



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

Workforce Recruitment:

- ★ \$1,800 subsidies for stations to pay student interns
- ★ 5 college scholarships awarded annually
- ★ CTE program advisory committees
- ★ Publicize job openings

Professional Growth Opportunities:

- ★ 3 Webinars Monthly
- ★ B.E.S.T. Sales Certification
- ★ Broadcast Engineer Training Subsidies

Awards & Recognitions:

- ★ Hall of Fame
- ★ Annual awards including Broadcaster of the Year, Community Service, Rising Star & more

Annual Events:

- ★ VAB Summer School
- ★ Hall of Fame Awards Gala

Other Support:

- ★ Alternative Broadcast Inspection Program
- ★ School Closings Website
- ★ Government Relations



Mission:

To unite, support, celebrate and advocate for over-the-air FCC licensed broadcast television and radio stations providing trusted local news, weather, entertainment and emergency communications to all Vermonters.

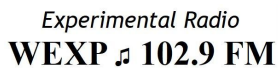


www.vermontbroadcasters.org



Members

9 TV Stations: NBC, CBS, ABC, FOX & CW network affiliates + 4 Public (PBS)
91 Radio Stations: 57 Commercial, 15 Public, 6 Community, 4 College, 9 Religious



COMMUNITY



COLLEGE





Vermont TV & Radio Stations Provide...

#1 - Content:

- ★ 4 broadcast newsrooms generating a total of more than 90 hours a week of local, trusted and unbiased news, investigative reports, human interest stories, weather forecasts, road conditions and sports scores and highlights.
- ★ 57 commercial radio stations, most with local air personalities, entertain listeners with a variety of music, news, weather, traffic, sports, talk and contests as well as air community event and public service announcements.
- ★ 7 community & 5 college radio stations welcome, give access to and train local volunteers and students to use the airwaves to explore music genres, share different points of view, discuss local topics of interest and bring communities together.

All TV & radio content is free for Vermonters to consume anywhere anytime without having to give personal information or subscribe

#2 - Emergency Communications:

- ★ One of the tools civil authorities like the National Weather Service, VT Emergency Management and the VT State Police use to communicate with Vermonters during severe weather or all hazard events is the Emergency Alert System (EAS), a network of links that relay critical information in real time over radio, TV and cable. This also includes AMBER and BLUE alerts.
- ★ In addition to EAS messages being broadcast while severe weather or all hazard events are happening, TV news departments and radio personalities also provide guidance after immediate danger has passed and the damage is left. This includes closed roads and bridges, boil water notices, places to get food, water, shelter and other help, both short term and long term. TV & radio stations also relay information about clean up, volunteering and applying for aid.
- ★ Stations continually invest money and resources into their EAS operations because broadcast is the most reliable way for Vermonters to receive alerts, especially in areas underserved by cell service and/or broadband. When the power is out, Vermonters can still get emergency alerts on their car radios or on a battery/crank radio.





Vermont TV & Radio Stations Provide...

#3 - Support To Nonprofit Organizations:

- ★ Broadcasters are dedicated to the communities they serve and that includes raising awareness for nonprofits, encouraging Vermonters to attend charity events and collecting donations of all kinds.
- ★ Every year, hundreds of thousands of dollars in cash donations, food, toys, winter coats, baby supplies, blood and more are collected at drives organized by Vermont radio & TV stations.
- ★ Dozens of local charities and local non-profit chapters attribute a sizable portion of what they raise to radio & TV partner support. For example, the “It KOOL to Send A Kid to Camp Ta Kum Ta radiothon raises over \$230,000 annually, which is enough to send all 70 kids who have or have had cancer to Camp Ta Kum Ta!
- ★ TV & radio stations not only invite nonprofits onto their programs for interviews regularly, they also air hundreds of public service announcements (PSAs) annually.



#4 - The Intangibles:

- ★ Pride of seeing or hearing someone you know or love featured in a story
- ★ 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 Vermonter will ever have to pay or give their personal information or subscribe to listen or watch Vermont's free broadcast radio and TV stations!