

VAB Voice | Monday, May 8, 2023



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VAB Launches Production of the Year Competition - Deadline to Enter is 5/31



The VAB is excited to honor the outstanding television and radio commercials, promos, PSAs and digital content that has been created by Vermonters and aired on Vermont TV and radio stations and/or their digital platforms over the last 12 months.

Awards will be presented in person at the 2023 VAB Convention Thursday, June 15th at the Capitol Plaza Hotel in Montpelier, VT from 12:30-2:00PM!

Each station, Production Company or Marketing Agency who is a member of the VAB may submit up to (2) entries per category that aired between May 1, 2022 – April 30, 2023. [See Categories](#)

**Deadline to submit entries is
Wednesday, May 31st at 5PM**

[CLICK HERE FOR
INSTRUCTIONS](#)

Free AI Sales Webinar 5/9 & Jacobs Media Tech Survey 2023 Results 5/10



Tuesday, May 9th at 12PM

Presented by Tim Burt, LBS Creative Expert as part of the LBS 2nd Tuesday Webinar Series

Should you use new and flashy AI tools such as ChatGPT and Bard to write your



**Free Webinar with the
Results Wednesday,
May 10th at 2PM**

This year's study explores how core radio listeners are using broadcast radio and digital audio and video amidst their temporary and permanently changed new media behaviors.

In the biggest study of broadcast radio

clients' ads? Can AI services work to your benefit, and how? Does AI art have a future in advertising? Will this quickly emerging technology eliminate your job?

By demonstrating through real-world examples, LBS Creative Expert and former CBS Radio production director Tim Burt will show you that there is a proper time – and place – for broadcasters to use these AI tools. Until you hear this presentation, use artificial intelligence services at your own risk!

REGISTER
HERE

listeners worldwide, Techsurvey 2023 uncovers how programmers and markets can “meet the audience where they are.” The study focuses on the content and distribution outlets that matter – by gender, age, and the only study that shows their formats of preference.

This year's study addresses the continued relevance of AM radio, how station fans time-shift listening to their favorite personality shows, how they're using QR codes to access content, and why TikTok's growth may be overshadowed by its foreign ownership.

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NAB Show Review 5/16 & Engineering Webinar 5/18



NAB Show Review by Radio World Editor Paul McLane Tuesday 5/16 at 11:00AM

The doors have closed on the 100th NAB Show held in Las Vegas April 14-19, which drew over 65,000 attendees and 1,200 exhibitors displaying everything from microphones to antennas with plenty in between.

Over 100 special seminars were presented by the NAB, SBE and other organizations. Many of these are archived and available [here](#).

If you were not able to attend, the editor of Radio World Paul McLane will be the special guest during the May 16th ABA Engineering Webinar and will give a review.

REGISTER HERE



“It's What Comes out of the Speaker that Counts”

Thursday, May 18th from
1:00-2:00PM

With Larry Wilkins, CBPE, Director of
Engineering Services, Alabama
Broadcasters Association

Quality audio both in Radio and Television broadcasting begins with the source material and ends at the customers receiving device. Everything we do as broadcasters should be focused on ensuring our customers have a positive experience when listening and viewing our station.

REGISTER FOR FREE
USING PROMO CODE
NASBA2023

Spotlight on WVTK's Cash For Paws Radiothon



Congratulations to WVTK-FM on their 8th Annual *Bruce & Hobbes Ca\$h for Paws* Radiothon!

This year's event, which took place Thursday, May 4th, surpassed their goal for the 8th consecutive year! As of 6 pm Friday night, they had raised over \$8,000 with more donations still coming in!

Including this year's donations, Hall of Famer Bruce Zeman and his team has raised over \$131,000 total for Homeward Bound, Addison County's Humane Society!

Well done!

Broadcast Job Openings Around Vermont



[Office Coordinator](#)

RADIO VERMONT



[Sales Assistant, Radio & Digital Account Executive](#)



[Account Executive](#)



[Digital Marketing Coordinator/Sales Assistant](#)



[Broadcast Engineer - Transmitter, Event Producer](#)



[Broadcast/IT Engineer, Sales Account Associate, Multimedia Journalist, Master Control Operator, News Intern, Associate Producer](#)



COMMITTED TO OUR COMMUNITY

[News Producer, Sales Account Executive, Broadcast Engineer, Director of Sales, Summer News Intern, Multimedia Journalist, Reporter, Chief Photographer](#)



[Morning Meteorologist, Multimedia Journalist, Multimedia Journalist \(Entry Level\), Future Focus Intern, Creative Services Producer/Videographer](#)

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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