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Newsletter

Virginia Association of Broadcasters

June 2008

VAB Summer Convention Sees Record Attendance

Record crowds registered for the VAB Summer Convention, held June 26-28 at the Hilton Virginia Beach Oceanfront. This year's convention marked the 71st year the Association has held the event.

The informative presentations were centered around a "digital" theme. They included a session on "Crossing the Digital Divide" by Pete Conti of Borrell & Associates, a session on making broadcasting and the Internet work together by Steve Marx of the Center for Sales Strategy, and "How to Make a Radio and Television Web Site the Newspaper of the Future" by Roger Utnehmer of Nicolet Broadcasting, owner of DoorCountyDailyNews.com. The convention ended with a seminar on body language by Janine Driver, "The Lyin' Tamer." Attendees learned how to use body language to garner a good first impression, and she also taught the crowd how to get a confession out of ANYONE!

The Friday night awards banquet was also a smash hit this year. The theme of this year's Annual Virginia Broadcasting Awards was "A Red Carpet Affair." Gala attendees and award finalists strolled the red carpet on their way to the banquet. Four outstanding Virginia broadcast veterans were honored at the ceremony, and the Distinguished Virginian award was presented to Virginia author David Baldacci (photos and biographical information on the award winners can be found in the News section of www.vabonline.com).

The VAB would like to thank all of the attendees and board members who's participation helped make the 2008 Convention a rowing success.

The VAB would also like to thank this year's sponsors:



Florida Broadcasters Prepare to Campaign Against Taxing Advertising

TVWeek reported on June 29 that the state of Florida is reviving its two-decade-old movement to implement service taxes. Broadcasters fear a new tax on advertising revenues and are preparing to launch a new campaign to combat the measure.

The Florida Association of Broadcasters will launch the campaign in July. The battle is reminiscent of the one 21 years ago when the Florida legislature approved an ad tax, only to reverse course six months later. According to FloridaToday.com, Amendment 5, on the Nov. 4 general election ballot, promises lower property taxes but could mean higher costs to do business with Florida service industries. Florida's service businesses are currently exempt from the state's 6% sales tax.

While cutting property taxes, which in the state support schools, Amendment 5 directs the legislature to replace the \$11 billion lost. TVWeek said the proposal effectively mandates Florida's legislature to eliminate sales tax exemptions on service industries—among them advertising and media—in order to replace the revenue. The proposal, for instance, prevents the legislature from raising the current 6% state

Additional photos on page 3 and at www.VABOnline.com!



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Florida Tax

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sales tax on products by more than 1 percentage point.

"When you get down to reality, you are forcing the legislature to act," D. Patrick Roberts, president-CEO of the Florida Association of Broadcasters, told TV Week. Likewise, Sky Advertising owner Jackie Barker told FloridaToday.com that she worries the passage of Amendment 5 this fall would lead to an exodus of her agency's clients to Georgia. "If it's going to cost 6 percent more to do business with ad agencies in Florida, clients are just going to go across the border to Georgia," said Barker.

Roberts warned an advertising tax could be devastating to the state. When the Florida legislature passed an advertising tax in 1987, conventions were moved, advertising in the state was canceled and some smaller companies left before the legislature reversed course. Broadcasters alone saw \$93 million in ad sales canceled.

"It's now 20 years later. You are talking about \$250 million [at stake now], at least," Roberts said.

Former state Senate President John McKay, a real estate developer, said that the amendment's passage would not lead to new service taxes. He said suggestions that Amendment 5 would lead to an advertising tax are not "even being close to the truth" and said there is absolutely no chance the state legislature would pass an ad tax. "There isn't a snowball's chance in hell because of the effective job the ad community did in 1987," he said. "The legislature wouldn't consider it for a second, and anyone who tells you otherwise is naïve or dishonest."

McKay also suggested the property tax cut would boost home sales and, in turn, furniture and appliance sales for the home, raising additional sales tax revenues and easing some of the need for new taxes to replace lost revenue.

"The hypocrisy is that the groups opposing this are groups that represent big business. This helps the average Florida homeowner. It is not designed to help big business," McKay said.

However, David Daniel, VP of government affairs for the Florida Chamber of Commerce, said the possibility of a service tax is definitely there. "To assume the state can take a hit and not feel it is very convenient," Mr. Daniel said. "Once you take the majority sales tax exemption off the table [as a replacement], I think [a service tax is] inevitable if not explicit."

The Chamber of Commerce will be among groups supporting a lawsuit challenging the amendment's inclusion on the ballot.

Governor of the American Advertising Federation's southeast division, Anne Grigsby coordinates ad clubs in Florida. She said that informational meetings about the campaign have been held for broadcasters, newspaper publishers and business groups. "We have the beginning of a coalition between the Florida Association of Broadcasters [and] outdoor companies, and we are holding meetings around the state to get the word out," she said.

According to the Florida Association of Broadcasters' Web site (www.fab.org), the association held a special seminar on the service tax campaign during their June convention.

Roberts said the ad campaign being readied by the Victory Group will get extensive media time from broadcasters and media companies, with one focus being to suggest that the switch would benefit part-time residents and developers while hurting year-round residents. He also questioned the level of uncertainty about revenues the tax could create.

"It is so far-reaching and so massive and it could make the tax system so volatile that the future leadership of the state House and Senate, schools and school boards are coming out against this," Roberts said.

In Washington, advertising groups said they feared the Florida action because it could give ideas to other states hard-pressed by the economy. Officials noted that states from Texas to California have major holes in their budgets as tax revenues drop. "We see these issues pop up all the time, as long as the economy is not strong," said Jeff Perlman, executive VP of the American Advertising Federation. "As long as state legislatures need the money, advertising or service taxes is something they look at."

Cited links: TVWeek: http://www.tvweek.com/news/2008/06/florida_moves_to_tax_advertisi.php. Florida Today: <http://www.floridatoday.com/apps/pbcs.dll/article?AID=/20080705/BUSINESS/807050310/1006/NEWS01>



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Summer convention photos

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TOP: The 71st Annual Virginia Broadcasting Awards banquet; 2nd row, left to right: Award nominees stroll the red carpet; David Baldacci accepts the Distinguished Virginian Award; the Dinner Cruise aboard the Spirit of Norfolk; 3rd row: Keynote speaker Sean Luce energizes the crowd; at right, VAB Past President Lisa Sinclair and Paul Merritt; bottom left: Janine Driver helps attendees send the right message; below, VAB's own Blues Brother Jack Dempsey dances aboard the dinner cruise.



Background Checks, Defamation And Privacy Concerns

By John G. Kruchko and Paul Lusky



Many employers are now using background checks to attempt to screen out potential problem employees before they are hired. The kind of information employers may investigate include the employee's driving record, previous work history, educational background, credit history and criminal conviction records. Although some of this information can be obtained by an employer's own personnel, most employers use third-party consumer reporting agencies to perform credit checks and criminal record investigations.

Checking backgrounds is not always an easy process. There are restrictions placed on employer access to criminal history records, military records, driving records, credit reports, medical data, and educational achievements. For example, criminal background checks are also consumer reports. Thus, the applicant or employee has certain rights under the federal Fair Credit Reporting Act ("FCRA").

Under the FCRA, the employer must notify the applicant or employee in writing that a consumer report may be obtained and get the individual's consent to obtain the report. If the employer denies employment or decides to terminate employment based on a consumer report, it must provide the applicant or employee with certain notices concerning any planned adverse action that is based on the consumer report. Before the adverse action is taken, the employer must give the individual what is called a "pre-adverse action disclosure." This includes notice of the intended action, a copy of the consumer report, and a copy of the individual's rights under the FCRA.

After the adverse action is taken, the employer must provide the individual notice-orally, in writing, or electronically - that the adverse action was taken. (This is called an adverse action notice.) This notice must provide the individual with the name, telephone number and address of the consumer reporting agency making the report, a statement that the reporting agency that made the report did not make the decision to take the adverse action and has no information about why the adverse action was taken, notice of the individual's right to dispute the accuracy or completeness of the report and the right to obtain additional and free copies of the consumer report.

Employers should not assume, however, that, simply because they have complied with the notice and disclosure requirements of the FCRA, they are immune from any potential liability for the use of information contained in a consumer report. A 2007 decision by the Maryland Court of Special Appeals demonstrates the importance of making a careful review of criminal background information that is obtained on an applicant or employee and making sure that such information is kept confidential. In *Montgomery Investigative Services Ltd. v. Horne*, the court affirmed a defamation verdict of \$127,000 against a company that had performed a faulty background check of the plaintiff/employee which resulted in his discharge from employment. The background check had reported that the employee had been convicted of theft and spent six months in prison. This information was incorrect.

Although the investigating company enjoyed a

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Voters to Decide the New Face of FOX43

The search heats up as online voting begins on MYFOXHamptonRoads.com for the first FACE OF FOX43. In the first two days of voting, contestant videos have been watched more than 48,000 times – logging over 40,000 votes! First round voting gives online viewers a chance to vote until midnight Sunday, July 13 for their favorite FACE OF FOX43!

On July 15th, the top online vote-getter will join four other finalists chosen by a panel of judges and they will be named the Top 5 Finalists who will then move on to round two. The Top 5 Finalists will be announced on July 15th on MYFOXHamptonroads.com and live on FOX43 News at 10.

The spokesperson search is sponsored by Bayport Credit Union and the selected winner will be the face, the voice and the personality of FOX43 and MYFOXHamptonroads.com for a period of one year. To facilitate the search, participants posted auditions online and onsite auditions were held at the FOX43 studios as well as at the Langley Air Show in Hampton, Virginia. All video auditions are posted for voting on FOX43's website MYFOXHamptonRoads.com.

To vote, log on to MYFOXHamptonroads.com. Click on a video and watch it in its entirety. When the player times out, your vote has been counted. In order for a vote to count the audition must be watched in its entirety! Voters can watch videos as many times as they like and each time a video is watched, the contestant receives a vote.

The Top 5 Finalists will be contacted and interviewed, and must produce new videos and e-campaigns to win even more votes! Finalists must be prepared to accept a position with WVBT-FOX43 beginning August 8th, and must present I.D. and proof of age requirement (21) at interview. Second Round voting begins July 21st. The winning Face of FOX43 will be announced August 7th.

**Look! Your ad could go
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For information on advertising opportunities in the VAB newsletter, please e-mail
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Virginia



**Does your
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Submit any news items via
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amanda.snyder@easterassociates.com

for inclusion in the VAB
Newsletter.

****Submissions may be edited for length.
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excluded due to space or relevance.**

House Democrats Reserve \$35 million in Television Ads

The Associated Press reported July 11 that House Democrats have reserved millions of dollars worth of television advertising for 31 congressional races in various states.

Documentation obtained by The Associated Press shows the DCCC has reserved nearly \$35 million in advertising to begin in September and October. Democrats have reserved advertising time for targeted GOP seats in Ohio, New Mexico, Arizona, Minnesota, Missouri, New Jersey, New York and Virginia.



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NFL, ESPN ready for field tests of unlicensed devices

Broadcasting & Cable (June 26) -- The NFL and ESPN again have asked the FCC to use the football field this coming season as the real-world testing site for unlicensed wireless devices being deployed in the unused broadcast spectrum. The two entities -- which have offered to use the Baltimore Ravens' M&T Bank Stadium or Washington Redskins' FedExField for the tests -- share the concerns of broadcasters that the unlicensed devices will interfere with microphones and other wireless equipment, according to this article.

HD Alliance ad campaign a "call to action" for consumers

Radio Online (June 27) -- The HD Digital Radio Alliance has developed a \$57 million, 13-week ad campaign in 100 markets whose goal is to convince consumers to make their first HD Radio purchase. The new effort includes a mobile component, as well as new Web tools for retailers and car dealers. "This campaign is the first to issue a call to action that will create a direct conversation with consumers," said Peter Ferrara, president-CEO of the HD Digital Radio Alliance. "By establishing a direct, instant relationship with consumers who show an interest in HD Radio, we begin to activate a whole new category of catalysts."

Adelstein seeks broadcast support for more voluntary DTV tests

Broadcasting & Cable (June 2) -- The FCC, with the cooperation of the NAB, MSTV and state broadcast associations, would like to recruit more stations to test a short-term switch from analog to digital, similar to those planned or already implemented in Las Vegas and Orlando, Fla., according to FCC commissioner Jonathan Adelstein. The voluntary tests would help to develop "best practices," Adelstein said. MSTV President David Donovan said Adelstein's proposal was "certainly worth exploring."

Background checks

Continued from page 4

qualified privilege against the employee's defamation claim, the court held that the company had abused the privilege by acting with "reckless disregard for the truth" when its investigator failed to notice that the employee would have been only 12 years old when the criminal conviction for theft allegedly occurred. During trial, the investigator admitted that she never bothered to compare the date of disposition of the conviction with the subject's date of birth. The court concluded that the investigating company had acted with legal malice, thus justifying the defamation verdict.

The court also said that the plaintiff could sue his employer for the public manner in which the firing was carried out. The employer discharged the employee based on the information in the criminal background check. In doing so, however, the employer was alleged to have repeatedly called the plaintiff a thief in front of his co-workers. The court said that although the employer also had a qualified privilege against defamation based on its legitimate business interest in the information in the report, it abused the privilege by conducting the discharge in a manner which the court described as "outrageously abusive."

An employer can protect itself against negligent investigations by consumer reporting agencies by including a "hold harmless" or indemnification clause in its contract with any company it chooses to do criminal background checks. Such a clause will be inadequate, however, to protect an employer who is found liable for giving excessive publicity of information in a criminal background check. In the Montgomery Investigative Services case, excessive publicity regarding untrue criminal conviction information resulted in liability for defamation. What most employers don't realize, however, is that excessive publicity of private facts about an employee, even if true, can lead to liability for an invasion of privacy.

Applicants for employment do not normally have privacy concerns relating to reference checks or even criminal background checks by their prospective employers. Criminal background checks are not only justified but actually mandated by statute for certain employment positions. It is only where the employer overreaches and attempts to make an example of an applicant or employee by publicizing the results of a criminal background check that liability can arise. Such conduct implicates a branch of the invasion of privacy tort

described in the Restatement of Torts as "Publicity Given to Private Life."

The Restatement defines this tort as follows: "One who gives publicity to a matter concerning the private life of another is subject to liability . . . for invasion of privacy." The disclosure must be offensive to a reasonable person. To be actionable, many courts have required that the private facts actually be communicated to the public at large. There are several decisions, however, which have allowed the plaintiff to go forward even though the publicity giving rise to the tort was communicated to a more limited universe of people; for example, a group of employees with no reason to have access to the private information.

The Supreme Judicial Court of Massachusetts ruled that disclosure of private facts to employees within the same corporation would be sufficient publication to create an invasion of privacy. The case involved an employee who complained that a manager had circulated a memorandum about him to approximately 15 other people in the company. This memorandum described the plaintiff's behavior in a grievance meeting where plaintiff became distraught and started crying. The memorandum also suggested that the plaintiff had a mental problem that was beyond the company's expertise as far as treatment.

Employers must keep private information about employees confidential. The cases described above demonstrate that an employer acts unreasonably when it gives excessive publicity to medical information or arrest and conviction information about an employee. Liability for defamation or invasion of privacy can be the result. Both torts allow for compensatory and punitive damages. Even within the corporation, only employees with a business "need to know" should be told about the results of a background check. The disclosure of such information should be limited to designated personnel in Human Resources and the operations manager responsible for any discharge decision based on information received in a background check.

© 2008 Kruchko & Fries. John G. Kruchko is a partner with the Management Labor & Employment Law Firm of Kruchko & Fries in McLean, Virginia, Paul Lusky is also a partner with the Firm. For more information, please contact Mr. Kruchko at (703) 734-0554 or Mr. Fries at (410) 321-7310 or jkruchko@kruchkoandfries.com, or plusky@kruchkoandfries.com. This article is published for general information purposes, and does not constitute legal advice.

Performance Evaluations: Smoking Gun or Management Tool?

By John G. Kruchko and Jay R. Fries

Many employers have instituted evaluation systems which provide formal, written job performance evaluations on an annual basis. These evaluations are sometimes used to determine salary increases as well as continued employment. More importantly, the evaluation process provides a valuable employee communication opportunity for the employer. The evaluating supervisor can inform the employee how the employee is performing overall and point out areas where improvement is necessary, as well as areas in which the employee excels. Likewise, the employer can solicit observations from the employee regarding the workplace, or job changes or promotions the employee would like to pursue.

Supervisors should be aware, however, that the written performance evaluation is an important legal document. If an employee is discharged for poor performance and later sues the employer for breach of contract, wrongful discharge, or employment discrimination, the written evaluation and the evaluation procedure in general will be key issues in the litigation.

Employers should review their performance evaluation system to ensure that it appears to be a fair and valid appraisal of performance to an outsider. The individuals performing the appraisal should be trained to give an honest and objective review. Many supervisors are uncomfortable reviewing employees and tend to give all employees an "average" or even a "good" rating. This is particularly true in evaluation programs in which the performance evaluation is used to determine the employee's wage increase for the year. Such a rating provides no basis to support a later decision to discharge for poor performance.

Other supervisors simply copy the results of the previous year's evaluation. This happens most frequently when the supervisor is required to perform multiple evaluations in the same short time frame. Although this approach may ease the work burden on the supervisor, such an evaluation fails to accurately communicate the current performance of the employee, and will fail to document any relevant performance incidents that occurred in the last year. Again, this type of evaluation not only does not assist in the defense of an employment lawsuit, it actually can be used by the former employee to show that no major performance problems occurred during the year in question.

Yet another common mistake in performance evaluations is to evaluate the employee on his or her recent performance, while ignoring issues which occurred earlier in the evaluation period. Supervisors may naturally wish to encourage employees whose performance has shown recent

improvement, and may choose not to document earlier issues on the evaluation. However, if such issues reappear and are the subject of discipline or discharge, the last written evaluation will call into question the validity of those concerns since these issues are not discussed on the evaluation form.



The individual performing the appraisal must have sufficient, first-hand observations of the employee's work to legitimately evaluate it. This can be an issue when a change in supervisor has occurred, and the new supervisor has limited experience with the employee. The new supervisor may be able to seek input from the previous supervisor, or the evaluation may be postponed until such time as the new supervisor feels comfortable evaluating the employee.

Furthermore, the employee should be evaluated only on characteristics that are job-related. Supervisors should be cautioned to avoid "extraneous" remarks in the evaluation that may be used as evidence of bias or malice toward the employee.

Many employers provide the employee with the opportunity to review and discuss the completed appraisal. The supervisor involved must be trained not to back down or fudge a bad review -- the employee must be put on notice as to the consequences of continued poor conduct. On the other hand, during a good performance review, the supervisor must avoid oral statements which might be construed as a promise or implied contract of continued employment. Statements such as "if you continue to do a good job, you will always have a position here" have been held to be legally enforceable contracts.

Performance evaluations can serve a valuable purpose in managing and communicating with employees. However, the evaluation system must be carefully monitored to avoid legal pitfalls that could result in liability for the employer. A key part of any evaluation system is training of the evaluator to avoid mistakes that can create problems for the employer in later legal proceedings.

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JOB BANK

For the latest VAB job listings, check the employment section of www.vabonline.com. VAB members can post jobs, delete filled openings, and search our resume bank.

PROMOTIONS

Clear Channel Radio Harrisonburg is looking for a Promotions/Air Talent for its Harrisonburg Radio station cluster. Duties include coordinating on-air, web-based and on-site promotional activities for the group of stations and coordinating some interdepartmental activities associated with promotions. In addition, a voice-tracked air position is required. Previous promotions and some air experience are preferred. Resumes and air checks to, Steve Knupp, Operations Manager, Clear Channel Radio, 207 University Blvd., Harrisonburg, VA 22801, SteveKnupp@ClearChannel.com. EEO employer.

ACCOUNT EXECUTIVE

Responsibilities include preparing promotional plans, prospecting new clients, developing and maintaining relationships with existing clients, scripting commercials, and collecting payments. **QUALIFICATIONS:** Qualified candidates must be self-motivated with excellent verbal and written skills. Candidate must be able to write reports and business correspondence. Candidate must be able to effectively present information and respond to questions from groups of managers and clients. Candidate must be able to read, analyze, and interpret general business periodicals. This position requires ability to calculate figures (discounts, percentages & commissions). Candidate must have their own vehicle with a valid driver's license and state-mandated auto insurance. Computer skills are necessary and experience with Microsoft Word, Excel and Publisher are preferred. **EDUCATION REQUIREMENTS:** High school diploma, college degree preferred. **BENEFITS PACKAGE:** LTD, STD, 401K, medical, dental, vision, vacation/sick pay. Contact: Mike Chiumento, Director of Sales, Clear Channel Radio, 207 University Blvd., Harrisonburg, VA 22801, (540) 434-1777, MichaelChiumento@ClearChannel.com. EEO employer.

PRODUCTION ASSISTANT PT

Primarily responsible for in-studio production assistance, including the operation of Camera, Audio, Chyron, or etc. as assigned by shift supervisor. Also responsible for field technician assistance for Creative Services as needed. Knowledge of operation of personal computers. Basic understanding of audio-video components, some knowledge of electronics is preferred, but not necessary. Availability to cover all shifts as needed. Apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506, or in person at WSET-TV, 2320 Langhorne Road, Lynchburg, VA. No phone calls please! EEO/M/F.

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WRIC TV is seeking a detailed-oriented team player to join our staff. The position is divided into two functions: Receptionist and clerical assistant. The responsibilities of this position include but is not limited to answering several phone lines, greeting visitors and assisting managers with administrative tasks. Candidate must possess: excellent communications skills, ability to multi-task, working knowledge of Microsoft Excel and Word programs. Send resume to: WRIC TV8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464, or fax your resume to (804) 330-8881, or email your resume to personnel@wric.com. NO phone calls please. EOE, EEO employer.

WEEKEND SPORTS ANCHOR

WRIC is looking for a Weekend Sports Anchor who can produce an innovative sportscast. Qualified applicants must be able to shoot, edit, and report. 2 years on-air experience preferred. Please send non-returnable DVD and resume to: WRIC TV8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464. NO phone calls please. EOE, EEO employer.

NEWS PHOTOGRAPHER/EDITOR

Experienced in shooting and editing, as well as ENG live truck setup. Sony Beta SX format and tape to tape editing. Resume tape must display creativity and attention to detail. Send resume to: WRIC-TV 8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464, or fax your resume to: (804) 330-8881, or e-mail your resume to: personnel@wric.com. NO phone calls please. EOE, EEO employer.

ASSOCIATE DIRECTOR

Responsible for in-studio production assistance. Including the operation of Camera, Audio, Character Generator, or etc. Assist in training and supervision of Production Assistants. Assist with field productions as needed in any position necessary to complete the production properly. Serve as director when needed. Directing news programs, promotional announcements, commercials, PSA's, or other special projects as assigned. Six months experience as a Production Assistant or related production experience. Basic Control Room equipment skills preferred. Management training helpful, but not necessary. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588, or in person at WSET-TV, 2320 Langhorne Road, Lynchburg, VA. No phone calls please! EEO/M/F.

MASTER CONTROL OPERATOR PT

Efficiently and accurately execute the on-air programming of WSET-TV as scheduled on the pre-printed log supplied daily by the Traffic Department. Knowledgeable in the operation of personal computers. Basic understanding of audio-video components. Some knowledge of electronics preferred, but not necessary. Availability to cover all shifts as needed. EEO employer.

REPORTER

Reporter is responsible for gathering news and preparing information gathered for on-air presentation. Write news copy, prepare voice-overs, perform stand-ups, and provide direction to technical crew on the emphasis and production of the story. Must be a good communicator, exhibit creativity, initiative, judgement, work well with others, and take direction from management. Advanced Education in the field of Broadcast Journalism or equivalent broadcasting work experience. Demonstration of skills by performance in audition or aircheck, supported by references and pre-employment interviews. Available 24 hours per day. Valid Virginia Driver's license within 30 days of employment. Apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588, or apply in person at WSET-TV, 2320 Langhorne Road, Lynchburg, VA 24501. Applicants for positions in the News Department should submit a non-returnable VHS resume tape with letter, resume, and references. EEO/M/F.

COUNTRY PROGRAM DIRECTOR/MORNING HOST

Monticello Media is looking for a great leader for the market's heritage country station, Your Country 99.7 WCYK in Charlottesville, Virginia. The right person will have a passion to win, set the pace as a leader and coach for his/her staff, know how to appeal to the target audience in everything the station does and understand the importance of community involvement. We're not looking for someone to maintain, but to grow this great station. If you're ready to work hard convince us you're the right person in your cover letter and include a resume, aircheck and salary history. You may e-mail your material to jobs@cvillestations.com or mail it to WCYK PD Position, 1150 Pepsi Place #300, Charlottesville, VA 22901. Monticello Media is an Equal Opportunity Employer, a small private company and a great place to work. EEO employer.