



600 Peter Jefferson Parkway, Suite 300 • Charlottesville, Virginia 22911  
434.977.3716 • 434.979.2439 (f) • [easter@easterassociates.com](mailto:easter@easterassociates.com)

# Newsletter

Virginia Association of Broadcasters

July 2010

## 2010 Radio Show to Feature Amanpour Interview



Christiane Amanpour, incoming anchor of ABC News' "This Week with Christiane Amanpour," will conduct a newsmaker interview in an intimate Q&A session held Friday, October 1 during the Radio Luncheon at the 2010 Radio Show produced by the Radio Advertising Bureau and National Association of Broadcasters.

Amanpour, a highly respected journalist recognized around the world for her reporting and interviews, brings to "This Week" a wealth of experience and knowledge, as she takes up the reins of the popular Sunday morning news program. "This Week with Christiane Amanpour" premieres on Sunday August, 1, when it will also begin broadcasting on ABC News Radio.

In addition to the one-hour radio version of "This Week," Amanpour will provide international analysis regarding important issues of the day on various ABC News programs and platforms, as well as anchor primetime documentaries on international subjects.

Previously CNN's Chief International Correspondent, Amanpour's work has earned her numerous broad-

cast awards, including an inaugural Television Academy Honor, nine News and Documentary Emmys, four George Foster Peabody Awards, two George Polk Awards, three duPont-Columbia Awards, the Courage in Journalism Award and the Radio Television Digital News Association (RTDNA) Edward R. Murrow award.

### About the Radio Show

The 2010 Radio Show, produced by the Radio Advertising Bureau (RAB) and the National Association of Broadcasters (NAB), will be held September 29-October 1 in Washington, DC. This year's show brings radio broadcasters and industry colleagues together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies to help radio flourish in the digital age.

To learn more about the 2010 Radio Show, visit their website at [www.RadioShowWeb.com](http://www.RadioShowWeb.com). ♦

### Local Radio Host in Contest to Co-Host Regis and Kelly

A radio station personality is vying for a chance to co-host with Regis Philbin.

"Woo Woo" from 94.9 The Point in Norfolk needs your vote to win.

*Live with Regis and Kelly* called on female radio hosts across the country to enter the contest to cover for Kelly Ripa during her vacation.

Woo Woo is in the top 100 of about 100,000 entries. "To go to New York would be amazing. To sit next to Regis would be amazing. I might have a heart attack at 26," she said.

"I've never won a dollar playing the lottery or gone to a slot machine in Vegas and won anything."

You can vote for Woo Woo, whose real name is Mary Kathryn Wood, on the Regis and Kelly website. ♦

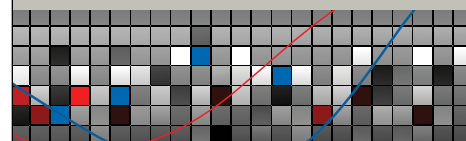


Woo Woo of 94.9 The Point

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## VAB Newsletter

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600 Peter Jefferson Parkway, Suite 300  
Charlottesville, VA 22911  
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*On-Time Online Broadcast Compliance, Newport News*

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## CONSULTANTS

**LABOR LAW EMPLOYMENT COUNSEL**  
**John G. Kruchko, Paul M. Lusky**  
Kruchko & Fries  
1750 Tysons Boulevard, Suite 560  
McLean, VA 22102  
(703) 734-0554

**FIRST AMENDMENT HOTLINE**  
**Craig T. Merritt**  
Christian, Barton, Epps,  
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1200 Mutual Building  
Richmond, VA 23219  
(804) 697-4100

**FCC/EEOC MATTERS**  
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(919) 839-0300; Fax: (919) 839-0304

## JULY COMPLIANCE TIP

### Summer Vacation—Not for Compliance!

Even though we are in the season of vacations, it is important that compliance items not take a summer break and things fall through the cracks. For example, the person(s) filling in for a vacationing receptionist needs to be briefed on handling visitors who wish to inspect your Public File.

It's a good idea to regularly remind the reception staff and anyone who might fill-in for them of how to help Public File visitors. It is also prudent to post a list of procedures in the reception area, which include:

- When the public may view the files (*during regular business hours without an appointment*)
- Location of the Public File
- The staff member who will escort and aid the person(s) during their visit
- Sign-in and identification procedures
- Cost of copies

Sometimes it seems thankless to keep a Public Inspection File shipshape when visitors rarely or ever come to take a look. It would be a shame as well as potentially costly (a fine) to inadvertently turn away someone wanting to view your Public File and all your hard work. ❖

This compliance tip has been provided by Harrison Pittman of On-Time Online Broadcast Compliance, [www.OnTimeOnlinebc.com](http://www.OnTimeOnlinebc.com), [hpittman@ontimeonlinebc.com](mailto:hpittman@ontimeonlinebc.com).

## Principles of Spectrum Policy Outlined

Legislative and regulatory decisions impacting America's spectrum policy must adhere to four overarching principles, NAB President and CEO Gordon Smith said. In a recent letter sent to Lawrence Summers, Director of the National Economic Council and Assistant to the President for Economic Policy, Smith said he was "convinced that a holistic approach to spectrum policy" can identify and repurpose spectrum for mobile wireless communications services "without compromising broadcasting's ability to deliver free and local high definition TV, additional niche programming on multicast channels and mobile TV to our viewers."

Smith expressed concern "that an arbitrary goal of reallocating 120 MHz of spectrum currently designated for broadcast television--more than forty percent of the current allotment--would create a number of serious engineering

and practical difficulties." Smith said the Federal Communications Commission's recent Broadcast Engineering Forum demonstrated that "there are flaws" in the FCC's Omnibus Broadband Initiative. Smith outlined four principles:

- Americans must maintain access to digital offerings currently provided by television broadcasters.
- Americans must not lose access to broadcast television based on signal strength degradations or limitations.
- Free TV viewers must continue to be beneficiaries of video innovation.
- Americans must not lose quality local TV because of new spectrum taxes.

"Our goal is simple: to work collaboratively on a two-track strategy that accomplishes the Administration's goals without compromising the future of America's robust and reliable digital television service that remains free, local and ubiquitous," Smith wrote. ❖

## FCC: 14 to 24M Americans Lack Access to Broadband

In response to a Congressional directive to inquire whether broadband “is being deployed to all Americans in a reasonable and timely fashion,” the FCC concluded in its Sixth Broadband Deployment Report that between 14 and 24 million Americans still lack access to broadband, and the immediate prospects for deployment to them are bleak. This report underscores the need for comprehensive reform of the Universal Service Fund, innovative approaches to unleashing new spectrum, and removal of barriers to infrastructure investment.

In an era when broadband has become essential for U.S. jobs, economic growth, global competitiveness, and democratic engagement, millions of Americans live in areas without broadband.

Many of these Americans are poor or live in rural areas that will remain unserved without reform of the universal service program and other changes to U.S. broadband policy that spur investment in broadband networks by lowering the cost of deployment.

**“The report concludes that the goal of universal availability—deployment to all Americans—is not being met in a timely way...”**

The report concludes that the goal of universal availability – deployment to all Americans – is not being met in a timely way, and proposes to address key recommendations from the FCC’s National Broadband Plan to connect all Americans as quickly as possible, including:

- Reforming the FCC’s universal service programs to support broadband through public-private partnerships;
- Unleashing spectrum for mobile broadband;
- Reducing barriers to infrastructure investment, including delays in access to poles and rights-of-way;
- Collecting better broadband data to assist policymakers and consumers.

The report also takes the long-overdue step of updating a key standard – speed – used to determine whether households are served by broadband. It upgrades the standard from 200 kilobits per second downstream, a standard set over a decade ago when web pages were largely text-based, to 4 megabits per second (Mbps) downstream and 1 Mbps upstream. This is a minimum speed generally required for using today’s video-rich broadband applications and services, while retaining sufficient capacity for basic web browsing and e-mail. The Commission’s standard will evolve over time.

Commonly known as the “706 Report,” the report includes for the first time a comprehensive list of unserved areas, compiled from data not previously available to the FCC. Future reports will benefit from continued improvements in broadband data. ♦

### Norfolk Radio Station Caters to Coffee Lovers

Coffee lovers in southeastern Virginia have a new brew to enjoy thanks to a unique partnership between a radio station and one of the nation’s only grower-owned coffee companies. Selecta Blend, created by the region’s Hispanic radio station, La Selecta 1050 WVXX, and First Colony Coffee and Tea Company is now available in area Fresh World, Kroger and Tienda Jessy’s supermarkets.

“We appreciate everyone in our listening audience so much that we’d love to sit down and have a cup of coffee with each one,” said Dave Bowling, General Sales Manager of La Selecta 1050 WVXX. “That’s not practical, of course, but teaming with First Colony’s renowned coffee artisans to design and offer our own blend allows us to share a special experience with our listeners.”

Bowling believes the coffee’s appeal will also reach beyond La Selecta’s current listenership. “Coffee is like music. It’s a universal experience that everyone can savor



and so we hope that all coffee lovers will give Selecta Blend a sip to see how they like it,” he said.

Joyce Jordan, National Sales Director, First Colony said: “First Colony began a unique business relationship with Colombian coffee growers about 102 years ago. The fruits of their labor combined with our passion produce the finest coffees available. This partnership with La Selecta 1050, our first such with a radio station, is

a wonderful way to further showcase our achievements.”

Experts with First Colony and staff from La Selecta spent six months working with different coffees before finalizing Selecta Blend, which is full-bodied, medium to dark roast with medium acidity “and carefully crafted with attention to detail and nuance,” said Julia Alexander, Marketing Specialist, First Colony.

Initially, Selecta Blend will be available at Fresh World, Kroger and Tienda Jessy’s locations. Free tasting events will be held in coming months. ♦



## Social Networking: The New Litigation Minefield for Employers



By John G. Kruchko  
and Kevin B. McCoy

Over the past few years, the internet phenomenon known as "social networking" has taken hold as a widely accepted social and professional custom. Many companies now have Facebook or Wiki accounts. Business professionals join networking sites such as LinkedIn, or they join Blogs that are devoted to their areas of professional expertise or personal interest. More and more, employers are using such sites as recruiting and vetting tools to find and evaluate potential job candidates. While there may have been "nay sayers" at the outset, it has become crystal clear that "social networking," for better or worse is here to stay.

That reality presents new challenges for employers. Employment practices liability for employers is typically communications-based. That is, "Manager John" took an action, wrote a letter, made a statement, denied a request for leave, or otherwise "communicated" in a manner that exposed the company to potential liability for discrimination, retaliation, or other unlawful treatment of an employee.

Social networking has significantly expanded individuals' ability to "communicate." By doing so, social networking has created new and uncharted sources of employer liability.

### Social Networking Affects ALL Employers

Let's first dispel a common misconception that social networking is not an issue for employers with relatively few "desk bound" employees. In other words, companies (particularly smaller ones) in which only the top management utilizes internet-capable computers at work need not pay much attention to the social networking phenomenon. As the theory goes, "Our factory workers and truck drivers don't have work computers, so we don't really have to worry about them being on the internet." That rationale is simply wrong, and it misperceives the potential sources of liability that employers face from social networking.

Many statutes provide protection from employment discrimination (Title VII of the Civil Rights Act, the Family and Medical Leave Act, the National

Labor Relations Act, the Americans with Disabilities Act, etc.). However, none of these statutes restricts the liability-inducing conduct or communication to the employer's place of business or to only those hours spent working. Conduct and communication can be "discriminatory" in the break room at 10:00 a.m. on a Tuesday, or it can be discriminatory in a restaurant at 11:00 p.m. on a Saturday. Overlooked by many employers is the fact that their employees (regardless of their skill level or job title) almost universally have computer access at home or carry cell phones or PDA's with internet access that will allow them to "tweet," "post," "chat," or "e-mail" at any time of the day or night and from any location around the globe. In short, it makes absolutely no difference whether or not your employees are provided internet access at work.

### Potential Bases of Employer Liability

The law always lags behind more fast-moving societal changes, and that is certainly the case here. There are almost no laws regulating social media, employees' access to it, or employers' liability stemming from it. For now, the best employers can do is to understand and, where possible, take precautions to guard against the myriad of liability issues raised by social networking, some of which are discussed in more detail below.

#### 1. WHISTLEBLOWER LIABILITY

Although Sarbanes Oxley ("SOX") is the most widely recognized "whistle-blower" law, the truth is that whistleblower protections are simply anti-retaliation provisions by another name. Virtually all of the federal anti-discrimination laws and a large number of state laws include anti-retaliation or whistleblowing provisions that protect employees who complain about their

work environment. Thus, an employee who complains in a Blog about what he perceives to be discriminatory practices by his employer may be protected from discipline or discharge – even if the employee is mistaken about some of the pertinent facts.

## 2. DISCRIMINATION AND HARASSMENT

Without a geographic boundary to the workplace, social networking has extended the reach of both federal and state anti-discrimination laws. The comments a supervisor makes in “cyberspace” from his home are now just as problematic as a comment made in the lunch room at work.

For example, a supervisor who “friends” subordinates on Facebook and then sends them lewd or unsavory messages or pictures could just as easily be guilty of sexual harassment as the supervisor who makes sexually explicit comments at work. Or supervisors who post online questionable comments or statements about their subordinates, even if not sent directly to the employee, may be a source of liability if the comments somehow “get back to” the employee who was the subject of the supervisor’s comments.

## 3. DEFAMATION LIABILITY

Defamation is the publication of knowingly false information (either in written or verbal form) about another individual or organization. Social networking is rife with opportunity to criticize and condemn colleagues, supervisors, subordinates, and organizations. Under some circumstances, an employee’s defamatory statements can expose the employer to vicarious liability from the victim – such as a supervisor’s false, negative comments about a subordinate. But even if the employer bears no legal liability for the comments, such efforts can destroy worker morale and generally wreak havoc amongst a company’s workforce.

## 4. PUBLICIZING COMPANY INFORMATION

With the click of a mouse, employees (and ex-employees) can share a compa-

ny’s trade secrets or other confidential and proprietary information without the company ever knowing. An ex-employee seeking to exact a bit of revenge for his untimely termination, for example, may seek to publicize otherwise private information about the company or a client, both of which can expose the company to liability.

In addition, an employee need not release secret information in order to expose the company to liability; simply advocating for the company can be a source of liability. Last fall, the Federal Trade Commission issued new regulations governing an employee’s endorsement of his company or its products. Under the new regulations, any time an employee endorses his employer’s product or service, he must disclose the fact that he is an employee of the company. If he fails to do so, both the employee and the company can face liability.

## Recommendations for Employers

With the onrush of the social media phenomenon, employers must act quickly to address the expanding sources of liability. As a first step, all employers should amend their handbooks or work policies to reflect the fact that employees have no expectation of or right to privacy in their workplace communications or when using employer-owned devices (such as computers, Blackberrys, or cell phones).

Next, create a comprehensive social networking policy that clearly informs employees of the scope of their responsibilities and restrictions when using social media, both at work and at home.

Thirdly, educate employees about how their comments and activity away from work can lead to legal liability for both them as well as the company. While these steps cannot completely insulate a company from liability, it offers employers the best opportunity to avoid having an employee’s careless comments spawn preventable lawsuits to which the company may have little defense. ❖

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## Congratulations to Our Laurence E. Richardson Award Winner

The Virginia Association of Broadcasters is pleased to announce that WDBJ7 and Blue Ridge PBS have been awarded the 2009 Laurence E. Richardson Community Service Award. The annual award was presented on January 20th at the VAB Legislative Reception in recognition of their combined “JobQuest” program.

Below: Jeffrey Marks, President and General Manager at WDBJ7 (right), and James Baum, Blue Ridge PBS President and CEO share the Laurence E. Richardson Community Service Award from the Virginia Association of Broadcasters. The award recognizes WDBJ7 and Blue Ridge PBS for their public service efforts with “JobQuest.”



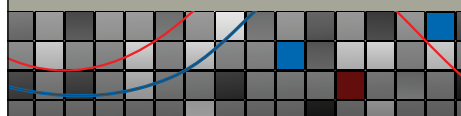
For coverage in future issues, please send announcements/press releases and accompanying photographs to

**Marci.Malinowski**  
**@easterassociates.com**

or mail to:

**VAB Newsletter**  
**600 Peter Jefferson Parkway**  
**Suite 300**  
**Charlottesville, VA 22911**

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



# JULY JOB BANK

## SUBMIT JOBS

### Submit to VAB Newsletter:

- Please e-mail the listing directly to [marci.malinowski@easterassociates.com](mailto: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](http://www.vabonline.com)

### Sr. Application Developer Norfolk, VA

The Sr. Application Developer will assume a development lead role, design, develop and deploy a rich media management system, using Autonomy Virage content management system. Duration: 1 year contract through September 2011. Required technical skills include: 5+ years of expert knowledge developing .NET Framework, ASP.NET, C#, JavaScript, Web Services, XML (SOAP, REST) 4+ years experience in MS SQL Server databases. Knowledge of multiple application tiers, including user interface, business logic and database. Solid experience performing all tasks related to maintaining a MS SQL Server database. Define metadata structure Working in a team environment, and completing tasks by deadlines. Experience testing against testing plan Design/enhance and implement an enterprise-class web-based .NET APPLICATION BS in Computer Science or related field, or equivalent combination of education and relevant experience required. Working knowledge of Virage/IDOL server technology is a plus. Qualified applicants should submit a cover letter and resume to Sherby Wilks, WHRO Director of Human Resources, at [sherby.wilks@whro.org](mailto:sherby.wilks@whro.org). Please note the position you are applying for in the subject line of your email. EOE.

### Photojournalist Harrisonburg, VA

WHSV – TV is looking for a photojournalist who has mastered basic video photography and has a creative flair. If you're motivated and dependable, this is a great place to grow while you perfect your craft. Non-linear editing and P-2 digital camera experience is a plus. We're also looking for a candidate who can gather facts and present those facts well for use on air and online. This position will be based out of our Staunton bureau. Please RUSH tape and resume to: Ed Reams, News Director, WHSV – TV, 50 North Main Street, Harrisonburg, VA 22802. You may also e-mail a resume to [ereams@whsv.com](mailto:ereams@whsv.com). WHSV – TV is a drug-free workplace. EOE.

### Announcer Part-Time Winchester, VA

Centennial Broadcasting II, LLC in Winchester is looking for a part time announcer. Applicants should have some prior broadcast experience or training and a flexible schedule. Forward your resume and aircheck to: [brian@rockthebone.com](mailto:brian@rockthebone.com) or send to: Brian Beddow Centennial Broadcasting 540 N Pleasant Valley Rd. Winchester, VA 22601 LOCAL TALENT IS PREFERRED. EOE. No phone calls please.

### Reporter Harrisonburg, VA

WHSV-TV is accepting resume for a full-time REPORTER. We are looking for an imaginative storyteller who can take a routine story and make viewers care about it. Candidates must be able to shoot and edit DVC Pro tape and be familiar with non-linear editing. Experience with web-publishing a plus. A good driving record is also required. RUSH a tape and resume to: WHSV-TV, Attn: Ed Reams, News Director, 50 North Main St., Harrisonburg, VA 22802. You may also email resumes to [ereams@whsv.com](mailto:ereams@whsv.com). WHSV-TV is a drug free workplace. EOE

### Radio Advertising Sales/Acct. Executive Chesapeake, VA

Highly rewarding career opportunity for the right candidate. In search of a professional, aggressive, articulate person who chooses a positive attitude daily and truly enjoys hard work and solving problems in a fast paced and competitive industry. Performance based earnings. It is about the Initiative, not the glam. Superstars only need apply. Minimum one-year sales experience preferred. College degree preferred. Please send resume to: Kelly Nolan, GSM, Tidewater Communications; WAFX/ WNOR/WJOI; 870 Greenbrier Circle, Ste. 399, Chesapeake, VA 23320 or e-mail [knolan@tciradio.net](mailto:knolan@tciradio.net) No phone calls. EOE.

### Senior Account Executive Chesapeake, VA

Saga's Tidewater Communications, LLC in Norfolk/Virginia Beach, is searching for talented and experienced Sales Representatives to join our team. We offer great broadcast facilities and an outstanding work environment based on mutual respect. We have the tools you need to win and we provide on-going training to help you be the best. The successful candidates for this position will thrive on selling new business and growing agency accounts. We are seeking individuals with at least two years experience selling Radio and Interactive advertising. You must have a proven track record of growing local direct business and strong writing skills. We offer highly competitive pay, a solid benefits package and unlimited opportunities for the right individuals. College Degree preferred and experience using Microsoft Office software is required. Send cover letter and resumes to Diane Hubel, VP/GM at [dhubel@tciradio.net](mailto:dhubel@tciradio.net). EOE.

### News Photojournalist Richmond, VA

WTVR-CBS6 has an immediate opening for a Full Time News Photojournalist. Must have 1-2 years experience in a television newsroom - shooting, editing and operating ENG trucks. We shoot on brand new Sony EX3 cameras and edit on Final Cut Pro. If you have a great attitude, are able to work in a fast paced team environment, and are able to produce high quality work, with or without a reporter, please apply. Photos at CBS6 help create story ideas and have great journalism skills. Please send a DVD copy of your latest and greatest work along with a cover letter and resume to: Bob Hogensen, Director of Photography, WTVR-CBS 6, 3301 W. Broad Street, Richmond, VA 23230. 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.

### Account Executives Norfolk, VA

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

### On Air Personalities Norfolk, VA

Entercom Norfolk is looking for future air personalities both full and part time. 3 to 5 years experience is necessary for full time positions and some experience is necessary for part time positions. Full time air personalities will also be expected to be proficient in public appearances, voice work and commercial production. Entercom Norfolk is offers a competitive compensation package. To apply for this position, please go to [www.entercom.com](http://www.entercom.com) and click on "Careers". EOE.

### Part Time Promotions Assistant Norfolk VA

WWDE-FM, WPTE-FM, WVKL-FM and WNVZ-FM have part time positions available for promotions. The qualified candidates will be responsible for setting up remote broadcasts, driving station vehicles, interacting with account executives, listeners and clients, handling heavy equipment, and maintaining promotional equipment. The qualified candidates MUST BE 21 YEARS OR OLDER, have a flawless driving record, be outgoing, organized, possess strong communication skills, available nights and weekends and able to handle heavy equipment without problems. Entercom Norfolk offers a competitive compensation package. To apply for this position, please go to [www.entercom.com](http://www.entercom.com) and click on "Careers". EOE.

### Internships Norfolk, VA

Internship programs are available for college students receiving college credit. Interns must be earning college credit and must be age 18 or older. Entercom Norfolk offers an opportunity for students to apply classroom theory to practical work experience. Our internship program allows students to experience firsthand the reality of working in the radio broadcasting industry. Internships are available year-round, and are 12-15 hours per week, with specific days and times agreed upon in advance. All interns must be enrolled in a College or University and receiving college credit. Students are expected to obtain and complete any forms necessary to receive credit for the internship experience. INTERNS ARE NON-PAID POSITIONS. To apply for this position, please go to [www.entercom.com](http://www.entercom.com) and click on "Careers".

### Reporter/Photojournalist Richmond, VA

WTVR-CBS 6 is seeking a full-time talented and confident television reporter/photojournalist to join our award-winning news team. Successful candidate will be a self-motivator, have sharp news judgment, excellent technical and writing skills, a strong creative vision and the ability to work well with others under a tight deadline. Essential duties include gathering information, conducting interviews, shooting video,

*(continued on next page)*



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producing and reporting assigned stories and events LIVE on a daily basis. Will primarily work alone to report, shoot and edit stories. Must be able to produce stories which are factually accurate, fair and balanced in content, and written in a clear and concise manner. Daily responsibilities also include creating and posting content to our station Web site and various other social media platforms. We shoot on Sony EX3 and edit on Final Cut Pro. We are currently in the process of transitioning to High-definition broadcasting in the studio and in the field. A valid driver's license and good driving record is a must along with at least 1-2 years of photography/editing/reporting experience. Please send your resume and most recent newscast to: WTVR-CBS6, Attention Bill Anderson, News Director, 3301 W. Broad Street, Richmond, VA 23230.EOE.

#### **News/Web Producer Richmond, VA**

Full-time News/Web Producer Do you have a passion for news producing? WTVR-TV has an immediate opening for a full time News/Web Producer. Successful candidate must be a strong writer, have solid news judgment, produce energetic and compelling newscasts and handle multiple live shots and breaking news. We are also looking for a producer who can be decisive and communicate well in the control room under intense pressure. Candidates should also be able to present creative ideas in support of our brand while having solid knowledge of local and national news. Will also be responsible for creating stories for our Web site and various other social media platforms on a daily basis. Please send your resume and most recent newscast to: WTVR-CBS6, Attention Sheryl Barnhouse, Assistant News Director, 3301 W. Broad Street, Richmond, VA 23230.EOE.

#### **Corporate Support Representative Tri-Cities Area**

Blue Ridge PBS, serving western Virginia and portions of four other states from Roanoke, VA, is adding a corporate support representative for the Tri-Cities area. Ideal candidate will successfully solicit sales to underwrite station programming and special events. Bachelor's degree or equivalent and two years sales or media experience preferred. Extensive regional travel required. Excellent oral, written and presentation skills and an ability to operate effectively in a rapidly changing media environment required. EOE. Women and minorities are encouraged to apply. Visit BlueRidgePBS.org for complete description and to apply online.

#### **Assistant Engineer Winchester, VA**

WINC AM / WINC FM/ WXBN FM/ WXNB FM Job Title: Assistant Engineer/IT Description: Centennial Broadcasting II, LLC. has an immediate opening for Assistant Engineer/IT Specialist. Our cluster is comprised of 92.5 WINC FM, 104.9/105.5 The Bone, NewsTalk 1400, and Cable Channel 6. This position requires a real Jack of all Trades! If you are a person that enjoys keeping all systems functioning at a high level and helping create and implement improvements, let us know! Skill set should include: studio/broadcast systems, graphics/photoshop, interacting with clients, IT experience, maintenance, and the ability to rapidly react to any technical difficulties. Broadcast Engineering experience is preferred, but not necessary. This position will also occasionally help provide IT support to our Fredericksburg Cluster (travel expenses reimbursed). Please email cover letter and resume to: Valerie Mayer HR 520 N Pleasant Valley Rd Winchester VA 22601 Or email: vmayer@winc.fm No phone calls please Centennial Broadcasting II, LLC. is a privately held broadcast company with operations in Winchester/Northern VA, Fredericksburg, and Roanoke/Lynchburg. EOE.

#### **Full Time Production Associate Winchester, VA**

Television Production Associate You must have a good attitude and a willingness to learn. Previous experience is a plus. Starting rate is \$7.25/hour. You must be available to work early morning hours, evenings, weekends and holidays, overtime as needed. For all positions you must have the proven ability to perform effectively in a high-volume, multi-task deadline oriented and timely environment, work well under pressure and have proven organizational skills. You must have the ability to handle multiple requests simultaneously and have a strong commitment to delivering a quality product. Send your cover letter and resume to jobs@tv3winchester.com Please put Production Associate in title, or mail them to TV3 Winchester, Attn: Production Associate Position, 633 Millwood Ave., Winchester, VA 22601. EOE and drug-free workplace.

#### **Production Associate (PT) Winchester, VA**

You must have a good attitude and a willingness to learn. Previous experience is a plus. Starting rate is \$7.25/hour. You must be available to work early morning hours, evenings, weekends and holidays, overtime as needed. For all positions you must have the proven ability to perform effectively in a high-volume, multi-task deadline oriented and timely environment, work well under pressure and have proven organizational skills. You must have the ability to handle multiple requests simultaneously and have a strong commitment to delivering a quality product. Send your cover letter and resume to jobs@tv3winchester.com Please put Production Associate in title, or mail them to TV3 Winchester, Attn: Production Associate Position, 633 Millwood Ave., Winchester, VA 22601. EOE and drug-free workplace.

#### **Promotions Assistant Arlington, VA**

WAVA/WRC Radio is looking for a Part-Time Promotions Assistant to work with our Promotions Director and Local Sales Team, Churches and Businesses coordinating events in the field and on-air. Must have high-energy, love people, be detailed, creative and be able to work flexible hours, including nights and weekends. Strong computer skills and valid Driver's License required. Women and Minorities are encouraged to apply. No relocation offered. Send resume to WAVA Radio, Attn: Promotions Director, 1901 N. Moore Street, Suite 200, Arlington, VA 22209, fax to (703) 807-2248 or send an e-mail to advertising@wava.com. EOE. Women and minorities encouraged to apply.

#### **Meteorologist Charlottesville, VA**

The Charlottesville Newsplex is looking for a personable, degreed meteorologist able to communicate with precision and pizzazz on all of our platforms. You're the ideal candidate if you want to work evenings M-F, are moving up from weekends or mornings in another market, have a Bachelors degree and an AMS or NWA seal. No beginners please. You must be able to demonstrate you can smoothly handle breaking weather coverage. You'll join an experienced and friendly team at a fast growing station and live and work in one of America's best small cities close to the mountains, beaches and Washington, D.C. Send examples of your work (URL's get first look) to: Meteorologist Position ATTN: Jim Hanchett News Director The Charlottesville Newsplex 999 2nd Street SE Charlottesville VA 22902 Jim.Hanchett@Newsplex.com The Charlottesville Newsplex is a drug-free workplace, a proud member of the Gray Television, Inc. family and is an equal opportunity employer. Excellent driving record is a MUST.

#### **Morning Production Assistant (PT) Harrisonburg, VA**

MORNING PRODUCTION ASSISTANT PART-TIME. Start your career in television as part of our morning news production team. The hours for this position are 4 a.m.-8a.m., Monday through Friday. Responsibilities include video editing and camera operation. Experience preferred, but training is available. Pay rate starts at \$8.00 an hour. Send resume to WHSV-TV, Attn: John Davis, Morning Production Assistant Part-Time, 50 North Main St., Harrisonburg, VA 22802. WHSV-TV is a drug free workplace. EOE.

#### **Weekend Sports Reporter/Anchor Harrisonburg, VA**

WHSV-TV is looking for its next Weekend Sports Anchor / Reporter. We're looking for a dynamic sports journalist who wants to be in the A block just as much as Sports block. 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 desired. This position will also require some news reporting. Knowledge of DVC & P2 cameras and non-linear editing are essential. Please RUSH your resume and tape to: Ed Reams, News Director, WHSV-TV, 50 North Main Street, Harrisonburg, VA, 22802. You may also send your resume to ereams@whsv.com.

#### **Account Executive Winchester, VA**

TV3 Winchester has an opening for an energetic, highly motivated Account Executive to join our Sales Department. You will work directly with local and regional clients to achieve marketing goals through our multi-media outlets. Applicant must possess strong presentation, organization and computer skills and excel at building and growing business relationships. A combination of salary and commission based on managing established accounts and generating new business make up the income package with a corporate benefits package and 401K. Previous media sales experience not necessary, training provided. Send cover letter and resume to TV3 Winchester, Attn: Teri Lloyd, 633 Millwood Ave., Winchester, VA 22601 or by email openings@tv3winchester.com. WHSV TV is a drug free workplace. EOE.

#### **Producer FT Lynchburg, VA**

The Producer will personally produce assigned newscasts and have complete control over how news shows are produced, and ensure that all Reporters, Photographers, and Editors handle their responsibilities for format, organization with other departments, news writing, and distribution of final scripts. The Producer will also perform other related duties as assigned by the Director of News. Advanced education in the field of Broadcast Journalism or equivalent broadcasting work experience. Demonstration of skills by performance in audition or aircheck, supported by references and pre-employment interviews. 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.

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# Virginia Association of Broadcasters Legal Review



## Tower Lightning Outages: Who Do YOU Call?

By Stephen Hartzell

As tower owners, station managers, and chief engineers all know, tower lighting outages are a common occurrence, and it can be difficult during inclement weather—especially during the volatile Virginia summer weather—to repair outages. Broadcasters are reminded to follow the Federal Aviation Administration's ("FAA") report-repair-report procedure when responding to a lighting failure. About three years ago, the FAA's procedure changed with the implementation of a nationwide phone number to call to report lighting failures for issuance of a NOTAM (Notice to Airmen). The NOTAM telephone number is 877/487-6867 ("NOTAM Line").

The FAA's procedure requires that, upon any outage or malfunction that lasts more than 30 minutes and affects a top light or flashing obstruction light regardless of its position, notification be given immediately to the NOTAM Line, so that a NOTAM can be issued. Broadcasters should maintain the NOTAM Line telephone number in a conspicuous location for personnel to use in these situations. When calling the NOTAM Line, station personnel should be prepared to provide the following information:

1. The name, title, address, and telephone number of the person making the report;
2. The type of structure;
3. The location of the structure, including latitude and longitude, if known (prominent structures, landmarks, etc.);
4. The height of the structure above ground level (AGL)/above mean sea level (AMSL), if known;



**The FCC will be notified if notice of restoration is not received within 30 days.**

5. The date that normal operations are expected to resume; and
6. The FCC Registration Number (ASRN), if the tower has one.

Once a NOTAM is issued, it will typically be valid for two weeks—although you should always check the date given for any particular NOTAM and note the expiration in a conspicuous manner on a calendar. This becomes critical when inclement weather prevents a tower crew from making a lighting repair prior to the expiration of the NOTAM, and the station must timely re-notify NOTAM Line of the continued outage and request an extension of the NOTAM.

Broadcasters have reported that the NOTAM Line does not always immedi-

ately generate a NOTAM number. As a result, it would be prudent for station personnel who contact the NOTAM Line to always log the date and time of the call, as well as the NOTAM Line operator's name and office location (the NOTAM Line may connect you to any number of offices throughout the country, irrespective of your station's location). Best practices also include checking the FAA's NOTAM database the day after you call the NOTAM Line, to ensure that your tower's outage has been recorded as a NOTAM. The FAA's NOTAM database is available at [https://pilotweb.nas.faa.gov/distribution/](https://pilotweb.nas.faa.gov/distribution/atccsc.html)

[atccsc.html](https://pilotweb.nas.faa.gov/distribution/atccsc.html), and you may find it easiest to search for your NOTAM using the NOTAM number; alternatively, if you were not issued a NOTAM number, you may wish to confirm the existence of your NOTAM by using the geographic coordinates, by clicking on the "Radius Search" link.

After the outage or malfunction is repaired, you are required to give prompt notice of restoration of normal operation to the NOTAM Line. The FCC will be notified if notice of restoration is not received within 30 days, and the FCC routinely conducts investigations and takes enforcement action when stations fail to report the restoration. ♦

**This Legal Review should in no way be construed as legal advice or a legal opinion on any specific set of facts or circumstances. Therefore, you should consult with legal counsel concerning any specific set of facts or circumstances.**

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