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WDBJ7 and Blue Ridge PBS Awarded Laurence E. Richardson Community Service Award

CHARLOTTESVILLE, Va. (Jan. 22, 2010) — The Virginia Association of Broadcasters is pleased to announce that WDBJ7 and Blue Ridge PBS have been awarded the 2009 Laurence E. Richardson Community Service Award. The annual award was presented on January 20 at the VAB Legislative Reception in recognition of their combined "JobQuest" program.



Douglas Easter, Executive Director of the VAB (right), Jeffrey Marks, President and General Manager at WDBJ7, James Baum, Blue Ridge PBS President and CEO and Doug Davis, President and General Manager at WAVY/WVBT and current President of the VAB (left) with the Laurence E. Richardson perpetual trophy.

The award is a perpetual trophy presented in the name of Laurence E. Richardson, a past president of the Virginia Association of Broadcasters, who set an impressive example of community service for all broadcasters.

The trophy is given to the Virginia station that is judged, through its community service efforts, to have created the greatest resulting benefit to the local community during the past year.

In addition to the trophy, a donation in the amount of \$1,000 will be given to the winning charity. Smart Beginnings of Greater Roanoke has been selected by WDBJ7 and Blue Ridge PBS to receive this year's donation.

To determine this year's winner, impartial judges used specific criteria, including supporting documents from local organizations. The judges this year were from the National Association of Broadcasters.

WDBJ7 and Blue Ridge PBS teamed up with other community partners in late 2008, when

the economy took a downturn, to create an interactive program that would help people get back to work. "JobQuest," which launched in January 2009, is a live, hour-long show that regularly features at least 60 job listings from across the region as well as special guests and expert suggestions for job seekers. Most of the content from the show can also be found online at BlueRidgePBS.com, where visitation to the "JobQuest" website grew from 400 unique visitors each week to over 2,000 over a six-month period, nearly a 500% increase in visitation.

Last year's winner, WVBW FM in Virginia Beach, was given a replica award to display permanently.

The VAB would like to congratulate WDBJ7 and Blue Ridge PBS and thank all stations for their continued service to the communities they serve.