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# Newsletter

Virginia Association of Broadcasters

June 2009

## 72nd Annual Summer Convention Delivers Fire and Ice

"What a wonderful night!" said VAB President-Elect Doug Davis, President/General Manager of WAVY-TV in Richmond. "The ice and snow machine was a big hit!"

Ice and snow in the summer. . . in Virginia Beach? The effects helped sell this year's "Fire and Ice" theme, which dazzled approximately 250 guests at the VAB Awards Reception and Banquet.

The Convention began on Thursday, June 25 with a Board Meeting and luncheon, followed by a timely panel discussion entitled, "Current Insights and Opportunities in the Automotive, Service and Restaurant Industries." Tom Barton III of Beach Ford Inc., Ron Dennis of Farm Fresh Grocery Stores, and Brett Noll of Langley Federal Credit Union shared their industry perspective on the current business climate.

On Friday morning, Chris Manzella, VP/GM of Virginia Broadcast Solutions, gave a brief presentation, followed by a Congressional update by Mark Prak and Coe Ramsey of Brooks, Pierce, McLendon, Humphrey, & Leonard.

The next two sessions focused on emerging technologies. Gordon Borrell of Borrell Associates began with "The Next Generation of Interactive Media." Borrell noted several trends in advertising and showed the obvious potential of exploit-



ing new technologies, backed by his firm's extensive research data.

In "Exploring New Media," Dave Saunders of Madison+main and Nhat Pham of Successwerks outlined a strategy to increase sales "through digital pathways" and presented a compelling case for stations to utilize social networking through tools such as Facebook and Twitter.

"Many broadcast employees from around Virginia Beach who weren't registered for the Convention dropped by Thursday and Friday to take advantage of the informative sessions," said Amy Shaw, Director, Meeting and Convention Services for VAB. Many of the presentations can be found online at [www.vabonline.com](http://www.vabonline.com).

Amy was instrumental in organizing the Convention and even designed the

Fire & Ice Reception. More than one guest wondered aloud how she could possibly top it next year.

"As a VAB member I just wanted to thank you for the outstanding job you and your team did on this year's conference," said Bob Willoughby, Vice President/Market Manager, WKHK/WKLR/WMXB/WDYL in Richmond. "We are very lucky to have such an outstanding staff represent our membership. You all go the extra mile and it shows!"

The VAB would like to thank all of the attendees and board members whose participation helped make this year's Convention such a resounding success. ❖

**Convention photos on pages 6-7.**

## Genachowski Takes Over as FCC Chairman

Julius Genachowski has been sworn in as chairman of the Federal Communications Commission. The U.S. Senate confirmed President Obama's nomination along with the renomination of Robert McDowell as FCC Commissioner and nomination of Larry Strickling as head of the Commerce Department's National Telecommunications and Information Administration.

Acting FCC Chairman Michael J. Copps officially congratulated Genachowski on his confirmation. "I believe Julius brings just the right blend of talent, experience and dedication to lead the FCC toward the more active

role it must play if all our citizens are to enjoy the blessings and bounties of Twenty-first century communications. . . . I look forward to working with Julius and all my colleagues at the Commission in tenacious pursuit of a communications policy that truly puts the public interest first."

Genachowski said he will focus on implementing a national broadband service plan, promoting more consumer choices in telecoms, and making the agency's work more transparent to outsiders. He is also expected to focus on "net neutrality" to prevent Internet service providers from

giving preference to certain content. "As the media landscape changes dramatically, the need has never been greater for an FCC that sees the world from the perspective of consumers and families."

Genachowski and his colleagues will also be responsible for overseeing billions of dollars in economic stimulus money that Congress approved in incentives for states and private companies to expand high-speed Internet in rural and underserved areas.

Genachowski helped guide Obama's use of social networking on the Internet to reach

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## VAB Newsletter

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## New FCC Chairman

(continued from page 1)

out to voters. His Washington experience includes being chief counsel to FCC Chairman Reed Hundt in 1994-97, clerking for two U.S. Supreme Court justices and working as an aide to then-Rep. Charles Schumer of New York. In the private sector, he held various positions at IAC/InterActiveCorp and co-founded Rock Creek Ventures.

Consumer and industry groups have said Genachowski's business background and his friendship with Obama would give telecoms and new media a higher profile than during the Bush administration. Among the FCC's broad mandates are regulation of telephone and cable companies, oversight of ownership of radio and television outlets, and auctioning public airwaves.

"NAB salutes the Senate for confirming Julius Genachowski as the new FCC chairman and for granting a second term to Commissioner McDowell," said NAB



Executive Vice President Dennis Wharton. "We are also pleased that Larry Strickling has been confirmed as head of the NTIA. President Obama could not have picked three more qualified candidates for these critically important public policy positions." ❖

## FCC Grants AM Stations FM Translator Use

The Federal Communications Commission has adopted an order allowing AM radio stations to use FM translators, granting AM stations the ability to enhance their reach within a local community.

"The Commission gives a much-needed and overdue shot in the arm to AM radio stations," said FCC Commissioner Robert McDowell. "With this order, we provide AM stations an opportunity to strengthen the contributions that they make in furthering our long-standing public policy goals of localism, competition and diversity in broadcasting. By permitting the nation's oldest broadcast service to use existing FM translators to fill coverage gaps within their authorized contours, we hope to bolster AM stations' ability to clearly reach and attract local listeners throughout daytime and evening hours."

McDowell admitted the Commission's previous efforts to assist AM broadcasters to overcome their technical constraints have

not been successful, "in part because other wireless uses have proliferated over time, fragmenting the audio marketplace while also exacerbating the interference problems that makes some AM stations hard to hear."

"The rule changes we adopt here reflect a reasonable compromise to give AM broadcasters more options and, at the same time, allow for the future growth of new competitors in the low power FM service," said McDowell.

NAB Executive Vice President Dennis Wharton saluted the FCC for "recognizing the important role played by AM stations across the country."

"AM stations broadcast some of the most localized programming in America, providing listeners with all-news, all-sports and all-talk formats focusing on community issues," said Wharton. "Allowing the use of FM translators will help stations overcome some of the many technical challenges that are unique to AM broadcasting." ❖

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# Communications Subcommittee Approves SHVERA

Broadcasters are applauding the House Communications, Technology and the Internet Subcommittee for approving H.R. 2994, the Satellite Home Viewer Reauthorization Act (SHVERA).

"NAB appreciates the great leadership of Chairman Boucher, Ranking Member Stearns and their colleagues in unanimously passing a bill that recognizes the enduring value of free and local television," said NAB Executive Vice President Dennis Wharton. "NAB will continue to work with lawmakers on the Commerce and Judiciary Committees in both the House and Senate to ensure that local broadcasting is preserved and strengthened as this legislation moves forward."

VAB Executive Director Doug Easter said, "We want to single out Chairman

Boucher, and thank him for his efforts in moving the bill forward and not allowing any significant changes."

"At the Subcommittee's hearings on this matter, I suggested that we proceed with the reauthorization in the most straightforward manner possible," said House Communications Subcommittee Chairman Rick Boucher. "I am pleased that we are following that course today and are avoiding in H.R. 2994 collateral matters such as retransmission consent reform that are relevant to all multichannel video platforms."

Boucher's committee unanimously passed the bill, and will present a full markup within a few months.

"We think this is going to be a pretty straightforward reauthorization," said Rep.

Joe Barton, the ranking Energy & Commerce Committee member.

Broadcasters had feared the committee might include an amendment proposed by Rep. Mike Ross that would allow for cable and satellite companies to "fix" split markets by importing proximate rather than distant signals. Allowing satellite and cable operators to import the same programming local stations have paid for the exclusive rights to import would constitute a "free copyright license" that would, according to ABC affiliate board chairman Darrell Brown, "Drive local TV stations out of business."

The House and Senate are currently considering reauthorization of SHVERA because the distant signal license expires at the end of the year. ❖

# Congressional Support Grows For Radio Freedom Act

In June, the Local Radio Freedom Act surpassed last year's support, with a bipartisan group of 237 House lawmakers signed on as co-sponsors to the resolution opposing the imposition of "any new performance fee, tax, royalty or other charge" on radio for music airplay.

"NAB salutes these members of Congress for recognizing the important role played by radio stations across America. From promoting music to providing airtime for important public service initiatives, radio broadcasters reach an unparalleled audience of 235 million listeners every week," said NAB Executive Vice President Dennis Wharton. "While the growing bipartisan opposition to RIAA's performance tax campaign is certainly welcome news, we are encouraging radio broadcasters to remain steadfast and continue educating lawmakers on this important issue."

The Local Radio Freedom Act, unveiled at a February Capitol Hill event hosted by the Free Radio Alliance, was introduced by Reps. Gene Green (TX-29) and Mike Conaway (TX-11). In March, an identical resolution was introduced in the Senate (S. Con. Res. 14) by Sens. Blanche Lincoln (AR) and John Barrasso (WY).

"The proposed performance royalty bill could be potentially devastating to all of us who work in radio and all those who depend on radio for financial and community support," said Greater Media Chairman/CEO Peter Smyth. Greater Media has launched, [helpsaveradio.com](http://helpsaveradio.com), a website that provides

Greater Media, Inc.

## Help Save Radio

Home Learn More Sign Petition Radio In The Community Contact

radio remains the best way to get new music into the listeners' lives.

-Sony BMG Executive VP Butch Waugh in Radio & Records, January 11

### Your Local Radio Stations Need Your Help.

The international record labels are asking Congress for a handout (H.R. 848) and they want to take it from your local radio stations.

That may mean YOUR favorite station will have to cut back on the music we play or the community services we provide.

### Why?

Every day radio stations provide valuable promotion to record labels and artists simply by playing their songs ...for free.

It's free play for free promotion. And it works.

But the big international record companies have a problem: they haven't adapted to

information on the proposed performance royalties, an online petition opposing royalties that listeners and advertisers can sign, and a listing of congressional representatives by ZIP code so site visitors can contact lawmakers.

You can also find more resources at [noperformancetax.org](http://noperformancetax.org), NAB's website dedicated to opposing the record label-led performance fee on radio.

Despite the growing support in Congress, NAB Radio Board Chairman Steve Newberry says the "fight on behalf of 235 million weekly listeners is far from over."

"Our continued success is dependent on radio broadcasters remaining engaged in building additional support in Congress, and in reminding lawmakers of radio's unparalleled promotional value for both record labels and artists." ❖



# Arbitron Reports More Than 235 Million Listen to Radio Each Week

Radio reaches more than 235 million persons age 12 and older over the course of a typical week, according to Arbitron's RADAR® 101 National Radio Listening Report released June 22, 2009.

Since the December 2007 RADAR 95 report, the RADAR national radio listening estimates and network radio audience reports have been based on PPMTM respondents from within commercialized PPM markets and on diary respondents from the balance of the United States. The combination of PPM and diary respondents have shown more listeners to radio over the course of a week versus the 2007 RADAR listening reports which were based on diary respondents alone.

As additional radio markets transition to electronic measurement, total radio reach is revealed to be larger than in previous surveys. Listening to RADAR Network Affiliate stations has also risen year over year. Over the course of a typical week, more than 213 million persons age 12 and older tune to the more than 7,700 RADAR Network Affiliated stations, up from 210 million listeners one year ago in RADAR 97.

Radio reaches 92 percent of persons 12+ each week, despite the adoption of MP3 players and the growth of Internet-only stations. Even 89 percent of the youngest radio audience, teens ages 12-17, most accustomed to using new technologies and forms of media, continue to tune in each week. Network radio also reaches nearly 85 percent of the ad elusive and media multi-taskers Adults 18-34.

The diversity of formats in radio attracts advertiser-coveted demographics in both Black Non-Hispanic and Hispanic persons. Ninety-two percent of Black Non-Hispanic persons and 93 percent of Hispanic persons, age 12 and older tune into radio over the course of a week. Radio reaches about 93 percent of both Black Non-Hispanics and Hispanics age 18-49 over the course of a week.

Radio reaches more than 94 percent of college graduates ages 25-54. Ninety-five percent of adults 25-54 with a college degree and an annual income of \$50,000 or more tune into radio over the course of a week.

Network affiliated stations reach nearly 86 percent of college graduates ages 18-49 with a household income of \$75,000 or more. All radio stations reach close to 94 percent of this age group.

RADAR, the standard currency for national network radio ratings, measures 58 individual radio networks. These networks are operated by American Urban Radio Networks, Citadel Media Networks, Crystal Media Networks, Dial Global Inc., Premiere Radio Networks, United Stations Radio Networks and Westwood One Radio Networks.

Continuing the sample increase initiative, the sample size for RADAR 101 is now composed of 330,182 respondents. This larger sample ensures more stability for key demographic estimates, dayparts and Market-by-Market Analysis reports, which report all individual DMAs®. ❖

## CALL FOR NOMINATIONS

The nomination process for the National Association of Broadcasters HD Radio Multicast Award is now open. The deadline for submitting entries is July 15.

Established in 2007, the award recognizes an HD Radio multicast station at the forefront of creating unique, innovative or groundbreaking programming. The award will be presented during The NAB Radio Show, September 23-25, in Philadelphia.

Stations must submit their entry online at [www.nab.org/HDaward](http://www.nab.org/HDaward). Contact Chris Suever at [csuever@nab.org](mailto:csuever@nab.org) or 202-775-3511 for additional information.



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Virginia



# Television Stations Complete Digital Transition

The final leg of the switch to digital television prompted hundreds of thousands of consumers to call for assistance but caused no widespread disruption of free, over-the-air television broadcasts.

A record 317,450 consumers called the FCC's toll-free help line, 1-888-CALL-FCC, for a total of almost 700,000 from June 8 through 12. Of the calls handled by live FCC help line agents, nearly 30% concerned the operation of digital converter boxes. Most of those calls were resolved when consumers were instructed to "re-scan" their converter boxes in order to receive the digital channels that had moved to new frequencies. Over 20% of the calls handled by live agents dealt with reception issues.

Reports from the 200-plus FCC staff stationed across the country as part of the Commission's extensive outreach effort reflected similar concerns. At DTV transition events held across the country, consumers routinely sought information on the government converter box coupon program and raised concerns about reception. FCC

field staff also worked closely with local broadcasters, cable operators and satellite providers to identify and address issues that arose, and to serve as a liaison with FCC headquarters in Washington.

"I am pleased with the way our FCC team responded to the technical challenges that arose throughout the course of the day," said Acting FCC Chairman Michael Copps. "But our job is far from over. This transition is not a one-day affair. We have known about re-scanning and reception issues for some time and have been doing our best to get the word out. We will continue to work with every consumer who needs assistance in making this important and necessary transition."

The FCC's Media Bureau monitored technical problems reported by broadcasters and granted requests to adjust power and other needed accommodations while fixes were made. Problems included the failure of a shared transmitter in one market that affected four channels. The stations were back on the air in a few hours.

In addition, the FCC's Office of Engineering and Technology monitored and analyzed reception problems involving specific stations and markets to identify solutions.

The digital deadline prompted consumers across the nation to enlist the services of vendors working under contract with the FCC to provide free in-home installation of converter boxes. Vendors scheduled thousands of visits Friday, many through the FCC's toll-free help line.

While unprepared consumers lost television service when analog signals were turned off, their TVs still provided helpful information in many markets. Analog "nightlight" service informing viewers that analog signals have been terminated and providing them with the FCC's 1-888-CALL-FCC number and other transition information was provided by 121 stations in 87 markets, including 45 of the 49 markets designated by the government as "hot spot" markets needing special attention in the transition. These analog nightlight stations will also broadcast urgent news and emergency information. ❖

## Governor Commits Virginia to "United We Serve"

Governor Timothy M. Kaine applauded the launch of the United We Serve initiative, a national effort by the Obama administration to promote and sustain community involvement. To kick off the initiative in Virginia, First Lady Anne Holton and Deputy Secretary of Natural Resources Nikki Rovner joined U.S. Secretary of the Interior Ken Salazar at the Big Meadows area of Shenandoah National Park to perform invasive weed removal. Governor Kaine will participate in a number of programs throughout the summer as part of the initiative.

"This summer is going to be rich with volunteer opportunities for anyone, no matter their age or interests," said Governor Kaine. "We all have knowledge and talents that can be used to impact the lives of our fellow Virginians and make our communities better places to live. There's a school, park or health center in every person's neighborhood ready to flourish with a bit of consistent support. This is too important to leave to 'somebody else' and I hope all Virginians will use this summer to re-commit to helping others."

United We Serve aims to put volunteers

on a path to sustained service in their communities. Citizens are encouraged to organize those within their community, identify unmet needs, develop their own service projects, and network with others who have similar skills or interests. The initiative will encourage participation across a wide range of service areas, with particular emphasis on fields that will help mitigate the effects of the economic downturn, and help America recover. The areas of emphasis are:

- Promoting clean energy, energy efficiency, and public land restoration
- Education and literacy
- Increasing health care access, public health awareness, and prevention
- Providing community renewal to areas hardest hit by the economic crisis

State agencies have been directed to work with community and faith-based groups and volunteer networks to develop service opportunities statewide. Information on these programs will be available through local volunteer centers and posted on [www.serve.gov](http://www.serve.gov), the federal government's resource

for volunteer opportunities.

The efforts of volunteers can be especially powerful in meeting the growing social needs of those most affected by the economic downturn. In some cases, the capacities of traditional volunteerism opportunities are being stretched, so United We Serve will seek to engage citizens in both existing organizations, and also the performance of "do-it-yourself" projects.

The Virginia Department of Social Services' Office on Volunteerism and Community Services (OVCS) is one point of contact for United We Serve efforts in the Commonwealth.

"Virginia can accomplish so much, especially if we collaborate and keep at it," said OVCS Director Nikki Nicholau. "We have a strong volunteer support network. We have the ideas and the opportunities. We need people to make them happen."

President Barack Obama announced the initiative last week in a video message on [www.serve.gov](http://www.serve.gov). United We Serve will culminate on September 11, 2009, with the National Day of Service and Remembrance. ❖





# 72 Annual VAB Summer Convention Snapshots

Hilton Virginia Beach Oceanfront  
June 25-27, 2009









## A MID-YEAR LABOR & EMPLOYMENT UPDATE

**John G. Kruchko & Kevin B. McCoy\***

The year is only half over, and yet the federal government has wasted little time in making or proposing significant changes to the labor and employment law landscape – none of which is particularly good news for employers. Most of you have heard of the Employee Free Choice Act (“EFCA”). However, that is far from the only noteworthy item on the government’s agenda this year. Below is a sampling of what the federal government has been up to thus far.

### **The Lilly Ledbetter Fair Pay Act**

On January 29, 2009, Barack Obama signed his first piece of legislation into law – the Lilly Ledbetter Fair Pay Act. The new law amends Title VII of the Civil Rights Act of 1964 (“Title VII”), the Age Discrimination in Employment Act (“ADEA”), the Americans with Disabilities Act (“ADA”), and the Rehabilitation Act (the ADA for government workers) to declare that each new paycheck issuance is a discriminatory act that begins anew the 300-day administrative filing deadline (180 days in some states) for discrimination claims filed with the Equal Employment Opportunity Commission (“EEOC”) or a state or local government equivalent.

The new law deems an unlawful employment practice to have occurred when: (1) a discriminatory compensation decision

or other practice is adopted, (2) an individual becomes subject to the decision or practice, or (3) an individual is affected by application of the decision or practice, including each time compensation is paid.

The new law effectively eliminates the statute of limitations for pay discrimination claims, because even discriminatory compensation decisions (i.e., we are going to pay the women less) that may have been initiated years and even decades earlier may still be viable now that each paycheck will be viewed as an independent discriminatory act. For employers, this new law now means you will face the daunting task of not only defending compensation decisions made recently, but also those decisions that were made years earlier.

### **Mandatory Paid Sick Leave and Vacation for Employees**

In mid-May 2009, the House introduced the Healthy Families Act (H.R. 2460). The proposed legislation would require companies with 15 or more employees to allow each employee to earn one hour of paid sick leave for every 30 hours worked, up to a maximum accrual of 56 paid sick leave hours per year. Employees could begin accruing leave on their first day of employment (i.e., no “waiting periods”) and could begin using their paid sick leave after 60 days of employment.

Also, employees could carry over un-

used paid sick leave from year-to-year, but they would still be subject to the 56 hour accrual cap. Employees could use their new paid sick leave for absences resulting from (1) their own physical or mental illness, injury, or condition, (2) doctor visits; (3) to care for a child, spouse, parent or other close relative, and (4) domestic violence, sexual assault, or stalking (provided the time is used to seek treatment, counseling, or other assistance).

To complete the circle of new entitlements, the House also introduced in May the Paid Vacation Act (H.R. 2564). This proposed law would amend the Fair Labor Standards Act (“FLSA”) to require organizations with 100 employees or more to offer, at a minimum, one week of paid annual vacation to those employees who have been employed for at least 12 months and who have, during that period, worked at least 1,250 hours.

Three years after enactment of the new law, organizations with 100 or more employees would have to provide those same employees with at least two weeks of annual paid vacation, and organizations with 50 or more employees would have to provide employees with one week of paid vacation. Unlike the paid sick leave, however, vacation days would not carry over from year-to-year, but would have to be used within the applicable 12-month period.

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### The Arbitration Fairness Act

In another blow to employers, the Senate introduced in April the Arbitration Fairness Act of 2009 (S. 931). The proposed law would render unenforceable pre-dispute arbitration agreements that require employees to submit employment, consumer, franchise, or civil rights disputes to arbitration before going to court. Many companies have started including arbitration agreements into pre-hire employment agreements, as a companion piece to confidentiality provisions or covenants-not-to-compete. This law would make those arbitration provisions void. Note however, the new law applies only to individual agreements; it would not affect pre-dispute arbitration provisions that are common in collective bargaining agreements. Unions and management would still be free to bargain over and to include such provisions into collective bargaining agreements, if they chose to do so.

### Family Responsibility Discrimination

In April 2009, the EEOC supplemented its outdated 2007 guidance with some “best practices” for employers to follow with regards to family responsibility discrimination. For those who may be unaware, family responsibility discrimination is unlawful discrimination against an employee based on that employee’s actual or perceived “caregiving responsibilities” at home. For example, it would be unlawful for an employer to assume that a new mother was probably no longer interested in being promoted because she would not want to take on additional responsibilities that would interfere with being a mother. By the same token, employers cannot discriminate against men by assuming that they do not or should not have significant “caregiving responsibilities” at home. This type of discrimination is on the rise, and the EEOC’s decision to update its materials on this subject suggests they anticipate that rise to continue. A complete copy of the EEOC’s update materials can be found at [www.eeoc.gov](http://www.eeoc.gov).

To guard against caregiver discrimination, employers should adequately train their managers in family responsibility discrimination, update their EEO policies, respond to complaints from employees that may indicate caregiver discrimination, and make sure the company has a clear position on how it wants to handle the “work-life balance” issue. If you are unsure about what this emerging type of discrimination entails or have a particular situation involving an employee, you should contact your employment counsel for guidance. ❖

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## Microsoft Offers Free Training for the Displaced

Governor Timothy M. Kaine has joined forces with Microsoft to provide free technology training to displaced workers. Through the Microsoft Elevate America program, the software and technology giant will work with the Virginia Community College System (VCCS) to distribute 11,250 vouchers for technology training and certification. Elevate America also provides a wide variety of other free resources on its website including basic skills training and career resources to find internships and jobs.

“Virginia already has one of the best workforce development systems in the country—this program means we’ll have another exciting tool at our disposal,” said Governor Kaine. “This partnership will provide thousands of Virginians with the technology skills they need to attain and sustain employment as the economy recovers. At the same time, this critical training will ensure Virginia’s workforce emerges from this economic downturn stronger than ever, and ready to compete on a global level.”

Virginia will receive 5,000 vouchers for intermediate level online training, 5,000 vouchers for Microsoft business certification exams, and 1,250 vouchers for advanced technical professional online training.



In its role as Microsoft’s “designated partner” for administration of Elevate America in Virginia, VCCS will work with the Department of Education and Virginia’s workforce centers to distribute 1,500 training vouchers, 1,500 testing vouchers, and 400 advanced level vouchers each. VCCS will retain the remaining vouchers for distribution as needed. Vouchers will be distributed to citizens across the state on a first come, first served basis.

“Today, more than ever, people are looking for an opportunity to gain new, portable skills and training that will help them in their careers or as they look for their next job,” said Dr. Glenn DuBois, Chancellor of VCCS.

“Virginia’s community colleges form a natural network for partnering with Microsoft to provide the technology training individuals need to gain a competitive edge.”

Microsoft’s “Elevate America” program is expected to provide up to 1 million vouchers nationwide for Microsoft e-Learning courses and select Microsoft certification exams at no or low cost to recipients.

Office locations and additional information about obtaining the vouchers are available at: [www.vccs.edu/workforce](http://www.vccs.edu/workforce). To learn more about the Elevate America program, head to [www.microsoft.com/elevateamerica](http://www.microsoft.com/elevateamerica). ❖

# JUNE JOB BANK

## SUBMIT JOBS

### Submit to VAB Newsletter:

- Please email the listing directly to [derek.breen@easterassociates.com](mailto:derek.breen@easterassociates.com).
- Be sure to include your station ID or company name, information on how the applicant can apply and where to send the applications materials.
- Only jobs emailed to the VAB will be included in the newsletter.

### Submit to the Online Job Bank:

- Go to [www.vabonline.com](http://www.vabonline.com)
- Click on "Member Area" (top right menu)
- Log in. (If you do not know your login or password, please email [christina.meyer@easterassociates.com](mailto:christina.meyer@easterassociates.com))
- Upon login, you will see a menu at left. Select "Your Jobs." From here you can enter new jobs, edit jobs or delete job postings that have been filled.
- Don't forget, members can also view resumes by clicking on the "Resume Bank!"

### Account Executive

Mid-level Account Executive position in Sales Department. Must have a minimum of 3 years television advertising experience in broadcast TV in order to handle existing accounts. 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](mailto:personnel@wric.com). NO phone calls please. EOE

### Account Executives

WWDE-FM, WPTE, WNVZ-FM AND WVKL-FM have full-time positions available for account executives. The qualified candidates will be responsible for selling and servicing direct clients, agencies, developing new business accounts, coordinate production of commercial spots with production manager and client, and create and present ideas to clients to achieve their advertising goals. The candidates will also be responsible for collection of invoices from accounts. Must be organized, idea-oriented and possess strong communication and presentation skills. Entercom Norfolk is an Equal Opportunity Employer and offers a competitive compensation package. Email resume to [cmorelli@entercom.com](mailto:cmorelli@entercom.com). EOE

### On Air Personalities

Entercom Norfolk is looking for future air personalities both full and part time. 3 to 5 years experience is necessary for full time positions and some experience is necessary for part time positions. Full time air personalities will also be expected to be proficient in public appearances, voice work and commercial production. Entercom Norfolk is an Equal Opportunity Employer and offers a competitive compensation package. Send demo tapes or CD's, thoughtful cover letters and resumes to: Entercom Norfolk, Don London, Operations Manager, 236 Clearfield Ave., #206, Virginia Beach, VA 23462. EOE

### Part Time Promotions Assistant

WWDE-FM, WPTE-FM, WVKL-FM and WNVZ-FM have part time positions available for promotions. The qualified candidates will be responsible for setting up remote broadcasts, driving station vehicles, interacting with account executives, listeners and clients, handling heavy equipment, and maintaining promotional equipment. The qualified candidates MUST BE 21 YEARS OR OLDER, have a flawless driving record, be outgoing, organized, possess strong communication skills, available nights and weekends and able to handle heavy equipment without problems. Email resume to [cwilson@entercom.com](mailto:cwilson@entercom.com). EOE

### Digital Sales Account Executive

Entercom Norfolk is looking for a Digital Sales pro to sell our portfolio of digital assets and help oversee the executive of these transactions. The ideal candidate has experience in the media/internet industry and can step in and drive the company's revenue generation with online assets. They will have the ability to pitch and close business. They will be comfortable in communication about the latest online technology including streaming audio and video/viral/search/rich media/mobile and SMS marketing technologies, methods and best practices. Prior experience with an online ad network is a plus, and having an entrepreneurial personality is a must. You should be able to express yourself well in email, Power point, Excel and in person. Entercom Norfolk is an Equal Opportunity Employer and offers a competitive compensation package. Email resume to [hcleverger@entercom.com](mailto:hcleverger@entercom.com). EOE

### Programming/Promotions

Entercom Norfolk has a full time opening for a hybrid Programming/Promotions position. This position requires 5 plus years of combined experience in radio programming, on air work and promotions. Strong organization skills are necessary as well as the knowledge of several music formats. Competency in public appearances, endorsements and on-camera video work are also needed. Send or email demos and resumes to Don London, VP/Programming, Entercom Norfolk 236 Clearfield Ave., Suite 206, Virginia Beach, VA 23462 or email [dondon@entercom.com](mailto:dondon@entercom.com). Entercom Norfolk is an Equal Opportunity Employer and offers a competitive compensation package. EOE

### Sales Assistant

Looking for an exciting career? Are you a motivated, self-starter? Do you have a great attitude and can multi-task efficiently? If so, we are looking for you. The Entercom Norfolk Radio Stations are seeking a responsible, highly organized, hard-working assistant with a great attitude and overall demeanor, who turns problems into solutions. Candidates must have strong customer service skills and be able to work in a fast paced environment. Excellent attendance and dependability are essential. Candidates should possess excellent communication skills, both written and oral, and be computer proficient with knowledge of software applications such as Microsoft Word, PowerPoint, Excel and graphic design experience would be a plus. One to two years assistant experience is required and broadcast experience is preferred. Interested candidates please forward your resume to [cmorelli@entercom.com](mailto:cmorelli@entercom.com). EOE

### Regional IT Manager

Candidate must possess a strong knowledge of Network services (DHCP, WINS, DNS) as well as strong understanding of Windows AD services (MCSE preferred). Ability to support MS SQL, MS Exchange, MS Office, and Symantec Backup Exec is a must. Candidate must possess strong technical, writing, and communication skills. Must be able to quickly learn new systems, be a team player, and take ownership of local IT operations as well as contribute to a team of IT engineers. Three or more years experience in an IT environment which utilizes a process to track user access changes, system changes, and configuration management a must. SOX/Cisco/ITIL foundation/audio experience a plus. Some travel required. Fast paced, exciting, demanding environment. Please email resume to Tracy Cleeton at [tcleeton@sagacom.com](mailto:tcleeton@sagacom.com) or mail to Saga Communications, c/o Tracy Cleeton, 73 Kercheval Avenue, Grosse Pointe Farms, MI 48236. EOE

### News Reporter

NBC12, Richmond's No. 1 TV news station seeks reporter with proven track record investigating and reporting stories. Live remote reporting experience is critical. Two years professional experience preferred. Excellent computer and internet skills required. Send cover letter with salary requirements, resume and non-returnable demo tape to Nancy Kent Smith, News Director, NBC12, P. O. Box 12, Richmond, VA 23218. Drug/Background Screen. EOE M/F/D

### Assignment Editor

WHSV-TV is searching for a candidate with outstanding organizational skills to manage our assignment desk. Excellent story development, news logistics, and follow-up skills are essential. You'll work with news managers, producers, and reporters to develop well-rounded news content. We are looking for a candidate with extensive knowledge of current events, community issues, and the criminal justice system. An understanding of legal and ethical issues related to news is also important. Our assignment editor will be responsible for maintaining and updating our day file, assigning news crews, equipment and vehicles and will assist in posting breaking news on [whsv.com](http://whsv.com). Knowledge on how to use the news media and viewer submitted content in news coverage is a plus. Familiarity with I-News, non-linear editing, and P2 cameras is desired. Prior experience as a journalist with a newspaper is a BIG plus. Please RUSH your resume, references, and salary requirements to: Ed Reams, News Director, WHSV-TV, 50 North Main St., Harrisonburg, VA 22802. You may also email your materials to [ereams@whsv.com](mailto:ereams@whsv.com). WHSV-TV is a drug free workplace. EOE

### On Air/Webmaster

Monticello Media in Charlottesville, Virginia is looking for the ultimate utility player for our six-station cluster. This miracle worker will oversee our interactive and website products, provide assistance to the news department and cover an air shift. To pull all this off will require a creative, organized multi-tasker who understands marketing, has strong computer skills and is a solid team player. If you're ready for the challenge and possess the skills required send a cover letter, resume and aircheck as soon as possible to [jobs@cvillestations.com](mailto:jobs@cvillestations.com) or mail it to the attention of our Operations Manager at Monticello Media, 1150 Pepsi Place #300, Charlottesville, VA 22901. Monticello Media is a small privately-owned company and an Equal Opportunity Employer.

To view the latest listings visit [www.vabonline.com](http://www.vabonline.com) and click "Careers."



# JUNE JOB BANK

## Program Director

We're losing one of the best... Are you his replacement? CC Roanoke needs a PD for the cluster's top 2 stations - Classic Rock WROV and Rhythmic CHR WJJS. Supervise all on-air elements of Radio Stations. Schedule music and promotions. Responsible for scheduling of music, all station promotions and supervision of air staff. Must be able to do an on-air shift on WROV. Minimum 3-5 years of programming experience required, Rock and Rhythmic CHR station experience. Digital studio experience and computer skills a must. The ideal candidate will be a creative leader that cultivates and understands talent, along with a thorough knowledge of Selector and Nexgen and all the available tools to grow great radio stations. Along with your resume and air check, please include a detailed description of your formula for success. High School Diploma, min 2 yrs college. Benefits: Medical, Dental, Vision, Life, 401k, EAP, Paid Vacation and Sick Leave. We are an Equal Opportunity Employer.

## Evening Production Assistant (Part-Time)

Start your career in television as part of our evening news production team. The hours for this shift are 3p.m.-12 a.m. and must be willing to work weekends. Responsibilities include video editing and camera operation. Experience preferred, but training is available. Pay rate starts at \$8.00 an hour. Send resume to WHSV-TV, Attn: John Davis, Evening Production Assistant Part-Time, 50 North Main St., Harrisonburg, VA 22802. WHSV-TV is a drug free work place. EOE

## Photojournalist

WHSV-TV is looking for a solid photojournalist who wants to be part of a growing news organization. The ideal candidate will have a good base of photography knowledge, as well as familiarity with ENG live trucks. We use News Flash non-linear editing. Come live and work in one of the most beautiful parts of the country. Send a tape and resume to WHSV-TV, Attn: Ed Reams, 50 North Main St., Harrisonburg, VA 22802. No phone calls please. You may email resumes to ereams@whsv.com. WHSV-TV is a drug free workplace. EEO.

## TV Master Control Operator

WRLH FOX Richmond & MyTV Richmond have a great opportunity for you! We are seeking a highly detail oriented operator with good communication skills and who learns quickly. Duties include on-air switching, operating video tape recorders and satellite receivers. You must be computer literate and self motivated. Good attendance is essential. Ability to work well independently as well as with others is key. You must be flexible and be able to work evenings, weekends and holidays. All Interested Applicants MUST apply online at [www.sbg.net](http://www.sbg.net). Sinclair Broadcast Group, Inc. is proud to be an Equal Opportunity Employer and Drug Free Workplace!

## Inventory Control Supervisor

Under the supervision of the General Sales Manager, the Traffic Coordinator is responsible for managing and maintaining the Traffic computer system. In addition, the Traffic Manager is responsible for producing daily logs and reports from the Traffic system as requested. Further, the Traffic Manager works with the Sales department in order to maximize inventory profitability and station revenue. The Traffic Coordinator typically works 40 to 50 hours per week (Monday - Friday). There are high amounts of repetitive motion and moderate amounts of eyestrain associated with this position due to frequent computer use. Work-related travel is typically for training purposes only. The Traffic Coordinator has no supervisory responsibilities. There is minimal risk of injury, and little exposure to noise. There is a minimal amount of lifting associated with this position. The Traffic Coordinator has contact with people outside the organization a couple of times per week. Equal opportunity employer.

## General Sales Manager

Lead our outstanding sales team in beautiful Fredericksburg. Our cluster includes Hot AC WBQB and News/Talk WFVA AM 1230. The ideal candidate will possess excellent leadership skills, a solid record of success, an ability to monetize our digital products and an obsession with new business development. Please send your resume and cover letter to David Smith, Mid-Atlantic Regional Manager: [dsmith@wbqb.com](mailto:dsmith@wbqb.com). Centennial Broadcasting II, LLC is an equal opportunity employer.

## Reporter

Reporter -NBC12, Richmond's No. 1 TV news station seeks reporter with proven track record investigating and reporting stories. Live remote reporting experience is critical. Two years professional experience preferred. Excellent computer and internet skills required. Send cover letter with salary requirements, resume and non-returnable demo tape to Nancy Kent Smith, News Director, NBC12, P. O. Box 12, Richmond, VA 23218. Drug/Background Screen. EOE M/F/D.

## Experienced Sales Account Executive

If you wish the company you worked for didn't have so much corporate paperwork and allowed you to be more creative, then we might have what you're looking for. If you have media sales experience and thrive on competition and creativity, we want to talk to you. Generous commissions, established clients and a sales environment that breeds success. WINC has been a legendary radio station for years and now we have a sales position open for just the right person. \*\*\*Join a company that believes people make the difference! Send your resume and cover to: [vreynolds@winc.fm](mailto:vreynolds@winc.fm). No phone calls please. Centennial Broadcasting II, LLC is an equal opportunity employer.

## Web Sales Production Coordinator

Web Sales Production Coordinator WAVY TV 10 / FOX 43 WVBTV-TV This position will work closely with the Internet sales and graphics departments to implement all components of web sales. This individual will design, code and integrate web applications and user interfaces to meet client and station marketing goals. This person must have the ability to work in a fast-paced environment, juggle competing priorities and meet deadlines. Qualified candidates will have strong communication skills and a minimum of 2 years of web development experience. They should also have extensive knowledge of web content management tools, HTML, Flash, JavaScript, Photoshop and Illustrator. Strong skills in design, layout and typography are essential. Please send cover letter, resume and URL's to Michelle Campbell Internet Director WAVY-TV 10/ WVBTV FOX 43-TV 300 Wavy Street Portsmouth, VA 23704 No phone calls, please. EOE.

## Meteorologist

WHSV-TV is looking for an experienced and dynamic meteorologist to join our morning show team. Candidate should be a degreed meteorologist and possess a strong working knowledge of WSI systems. Our next morning meteorologist should be able to create graphics to complement a convincing and energetic weather story while maintaining a strong interaction with the news anchors. The Shenandoah Valley is a four season weather location which will challenge your forecasting skills. Additional duties include involvement in the community, public relations and other station events. RUSH a DVD, resume and salary requirements to WHSV-TV, Attn: Ed Reams, News Director, 50 North Main St., Harrisonburg, VA 22802. You may also email your clips and resume to [ereams@whsv.com](mailto:ereams@whsv.com). NO Phone calls please. WHSV-TV is a drug free workplace. EOE.

## Account Executive

WHSV TV-3 has an opening for an energetic, highly motivated Account Executive in our Sales Department. Account Executive's work directly with local and regional business to achieve marketing goals through our multi-media outlets WHSV TV-3, The Valley's FOX, My Valley TV and WHSV.com. Must be self motivated with strong presentation ability, computer skills, and excel at building and growing business relationships. Attractive income package managing established accounts and generating new business with full benefits and 401K. Previous media sales experience not necessary and training program provided. Reply with cover letter and resume to: WHSV TV Attn: Jamey Hansbrough Director of Sales 50 North Main Street Harrisonburg, VA 22802 WHSV TV is a drug free workplace. EOE.

# VIRGINIA ASSOCIATION OF BROADCASTERS CONGRATULATES

## 2009 BROADCAST ADVERTISING HALL OF FAME AWARD

**JOHN ADAMS** has spent over 30 years at The Martin Agency—his entire advertising career—a rarity in an industry where executives come and go as quickly as trends on Wall Street. John has seen the agency grow from a regional shop to one of national prominence.

Under John's leadership, The Martin Agency became the first advertising agency to be named "Agency of the Year" five times by *Adweek*, the industry standard. In 2007, *Advertising Age* ranked Martin as one of the Top 10 Agencies in America, placing it at #5. In 2008, the same publication ranked Martin as #3.

John plays a key role on the team that continues to bring national attention to The Martin Agency, representing such brands as UPS, Hanes, Discover Financial, Wal-Mart, BFGoodrich, and GEICO. In 1997, John became one of a handful of advertising people to be inducted into the Virginia Communications Hall of Fame.

John has served on the boards of the United Way, the American Cancer Society, the Salvation Army, the Virginia Historical Society and the Boy Scouts of America. He now serves as a trustee at the Virginia Museum of Fine Arts and as a member of the Board of Visitors at Longwood University. John lectures on marketing and business issues throughout the United States.

*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.*



## 2009 C.T. LUCY DISTINGUISHED SERVICE AWARD

**LEONARD WHEELER** began his broadcasting career in 1979 in San Diego, California, working in radio sales while attending San Diego State University. Leonard is the son of pioneer broadcaster, Mel Wheeler, and soon joined the family business.

From 1981 to 1983, Leonard worked at the company's stations, WSLC/WSLQ in Roanoke, Virginia. In 1983, at the age of 25, Leonard moved to Oklahoma City, Oklahoma, to manage KLTE-FM, where he served as general manager until the company sold KLTE in 1988.

Leonard next became Vice President of Sales for WSIL-TV, the company's ABC affiliate in southern Illinois, while also assisting with the operation of KRCG-TV, the company's CBS affiliate, where he became General Manager in 1990.

He returned to Roanoke in 1992 as General Manager of WSLC/WSLQ, and now, in addition to his role as President of Mel Wheeler, Inc., serves as GM of the six-station group in Roanoke/Lynchburg, which includes WSLQ-FM/WSLC-FM, WXLK-FM, WVBE AM/FM and WFIR-AM.

Leonard serves on a number of boards and committees, including the VAB and the Children's Miracle Network. Most importantly, Leonard leads the company in its ongoing commitment to serve its local communities.

*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.*



## 2009 GEORGE A. BOWLES, JR. BROADCAST JOURNALISM AWARD

**JOE DASHIELL** is a native of Norfolk and a 1980 graduate of Washington and Lee University, where he majored in journalism.

Joe has worked for WDBJ, the CBS affiliate in Roanoke-Lynchburg for over 28 years. He has manned each of WDBJ's three bureaus starting with Lynchburg in the fall of 1980. He helped establish the New River newsroom in 1982.

Joe moved to Richmond three years later to cover the General Assembly, Governor's Office, and state politics. During his five years in Richmond he was elected president of the Virginia Capitol Correspondents Association.

Joe returned to Roanoke as Senior Reporter in late 1990. He primarily covers the Roanoke Valley government, but can also cover hard news and features. While Joe hangs around the newsroom all the time, none of those extra hours seem to show up on his time card.

As a former capitol correspondent and an accomplished banjo player, Joe is equally at home covering the General Assembly in Richmond and the Old Fiddler's Convention in Galax. He is the consummate professional and a master at crafting a story for television. He has never been about self-promotion or grabbing the spotlight; he is committed to serving his market, communities and employer with excellence.

*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.*



## 2009 J. JERRY FREEMAN ENGINEERING AWARD

**GEORGE RANDELL** has been working in television since 1972 when he took his first job, as a cameraman and master control operator in Santa Clara, California with Teleprompter Corporation. By 1974 he was in charge of their local video engineering.

In 1978, George took a job as Engineer in Charge of a remote truck for the Sports Channel. This remote facility was frequently utilized by major clients including ESPN, USA Network, PBS, as well as for statewide broadcasts of the Miss-California pageant.

He left California in 1982 for a job as maintenance engineer with Christian Broadcasting Network, which owned and operated channel 27, WYAH in Portsmouth, Virginia. In February of 1992 he was promoted to Assistant Chief Engineer and then to Chief Engineer later that year. During his tenure with channel 27, George has seen the call letters changed to WGNT, had four different station owners, and seven General Managers.

In 2006, when CBS consolidated operations of WGNT, WUPA, and WTOG, George was instrumental in making all of this technically possible. He is now in charge of the engineering for all three stations.

A member of the Society of Broadcast Engineers since 1976, he holds a certification from the SBE as Broadcast Television Engineer.



*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.*