



Mission:

To unite, celebrate and advocate for the 100+ free, over-the-air broadcast television and radio stations providing trusted local news and entertainment to all Vermonters.

Established in 1955, VAB is the non-profit trade association representing over 100 commercial and non-commercial radio and television stations operating throughout Vermont.

VAB Members

9 TV Stations: NBC, CBS, ABC, Fox & CW network affiliates + 4 Public (PBS)
 94 Radio Stations: 61 Commercial, 15 Public, 5 College, 6 Community, 7 Religious



Professional Growth Opportunities



Certification Programs:

- ★ B.E.S.T. Account Executive Training Program
- ★ Society of Broadcast Engineers Certifications
- ★ Respect in the Workplace Training

Free Monthly Webinars:

- ★ Poynter Institute Journalism Webinars
- ★ Local Broadcast Sales 2nd Tuesday Webinar Series
- ★ Third Thursday Webinar Series
- ★ ABA Engineering Academy Monthly Webinars

Engineering Academy:

- ★ VAB provides scholarships to attend week-long classes in basic radio or TV engineering in Alabama offered six times/year

Workforce Recruitment:



Paid Internship Program:

- ★ Connects stations who need help with students interested in pursuing careers in Broadcasting.
- ★ \$1,818 subsidy to pay an intern for 120 hours at \$13.64/hour + 15% for payroll taxes.
- ★ Stations do the hiring and put the intern onto their payroll.
- ★ VAB has subsidized 10 internships since 2020.

College Scholarships:

- ★ Castleton
- ★ NVU-Lyndon
- ★ Champlain College
- ★ VSAC
- ★ New England School of Communication

Recruitment Initiatives:

- ★ Publicize Job Openings
- ★ Communicate with Media Program Chairs and Career Centers at all Vermont Colleges and Universities
- ★ Connected stations looking for interns with students looking for internships.

EAS & FCC Regulatory Support:



Emergency Alert System (EAS):

- ★ Broadcast media liaison with VT Emergency Management for monthly EAS tests and Annual AMBER and BLUE alert tests.
- ★ Assists Engineers whose EAS units need software upgrades
- ★ Co-Chair of the State Emergency Communications Committee (SECC) which oversees Vermont's EAS Plan.
- ★ EAS Operator Summit

Federal Communications Commission:

- ★ Alternative Broadcast Inspection Program
- ★ Assist with new and existing rules about filing required documents in the Online Public Inspection File, License Renewal and Cybersecurity.
- ★ VAB helps navigate rules about what advertising/underwriting can be accepted and how (Political, Tobacco, Alcohol, Cannabis, Sports Betting, Fireworks, etc.)

Awards & Recognition:



Uniting with Awards:

- ★ 18 Production of the Year awards given annually in six categories including Digital, PSA, Promo and Commercial production.
- ★ 85+ broadcasters in the VAB Hall of Fame
- ★ *Broadcaster of the Year, Distinguished Service, Snyder-Teffner, Alan Noyes Community Service* and the *Rising Star* awards are given annually.
- ★ VAB Hall of Fame & Awards Banquet brings 250-300 broadcasters together every December in Burlington.

Celebrating with Recognitions:

- ★ Using all our communication platforms, the VAB shines a spotlight on staff who get promoted...
- ★ Stations or broadcasters who win industry awards (ie Edward R. Murrow award, Regional Emmys).
- ★ VAB thanks broadcasters for their service when they retire
- ★ VAB remembers broadcasters and their careers when they pass away.

Other Services:



- ★ Winter Storm School Closings & Cancellations website
- ★ PSA campaigns for Public Education Program sponsors (only open to non-profits and Government agencies)
- ★ Legislative Liaison to Vermont's Members of Congress and General Assembly
- ★ Engage the 600+ staff and volunteers at Vermont's TV & radio stations and learn about their challenges and needs during annual station visits.
- ★ Find opportunities to get young people excited about broadcasting.
- ★ Promote the contributions broadcasters make to Vermont's communities (local trusted news, critical information, support for non-profits,

Contributions to VT Communities



24/7/365, your free local radio and/or TV stations provide:

- Severe weather alerts and critical updates during emergencies
- Local news stories to keep you informed
- Traffic, accident and road condition updates in real-time
- Support for local nonprofits and local fundraisers
- High school and college sports schedules and game scores
- New music and new artists to discover
- Information about concerts and events coming to our area
- Chances to win tickets, trips, money & VIP experiences
- Company when you're feeling lonely and need a friendly voice
- A place to have important conversations on topics you care about
- A sense of belonging to your community
- Anonymity - no targeted ads ever come from radio or TV

Free Local Radio and TV stations Will NEVER:

- Take your money
- Force you to subscribe
- Listen in on your conversations
- Harvest your personal information
- Treat you like a data-mine

Economics of Broadcasting



A free press is an essential role in our democracy. But like it or not, advertising/underwriting is what generates the income needed for a free press to exist. The unbiased and factual local news, along with weather, sports, entertainment and other content Vermont's television and radio stations provide is free, but it is not free to produce, nor is it in some cases, free to distribute (ie, radio stations pay a fee every time someone streams their station online or with a smart speaker).

Although a newsroom operates with complete autonomy by design so that sales has no influence over what news stories air, like it or not, it is the income generated by advertising/underwriting that pays news department salaries, news gathering equipment, regulatory fees, licensing royalties, building maintenance, insurance, utilities, etc.

The cost to operate a television or radio station has been steadily increasing for over a decade whereas the ability to generate local advertising/underwriting revenue has been steadily decreasing. The majority of local television and radio advertising/underwriting revenue comes from local retail businesses. Every time a local retail business closes, whether it's due to lack of workforce or not being able to compete with Amazon, Vermont's stations lose another advertiser. Looking at all the empty storefronts on most town's Main Streets, you'll see how quickly the problem compounds. Locally owned businesses that *are* doing well and *have* marketing budgets are spending the majority of it on digital advertising, so the money is going to unregulated Big Tech companies like Google, Facebook, YouTube and the hundreds of other online platforms. The harsh reality is that it is increasingly more difficult for radio and television stations to continue operating. They do not and never will charge a subscription fee, or ask your constituents to give personal information to listen to or watch their free over-the-air broadcast. But if stations are not able to find new streams of revenue, your constituents will slowly notice stations start to disappear as they are forced to go silent or dark.

Community Radio Needs \$117,000



Station	City of License	Zip Codes Served	Needs
WBTV	Bennington	05201	\$10,000 (For building & property maintenance, fix an issue with the tower and update several computers)
WEVT	Enosburg Falls	05450, 05441, 05447, 05457, 05483, 05485, 05488	\$7,250 (\$7,000 for a real audio processor to replace the compressor they are using now + \$250 to buy a parallel operation streaming box)
WFVR	South Royalton	Barnard: 05031, Bethel: 05032, Chelsea: 05038, E. Randolph: 05041, Hartford: 05047, Norwich: 05055, Pomfret: 05053, Randolph: 05060, Randolph Ctr: 05061, Royalton: 05068, Sharon: 05065, Strafford: 05072, Tunbridge: 05077	\$8,300 (\$4,700 for a Nautel VS300 transmitter + \$1,200 for 2 Tascam CD 500B CD players + \$600 for 2 Remote DJ producer packages + \$1,500 for Labor/materials expenses for electrician and construction of exterior transmitter building and underground conduit at their XMTR/antenna site + \$300 to pay a consultant fee for a one day retreat related to developing station policy on anti-discrimination and programming rules relevant to programmer editorializing.)
WGDH, WGDR	Hardwick & Plainfield	05602, 05651, 05641, 05046, 05467, 05873, 05862, 05682, 05640, 05650, 05661, 05657, 05680, 05655, 05843, 05681, 05836, 05841, 05842, 05827, 05820, 05875, 05839	\$20,000 (\$8,000 for a new transmitter for WGDH, \$2,000 to fix WDs antenna line, \$5,000 to install a heating/cooling energy efficient heat pump at WGDH shed, \$5,000 to replace other woefully outdated broadcast gear, cabling, adaptors, and minor equipment at both locations.)
WMRW	Warren	05674	\$4,000 (new heavy duty turntables, cartridges and needles as their old Stantons are no longer serviceable)
WOMM	Burlington	05401, 05402, 05403, 05404, 05405, 05408 (Burlington), 05439, 05446 (Colchester), 05452 (Essex), 05477 (Richmond), 05495 (Williston), 05403 (South Burlington), 05482 Shelburne	\$20,000 (ADA wheelchair access at the front of the building, structural and cloth sound-blocking barriers, new lighting, new turntable, Emergency power supply system, a spare transmitter, chairs that are comfortable for people of all sizes.
WOOL	Bellows Falls	05030, 05089, 05101, 05142, 05143, 05146, 05149, 05150, 05151, 05153, 05154, 05156, 05158, 05159, 05301, 05341, 05345, 05346, 05347, 05351, 05353, 05359	\$19,500 (\$10,000 for a comprehensive system for retaining institutional memory linked to cloud-based storage/membership info/web information + \$5,000 to invest in a new studio-to-transmitter link which would probably be a pair of BricLinks to replace the STL that breaks down often + \$3,000 to update their website to make regular mods simpler and integration with our Spintron systems possible + \$1,000 to replace two ancient CD players that are made from older broken CD players + \$500 to update to cloudbase version of Filemaker that allows for better record keeping)
WVEW	Brattleboro	05301, 05302	\$18,000 (\$10,000 to move the studio across the street into the Brooks House with an elevator and AC + \$3,000 to buy a new iMac and Mac Mini with a monitor and keyboard to run the studio + \$5,000 for a new sound board
WBTV	Burlington	05401, 05402, 05403, 05404, 05405, 05406, 05452, 05482, 05445.	\$10,000 (\$3,000 to upgrade 2 Mac Mini computers and a Raspberry Pi that run their audio streaming and content back ups + \$7,000 for improvements to their custom signal outage notification system, web development and bug fixes for 993wbvtv.org.)