadcast Sales (LBS) 2nd Tuesday Webinar Series. 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.

- ★ Based on feedback from radio programmers that they cannot leave their stations to attend Convention, the VAB hired respected programmer Sean Ross to conduct a Virtual "Ross on Radio" talk and Q&A September 21st.

Links to recorded webinars speakers gave VAB access to are on the "Free Webinars" page of VAB.org

Workforce Recruitment Initiatives:

Paid Internship Program:

In order to expose young adults to our industry and solve a workforce shortage problem, the VAB has approved 4 applications to subsidize payroll for 4 college students to intern at four TV and radio stations! Upon hiring an intern, each station will get a check for \$1,818 to pay 120 hours @ \$13.08/hour + 15% for payroll taxes.

Up to five more paid internships will be made available this Summer. Deadline to apply at vab.org is May 15th

Scholarships to Broadcast Engineering Classes in Alabama:

Recognizing the shortage of people entering the field of broadcast engineering, the VAB awarded scholarships to three people to attend the Alabama Broadcasters Association Engineering Academy radio class in September and TV class in December.

More classes are being held in April (TV) and June (Radio). If you know someone who would be a good candidate, encourage them to apply at vab.org

FCC, EEO & EAS Support:

FCC/EEO:

- ★ Negotiated a 7-8% increase in FCC Regulatory Fees instead of the proposed 13% increase.
- ★ Filed a 50-state petition for the FCC to re-evaluate who gets charged how much in regulatory fees to include industries that use FCC resources (ie broadband) but currently don't pay any regulatory fees instead of just increasing fees for broadcasters..
- ★ *"This Week at the FCC"* weekly updates
- ★ Posted local job openings on VAB.org, providing employers with EEO credit opportunities.

EAS:

- ★ 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.
- ★ Held an EAS Operator Summit to make sure everyone is aware of new mandatory FCC rules and how to comply as well as proposed FCC rules about Cybersecurity that effects every station.

VAB Strategic Plan

Based on feedback gathered during station visits last Spring, the VAB Board held a strategic planning meeting where nine new member benefits were approved. Here is a status report on these new initiatives:

1. Reception at the state house to meet & mingle with state lawmakers - Welcome!
2. Scholarships to ABA Engineering Academy in Alabama - 3 awarded in Sept/Dec - 6 still available for April (TV) and/or June (radio)
3. Virtual seminar with Sean Ross for radio programmers - held September 21st - 6 people participated
4. Creation of a new VAB “Futures” committee - after multiple attempts to recruit, only 4 people indicated interest.
5. Online platform for Vermont stations to buy & sell equipment to each other - almost ready to launch
6. Online platform for non-coms to share interviews, PSAs and content with each other - in development
7. Spring event that will bring broadcast students/educators together with employers - postponed to September
8. In-person professional growth opportunity for Journalists tied to the Spring Event - postponed to September
9. Outreach campaign to High Schools, Career Centers, Trade Schools and Colleges to educate and excite 14-22 year old Vermonters about careers in radio and television - ongoing.