

VAB Voice | Monday, May 1, 2023



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Free AI Sales Webinar Tuesday, May 9



On-Demand Broadcast Training
And Revenue Development That Works!



Is Artificial Intelligence A Threat To Broadcast Sellers And Ad Creators?

LBS 2nd Tuesday Webinar presented by:
Tim Burt, LBS Creative Expert

Tuesday, May 9th at 12PM

**REGISTER
HERE**

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 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!

**Free Webinar Presenting Jacobs Media Tech Survey
2023 Results Wednesday, May 10**

jacobs media techsurvey 2023

Free Webinar Presenting Jacobs Media Techsurvey 2023 Results

Wednesday, May 10th at 2PM

REGISTER
HERE

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 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.

NAB Show Review Tuesday, May 16



with Radio World Editor Paul McLane 11:00 AM Eastern

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

Free Engineering Webinar Thursday, May 18

"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 WOKO's Big Change Roundup







BIG CHANGE ROUNDUP FOR KIDS

MARCH 27-APRIL 21

Presented by 

Congratulations to 98.9 WOKO-FM on raising \$279,715.58 during their Big Change Roundup for Kids! From March 27-April 21, the WOKO staff worked hard to raise funds that will make big changes in the lives of critically ill or acutely injured kids being cared for at the UVM Children's Hospital.

Broadcast Job Openings Around Vermont



[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](#)



[Office Coordinator](#)






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



[Account Executive](#)

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

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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