

# VAB Voice | Monday, April 3, 2023



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## Free Webinar by Mike Cota Tuesday 4/11

The complex block contains the LBS Local Broadcast Sales logo at the top left, which includes a location pin icon with 'LBS' inside. To the right of the logo is the text 'Local Broadcast Sales' and 'On-Demand Broadcast Training And Revenue Development That Works!'. Below the logo is a photograph of three business professionals in a meeting. A woman in the foreground is smiling and looking towards the camera, while two other people are visible in the background, one looking at a laptop and another holding a document.

**Hard Truths Every Broadcast Seller Needs to Understand and Overcome!**  
LBS 2<sup>nd</sup> Tuesday Webinar presented by:  
Mike Costa, President of Costa Media Advisors

**Tuesday, April 11th at 12PM**

**REGISTER**

What is management looking for from salespeople in these tough times? Mike Costa provides us with a General Manager's perspective on the current broadcast world. Solid answers and leadership on behalf of your clients are absolute "musts" for a broadcast seller to achieve meaningful levels of success. There is no "quick fix." Instead of searching for one, broadcasters must consistently get results for their clients and prospects – especially in today's economy. Come prepared to supplement the professional efforts you are already implementing daily with philosophy and tools to help build a modern and more profitable book of business!

## Free Webinar by RAB's Jeff Schmidt 4/20

***"How to Turn a Great Local Business into a Great Local Brand"***

**Thursday, April 20th 1:00-2:00PM**  
With Jeff Schmidt, Senior Vice President of Professional Development, Radio Advertising Bureau

In today's complex marketing landscape it's critical to become



the local expert your client's depend on. In this presentation we'll share the best practices of the innovators that brought us to this point. You'll also learn the rules of advertising and the 4-keys to advertising success. Happy and satisfied clients spend more, renew more often, and will continue to trust you as their partner in success.

REGISTER FOR FREE USING  
PROMO CODE NASBA2023

## Download New *We Are Broadcasters* Spots



DOWNLOAD

NAB just released new TV and radio We Are Broadcasters spots that focus on the enduring value of local broadcasting. As we celebrate our centennial year, we want to remind policymakers that local broadcasting is an ever-evolving medium with an enduring legacy.

The spots juxtapose history with the present day to showcase how local broadcasting is continuously innovating for the new ways people consume information. Let's remind policymakers – and our audiences – that **local broadcasting is here to stay**. Feel free to download and air these new spots today!

## Broadcast Job Openings Around Vermont



Broadcast/IT Engineer,  
Sales Account Associate,  
Multimedia Journalist,  
Master Control Operator,  
News Intern, Associate  
Producer



COMMITTED TO OUR COMMUNITY

Broadcast Engineer, News Producer,  
Director of Sales, Summer News Intern,  
Meteorologist, Multimedia Journalist,  
Account Executive, Assignment Editor,  
Reporter, Anchor, Receptionist/Sales  
Assistant, Chief Photographer



Multi-media Journalist,  
Director/Technical Media  
Producer,  
Photographer/Editor,  
Account Executive

### RADIO VERMONT



Sales Assistant, Radio &  
Digital Account Executive



Broadcast Engineer - Transmitter, News  
Producer, Morning Edition, Data Journalist,  
Digital Producer, Event Producer, Production  
Technician



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](mailto: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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