

## Broadcasters Fight To Preserve Local Markets

Broadcasters are lobbying against the threat by Congress to use the Satellite Home Viewer Extension and Reauthorization Act (SHVERA) to lower restrictions that currently keep satellite and cable operators from carrying adjacent market broadcasts.

NAB President David Rehr gave testimony in a House Judiciary Committee hearing entitled "Copyright Licensing in a Digital Age: Competition, Compensation and the Need to Update the Cable and Satellite TV Licenses."

"Our member companies keep their communities informed and connected," said Rehr. "We do not charge our viewers to watch our programming; we rely on payments from advertisers to deliver a free service to your constituents. Without free, over-the-air television, pay TV models would be unrestrained in their ability to maximize their profitability."

Last year, the Copyright Office suggested establishing a single, unitary license covering all multichannel video programming distributors. Currently, cable's license is based on gross receipts, while satellite's is a flat fee.

"The Copyright Office recommendations must be evaluated individually for both intended and unintended consequences," said Rehr. "Broadcasters and Cable have been working under the cable compulsory license for over thirty years and by and large, that system has worked well. The experience under the Satellite compulsory licenses has been more challenging."

Arguing for doing away with the compulsory distant signal licenses altogether was Register of Copyrights Marybeth Peters, who said that cable and satellite operators no longer need the protection of that license and could negotiate independently, as is the case with Internet-delivered video content.

Rep. Rick Boucher said he wouldn't favor eliminating the satellite compul-

*(continued on page 2)*



photo: NAB President and CEO David K. Rehr testifies before the House Judiciary Committee.

## Senate Votes to Block FCC Reviving Fairness Doctrine

The Senate has barred federal regulators from reviving the so-called Fairness Doctrine, a decades old policy that required "balanced" reporting by broadcasters.

The Senate vote came in response to conservative radio talk show hosts fearing Democrats would try to revive the policy to ensure liberal opinions got equal time.

The Federal Communications Commission implemented the doctrine in 1949, but stopped enforcing it in 1987 after deciding new sources of information and programming made it unnecessary.

President Barack Obama says he has no intention of reimposing the doctrine, but Republicans, led by Sen.

Jim DeMint, R-S.C., say they still need a guarantee the government would not establish new quotas or guidelines on programming.

NAB President and CEO David Rehr sent a letter to the President thanking him for reiterating opposition to the Fairness Doctrine.

"At a time when the challenges that face our country require vigorous debate and discussion, our nation's TV and radio broadcasters provide a rich diversity of viewpoints from all sides of the political spectrum," Rehr wrote. "We applaud you and those who join you in opposing government censorship of our airways. We stand ready to work with you to defend a fundamental freedom—the freedom of speech." ♦



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**SHVERA Hearings**

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sory license.

“We ought to look at the differences and to the extent that different treatments are still called for on account of those differences, resist harmonization for harmonization sake,” Boucher said

Boucher not only chairs the House Energy and Commerce panel overseeing this issue, but also sits on the House Judiciary Committee, which would be responsible for any changes in the copyright aspects of the law.

Rehr called on Congress to establish requirements for satellite and cable providers to carry local signals in all markets, should the distant-signal license be phased out.

“The underlying principle or focus which I encourage this committee to use as its guide in its deliberations is localism,” said Rehr.

At a Senate Judiciary Committee Hearing on SHVERA, Jim Yager, NAB Television Board Chairman and CEO of Barrington Broadcasting Group, made the same argument.

“Broadcasters have invested well over a billion dollars in making the transition to digital television,” said Yager. “So far there is very little economic return on that investment. Nevertheless, those investments are still in the public interest. The satellite industry’s investment in providing local-into-local service to all Americans would also be in the public interest. . . . If the retransmission consent rights of an in-market station were undercut by the importation of distant, in-state duplicative signals, the economic base for the local broadcaster’s service to the public would be eroded and the public would be harmed.”

Judiciary Committee Chairman John Conyers said he expects the debate to continue for many months. ❖

**Remember to update your station profiles on the VAB website! New information has been added to make it easier for VBS media buyers to market your station. To update your information, please go to <http://www.vabonline.com/members/login.aspx>, login with your un/pw, then click on “Your Stations.” If you’ve forgotten your username or password, email [christina.meyer@easterassociates.com](mailto:christina.meyer@easterassociates.com).**

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# Anti-Performance Tax Gains More Cosponsors

Sixteen additional lawmakers have signed-on to the Local Radio Freedom Act, a bipartisan House resolution opposing the introduction of “any new performance fee, tax, royalty, or other charge” on local radio stations. “Congress should not impose any new performance fee, tax, royalty, or other charge relating to the public performance of sound recordings on a local radio station for broadcasting sound recordings over-

the-air, or on any business for such public performance of sound recordings,” reads H. Con. Res 49.

The Local Radio Freedom Act, introduced by Reps. Gene Green (D-TX) and Mike Conaway (R-TX) and unveiled at a Capitol Hill event hosted by the Free Radio Alliance, now has the support of 126 House members.

The House resolution counters legislation supported by the Recording

Industry Association of America (RIAA), which would require local radio stations to pay a new fee for music aired free to listeners. The musicFIRST Coalition, an organization backed by RIAA, is seeking support for the RIAA-backed legislation this week and hosting an event on Capitol Hill today hosting the participation of several performing artists.

Commenting on the musicFIRST event, NAB Executive Vice President Dennis Wharton said, “NAB welcomes an honest debate over whether radio stations or the record labels have historically been a ‘better friend’ to musicians. Since the days of Count Basie, there have been two constants in music: free radio airplay has propelled the financial success of countless performers, and those same artists have been systematically abused by the labels. For RIAA to now use artists as a shield in their quest for a performance tax is utterly cynical and hypocritical.”

Wharton noted that in addition to the estates of Count Basie and Benny Goodman, numerous other artists have filed lawsuits against their record labels in recent years, including the Beatles, Travis Tritt, James Blunt and the Allman Brothers. ❖



## Online Streaming Agreement For Local Radio Stations

SoundExchange and the National Association of Broadcasters (NAB) announced today a comprehensive agreement on Internet streaming rates for local radio stations that simulcast programming over the Internet or that create new stand-alone Internet stations. The agreement provides discounts on previously set rates for 2009 and 2010 and establishes rates for 2011-2015, providing stations with an enhanced ability to serve listeners through online platforms. Additionally, NAB has reached separate agreements with individual record label groups that waive certain statutory format restrictions allowing, for example, certain artists to be played more often during a four-hour period.

The agreement was reached under the authority of the Webcaster Settlement Act of 2008 (H.R. 7080) and covers simulcasts over the Internet of all copyrighted commercially released musical

performances.

“Because of the explosive growth of music on the Internet, this is good news for everyone involved in music - from artists to labels to broadcasters and to fans,” said John Simson, Executive Director of SoundExchange. “It provides radio stations more opportunity to grow their on-line businesses in a stable business environment. Furthermore, it gives artists and copyright holders the opportunity to have more of their music played, while being fairly compensated, in more places as radio services expand their offerings on the Internet.”

“Today’s announcement provides local radio stations with the ability to enhance their local service with an online component, boosting listeners’ access to music, local news and information,” said NAB Executive Vice President Dennis Wharton. “By ensuring the continued viability of Internet streaming for

America’s radio stations, today’s agreement further strengthens the relationship between free, local radio and our 235 million weekly listeners.”

Under the agreement, rates for simulcasts or web channels operated by local radio stations are reduced in 2009 and 2010 by approximately 16 percent, then gradually increase through 2015 - from \$0.0015 per streamed sound recording in 2009 to \$0.0025 per stream by 2015.

By entering this agreement, SoundExchange and the NAB provide business certainty for broadcasters, artists and copyright holders as they explore and invest in the new possibilities the Internet provides to bring music to its many fans.

For additional information on SoundExchange, visit: [www.SoundExchange.com](http://www.SoundExchange.com). ❖



# Hundreds of Stations Make Smooth DTV Transition

Early results of the digital television transition are encouraging, according to reports available to the Federal Communications Commission. But because most of the stations that made the switch are located in smaller markets, the FCC still expects large challenges.

Acting FCC Chairman Michael J. Copps said disruption was minimized largely because of the action that Congress and the President took in enacting the DTV Delay Act, extended the mandatory DTV transition deadline from February 17 to June 12.

"Thanks to the movement of the deadline, we did not have anything like the extent of disruption we would have experienced had every station in the country gone completely digital on Tuesday," Copps said.

"I feel like we have a big monkey off our back," said Brad Ramsey, General Manager of WCAV, WVAW and WAHU in Charlottesville. Ramsey's staff made it through all the last minute hurdles to win FCC approval to make the switch by the original February 17 cut-off.

A total of 641 television stations took advantage of the flexibility afforded them by law to transition to digital broadcasting on February 17. The National Association of Broadcasters said 421 stations flipped the switch on the 17th, joining 220 local affiliates that had already made the change in advance of the June 12 deadline for compliance. Nearly two-thirds of the nation's 1800 full-power commercial stations chose to continue broadcasting analog signals to allow consumers more time to prepare for the switch from analog to digital.

James Baum, president of WBRA in Roanoke, said Rep. Rick Boucher, asked local stations to keep their analog broadcasts going because a large percentage of people in southwest Virginia depend on over-the-air broadcasts.

WBRA, a PBS affiliate, agreed with Boucher. "We didn't feel like we could leave our viewers stranded," Baum said.

Another reason cited by lawmakers for delaying the transition was the nearly

4 million coupon requests (representing 2.3 million households) that were placed on a waiting list after the National Telecommunications and Information Association announced they had run out of money. The economic stimulus package, signed by President Obama on February 17, allocated another \$650 million for the coupon program, including \$90 million earmarked for education and consumer outreach programs.

FCC officials reported their call centers were adequately staffed and calls made within 36 hours of the transition were answered "almost immediately." The NAB said stations averaged 50 to 200 calls from viewers with questions about the switchover from analog transmission. Most of the calls were questions about converter boxes and rescanning issues.

"These findings from local stations, coupled with the FCC data, paint the picture that, by and large, TV households affected in those markets were ready," said Jonathan Collegio, NAB vice president for the transition. "Given the large number of broadcast-only households affected during the transition, a relatively

small percentage of viewers so far have needed assistance."

The NAB said call centers in Virginia received about 150 calls. Stations in Rockford, Ill., received 200 calls, and stations in Topeka, Kan., received 300.

"In each case, stations were able to resolve most viewer concerns over the phone," the NAB said.

"I've said for weeks I thought this was going to be much ado about nothing," says Harold Wright, General Manager of Charlottesville's WVIR. "I still think that." While Wright's NBC affiliate has ceased regular programming, they are still running the FCC mandated DTV PSAs over via their analog tower. "They're forcing me to spend \$10,000 a month," he says, "on a station that no one's watching." WVIR will be able to turn off their analog equipment on April 17.

Nielsen released an update saying that 5 million U.S. households—4.4 percent of all homes—remain unprepared. This is an improvement of more than 800,000 homes since Nielsen reported readiness status at the beginning of February. ❖



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# FCC Updates Analog Termination Requirements

After the close of business on Friday, February 20, 2009, the FCC released its latest DTV order relating to the new national digital transition deadline (the "Order"). This Order imposes new filing deadlines and addresses several issues, including DTV education, termination of analog service on or prior to June 12, and the post-June 12 analog "nightlight" program. Stations will wish to consult with their communications counsel to ensure complete and timely compliance with all applicable regulations. The Order also includes a Notice of Proposed Rulemaking (the "Notice") in which the FCC seeks comment—on an abbreviated timeline—on several digital transition issues.

The Order is intended to adapt a number of existing Commission requirements to the new national transition deadline date of June 12, 2009. In some instances the FCC's changes are simple, and they merely apply the requirements that related to the "old" February 17 transition deadline to the "new" June 12 date. In addition, however, the FCC has added new regulatory requirements.

## Consumer DTV Education

DTV Consumer Education Required Through June 30. The FCC extended the duration of the DTV consumer education requirements, including reporting requirements, so that most expire at the end of the Second Quarter 2009 (i.e., June 30, 2009). (When the digital transition deadline had been February 17, the DTV education rules had required stations to continue their DTV education efforts through March 31, 2009.)

"Option One" stations are required to continue to provide viewers with three PSAs of at least 15 seconds each and three crawls of at least 60 seconds each in every quarter of every day, with at least one of those PSAs and crawls during primetime. "Option One" stations must revise their messaging to reflect that the transition deadline has been extended and that many stations will transition or have transitioned prior to June 12.

Each "Option One" station must continue to describe in its DTV transition messaging changes in the geographic area or population served by the station during or after the digital transition.

"Option Two" stations must continue their current DTV education efforts

(i.e., they must average 16 PSAs and 16 crawls, snipes and tickers per week, of which at least four must air during the "extended" prime time period applicable to these rules) and, pending any modifications resulting from the Notice, must begin a new 100-day countdown to the transition on March 4, 2009 (prior to March 4, no countdown is required). The FCC also seeks comment in the Notice about whether this requirement should be modified to account for stations that will be transitioning prior to June 12.

The FCC is requiring that "Option Three" broadcasters continue to provide viewers with a minimum of 180 seconds per day, including at least 22½ minutes per month between 6:00 p.m. and 12:00 midnight, of transition-related programming.

The FCC is revising Form 388 to reflect the changes noted above. In the Order, the FCC also reminded TV stations that they must continue to file Form 388 with the FCC quarterly and post it on the station's website (if the station has a website). For most stations, Form 388 must be filed through the Second Quarter 2009. (Form 388 must be filed beyond Second Quarter 2009 for those stations that have filed requests for extension to complete construction of post-transition digital facilities or that are operating pursuant to such extensions.)

The FCC has revised the guidance text that is used as the basis for multi-channel video programming distributor ("MVPD"), eligible telecommunications carrier ("ETC"), and manufacturer notices to reflect that the transition deadline has been extended and that many stations will transition or have transitioned prior to June 12. The FCC is also requiring these notices to include contact information for the FCC Call Center and the NTIA Coupon Program, as well as a suggestion that readers contact their local television stations for additional information. These revised requirements take effect April 1 in order to provide affected parties with sufficient time to prepare revised notices.

## Analog Termination

Each television station must file, no later than March 17, 2009, a form to notify the FCC of the date on which the station plans to terminate analog service. This filing requirement applies to all

stations that have not yet terminated analog service prior to or on February 17 and applies whether a station plans to terminate analog on June 12 or some earlier date. Moreover, each station must file the notification with the FCC by March 17 even if it filed a notification of termination before February 20, 2009. As noted below in Section II, the FCC is proposing to prohibit stations from changing their plans about their analog termination date, absent a "strong justification."

The FCC is requiring all full-power television stations to update their DTV Transition Status Reports (FCC Form 387) no later than April 16, 2009, to reflect their transition plans as a result of the delay in the nationwide transition deadline. Stations must file this form even if they are planning to transition on June 12.

Previously Granted "Phased Transition" STAs. Stations that have already received Special Temporary Authority ("STA") to commence post-transition operation at other-than-authorized parameters will be able to continue to rely on those STAs for initial post-transition operation. Because the FCC granted most of those STAs for a period through August 18, 2009, the FCC is not planning to grant a "blanket" extension of such STAs. Stations with phased transition STAs that believe they will need more time to complete their transition to digital-only operation should consult with their communications counsel.

## Analog "Nightlight" Service

The Order simply applies to the new June 12 transition deadline the rules and requirements for analog "nightlight" service that had been implemented for the February 17 transition deadline. In the next several weeks, we will distribute a legal memorandum reviewing the analog "nightlight" requirements. The "nightlight" program will run from June 13 through July 12.

The FCC was careful to point out in the Order that the "nightlight" service requirements that apply to stations electing to provide nightlight service after the June 12 transition deadline are different from the "enhanced" nightlight requirements that apply to stations that terminate analog service prior to

*(continued on page 8)*





# The Impact of the Lilly Ledbetter Fair Pay Act

## Do You Have the Relevant Documents to Defend a Wage Compensation Claim that is Based on a 2000 Promotion?

By John G. Kruchko and Kathleen A. Talty

After several Congressional attempts, the Lilly Ledbetter Fair Pay Act was passed by Congress and President Obama, in his first official act, signed the bill into law on January 29, 2009. While the facts underlying the Fair Pay Act involved a claim of alleged unfair compensation that was based on sex, the Fair Pay Act is not restricted to pay claims based solely on the basis of sex. Rather, discriminatory compensation claims can be based on sex, age, race, national origin and disability. It is expected that the amendment will result in an influx of lawsuits alleging discriminatory compensation claims. In order to maximize an employer's defenses to such claims, employers will have to dramatically alter their paperwork retention and documentation practices.

While the Fair Pay Act is described by some as restoring the law to where it was prior to the U.S. Supreme Court's 2007 decision, that characterization is not entirely accurate. At the time that the *Ledbetter* case came before the Supreme Court, the provisions of the Civil Rights Act of 1964 ("Title VII") required that administrative claims of wage discrimination, as well as any claim of employment discrimination, must be filed within 300 days, or 180 days if the incident occurred in a state without a fair employment practice agency, of when

the alleged discriminatory compensation decision took place. This time limitation was intended to avoid the filing of employment discrimination charges years after an alleged incident, on which the claim was premised, took place. In the *Ledbetter* case, the plaintiff discovered the alleged disparity in her pay rate in comparison to male counterparts years after the alleged unfair pay decision was made. Therefore, the Supreme Court ruled that, because the plaintiff failed to file the administrative charge of unfair compensation within 180 or 300 days of when the pay practice occurred, her claim was untimely. While the impact of the Supreme Court's decision in the *Ledbetter* case was perceived as harsh in view of the fact that pay decisions are typically made in a confidential manner and that Ms. Ledbetter only discovered the alleged pay disparity at the time of her retirement, which was decades after the alleged pay disparity was implemented, the near and far reaching effects of the Fair Pay Act on employers will be substantial.

Under the Fair Pay Act, each time an employee receives a new paycheck or other benefit check the 300-day time period to file a pay discrimination charge can be triggered, regardless of how much time has passed since the original pay decision was made. This is so because the Fair Pay Act amended Title VII of the Civil Rights Act, the Age Discrimination in Employment Act, the American with

Disabilities Act and the Rehabilitation Act of 1974 to provide that the charge filing periods are triggered: "*when an individual is affected by application of a discriminatory compensation decision or other practice, including each time wages, benefits, or other compensation is paid, resulting in whole or in part from such a decision or other practice.*" The new law also applies to all claims of compensation discrimination which were pending on or after May 28, 2007, which was the date the U.S. Supreme Court issued the *Ledbetter* decision.

While the Fair Pay Act revises the time period within which an administrative employment discrimination charge alleging compensation discrimination can be filed, the Act did not alter the back pay recovery time period. The back pay period for plaintiffs alleging discriminatory compensation is limited to the two years preceding the date the administrative charge was filed.

Although the back pay period is still limited to the two-year period preceding the date the administrative charge was filed, it is expected that the defense of such claims will likely encompass a much broader span of time. For example, if a woman files a compensation discrimination charge on February 1, 2009 and claims that the alleged pay inequity that is represented in her paychecks is the result of a denial of promotion that took place a year earlier, the employer's defense of the 2009 charge will include the decision making/selection process that took place when the promotion action

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was taken. That set of facts should not be too difficult to defend. If, however, the 2009 compensation charge involves contentions that the supposed pay inequity was the result of a promotion denial that took place some 5 or 7 years earlier, the employer's defense will of necessity require consideration of a much broader period of time and a time period wherein it is very likely that relevant documentation no longer exists. In such cases, an employer's ability to fully defend allegations that are asserted in the charge will be severely hampered.

Prior to the Fair Pay Act, employers typically retained personnel documents for three years following an employee's separation and the same retention period usually applied for payroll and related compensation records. Now, however, it will be necessary for employers to alter greatly those paperwork and documentation record practices in order to maximize available defenses to compensation discrimination claims. As a result of the Fair Pay Act, all personnel decisions that affect wages or salaries will be potentially subject to challenge. Thus, employers will need to retain the documentation that substantiates such actions.

Going forward it is strongly recommended that employers adopt specific policies and practices dealing with all types of compensation decisions, rang-

ing from those made when an employee is first hired and including all subsequent compensation decisions. All personnel decisions, whether directly or indirectly related to compensation, must be thoroughly documented and justified, and the documentation supporting the decision must be retained indefinitely. Therefore, if an employer selects a white female for a promotion to a management position and a Hispanic male is denied the same promotion, the specific documentation related to the white female's selection over the Hispanic male must be retained. Generally, the reasons supporting the decision to award one candidate a promotion over another or to compensate one employee at a higher rate of pay are attributable to quantifiable differences in work experience, education, etc.

If, in the example noted above, the reason that the white female was awarded the promotion was due to the fact that she had five years of management experience and a MBA while the Hispanic male only had two years of management experience and was pursuing a Masters degree, the documents substantiating those factors need to be retained. Similarly, if several employees are hired at the same time for a Research position and a 37-year old candidate is offered a starting salary that is \$2,500.00 more than a 45-year old candidate for the same position, the objective factors which

resulted in the decision to compensate the younger candidate at a higher rate of pay need to be documented and retained. That documentation will be essential if the 45-year old employee contends, at a much later date, that he is the victim of discriminatory compensation practices and the difference in pay is the result of the initial salary classification that was allotted to the individual when he was first employed.

While the Fair Pay Act is regarded by supporters as a "fairness" measure, its adoption places additional obligations on employers. All compensation-related decisions must be fully analyzed and thoroughly documented before implementation with the understanding that the employer may be required to defend, at some later date, before an administrative agency or in court, the objective, non-discriminatory basis for the compensation decision.

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## FCC DTV Updates

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June 12. Stations that are required to provide "enhanced" nightlight service in connection with their early analog termination should consult with their communications counsel to ensure that they meet all "enhanced" nightlight requirements, which differ in significant respects from the post-June 12 nightlight requirements.

The Notice of Proposed Rulemaking

The FCC has proposed several new requirements for television broadcasters relating to the digital transition. Given the short time line that the FCC has to

issue its next order (the deadline imposed by Congress is March 13), the FCC will permit one round of comments (i.e., there will be no separate period for parties to file reply comments) and will do so on an expedited basis—comments will be due 5 days after the Notice is published in the Federal Register. Stations with concerns about any of these proposals should contact their communications counsel immediately to ensure that comments are timely filed. Here is a summary of the principal proposals on which the FCC seeks comment.

The FCC has proposed not to allow any additional stations to terminate analog service prior to April 16. Additionally, the FCC has proposed to prohibit a station from changing the analog ter-

mination date identified in the station's filing required to be filed with the FCC by March 17, except in cases of equipment failure, natural disaster, or other unforeseeable emergency. Comment is sought on these proposals.

FCC also seeks comment on certain procedures and public interest conditions for requesting Commission authority to terminate analog service between April 16 and June 12. Among the proposed conditions are (1) a certification that at least 90 percent of the population within a station's Grade B analog contour will continue to receive analog service through June 12, and (2) a certification of compliance with other public interest conditions, including specific DTV educational information, market outreach, and on-air crawl requirements.

The FCC seeks comment on whether to require stations transitioning before June 12 to undertake any of the following: (1) to provide viewer notifications for up to 60 days before the station terminates analog service, (2) to begin viewer notifications uniformly on a date certain, or (3) to begin viewer notifications as soon as the station's intended termination date is finalized. The FCC has proposed that no station will be allowed to air notifications for fewer than 30 days and that viewer notifications must include the specifics of the station's termination date (i.e., the termination date identified by the station in its filing required to be filed with the FCC by March 17). The FCC also seeks comment on whether to require a station that is terminating analog service before June 12 to air a crawl for the seven days prior to the station's termination date.

The FCC also seeks comment on whether a station that transitions on June 12 may cease analog operations at any time during the day without requesting authority to terminate early (e.g., at 10:30 a.m.), or whether analog operations for such a station must run through 11:59:59 p.m. on June 12. ❖

These DTV transition issues are highly nuanced and station-specific. Stations should consult regularly with their communications counsel to ensure proper understanding of and compliance with all requirements.

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The Charlottesville Radio Group is looking to expand their creative marketing team. By offering the best training and support in the business, we'll prepare you for a long, successful career in broadcast sales. If you have good communication and organizational skills with a creative streak...then you could be the perfect candidate. To take advantage of this opportunity fax or mail your resume/ cover letter to: General Sales Manager 1140 Rose Hill Drive, Charlottesville, VA 22903 fax # 434-220-2304. The Charlottesville Radio Group is an equal opportunity employer.

## Board Operator

Applicant must have current knowledge of digital broadcast studio operations and be computer proficient. Good verbal and written communications skills required. Experience in similar format preferred. Fax resume to 703.807.2248 or mail resume to WAVA, Attn: Bob Jones, 1901 North Moore Street, Suite 200, Arlington, VA 22209. Women and minorities encouraged to apply. WAVA is an equal opportunity employer. EOE

## Account Executive

Sell Radio Advertising in the Washington, DC Metropolitan Area. Previous business to business sales experience preferred. Marketing and advertising experience a plus. Compensation includes Salary, Bonuses and Incentives plus Health/Life/401(k). Women and Minorities encouraged to apply. WAVA Radio is an Equal Opportunity Employer. Fax Resume to 703.807.2249 or mail resume to Tom Moyer, Station Manager, WAVA, 1901 North Moore Street, Suite 200, Arlington, VA 22209. EOE

## WCAV Producer

Producer WCAV in Charlottesville is looking for a creative thinker and an excellent writer to be our next producer. Ideal candidate will have existing newsroom experience, preferably in writing and or editing. If you think you have what it takes to take our newscasts to the next level, send or email a resume and recent show to: Griff Benner Assistant News Director WCAV/WVAW/WAHU 999 2nd Street, SE Charlottesville, VA 22902. EOE

## Morning Anchor/Producer

Anchor/Producer- TV3 Harrisonburg is looking for a talented, organized, and motivated Anchor/Producer to help take our station to the next level. We're looking for a natural storyteller. You should be able to creatively showcase the "Big Story" and understand the importance of teases. Knowledge and experience with internet news presentation is desired. Experience with I-News and non-linear show editing and production is a plus. This is a great opportunity to work in a growing market just an hour from Washington, DC. Check us out on the web at [www.whsv.com](http://www.whsv.com) to see our product. If you think you can take us to the next level, please rush your resume, tape, and news philosophy to Ed Reams, News Director, WHSV, 50 North Main St., Harrisonburg, VA 22601. You may email your resume to [ereams@whsv.com](mailto:ereams@whsv.com). WHSV is a drug-free workplace. EOE

## Radio Sales

We're looking for a superior seller with a track record of superior performance. Monticello Media is bucking the trends with consistent

revenue increases and we're looking for top performers who see the opportunity and are willing to work for the payoff. The potential is unlimited for those who hit the streets and provide local clients with the highest level of service. We're in Charlottesville, Virginia with six great radio stations and interactive opportunities for you to make money with. If you're committed to outworking the rest of the market and focused on winning let's talk soon. Send a cover letter and resume to [jobs@cvillestations.com](mailto:jobs@cvillestations.com) or to Sales, Monticello Media, 1150 Pepsi Place #300, Charlottesville, VA 22901. Monticello is an equal opportunity employer and a small private company that's a great place to work.

## Regional Credit Manager

WWBT, Richmond, VA seeks Regional Credit Manager (RCM). Successful applicant will handle credit and collection functions for 5 Raycom Media TV stations including credit checking, order approval/disapproval, collections, month end reporting, and other related functions. RCM must provide excellent customer service internally with sales and finance and externally with agencies and advertisers. Strong communication skills, ability to resolve complex credit/collection issues, and skills using server based accounting system and Microsoft Office. Minimum 3-5 years experience in credit and collections required preferably in Media/Advertising. College degree in Business Admin or Accounting a big plus. Send cover letter with salary requirements and resume to Credit Manager, WWBT, 5710 Midlothian Turnpike, Richmond, VA 23225 or email [tthurman@raycommedia.com](mailto:tthurman@raycommedia.com). Drug and background/credit check required. EOE M/F/D/V.

## Assistant Controller

WWBT, NBC12 seeks Assistant Controller. Successful applicant will handle accounting and finance duties for two Raycom Media television stations. Duties include budgeting, forecasting, month end closing with related financial reporting and recons, daily general ledger activity, and other related functions. Candidate must possess strong communication skills, work well with all departments and be skilled using server based accounting system and Microsoft office. Minimum 3-5 years accounting experience and accounting degree required. CPA preferred. Drug screen, background and credit check required. Send cover letter including salary requirements and resume to: Assistant Controller, WWBT, 5710 Midlothian Turnpike, Richmond, VA 23225 or email [tthurman@raycommedia.com](mailto:tthurman@raycommedia.com). No phone calls please. EOE M/F/D/V.

## News Producer

WAVY-TV, the #1 station in the Norfolk, Virginia market is looking for a News Producer. Candidate must function well in a fast-paced, content-driven environment with an ability to direct a team of reporters, writers, and production staff to be the best on the air. You'll conceive and execute daily newscast with an emphasis on relevance, live reports and breaking news. Creativity with graphics and strong tease-writing skills are necessary. Send your latest newscast and resume to: Kathy Hostetter, News Director, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. No phone calls, please. EOE.

## MID-DAY TALENT!

VerStandig Broadcasting WQPO-FM (Q101) is looking for a new Mid-Day Talent in Har-

rissonburg, VA a GREAT COLLEGE TOWN! Do you like people? Do you live the lifestyle of an 18 to 34 year old? You will be responsible for promotions and a daily air-shift. Strong interest in pop culture and willing to do live appearances! Rush your resume and demo to [Ryan@valleyradio.com](mailto:Ryan@valleyradio.com). Or mail to Attention: Ryan O'Bryan (Program Director) (include position applying for), 130 Media Lane Harrisonburg, VA 22801. VerStandig Broadcasting is an Equal Opportunity Employer.

## Sales Manager

Monticello Media has a great opportunity for a sales manager for our six station cluster in Charlottesville, Virginia. We're looking for a leader who is a strong trainer, a great coach, spends time on the street with sellers, brings energy to the operation and sees creative revenue opportunities in every aspect of our on-air and interactive products. He or she understands accountability and the importance of building a winning team attitude. Previous radio sales management experience is required. If you're tired of big corporate radio and ready to win, send us a cover letter stating why we should talk along with a resume and salary history to [jobs@cvillestations.com](mailto:jobs@cvillestations.com) or mail it to Sales Manager, Monticello Media, 1150 Pepsi Place #300, Charlottesville, VA 22911. Monticello Media is a small private company, an equal opportunity employer and a great place to work!

## Interactive Account Executive

WVEC.com has an immediate opportunity for an Interactive Account Executive. The candidate will be responsible for generating revenue by prospecting and selling interactive advertising campaigns in collaboration with off-line partners. Responsible for client calls, proposal preparation and presentations, successful closing negotiations, and meeting revenue goals. Please submit resume to [jschulte@wvec.com](mailto:jschulte@wvec.com) or mail to WVEC-TV, Attention: Interactive Sales Manager, 613 Woodis Avenue, Norfolk, VA 23510 or fax to 757-628-6296. WVEC/EOE.

## 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!"

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



VIRGINIA ASSOCIATION OF BROADCASTERS

# Call For Nominations

**The VAB is seeking nominations for the following awards, which will be presented at the 72nd Annual Summer Convention on Friday night, June 26 in Virginia Beach at the Hilton Virginia Beach Oceanfront Hotel.**

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

Named for the founder of the VAB, this award honors a broadcaster who spent a significant part of his or her career at one or more Virginia broadcast properties. Candidate should be an individual who has a reputation as an experienced broadcaster and has been a leader in the broadcast industry in Virginia, an active participant in the VAB, and involved in community and/or political service.



Nominations for the C.T. Lucy Award should include a description of why your nominee deserves the award. For example, how has he or she been a leader in the broadcast industry in Virginia? How many years has this person been involved in the VAB? Has he or she been a Director or a member of the Executive Committee? How is the person involved in the community or political service? What has this person contributed back? Your nominee could have not been an active member of the VAB, but through his or her station and efforts, contributed millions of dollars to a local charity in the local community.

## **George A. Bowles Jr. Award for Distinguished Performance in Broadcast News**

Presented to a broadcast reporter or news director who is distinguished in the field of broadcast news. Candidate must have longevity in Virginia broadcasting and be respected by his or her peers and the local community. This broadcast reporter or news director should exhibit enthusiasm for his or her work, have a commitment to his or her community and have a depth of knowledge & insight apparent in his or her work.

Nominations for the George A. Bowles Jr. Award should include a description of why your nominee deserves the award. For example, is this person well known on-air in the local market? Does your community connect with this person because of his or her longevity and presence in the market? Why? Is your nominee committed to his or her community and how?

## **J. J. Freeman Engineering Achievement Award**

Candidate must be or have been an owner, officer, or employee of any company, subsidiary, or division of a VAB member radio or television station or have been directly in support of broadcasting, including employees of the federal government directly engaged in broadcast engineering work and contract engineers serving VAB member stations. Criteria: technical knowledge, dedication, dependability, minimum 10 years experience in broadcasting, leadership in broadcast engineering affairs and outstanding contribution to broadcasting.

**Entries Due April 10, 2009!**  
**Please send all your nominations and supporting material to Amy Shaw via email, [amy.shaw@easterassociates.com](mailto:amy.shaw@easterassociates.com) or fax it to 434-979-2439.**