



## Virginia Association of Broadcasters

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FOR IMMEDIATE RELEASE

### **Virginia Association of Broadcasters Honors Four Virginians**

CHARLOTTESVILLE, Va. (June 27, 2011) - The Virginia Association of Broadcasters awarded four outstanding Virginia citizens on June 24 for their contributions to broadcasting and the Commonwealth.

Recipients were presented with the awards following the 74th Annual Summer Convention Awards Banquet held at the Hilton Virginia Beach Oceanfront Hotel. The presentation followed the Annual Virginia Broadcast Awards, which recognizes excellence in broadcasting at member television and radio stations (please see separate release).

#### **2011 C.T. Lucy Distinguished Service Award**

Michael Guld is an author, speaker, entrepreneur, and former radio commentator. He was creator and host of "Talking Business with Michael Guld," which aired in Morning Edition on Central Virginia's Public Radio. He is a partner in *System 21*®, a new revenue development system for the broadcasting industry. He has presented to national and state associations and corporate events in 39 states.

Guld has lived the "radio dream," building a radio group from the ground up. He is the author of *The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar*, teaching broadcast sales executives how to grow their client's business.

Guld received his BBA and MBA from the University of Georgia. While operating the radio stations, his station group was awarded the Virginia Association of Broadcaster's highest award recognizing community service. The stations were also the recipients of the Media Partner Award from the American Cancer Society. He is Past President of the Virginia Association of Broadcasters and former board member the Retail Merchants Association and BBB in central Virginia.

Named for the founder of the VAB, the C.T. Lucy Distinguished Service Award honors a broadcaster who spent a significant part of his or her career at one or more Virginia broadcast properties and who has become a leader in the state's broadcast industry.

#### **2011 Broadcast Advertising Hall of Fame Award**

Doug Burford has been in the advertising industry for more than 40 years. A graduate of VCU, he and his wife, Nancy opened Burford Company in 1969. Since then Doug has been inducted into the VCU Mass Communications Hall of Fame, Granby High School Hall of Fame and Head Start Hall of Fame. In addition, his agency was named one of the top three creative agencies in the Southeast by

*Adweek.*

In 2009, he published *Agency Reveals All*, a book that talks about his 40 years in the business.

The Broadcast Advertising Hall of Fame Award recognizes a Virginia Ad Man, Ad Woman or direct advertiser whose leadership, creative contributions and support of broadcast advertising helped lead to their success.

### **2011 George A. Bowles, Jr. Broadcast Journalism Award**

For more than 30 years, Keith Humphry has served his community and set the standard for broadcast journalism in western Virginia. As a frontline reporter for News 7, Humphry has covered the region's most important stories. As the anchor of WDBJ7's flagship newscast, he has helped lead an award-winning news team for over three decades.

A U.S. Army veteran, Humphry served as News Director of public television station WHYY in Wilmington, Delaware before coming to Roanoke. Humphry arrived at WDBJ7 in the spring of 1980. Hired as the weekend anchor, he became the 6 p.m. anchor a year later, and held the position until his retirement in May 2011. His career has many highlights, including coverage of news stories with local, statewide and even national significance.

The George A. Bowles, Jr. Award is presented to a reporter or news director who is distinguished in the field of broadcast news, has longevity in Virginia broadcasting, is respected by peers and exhibits enthusiasm for his or her work and the community.

### **2011 J. Jerry Freeman Engineering Award**

Prior to his retirement in 2008, Carl Guffey was Director of Operations and Engineering for WDBJ Television in Roanoke. Carl was a successful producer and director for WTVD Television in Durham before he was recruited to WDBJ some 30 years ago to overhaul the station's production and operations department.

Over the next two decades, Carl oversaw WDBJ's migration through several generations of videotape and on to server-based video technology for both commercial delivery and newsgathering and reporting. He led the installation team for one of the first commercial fiber optic links in North America. He expanded and modernized the station's statewide news collection and distribution facilities, led the transition to digital television, helped launch local collection and technical facilities for satellite television, and spearheaded WDBJ's design and construction process for its new digital broadcast center. In addition to his busy schedule at the station, Carl reviewed the technical plant for new stations being reviewed for acquisition by the parent corporation.

The J.J. Freeman Engineering Achievement Award honors those who have made an outstanding contribution to broadcasting and who have shown technical knowledge, dedication, dependability and leadership in broadcast engineering affairs.

Print and web resolution photos of the above recipients are available; please email [marci.malinowski@easterassociates.com](mailto:marci.malinowski@easterassociates.com).

The Virginia Association of Broadcasters has been working to advance broadcasting since 1937. The Association provides legal advice, holds sales, news and production educational seminars, and provides government relation services for its members. The VAB sponsors scholarship and internship programs to help educate and train future broadcasters, and the annual awards program recognize excellence in broadcasting among its member stations. For more information on the VAB, please visit: <http://vabonline.com/membership/benefits.aspx> .

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