



Newsletter

Virginia Association of Broadcasters

August 2010

Genachowski Yielding at Every Turn

It's not easy being Federal Communications Commission Chairman Julius Genachowski these days. On a growing list of issues central to his agenda, powerful lawmakers have intervened in recent months, forcing the Democratic regulator to shift course or stand down.

What makes the trend more troubling for Genachowski is that much of the second-guessing is coming from influential members of his own party.

The message from his congressional overseers could be summed up as this: "Thanks for your efforts, but we'll handle things our way." From broadband regulation to spectrum policy to overhauling the outdated Universal Service Fund, Congress has made clear that its views, and not those of the independent agency, will prevail.

"I give him an enormous amount of credit; he's taken on some really sacred cows," said Rob Atkinson, president of the Information Technology and In-

novation Foundation, a nonpartisan think tank. "Congress is much more about incrementalism and responding to interest groups," Atkinson said, emphasizing that communications issues have become increasingly controversial and politicized.

Democrats in Congress appear to be following through on their pledge of vigorous oversight, but some see the meddling as indicative of deeper problems for President Obama's FCC chief. "It's embarrassing," said a telecom-industry lobbyist who accused Genachowski of failing to corral Hill support for his ideas and sticking to his guns under fire. "I don't think Julius has an appreciation

for the complexity of the politics of this stuff."

The FCC strongly challenged the idea that Genachowski is under siege. It sent National Journal a three-page e-mail highlighting support from House Speaker Nancy Pelosi, D-Calif., other Democratic leaders, and telecom-minded lawmakers for a variety of Genachowski's initiatives.

"I just think [NJ's] premise is absolutely wrong," a senior commission official said. "Even when you have shared goals, there are going to be different ideas about how to accomplish those goals."

continued on page 2

Deadline Nears for Regulatory Fees

On August 9th, the Federal Communications Commission announced that licensees and regulatees who are required to pay annual regulatory fees ("Filers") must make their FY 2010 payments no later than August 31, 2010. Filers must ensure that their regulatory fee payments are received at the Commission's St. Louis, Missouri address by 11:59 PM on August 31, 2010, Eastern Daylight Time, to avoid incurring a 25 percent late-payment penalty. All payments must include a FCC Registration Number (FRN) in order to be processed.

As set forth in 47 U.S.C. 159(a), the Commission is required by Congress to collect regulatory fees to recover the regulatory costs associated with its enforcement, policy and rulemaking, user information, and international activities. Licensees and regulatees are assessed fees calculated as set forth in (See Assessment and Collection of Regulatory Fees for Fiscal Year 2010, Report and Order, 75 FR 41932 at ¶ 1 (July 19, 2010)). The Commission also publishes industry-specific guidance in Who Owes Fees & What is My Fee FY 2010, which can be found on the Commission website at <http://www.fcc.gov/fees/regfees.html>.

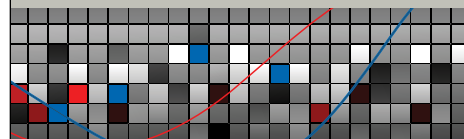
Filers should visit the Commission's Internet web site at <http://www.fcc.gov/fees/regfees.html> to gather specific information about their FY 2010 regulatory fees, and to begin the filing and payment process. ♦



What's Inside ...

| | |
|--|----|
| Francis Wood Welcomes New Role as VAB President. | 3 |
| August Compliance Tip | 3 |
| NAB and the Music Industry Discuss Performance Tax Terms | 4 |
| Tennessee-Virginia Border a Well-Kept Appalachian Secret | 5 |
| Violence Touches All Parts of Society. | 6 |
| FOIA Law in Virginia | 7 |
| Boucher Secures \$9.2M for Major Broadband Expansion | 8 |
| NAB to Promote United States to FIFA | 8 |
| Summer Internship Wrap-Up | 9 |
| August Job Bank | 10 |

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Genachowski *continued from page 1*

A Senate Democratic aide also rose to Genachowski's defense. "The executive and legislative branches act as a check and balance on each other in ways that are positive by helping each other think through concepts and solutions," the staffer said in a written response. "That is not resistance, nor should it be portrayed as such."

Further praising the chairman, the aide added, "It is far too early and premature to pass a negative judgment."

Yet interference from Congress has already upended some of the chairman's signature initiatives. After he unveiled a plan in early May to treat broadband as a telecommunications utility -- a move that could subject service providers to increased regulation -- nearly 80 Democrats joined the chorus of Republican opposition.

As a result, Genachowski has not scheduled FCC action on his proposal, despite having the votes he needs from fellow commissioners for approval. Instead, he has been holding closed-door meetings with telecom-industry stakeholders to help lawmakers broker a legislative deal that, among other things, would nullify his approach.

Even the FCC's much-touted national broadband plan, released in March, is caught in the crossfire. The 10-year technology blueprint calls for creating a nationwide communications network for emergency responders using spectrum controlled by public safety groups, with adjacent frequencies known as the D-block to be auctioned to commercial bidders.

Police, fire, and rescue squads complained loudly on Capitol Hill that denying them access to the extra airwaves would compromise safety, and their message resonated with Sen. Jay Rockefeller, D-W.Va., chairman of the Senate

Commerce, Science, and Transportation Committee.

On July 21, the senator, whose panel oversees the commission, introduced one of two bills in the Senate that would hand the D-block directly to first responders -- what some saw as a stinging rebuke to Genachowski. In an awkward, same-day news conference, FCC officials struggled to reconcile their gushing praise of the planned bill with their boss's stance on the issue.

House members have dealt Genachowski a setback in his bid to revamp the \$8 billion Universal Service Fund, which subsidizes phone service in rural and inner-city areas. In the broadband plan, the FCC outlines an overhaul strategy that regulators say requires no congressional action.

Rep. Rick Boucher, D-Va., who chairs the House Energy and Commerce Subcommittee on Communications, Technology, and the Internet and represents a rural district, has repeatedly disputed that assertion. Last week, he co-introduced a bill that puts Congress firmly in the driver's seat.

A similar dance played out with the FCC's proposals to shift broadcast television spectrum to wireless Internet providers. Partly because of pressure from Boucher and other lawmakers, the agency backed off its original idea of forcing stations to relinquish some airwaves.

"We look forward to working with Congress to work through differences of opinion and create the greatest possible consensus," the FCC official said. But critics say that if Genachowski had pushed harder, he wouldn't have so many five-alarm fires.

"He's not minding the store, and these things are getting away from him," the lobbyist said. ♦

Francis Wood Welcomes New Role as VAB President

For Francis Wood it has been a long, enjoyable road from afternoon deejay to president of the Virginia Association of Broadcasters. The effective date of Wood's new post just happens to coincide with his 40th year in the radio broadcasting industry. He has been General Manager of WFLO AM/FM in Farmville since 2001. He arrived at the station in 1971 after cutting his teeth as a top forty disc jockey at WLES AM in Lawrenceville, Virginia. "Music brought me into the studios at the Lawrenceville station," said Wood. "I knew a couple of the afternoon deejays who worked there. We played in rival bands back then and when an opening came up, I put in for it and got it. Up to that point in my life I thought I'd become an archeologist, but the radio 'bug' hit me hard and everything else took a back seat to it."

When his family relocated to Farmville in 1971, Wood arrived at the perfect time to fill a part-time announcer vacancy at WFLO. He never looked back. "I was lucky to come into a privately owned 'full-service' station, run by good people who truly understood the role of the community-minded radio station. At WFLO, I learned the business under the guidance of some of the best in the industry. Men like John Wilson, current president and owner of Colonial Broadcasting Company Incorporated and longtime General Manager. The legendary Henry Fulcher, who besides being part owner has been an on-air fixture since 1956. And the late Gene Elke, former WFLO GM and 1994 VAB President. These are the guys who instilled in me the broadcasting values that I hold today. We're here to serve and inform our public and to give them a voice in their own communities. That's a boatload of responsibility. But, radio and television does it every day. We know how to do it and we are always reshaping and improving our methods."

Wood is a "hands-on" General Manager at WFLO. He still handles the "Morning Show" beginning at 6:30 a.m. weekdays and is host of the long running "Call Flo" call-in show each day. He is also host of the daily "Lunchbreak" show where he focuses on the music and



performers of the 60s and 70s. "I might interview a celebrity or a politician in the morning, do a remote at a local business in the afternoon and finish out my day by writing a couple of news stories before I call it a day," Wood noted. "It's all in a day's work and seldom does it feel like work at all. I've been doing this for so long that it all just seems a part of me."

Aside from radio, Wood has served on the Farmville Chamber of Commerce and is currently on the Bentra Southside Community Hospital Board of Directors where he is chairman of the governance

"I am honored to have the opportunity to follow in the footsteps of all the distinguished individuals who have served before me."

committee. Also an award-winning author, he has written and published 21 books through his own Tip-of-the-Moon publishing company, which he operates with his wife, Chris. Chris is also the operations director and bookkeeper at WFLO.

Commenting on his upcoming presidency with the VAB, Wood said "I am honored to have the opportunity to follow in the footsteps of all the distinguished individuals who have served before me. And I look forward to working with our broadcasters in facing the challenges that seem to come to us in waves. From the smallest markets in radio and television to the largest, I hope you all know that you have a voice in this fine association. Use that voice. I will always have the time to listen and so will your directors. Remember, through the VAB we all come to the same table and our missions are the same." ♦

AUGUST COMPLIANCE TIP

Training Camp for Compliance

Everywhere you turn these days, there are football training camps where teams are practicing the basics and fundamentals. On one level, it seems odd that highly skilled athletes need to do drills similar to the ones they did when they began playing football. It's not when you consider that the best teams and players know that the mastery of the fundamentals is what separates them from others.

The beginning of a sports season gives teams the opportunity to restart after a break and lay in the foundation of fundamentals. Compliance does not have this luxury and sometimes it becomes easy to take shortcuts, not stay on top of new rules, overlook the fundamentals of maintaining Public Files, not save all recruiting documents and not count children's programming commercial matter, etc. Why not mark your calendar at the start of football training camps as the time each year to conduct your own compliance training camp. Simply review your fundamental procedures to make sure the basics of compliance are in place.

It works for world class athletes; it will work for broadcasters. ♦

This compliance tip has been provided by Harrison Pittman of On-Time Online Broadcast Compliance, www.OnTimeOnlinebc.com, hpittman@ontimeonlinebc.com.

NAB and the Music Industry Discuss Performance Tax Terms

Late last week, the National Association of Broadcasters released a summary of a concept being discussed with MusicFirst, the advocacy group that represents recording artists and record companies, for settlement of the performance tax issue. NAB has emphasized that it has not endorsed this or any other proposal, nor has it entered into any agreement with any party on this issue. Rather, discussion has been undertaken in response to specific requests of influential Congressional leaders that NAB's leadership, at least, discuss the possibility of settlement of this issue with MusicFirst.

The concept being discussed calls for a tiered performance royalty rate that would be set by legislation for commercial and noncommercial "music" stations with a qualified exception or carve out for news, talk, and sports stations that only play music on an "incidental" basis. Bills pending in the House and Senate, and which are sponsored by the Democratic Chairmen of the House and Senate Judiciary Committees, would require stations to pay a performance royalty fee. Broadcasters everywhere, including Virginia, have vigorously—and so far successfully—fought the legislation in the House and Senate.

Nonetheless, certain Congressional leaders have signaled their intent to move forward with performance tax legislation in one form (with input from broadcasters) or another (with no input from broadcasters). Thus, for that reason, NAB has agreed to meet with the music industry to discuss the issue.

Although the precise terms of the proposal have not been established, the framework of the concept released last week by NAB includes:

Tiered Royalty Rate For Commercial Radio Broadcasters

The proposal sets a tiered royalty rate for commercial "music" radio stations for music played over the air based on "net" revenues, i.e., gross revenues less agency commissions:

- A station with net revenues of less than \$50,000 per year would pay the lesser of \$100 or one percent (1%) of net revenue each year.



- A station with net revenues from \$50,000 to \$100,000 per year would pay a royalty fee of \$500 per year.
- A station with net revenues from \$100,000 to \$500,000 per year would pay the lesser of \$2,500 or one percent (1%) of net revenue each year.
- A station with net revenues from \$500,000 to \$1,250,000 per year would pay \$5,000 each year.
- A station with net revenues of more than \$1,250,000 per year would pay one percent (1%) of net revenue each year.

Tiered Royalty Rate For Noncommercial Radio Broadcasters

The proposal sets the following tiered royalty rate for noncommercial "music" radio stations for music played over the air:

- A noncommercial station with net revenues of less than \$50,000 per year would pay the lesser of \$100 or one percent (1%) of net revenue each year. (This is the same as the structure for commercial stations.)
- A noncommercial station with net revenues from \$50,000 to \$100,000 per year would pay a royalty fee of \$500 per year. (This is the same as the structure for commercial stations.)

- A noncommercial station with net revenues of more than \$100,000 each year would pay a royalty fee of \$1,000 each year.

The rates described above could only be changed by legislation, i.e., an act of Congress, or by mutual agreement between NAB and MusicFirst.

Additional Terms

Other terms of the settlement concept that are being discussed include the following:

- Royalties would not be paid by news, talk, and sports stations for "incidental" music played or for music contained in the broadcast of religious "services," but religious music played otherwise would be subject to the performance royalty.
- Current web streaming performance royalty rates would be reduced by 10 percent and those rates would be set, not as now by the Copyright Royalty Board, but rather by "arbitration."
- AFTRA issues related to ads that "air" on webcasts would be resolved. (An "extra" fee is currently charged for web streaming of AFTRA-produced ads.)
- And, as part of the overall "package," a new law would be enacted to require all mobile phones shipped in interstate commerce to contain a "chip" to enable reception of local FM (but not AM) stations.

The terms outlined above clearly leave a number of details to be addressed. And, as noted earlier, neither NAB nor MusicFirst has agreed to these provisions. If an agreement between NAB and MusicFirst should be reached, the agreement would be incorporated into legislation and presumably supported on a bi-partisan basis by the Congressional leadership.

VAB will continue to monitor this important issue closely, coordinate with NAB, and keep you advised of developments. ♦

Tennessee-Virginia Border a Well-Kept Appalachian Secret

Longevity and continuity go a long way in the so-called Tri-Cities market along the Tennessee-Virginia border. WCYB's morning man Johnny Wood, who General Manager Jim McKernan describes as "Elvis Presley in the marketplace," has been on for 42 years. WKPT has had the same owner (Holston Valley Broadcasting) and affiliation (ABC) for all its 41 years. And WJHL has had all of two general managers in its 57 years on the air: Hanes Lancaster for 36, and Jack Dempsey for the last 21.

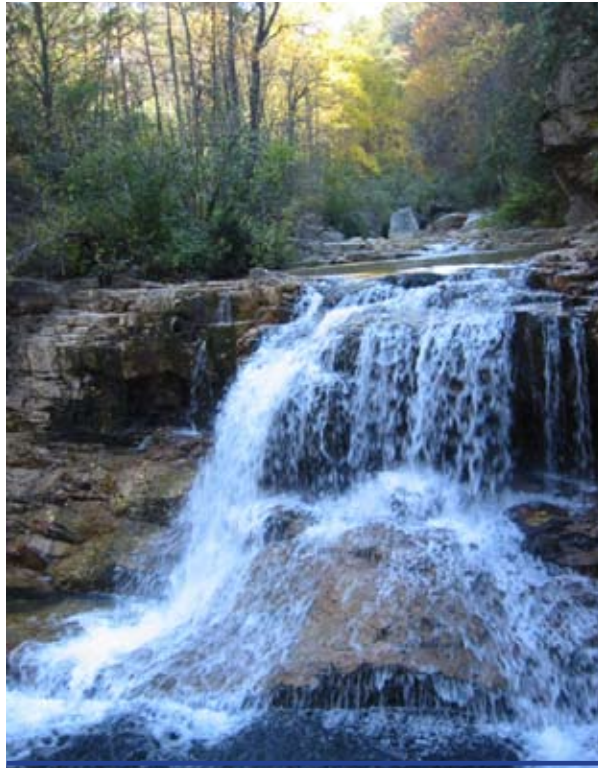
"I don't think you'll find that in too many places," Dempsey says.

The three cities of DMA No. 93 are Bristol (Tenn. and Va.), and Kingsport and Johnson City, Tenn. State Street serves as the line of demarcation for the two states. "Our station is in Virginia, but I'm looking at Tennessee out my window," says McKernan, recently promoted to regional senior VP at Bonten Media Group.

Staffers wear multiple hats here. Steve Hawkins serves as news director and 6 p.m. anchor at WCYB. WJHL President/General Manager Dempsey says his photographers report, and his reporters shoot. "It was a rocky year last year, no doubt about that," he says. "We learned, like so many stations, to do more with less."

There's a robust news race between NBC affiliate WCYB and Media General's CBS outlet WJHL. The pair tied in late news in May, both carding an 8.0 household rating/23 share. WCYB won total day ratings, along with the morning and evening races; WJHL grabbed primetime. WCYB's \$12 million in 2009 revenue topped WJHL's \$11.2 million, according to BIA/Kelsey.

McKernan also manages Esteem Broadcasting's Fox affiliate WEMT, just as he oversees the Bonten and Esteem



"It's probably the best-kept secret in the South. There's a wonderful climate and quality of life and when you combine the three cities, it's a pretty nice-sized little town."

stations in Greenville, N.C. WCYB and WEMT debuted HD local news June 17; McKernan calls it "a pretty serious advantage." WJHL plans to flip the switch Oct. 4.

WCYB airs The CW on its .2 channel. WKPT offers MyNetworkTV and RTV on digital channels. WKPT used to air newscasts produced by WJHL, but the partnership ended a few years ago. The station features news "briefs" produced by its sister radio stations during Good Morning America, and weather updates

throughout the day on air and online. President/General Manager George DeVault would like to expand WKPT's news output. "I do envision getting back into the news business with half-hour 'casts,'" he says.

The market is largely rural. Employers include the Food City grocery chain, Eastman Chemical Co. and various health-care outfits. Charter and Comcast are the primary cable operators.

Stations set themselves apart with local programming. WJHL has the 10 a.m. show Daytime Tri-Cities, which Dempsey calls "live, local and fun." WCYB produces a nightly 10 p.m. news for WEMT. WKPT airs unique community happenings such as Kingsport's Fourth of July parade and a bluegrass festival. "We try to stay involved with the community with those events," DeVault says.

Bristol Motor Speedway hosts the wildly popular Bristol Night Race, which attracts some 160,000 spectators.

ESPN2 aired the Friday (Aug. 20) race, and WKPT had the Saturday-night derby. "It's the toughest ticket in NASCAR," McKernan says.

Nestled amidst the Appalachian Mountains, Tri-Cities offers considerable attributes. "It's probably the best-kept secret in the South," Dempsey says. "There's a wonderful climate and quality of life, and when you combine the three cities, it's a pretty nice-sized little town." ♦

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Submissions may be edited for length. Inclusion is not guaranteed and may be excluded due to space.

Violence Touches All Parts of Society

By John G. Kruchko
and Paul M. Lusk

Recent events have once again brought the issue of violence in society to the forefront. Reports of violence erupting in the workplace continue to make headlines in newspapers throughout the country. Former employees upset over being discharged return to their former places of employment and attack not only the supervisors involved in their discharges but any employee or person who may be in the vicinity. A non-employee who may be having personal problems with an employee may come to the employee's worksite in order to "settle" the matter. These acts of murder and vengeance are not limited to urban workplaces or blue-collar jobs, but occur in high-tech industrial parks, suburban office complexes and even health care facilities.

The most recent event of note occurred on August 3, 2010 in Manchester, Connecticut where a 34-year old African-American employee killed eight people and wounded two others after he was asked to resign his employment for stealing from his employer. The employer, a local beer distributor, confronted the employee with a video that allegedly showed him stealing beer from the distributor. According to a Company vice president, the employee stayed calm during the meeting. He didn't argue or contest the allegations against him. He quietly signed a letter of resignation, headed for the door and then pulled out a gun and started firing. After completing his rampage, he called his mother and told her, "I killed the five racists... that was bothering me." He then turned the gun on himself.

Management at the distributor has denied any racial discrimination or harassment. Union officials representing the employee also denied that the employee had complained about racism. According to one Teamster official, "This is a disgruntled employee who shot a bunch of people." The mother of the employee's girlfriend alleged, however, that the employee had suffered from racial harassment and had found a picture of a noose



"These acts of murder and vengeance are not limited to urban workplaces or blue-collar jobs, but occur in high-tech industrial parks, suburban office complexes and even health care facilities."

and a racial epithet on a bathroom wall.

She said the man had reported harassment to a company supervisor and a union representative, but nothing was done about it. It is unclear what kinds of internal complaint procedures were available to the employee. Obviously, a strongly worded harassment policy that encourages employees to come forward with harassment complaints is a valuable tool in preventing emotions from boiling over into workplace violence.

Employers cannot always be expected to accurately predict which of its employees may have the potential for violence, however. Frequently, acts of murder and vengeance can be totally out of context with the normal behavior of the employee. The shooter in the Manchester, Connecticut murders was reportedly an "easygoing guy who liked to play sports and video games." He left no notes behind and apparently did not tell relatives or friends about his plans. Of course, the fact that the employee brought guns to his workplace in his

lunch box would seem to indicate that he intended violence against other employees, particularly certain members of management. He was described as "targeting" some individuals because he apparently walked right by some employees without shooting them.

Avenger Profile

Employers can take precautions to limit the possibility of violence in the workplace. Experts say that there is a "profile" for the type of individual who may turn into a so-called "avenger" after discharge from employment. The avenger is usually a male in the 30-55 age group who may be going through a midlife transition and be dissatisfied with his life. He is often a loner with a history of depression, paranoia or violence. The avenger is likely to resist authority and thus may have a personnel history which demonstrates difficulty in getting along with supervisors. The avenger's anger may spill over and manifest itself in frequent disputes with co-employees. The avenger

will often display a fascination with guns and other weaponry. In the case of the Manchester, Connecticut shooter, he had six guns registered to him.

What Employers Can Do

Managers must be alert for warning signs such as sudden behavioral changes by employees. If the employer is aware that an employee is undergoing a period of private stress such as a divorce or a death in the family, the employee should be offered counseling through an employee assistance plan (EAP) if one exists at the facility. If the company has no EAP, managers or supervisors can nevertheless offer to speak privately with the troubled employee.

Employers may also wish to implement a "hotline" which employees can use to provide confidential information about a potentially violent situation. Many workplace assailants have given clues to their impending blowup in conversations with other employees. In such a situation, security can be alerted to begin more intensive monitoring of the troubled employee. Obviously, if the employee has already been discharged, security can increase perimeter protection for the facility and even alert local police authorities if necessary.

Finally, employers should develop a strategic plan for dealing with a crisis situation in advance of a potential violent outburst. At a minimum, a "Violence Prevention Program" should include a written "non-aggression" policy and a "hotline" for complaints about aggressive or violent behavior. The term "aggression" should be defined broadly to cover all forms of harassment. The Program should also address the following matters:

- A package check or search policy that puts employees on notice that lunch boxes, tool boxes, brief cases, pocket books

and purses are subject to search at any time;

- Develop a chain of command and crisis team membership to deal with crisis situations;
- Human Resources and other members of management should be trained in crisis prevention techniques;
- Develop a crisis intervention plan (assistance to employees if a "tragedy" occurs);
- Develop a procedure for dealing with rumors and misinformation;
- Maintain the confidentiality of employment records while allowing access by selected members of the crisis team;
- Ensure immediate access to police and security personnel;
- Ensure the availability of other professional resources (medical, legal, psychological);
- Develop procedures for investigating accusations about a potentially violent person;
- Train supervisors as to the rights of mentally/emotionally disabled employees (i.e., "reasonable accommodation");
- Develop procedures for a return to normalcy after a serious violent incident -- (including therapeutic counseling of victims and observers)

There are no easy answers to the tragedy of violence in the workplace. Employers can only be expected to use their best efforts at spotting a potentially dangerous employee. A zero tolerance for workplace aggression is a good starting point but policies and procedures alone cannot reasonably be expected to completely eliminate violence in the workplace. ♦

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FOIA Law in Virginia

If you understand when you're asked if you've done a "foy-ya," then you're familiar with the Freedom of Information Act (shorthand: FOIA).

Very generally, the law requires governments to provide the public with documents and records when requested. Specific laws vary from state to state. How does Virginia's FOIA law compare? Megan Rhyne, director of the Virginia Coalition for Open Government, offers a summary of what's good and not-so-good about our state's law:

The Good

- Officials have five days to assemble the requested records. They can ask for another seven days if they need more time. Reasonable? Rhyne thinks so.
- If you work for the government and you make more than \$10,000, your salary is public.
- Emails, electronic records and records on private computers are all considered public record IF they were generated while conducting public business.
- You don't need an attorney to file a FOIA-compliance lawsuit in district court.
- Virginia legislators approved a FOIA council in 1999. If you call the council, they'll answer any of your FOIA-related questions. I've done this before, and they're very helpful.

The Bad

- Criminal investigation records aren't made public. Police only have to give basic facts of cases, but, as Rhyne points out, a lot of the important information is in police reports.
- You can only appeal to Virginia's FOIA law if you're a citizen of the state.
- There aren't specific limits on how much an agency can charge to meet your request.

What happens if an agency violates FOIA law? In Virginia, violators can be fined up to \$1,000 the first time and up to \$2,500 subsequent times. But Rhyne says she's seen only one penalty imposed, and it was overturned in appeals court. ♦

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Boucher Secures \$9.2M for Major Broadband Expansion

U.S. Representative Rick Boucher has announced that, at his urging, the U.S. Department of Commerce's National Telecommunications and Information Administration, through its Recovery Act broadband grant program, is providing a federal grant of \$9,237,760 to Citizens Telephone Cooperative, headquartered in Floyd, for a major expansion of its broadband network.

"The federal funds will enable the construction of a middle-mile fiber optic network 186 miles in length in Wythe, Pulaski, Giles, Floyd, Montgomery, Roanoke and Botetourt Counties and the City of Radford. The project aims to spur new connections and improve high-speed Internet access services for thousands of homes and numerous businesses, schools and other community institutions," Boucher said.

With the benefit of the federal funds, Citizens will add 186 miles of fiber to its current fiber optic network, which today includes 246 miles of fiber optic cable.

"The federal funds will enable the construction of a middle-mile fiber optic network 186 miles in length in Wythe, Pulaski, Giles, Floyd, Montgomery, Roanoke and Botetourt Counties and the City of Radford."

The new middle-mile network will bring broadband lines within a short distance of New River Community College's campuses in Dublin and Christiansburg, Wytheville Community College, Radford University, Virginia Tech, 32 public K-12 schools and several medical facilities, public libraries, and public safety facilities as well as hundreds of homes and businesses.

The new middle mile network will provide these institutions with access to speeds between 10 Mbps and 10 Gbps and will provide many of the institutions with diverse routing, a redundancy which eliminates the potential of network outages.

In addition, the project provides

a critical diverse route between open access networks in Virginia, including Mid-Atlantic Broadband, Bristol Virginia Utilities and Citizens Telephone Cooperative, and the Allegheny Highlands fiber optic network for which Congressman Boucher helped to secure \$16 million in federal broadband funds earlier this year.

The total cost of constructing the new middle-mile network is \$11.5 million. In addition to the more than \$9.2 million in federal funds, the remaining funds to complete the project will be provided by the Virginia Tobacco Commission, the New River Valley Network Wireless Authority, a partnership between Giles and Pulaski Counties, and Citizens Telephone Cooperative.

"With the middle-mile fiber optic network in place, it will be possible for companies to connect to the fiber lines and offer high-speed Internet access services to many homes and businesses that do not have broadband today. Access to high-speed Internet service is critical to achieving our economic development goals for the region. Fiber optic infrastructure makes us more attractive to companies seeking to expand operations and provides new opportunities for local entrepreneurs to telecommute or expand their businesses online.

"Our work to build Southwest Virginia's broadband infrastructure has borne fruit. For example in the Spring, I announced that DIRECTV would locate a virtual call center in our region as a result of the region's extensive broadband network, and that center now employs 137 Southwest Virginia residents. The federal funds announced today represent another major step forward in advancing our economic development opportunities by expanding our information technology infrastructure," Boucher concluded. ❖

NAB to Promote United States to FIFA

The National Association of Broadcasters and the USA Bid Committee are working together to encourage the International Federation of Association Football (FIFA) to select the United States as the World Cup soccer host country for the 2018 or 2022 games.

To promote this initiative, the USA Bid Committee, a nonprofit organization advocating to bring the World Cup to the U.S., and the NAB will provide resources for broadcasters to use to encourage viewers and listeners nationwide to sign a petition supporting the U.S. as a World Cup host country. The petition will be delivered to FIFA in November, prior to the December date when the host country decision will be announced.

"This is a great chance for local broadcasters to activate our tens of millions of viewers and listeners in bringing the World Cup to America," said Executive Vice President Dennis Wharton. "We hope radio and television stations will consider getting the word out to their audiences by utilizing the resources provided by NAB and the USA Bid Committee."

NAB and the USA Bid Committee will provide broadcasters with television spots, radio scripts, web ad banners and social media tools encouraging viewers and listeners to sign the petition advocating the U.S. as the 2018 or 2022 host country of the World Cup. For additional information, visit NAB and GoUSABid.com. ❖



Internships Draw to a Close, But Lessons Live On

One of the most important functions of the Virginia Association of Broadcasters (VAB) is to assist stations in recruiting a quality workforce. The VAB offers PAID Summer Internship Programs to students entering their Junior or Senior year at a college or university that offers undergraduate classes in the following courses of study: Computer Science, Business, Electronic Media, Engineering, Graphic Design and Mass Communications including Advertising, Journalism (print or broadcast), Marketing and Public Relations.

This is an 8-week program beginning on the first of June. The VAB hired 32 interns for it's member stations this summer. The program was a success for both the stations and the students.

"Today was VAB intern Lyndsey Price's last day with us for the summer. She was a super intern, learned and helped a great deal in TV Production, and even did a bit of on air talent work during recent live parade telecasts."

**-George DeVault
Holston Valley Broadcasting**



Dear VAB,

Today is my last day at WTKR News Channel 3. I wanted to take this opportunity to thank you again for selecting me this summer.

My experience at WTKR is so invaluable. It is something that I could never get in a classroom. I learned so much from everyone in the newsroom; from the news director, producers, reporters, photographers, production, creative services, and assignment desk.

News requires equal parts talent, team work, and tenacity. I will forever be grateful for my experience.

Sincerely,

Yvonne de los Santos



The VAB wishes to thank all of our stations who participated in this summer's Internship Program!

AUGUST JOB BANK

SUBMIT JOBS

Submit to VAB Newsletter:

- Please e-mail the listing directly to marci.malinowski@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.

Submit to the Online Job Bank:

- Go to www.vabonline.com

Morning Production Assistant FT Harrisonburg, VA

Start your career in television as part of our news production team. The hours vary. Responsibilities include video editing and camera operation. Experience preferred, but training is available. Send resume to WHSV-TV, Attn: John Davis, 50 North Main St., Harrisonburg, VA 22802. WHSV-TV is a drug free work place. EOE.

Executive Producer Portsmouth, VA

WAVY-TV, the #1 station in the Norfolk Market, is looking for an Executive Producer to oversee the execution, presentation, and editorial direction of the newscasts. This dynamic individual will manage a team of producers, writers, reporters, anchors and the assignment desk. The right person will act as a direct extension of the News Director and her philosophy. The Executive Producer reviews and enhances the daily lineup of stories, segments and website with a laser focus on the 10 on your Side brand. 10 on Your Side is an undeniable & daily commitment to holding the powerful accountable, uncovering stories that matter to the viewers, being there when big news and breaking news happens, and dominating local weather coverage. The EP must collaborate with Creative Services on promotion and graphics production; deliver and direct breaking news coverage. Must have ability to make priority decisions and be a proven leader with management skills. Metered market experience and producing ability focused on higher viewer retention desired, along with minimum 3 years as TV producer and/or reporter who gets it and related degree. If you are the right fit for our Executive Producer position, then tell us how you will take this legacy TV station's newscasts and make them the best in the country. The qualified candidate(s) must be willing to work any and all shifts. Please send your resume to: April Samp, News Director WAVY/WVBT, 300 WAVY St., Portsmouth, VA 23704. No phone calls, please. EOE.

Video Editor PT Lynchburg, VA

The Video-Journalist position, with emphasis on Editing, is primarily responsible for gathering news by recording satellite and other remote transmissions, editing videotape of news, sports, and special features. The individual should be familiar with effective camera shooting techniques so they can shoot news stories, when needed. This person must display high journalistic standards and understand that the video credibility of the news operation is his/her responsibility with regard to stories that he or she may edit. The individual must be a good communicator, work well with others, and take direction from management regarding job performance and shooting/editing style and technique. Advanced Education in the field of Broadcast Journalism or equivalent broadcasting work experience, which has prepared the applicant to perform the required functions of the job. Demonstration of skills by performance in audition or aircheck, supported by references. Available 24/7 and for extended periods of overtime, if needed. Valid Virginia Driver's license. Knowledge of journalistic standards as they relate to on-air presentation of news stories. Accurate and comprehensive writing skills. Please 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 from 8:30 a.m. to 5:30 p.m., Monday through Friday. No phone calls please! EEO/M/F. EOE.

Production Assistant PT Lynchburg, VA

Primarily responsible for in-studio production assistance, including the operation of Camera, Audio, character generator, or etc. as assigned by shift supervisor. Also responsible for field technician assistance for Creative Services as needed. Knowledge of television production or willingness to learn. Knowledgeable in the operation of personal computers. Basic understanding of audio-visual components. Some knowledge of electronics preferred, but not necessary. Available to work irregular hours and holidays. Also available for long hours during special circumstances. Please 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 from 8:30 a.m. to 5:30 p.m., Monday through Friday. No phone calls please! EEO/M/F. EOE.

Video Editor FT Lynchburg, VA

The Video-Journalist position, with emphasis on Editing, is primarily responsible for gathering news by recording satellite and other remote transmissions, editing videotape of news, sports, and special features. The individual should be familiar with effective camera shooting techniques so they can shoot news stories, when needed. This person must display high journalistic standards and understand that the video credibility of the news operation is his/her responsibility with regard to stories that he or she may edit. The individual must be a good communicator, work well with others, and take direction from management regarding job performance and shooting/editing style and technique. Advanced Education in the field of Broadcast Journalism which has given the applicant the ability to perform the required functions of the job or equivalent broadcasting work experience, which has prepared the applicant to perform the required functions of the job. Demonstration of skills by performance in audition or aircheck, supported by references. Available 24/7 and for extended periods of overtime, if needed. Able to control high stress periods and heavy workload. Valid Virginia Driver's license. Knowledge of journalistic standards as they relate to on-air presentation of news stories. Accurate and comprehensive writing skills. Please 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 from 8:30 a.m. to 5:30 p.m., Monday through Friday. No phone calls please! EEO/M/F. Applicants for positions in the News Department should submit a non-returnable VHS or DVD resume tape with letter, resume, and references. EOE.

Sports Anchor/Reporter Winchester, VA

TV-3 Winchester is looking for its next Sports Anchor/Reporter. We're looking for a dynamic sports journalist who wants to be in the A block just as much as the Sports block and has a true passion for local sports stories. In

addition, we're looking for a person who understands new media and goes beyond the regular highlights and scores. We want someone who knows how to use viewer-generated video and the web to supplement our sports coverage. Strong organizational and team building skills are mandatory. A strong background in covering high school sports creatively is also mandatory. This position will require some news reporting. Knowledge of DVC & P2 cameras and non-linear editing are essential. Please RUSH your resume and tape to: Tracy Turner, News Director, TV-3 Winchester, 633 Millwood Ave., Winchester, VA, 22601. You may also send your resume to tracy@tv3winchester.com. EOE.

TV News Reporter Portsmouth, VA

WAVY-TV 10/WVBT FOX 43 News is looking for a reporter who understands how to drive home our "10 on Your Side" brand every day in every story. The successful candidate must be a go-getter who knows how to write, report live, and can win the big story every day. The successful applicant will understand how to generate sources and will bring lead stories to the table every day. If you are hungry for hard news, love great storytelling and making a difference, this job is for you. You must excel at breaking news coverage, live shot reporting and possess strong editorial judgment. Must have three years of reporting experience and be a master at the use of natural sound in your stories. Please send resume tapes to: April Samp, News Director, WAVY 300 Wavy St., Portsmouth, VA 23704. No phone calls, please. EOE.

Marketing/Promotion Director Loudoun County, VA

Centennial Broadcasting II, LLC (stations 92.5 WINC FM, NewsTalk 1400 WINC, 104.9/105.5 The Bone) in Winchester, VA has an immediate, full-time opening in our marketing/promotions department. Job Description: 92.5 WINC FM is expanding its promotions and marketing outreach in Northern Virginia, specifically Loudoun County, Virginia. The successful applicant will be responsible for coordinating all marketing, advertising, and promotional activities in this region. He/she will coordinate and assist with the planning, organization and execution of all station promotions and events with advertising clients and non-profit organizations; assist with the implementation of on-air promotions; and conceive new promotional and marketing ideas to generate ratings and revenue. Ideal candidates will have previous marketing experience and excellent presentation, communication, organizational, and interpersonal skills. Previous radio experience (including on-air) is desirable but not necessary. Strong knowledge of Northern Virginia, and work experience in Loudoun County, is desirable. Ideal candidates must be self-starting, creative, strategic thinkers and be comfortable in a fast-paced, multi-task environment with daily deadlines. Position is full-time, with a Wednesday through Sunday work week, so candidate must be willing to work weekends. Centennial Broadcasting offers an exciting work environment, a competitive salary and outstanding benefits package, and is an equal opportunity employer. Please send cover letter and resume to: Valerie Mayer HR vmayer@winc.fm 520 N Pleasant Valley Rd Winchester, VA 22601. EOE.

Master Control Operator (Full-time/Evening) Richmond, VA

Ability to maintain on-air integrity, while being able to handle an extensive work load in a sometimes stressful environment. Provide immediate and appropriate responses to emergency situations that may affect on-air. Monitor all technical aspects of station. Must be

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detail and multi-task oriented. Perform other duties as needed. 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.

Video Journalist/News Photographer Richmond, VA

WRIC-TV is looking for a Video Journalist/News Photographer who can shoot, edit, and write. Experience working with Panasonic P2 format and Edius editing preferred. The ideal candidate must be able to work independently, generate story ideas, and produce innovative content for all newscasts. One year shooting and reporting 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

Director of Digital Sales Richmond, VA

Primary responsibility is to grow digital ad revenue on wric.com and related sub domain sites. Work with GM/GSM/LSM to establish goals and strategy to grow digital revenue. Develop new initiatives based on client needs and new technology. Create and present digital marketing campaigns to generate results for local clients. 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.

Account Executive Richmond, VA

Account Executive position in Sales Department. Advertising sales background helpful. 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.

Videographer/Live Truck Op Charlottesville, VA

Want to shoot news for a small market station that thinks big, plus live in America's number one city? We're a small market station with four live trucks, two bureaus, and a big market look / feel, with brand new non-linear editing and tapeless cameras. WVIR-TV NBC 29 is looking for photojournalists who have a great work ethic and attitude, plus a drive to win. Good benefits, good company, good workplace environment. Rush resume, non-returnable DVD and NBC application, available for download at www.nbc29.com to: HR Manager 503 E Market St Charlottesville, VA 22902. Applications not accompanied by application forms will not be considered. No phone calls please. EOE.

Sports Anchor/Reporter Richmond, VA

Sports Anchor/Reporter – NBC12, Richmond's No. 1 news station seeks Sports Anchor/Reporter. Successful candidate will have 2 years experience and show packaging skills. New media literacy required. Send resume, non-returnable demo tape and cover letter with salary requirements to Nancy Kent Smith, News Director, NBC12, P. O. Box 12, Richmond, VA 23218. EOE M/F/H/V Drug & MVR Screen required.

Sales Manager Charlottesville, VA

Monticello Media has an immediate opening for a creative, driven, results oriented leader to direct our sales team of sellers focused on our 4 music stations: Country 99.7, Hot 101.9, Tom @ 107.5, and Generations 102.3.

Previous media sales management is required with experience in radio sales management highly preferred. What we want from you: energy, coaching skills, sales creativity, high degree of accountability, love for being in the streets on calls, a leader by example and by ideas, one who understands short-term needs and long-term strategies, an active supporter who recognizes, celebrates and rewards success, a person who likes to have fun Monticello Media offers: • a highly independent environment, a non-corporate culture, the support you need to implement initiatives and ideas, the support you need to recognize and reward success, the ability to build and mold a team as you best see fit. We'll compensate you based partly on what you bring to the table and partly on what you achieve. Send a compelling letter about why are the person who can take this team to the next level to Steve Gaines, VP/General Manager. Email: sgaines@cvillestations.com. EOE.

Producer Roanoke, VA

The producer is responsible for producing newscasts. This includes gathering information about news events, deciding which news events to write about, writing scripts for news stories, and deciding the order in which the stories will appear in the newscast. The Producer gives directions to the Anchors and Reporters during the newscast. The Producer attends daily news meetings to discuss story ideas and make decisions about the format of the newscast. Typically works 40-45 hours per week. Schedule may vary. Requires bachelor's level degree in communications, journalism or related field of study. Must demonstrate good news judgment, creative writing skills, communicate well in English both written and verbally, and possess ability to use a computer efficiently (Microsoft Office).

Digital Journalist Roanoke, VA

The DJ creates content for distribution across a variety of media platforms including local television, newspapers, websites, cell phones and other wireless devices. Responsible for developing and nurturing local news contacts, developing unique stories, covering breaking news and following up on news stories. Develops, shoots, writes, edits and presents the story. Must be highly motivated and well versed in the rules of journalism, capable of working in a self-directed environment and able to exercise a high level of creativity, innovation and enterprise when creating stories for presentation. This position is exempt. Candidate must have HTML web skills, computer skills with AP ENPS, Word, Outlook, Excel, Photoshop Elements and video editing software.

Director of Engineering Roanoke, VA

Blue Ridge PBS, serving Western Virginia and portions of four other states with three regional transmitter sites headquartered in Roanoke, VA has an immediate opening for a Director of Engineering. This position is responsible for all phases of the Engineering Department including personnel, budgeting, maintenance and on-air operations. The station operates/maintains three full-power television transmitters and associated microwave paths that serve 26,000 sq. miles. The ideal candidate will have a minimum of 5 years broadcast experience in a digital environment, strong technical skills and possess SBE certification. Proficient IT abilities required. Applicants must be able to excel in a fast paced environment, work well under pressure and be solution oriented. This is a hands-on position. For a complete job description, visit our website: www.blueridgepbs.org. To apply, e-mail cover letter and resume to: jobs@blueridgepbs.org. Women and minorities are encouraged to apply. EOE.

Assignment Manager Harrisonburg, VA

WHSV-TV is searching for a candidate with outstanding organizational and communication 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're 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. Knowledge of how to use new 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 Street, Harrisonburg, VA 22802. You may also email your materials to ereams@whsv.com. WHSV-TV is a drug free workplace. EOE.

Master Control Operator FT Lynchburg, VA

Efficiently and accurately execute the on-air programming of WSET-TV, as scheduled on the pre-printed log supplied daily by the Traffic Department. ESSENTIAL Knowledgeable in the 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. Please 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 from 8:30 a.m. to 5:30 p.m., Monday through Friday. No phone calls please! EEO/M/F. EOE.

General Sales Manager Marion, VA

Holston Valley Broadcasting Corporation has an opening for a Sales Manager at our Marion, VA. radio stations. We are seeking a self-motivated professional individual to lead our sales team. If you're looking for an exciting, challenging and rewarding career working for an independently owned and operated group of stations send us your resume. Candidates should have a solid background in sales and sales management including media sales experience. We offer an excellent benefits package with health, dental, and life insurance, 401(K) plan, training, salary, commissions, bonuses and an expense account. Send your resume to David Widener 222 Commerce St, Kingsport, TN 37660, fax 423-247-9836 or email it to hr@hvbgroup.com. Holston Valley Broadcasting Corporation is an EOE.

Operations Technician Richmond, VA

WTVR-TV, Local TV CBS affiliate in Richmond, VA, has a full-time Operations Technician position available. The successful candidate will be self-motivated and detail oriented with excellent computer skills. Duties include maintaining and cleaning studio, lighting, operating studio cameras, teleprompter, and audio. Previous experience in a broadcasting environment is preferred. Send resume and cover letter to Rick Farley, 3301 W. Broad St., Richmond, VA 23230. EOE-M/F/V/D

**View the latest listings at
www.vabonline.com/careers**

Performance Tax HOT 100

Radio is where listeners discover new music and new artists. It's where the artists you love got their big breaks. But the record labels are pushing a bill that would levy a fee, or "performance tax," on the music local radio plays. That means radio stations will inevitably play less music and stop taking chances on unknown artists. The performance tax – bad for radio, bad for music.

| THIS WEEK | LAST WEEK | WEEKS ON | TITLE | PRODUCER, RECORD LABEL | THIS WEEK | LAST WEEK | WEEKS ON |
|-----------|-----------|----------|-------|------------------------|-----------|-----------|----------|
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| 2 | 2 | 52 | | | 2 | 2 | 52 |
| 3 | 3 | 52 | | | 3 | 3 | 52 |
| 4 | 4 | 52 | | | 4 | 4 | 52 |
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| 14 | 14 | 52 | | | 14 | 14 | 52 |
| 15 | 15 | 52 | | | 15 | 15 | 52 |
| 16 | 16 | 52 | | | 16 | 16 | 52 |



WHAT THE WEEKLY HOT 100 LIST MIGHT LOOK LIKE IF THERE WAS A PERFORMANCE TAX ON RADIO.

