



Newsletter

Virginia Association of Broadcasters

November 2008

Broadcasters Aid Auto Dealers With Ad Campaign

Record low sales numbers and dwindling credit are leading to a sharp decline in advertising dollars just when car dealerships most need to draw buyers. Rather than waiting for dealers to find their way back to financial security, many broadcasters are pitching in to help now.

"This is a great opportunity for radio and television stations to send a message to the auto dealers that we are willing to help them and support them during this difficult time," says Francis Wood, General Manager of WFLO-AM/FM. WFLO and other members of the Virginia Association of Broadcasters are participating in the National Automobile Dealers Association's "Buy Now" Ad Campaign. Stations agree to run a series of ads created by NADA for no charge.

The ads announce, "It's the best time in years to buy a car," citing that there are great deals and incentives on vehicles, fuel efficiency has never been better, and credit is available.

"The real goal is to help them get people back into the showroom," says



Jim Fernald, General Sales Manager of WVIR-TV.

"A lot of my business is the auto industry," says Willie Stanley, General Manager of WAXM-FM/WSLD-AM. "They came in and I said, 'You know, that's a good thing to do.'" With positive feedback from dealers who've already seen business from the ads, Stanley plans to run the ads beyond the first of the year.

Of course broadcasters are hoping for more than just goodwill. "I hope that helping them to build some traffic will encourage them to get their broadcast budgets back up," says Fernald. "They need to get out and promote in broadcasting."

You can find out more about the "Buy Now" campaign, as well as download broadcast-ready ads, at www.nada.org. ♦

FCC Approves White Spaces Use



On November 4th, the Federal Communications Commission voted to approve rules allowing broadband devices to operate in the unused television spectrum, referred to as "white spaces."

The decision was a major disappointment for broadcasters because of the likelihood that unlicensed devices will cause harmful interference to over-the-air television reception and wireless microphones.

"While we appreciate the FCC's attempt to address significant issues raised by broadcasters and others, every American who values interference-free TV should be concerned," said NAB Executive Vice President Dennis Wharton on the day of the vote.

The FCC scheduled the vote just two weeks after their Office of Engineering

and Technology released a 409-page technical report analyzing the tests of the devices allowing no opportunity for public comment.

"By moving the 'white space' vote forward, the Commission appears to have bypassed meaningful public or peer review in a proceeding of grave importance to the future of television," said Wharton. He went on to call the vote "just the beginning of a fight on behalf of the 110 million households that rely on television for news, entertainment, and lifesaving emergency information."

Broadcasters had mounted an aggressive lobbying effort to try to postpone the vote and allow time for

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VAB Newsletter

Published monthly by the Virginia Association of Broadcasters
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FCC White Spaces

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public comment. "The American public deserves transparency and due process," wrote NAB President David K. Rehr in a letter to FCC Chairman Kevin Martin and the four Commissioners. "Adopting rules without full consideration could mean that millions of unlicensed devices with the potential to disrupt television reception could be sold to unsuspecting citizens."

"It is quite clear that the industry will move into a new phase," says David Donovan, who heads the Association for Maximum Service Television, which witnessed all of the field tests. "We will constantly have to look at every single device that's manufactured overseas that will be entering into the market and make sure that these devices work or don't interfere. We are concerned because based on the failure of these other devices, the commission right now does not even know the appropriate sensing level that one would have to meet in order to protect over the air television."

"Going forward, NAB and our allies will work with policymakers to ensure that consumers can access innovative broadband applications without jeopardizing interference-free TV," says Wharton. Those allies include a wide variety of organizations, from the National Cable Telecommunications Association, Association of Public Television Stations and the Radio-Television News Directors Association, to the NBA, NFL, MLB, NASCAR and more than 100 recording artists including The Dixie Chicks, Guns N' Roses and Dolly Parton.

Here is a brief overview* of the contours of the new rules:

- The new rules provide for operation of both fixed and personal/portable devices in the TV white spaces on an unlicensed basis.
- All devices, except personal/portable devices operating in "client" mode, must include a geolocation capability and provisions to access

over the Internet a database of protected radio services and the locations and channels that may be used by the unlicensed devices at each location. The unlicensed devices must first access the database to obtain a list of the permitted channels before operating. The database will be established and administered by a third party, or parties, to be selected through a public notice process to solicit interested parties.

- Fixed devices may operate on any channel between 2 and 51, except channels 3, 4 and 37, and subject to a number of other conditions such as a restriction against co-channel operation or operation adjacent TV channels pending consideration of further information that may be submitted into the record in the white spaces proceeding. Fixed devices may operate at up to 4 Watts EIRP (effective isotropic radiated power).

- Personal portable devices may operate on any unoccupied channel between 21 and 51, except channel 37. Personal portable devices may operate at up to 100 milliwatts of power, except that operation on adjacent channels will be limited to 40 milliwatts.

- Fixed and personal/portable devices must also have a capability to sense TV broadcasting and wireless microphone signals as a further means to minimize potential interference. However, for TV broadcasting the database will be the controlling mechanism.

- Wireless microphones will be protected in a variety of ways. The locations where wireless microphones are used, such as entertainment venues and for sporting events, can be registered in the database and will be protected as for other services. In addition, channels from 2 through 20 will be restricted to fixed devices, and the FCC "anticipates" that many of these channels will remain available for wireless microphones that operate on an itinerant basis. In addition, in 13 major markets where certain channels

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between 14 and 20 are used for land mobile operations, two channels between 21 and 51 will be left free of new unlicensed devices and therefore available for wireless microphones. Also, the FCC will require that devices also include the ability to listen to the airwaves to sense wireless microphones as an additional measure of protection for these devices.

- Devices must adhere to certain rules to further mitigate the potential interference and to help remedy potential interference should it occur. For example, all fixed devices must register their locations in the database. In addition, fixed devices must transmit identifying information to make it easier to identify them if they are found to interfere. Furthermore, fixed and personal/portable devices operating independently must provide identifying information to the TV bands database. All devices must include adaptable power control so that they use the minimum power necessary to accomplish communications.

- All white space devices are subject to equipment certification by the FCC Laboratory. The Laboratory will request samples of the devices for testing to ensure that they meet all the pertinent requirements.

- The FCC will permit applications for certification of devices that do not include the geolocation and database access capabilities, and instead rely on spectrum sensing to avoid causing harmful interference, subject to a much more rigorous set of tests by the FCC Laboratory in a process that will be open to the public. These tests will include both laboratory and field tests to fully ensure that such devices meet a "Proof of Performance" standard that they will not cause harmful interference. Under this procedure the Commission will issue a Public Notice seeking comment on the application, as well as test procedures and methodologies. The Commission will also issue a Public Notice seeking comment on its recommendations. The decision to grant such an application will then be made at the Commission level. ❖

* overview prepared by Brooks, Pierce, McLendon, Humphrey & Leonard, L.L.P.



FCC Requires Stations To Staff Main Studio

**Stephen Hartzell
Brooks, Pierce, McLendon,
Humphrey & Leonard, L.L.P.**

To serve the needs and interests of the residents of a station's community of license, the FCC requires all television and radio stations (commercial and non-commercial) to maintain a full-time staff and managerial presence at the main studio during normal business hours. (The FCC defines "normal business hours" to be an 8-hour period between 8 a.m. and 6 p.m., Monday through Friday.) This means that at least one person must be in the main studio at all times during normal business hours (including lunch-time hours) so that they can provide assistance to any member of the public that might visit the station.

The FCC requires both management presence *and* staff presence at the studio. At a minimum, then, stations should have at least two employees—one management level employee *and* one staff level employee—assigned to the station's main studio during normal business hours. Management personnel need not be "chained to their desks" during normal business hours, but they must report at the main studio on a daily basis, spend a substantial amount of time there, and use the main studio as a "home base."

The FCC has stated that the following categories of positions would constitute a meaningful managerial presence:

corporate officer, general manager, station manager, program director, sales manager, chief engineer with managerial duties, news director, personnel manager, facilities manager, operations manager, production manager, promotion director, research director, controller, and chief accountant. Of course, there could be other positions that qualify to satisfy the "managerial presence," and stations should discuss the issue with their FCC counsel if they have any concerns.

Having only one on-air staff member and no other station personnel in the station for extended periods of time is unlikely to satisfy the FCC's requirements, as on-air staff typically are not in the position to assist members of the public. Indeed, with respect to a station's public inspection file—which each station is required to maintain at its main studio, absent an express waiver of the requirement issued by the FCC—the FCC has stated that a broadcast licensee should "ensure that its personnel can tender the public file under any circumstance." Thus, stations will wish to ensure that both staff and management personnel assigned to the main studio are familiar with the station's public file and how to assist members of the public (or an FCC field inspector) with the file's contents.

Stations should direct questions about the adequacy of their main studio presence to their communications counsel. ❖



When Is Activity Protected Under The Employment Discrimination Laws?

By John G. Kruchko and
Kathleen A. Talty*

The employment discrimination laws extend protections on a number of different classifications and provide that employment decisions must be based on neutral factors. Those laws also generally contain anti-retaliation provisions that are designed to ensure that persons who invoke the protections of the employment discrimination laws are not treated in an adverse manner as a result of their actions. Central to a retaliation claim is establishing that the employee engaged in a "protected activity."

Under Title VII of the Civil Rights Act of 1964 ("Title VII"), as amended, 42 U.S.C. § 2000e-*et seq.*, protected activities fall into distinct categories: participation or opposition. The "participation clause" provides that an employer may not retaliate against an employee "because the employee has... participated in any manner in an investigation, proceeding or hearing under" Title VII. 42 U.S.C. § 2000e-3(a). The "opposition clause" provides that an employer may not retaliate against an employee because he/she has opposed any unlawful employment practice. *Id.* at § 2000e-3(a).

In some recent federal court cases, the question of what activity constitutes "protected activity" has been considered by the courts.

In one case, an employee who worked in a health-care setting filed a discrimination charge with the EEOC, alleging race discrimination by her current employer. During the EEOC's investigation of the charge and while still employed, the employee submitted to the EEOC unredacted medical records that contained confidential information on patients. When the employer discovered the employee's actions, the employee was terminated for violation of the employer's confidentiality policy. The employee then amended her discrimination charge and subsequently filed a lawsuit against the employer, asserting retaliatory discharge. In support of her claim, the employee argued that her submission of the documents to the EEOC was a protected activity because it was part of her participation in the EEOC's investigation.

The employee was not successful at the trial court level with her argument because the trial court found that the employee's dishonesty or disloyal conduct while participating in a Title VII proceeding was presumptively

unreasonable and, thus, unprotected activity. The appellate court, however, viewed the matter differently. The appellate court noted that the "participation clause" provision is intended to be read broadly because "activities under the participation clause are essential to the machinery set up by Title VII." The court also stated that the language of the participation clause is broad in its scope and encompasses, by its definition, participation "in any manner" in a Title VII proceeding.

Therefore, the appellate court concluded that the submission of unredacted medical records, even though a clear violation of the employer's confidentiality rules, was a "protected activity." The employee could then maintain her retaliatory discharge claim. However, the court went on to state that while the "participation clause may be nearly absolute in theory, it may seldom be absolute in fact." Accordingly, the court ruled that, while the employee may have engaged in protected activity, the employer's decision to terminate the employee because her action violated the employer's policies and procedures regarding confidentiality represented a legitimate, non-discriminatory reason.

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As a result, the employee's claim was dismissed.

In another federal court case, the court considered an action which frequently forms the basis for "protected activity" and that activity is the filing of a discrimination charge with the EEOC. An employee, Charlotte Vigil, filed a discrimination charge in December, 2002, alleging constructive discharge. The matter was later resolved with the entry of a no-fault settlement agreement that included the employee's reinstatement in June, 2003. Approximately three months after her reinstatement, Ms. Vigil and two other employees were laid-off. Although Ms. Vigil was the most senior of the three laid-off employees, she was the last of the three employees to be recalled.

In November, 2003, Ms. Vigil wrote a letter to the employer, complaining about the retaliatory work environment and the lack of training opportunities, which had been a matter that the parties had agreed to in the settlement agreement. Then in February, 2004, Ms. Vigil was initially suspended and then terminated because of an alleged failure to verify an increase in the prescription strength of a medication. Ms. Vigil grieved the termination action. However, the employer denied the grievance even though the employer discovered that Ms. Vigil's actions were not in violation of the company policy. After the termination, Ms. Vigil filed a second EEOC charge and in the later charge she alleged retaliatory discharge. She eventually filed a lawsuit and asserted retaliatory discharge. The gist of Ms. Vigil's argument was that the termination in February, 2004 was in retaliation for her filing the discrimination charge in December, 2002.

In defending the action, the employer argued that there was no causal connection between the filing of the 2002 EEOC charge and the discharge in 2004. In other words, the employer contended that too much time had elapsed—more than 12 months—between the two events for the employee to rely upon the 2002 charge as evidence of protected activity. The court, however, found otherwise and, in large part, it was due to the pattern of what the court regarded as retaliatory conduct that took place

between the two events. The pattern of retaliatory conduct that the court identified included: 1) Ms. Vigil's lay-off in August, 2003 and the fact that she was last to be recalled even though she was the most senior of the laid-off employees; 2) her November, 2003 letter in which she complained about retaliation and the employer's non-compliance with the settlement agreement; and 3) Ms. Vigil's termination for reasons that were found to be unjustified. Therefore, the court concluded the 2002 EEOC charge represented "protected activity" on which Ms. Vigil could base her retaliatory discharge claim.

These cases illustrate the types of activity that can constitute "protected activity," as well as the courts'

consideration of such claims. All employers need to carefully evaluate the possible "protected" nature of employee conduct before taking disciplinary or other actions. ❖

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



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Traffic Log Editor

The Traffic Log Editor is responsible for maintaining accuracy of the station's master logs by checking program accuracy, late additions, break times, and advertiser competition. Computer experience required. Successful candidate should be detail oriented with the ability to work well under deadline pressure. This position will also be trained to run studio cameras. Pre-employment background and drug screen required. Send cover letter and resume to: Human Resources Attn: Traffic Log Editor Position WDBJ Television P.O. Box 7 Roanoke, VA 24022-0007 or email: jobs@wdbj7.com WDBJ Television is an Equal Opportunity Employer.

Radio Producer/Announcer

WHRO is recruiting for a full-time on-air radio position. This position is responsible for conceiving, developing, producing and hosting quality classical music programs which are consistent with station programming objectives. Must have technical expertise to operate and program computer-operated automation systems. This position requires a knowledge of classical music and the communications industry and at least three years experience in the field, as well as a college degree or equivalent. Submit resume, recorded demo and salary history to WHRO, Attn: Sherby Wilks, 5200 Hampton Blvd.; Norfolk, VA 23508 WHRO is an Equal Opportunity employer.

Public Affairs Producer/Writer

WHRO is seeking a Public Affairs Producer/Writer - This position is responsible for the creation and execution of regularly produced radio and television programs, and other related broadcast and non-broadcast events. With specific assignments in public affairs programming, the Public Affairs Producer/Writer bears primary responsibility for What Matters (WHRO-TV 15) and Hear/Say with Cathy Lewis. Duties include but are not limited to: Research and development of program topics, compilation and preparation of show-related research, guest scheduling, production management (audio and video element), promotion (publishing show listings, etc.), website content development and posting, developing and maintaining relationships with regional and state-wide politicians, thought and opinion leaders, coordinating with other departments for station-wide events (i.e. pledge, special programming), call greeting during broadcasts, maintain viewer/listener relationships.

Requirements: College degree or equivalent to four years of college. Four to six years experience in radio/television broadcast production or related field. To apply: submit letter of interest, including salary requirements, resume and salary history to: Sherby Wilks, HR Director; WHRO; 5200 Hampton Blvd.; Norfolk, VA 23508 Applicants may also apply on line to sherby.wilks@whro.org. WHRO is an Equal Opportunity Employer

Radio Account Executive

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 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.

Part-time Internet Coordinator/Webmaster

Monticello Media is looking for a part-time internet coordinator/webmaster to work as part of our sales department. Responsibilities will include designing and placing ads on our radio station websites, helping to create and implement interactive revenue producing opportunities, website maintenance and other related duties. The right person must have the technical skills to execute web applications, an understanding of what makes a website work and what doesn't and have the creative ability to conceive usable concepts. Do a great job and you could turn the position into a fulltime job. Interested and qualified applicants should send a cover letter, resume and examples of your work to jobs@cvillestations.com or mail it to Sales Manager, Monticello Media, 1150 Pepsi Place #300, Charlottesville, VA 22901. Monticello Media is an equal opportunity employer.

Radio Marketing Consultant

The Star Radio Group is seeking a motivated

and experienced Marketing Consultant to partner with businesses to develop successful marketing programs. This position comes with an established list with good billing and very high potential. The Star Radio Group is the number one radio group in the region. The ideal candidate will have at least 3 years sales experience with a proven ability to generate client marketing campaigns. Broadcast sales experience is preferred. Candidate must possess strong sales skills, communication skills, organizational skills, and the ability to work in a competitive, diverse market. Join a family-owned company that offers an excellent compensation and benefits package! Qualified applicants should send cover letter, resume, and salary requirements to WFLS/WWUJ/WWVB/WYSK.com Radio ATTN: Human Resources 616 Amelia Street Fredericksburg, VA 22401 Fax: 540/374-5449 jobs@freelancestar.com. An Equal Opportunity Employer.

Morning On-Air Talent

92.9 WNPC has an immediate opening for an energetic morning air personality who knows how to entertain and interact with an audience on a full-service, local country music station. Previous morning show experience preferred. Paid vacations, insurance, and 401K. Send resume and aircheck to: Roger Bouldin, Bristol Broadcasting Company, 901 E. Valley Drive, Bristol, Virginia 24201, or via email at roger@wxbq.com. No phone calls please. Bristol Broadcasting Company is an equal opportunity employer.

Sales Account Executive

WTVZ is seeking an enthusiastic, highly motivated Account Executive to sell commercial advertising time to local businesses and advertising agencies. The station is accepting applications from qualified individuals. Responsibilities: handle outside sales calls, prospect customers and lead generation, attract and close advertisers to sell products and services via TV, provide input on sales promotion ideas to sales management, retail current business and develop new business contacts, present marketing/advertising ideas to area businesses, sell commercial advertising time and other station products, attain budgeted revenue goals, help clients achieve their objectives through effective advertising. Requirements: strong organizational, written and presentation skills, competitive, energetic and self-starter,

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VAB

The Laurence E. Richardson Community Service Award Call For Entries

The Virginia Association of Broadcasters recognizes the value of community service completed by stations across the Commonwealth. The Laurence E. Richardson Community Service Award is given each year to the station that exemplifies the benefits of local community service by Virginia's broadcasters and will be presented at the **Legislative Gala on Wednesday, January 21, 2009.**

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ability to overcome objections, outside media sales experience preferred (but not required), enjoy a fast-paced environment, professional appearance a must. Please submit resumes and salary requirements to: www.mytvz.com and click on Inside MYTVZ and Employment. Applicants requiring disability-related accommodations for interviews should request them in advance. WTVZ is proud to be an Equal Opportunity Employer and Drug-Free Workplace.

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The Star Radio Group is seeking a motivated and experienced Marketing Consultant to partner with businesses to develop successful marketing programs. This position comes with an established list with good billing and very high potential. The Star Radio Group is the number one radio group in the region. The ideal candidate will have at least 3 years sales experience with a proven ability to generate client marketing campaigns. Broadcast sales experience is preferred. Candidate must possess strong sales skills, communication skills, organizational skills, and the ability to work in a competitive, diverse market. Join a family-owned company that offers an excellent compensation and benefits package! Qualified applicants should send cover letter, resume, and salary requirements to WFLS/WWUZ/WWVB/WYSK.com Radio ATTN: Human Resources 616 Amelia Street Fredericksburg, VA 22401 Fax: 540/374-5449 jobs@freelancestar.com. An Equal Opportunity Employer.

TV Control Operator PT

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. **ESSENTIAL JOB QUALIFICATIONS:** 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. **APPLICATION PROCEDURE:** 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.

Production Assistant PT

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. **ESSENTIAL JOB QUALIFICATIONS:** 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. **APPLICATION PROCEDURE:** 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.

Local Sales Manager

DC WAVA, is seeking a Local Sales management professional with a positive and energetic style, strong character and integrity, who approaches

management in a disciplined manner. Responsibilities include oversight of the Local Spot Advertising sales effort at WAVA, 105.1FM and WAVA, 780AM, hiring, training and management of a team of ten advertising Account Executives, in-field training and mentoring and the development of revenue generating promotions and NTR programs, meeting and exceeding advertising budget goals on a monthly/quarterly/annual basis. The LSM will also personally sell and service five to ten key local accounts. For consideration, candidates will have a track record of at least five years of local radio sales experience, demonstrating that they have consistently achieved monthly sales billing goals with long-term clients. A minimum of two years of major market radio sales management experience in a similar format and similar size sales team is preferred. Familiarity with the issues and concerns of an Evangelical Christian core audience is important. Print publication sales experience is a plus. Strong negotiating acumen and the ability to model our consultative selling approach is essential. Natural leadership acumen and skills are critical. Compensation includes Salary, Commission, and Bonuses, plus Health/Life/401(k). Women and Minorities encouraged to apply. Resumes can be e-mailed to tomm@wava.com, faxed to 703.807.2216 or mailed to Tom Moyer, Station Manager, WAVA, 1901 North Moore Street, Suite 200, Arlington, VA 22209. Call Tom Moyer directly at 703-807-2204. Equal Opportunity Employer.

Morning On-Air Talent

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TV Control Operator

Efficiently and accurately execute the on-air programming of WSET-TV, as scheduled on the pre-printed log supplied daily by the Traffic Department. Must be 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. **APPLICATION PROCEDURE:** 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. Equal Opportunity Employer.

Reporter

Primarily responsible for gathering news and preparing for on-air presentation. Reporter will write news copy, prepare voice-overs, perform stand-ups, and provide direction to the technical crew. Must be a good communicator, exhibit strong traits of creativity, initiative, judgment, and ability to work well with others. 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. Demonstration of skills by performance in audition or aircheck, supported by references and pre-employment interviews. Available 24 hours per day, seven days per week, and for extended periods of overtime, if needed. Able to control high stress periods and heavy workload.

SUBMIT JOBS

Submit to VAB Newsletter:

- Please email the listing directly to 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
- Click on "Member Area" (top right menu)
- Log in. (If you do not know your login or password, please email 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!"

Job Bank Questions:

Please contact Derek Breen at the Association office: 434-977-3716 or by email at derek.breen@easterassociates.com.

Valid Virginia Driver's license within 30 days of employment. Accurate and comprehensive writing skills. Ability to act and react appropriately on camera. Ability to maintain professional personal appearance. Ability to lift and transport standard camera equipment. Available to travel overnight to off-site locations, including foreign destinations, for extended periods of time, if 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! Applicants for positions in the News Department should submit a non-returnable VHS resume tape with letter, resume, and references. EEO/M/F. Equal Opportunity Employer.

Sales Account Executive

WTVZ is seeking an enthusiastic, highly motivated Account Executive to sell commercial advertising time to local businesses and advertising agencies. The station is accepting applications from qualified individuals. Responsibilities: handle outside sales calls, prospect customers and lead generation, attract and close advertisers to sell products and services via TV, provide input on sales promotion ideas to sales management, retail current business and develop new business contacts, present marketing/advertising ideas to area businesses, sell commercial advertising time and other station products, attain budgeted revenue goals, help clients achieve their objectives through effective advertising. Requirements: strong organizational, written and presentation skills, competitive, energetic and self-starter, ability to overcome objections, outside media sales experience preferred (but not required), enjoy a fast-paced environment, professional appearance a must. Please submit resumes and salary requirements to: www.mytvz.com and click on Inside MYTVZ and Employment. Applicants requiring disability-related accommodations for interviews should request them in advance. WTVZ is proud to be an Equal Opportunity Employer and Drug-Free Workplace.



VAB Encourages College Students At Career Fairs

Representatives of the Virginia Association of Broadcasters participated in six career fairs this fall, including Virginia State, Hampton University, Norfolk State, Virginia Commonwealth University, Howard University and University of Virginia.

"We solicit the membership for assistance and staffing the VAB booth to help give more of a station's perspective to interested students," says Amy Shaw, VAB Meeting Coordinator, who managed all six events. "Our primary goal is

to promote the VAB's summer internship program and scholarships."

The VAB will award summer intern grants to 32 students enrolled in a broadcast study program and entering their junior or senior year. VAB radio and television stations will be selected to provide internship opportunities to students who have shown a great deal of interest in broadcasting and have been recommended by their schools.

Each year the VAB also awards one scholarship in the amount of \$1,000 and

three scholarships in the amount of \$500 each to entering juniors or seniors at a college or university that offers undergraduate training in broadcasting related programs, such as mass media, communications, journalism, and advertising, or to a student enrolled in a professional broadcasting school certified by the Virginia Department of Education.

For more information about the internship program and scholarships visit www.vabonline.com and click on "Education." ❖

VAB Virginia Association of Broadcasters 2008 Fall Sales Seminar

RECESSION-PROOF SALES STRATEGIES

Keynote Speaker: Paul Weyland



Paul Weyland, author of Successful Local Broadcast Sales, is an international speaker, branding, marketing and sales strategist, consultant, trainer, author and university lecturer. He has shown hundreds of organizations how to cut through the confusion of marketing, reach into the hearts and minds of their customers, close more sales, increase their bottom lines and keep customers for

life. Paul keeps his audiences on the edges of their seats, laughing in self-recognition and anxious to use what they've learned immediately.



SAVE THE DATE: Richmond December 1 or Blacksburg December 2

Register and pay online at www.vabonline.com