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Newsletter

Virginia Association of Broadcasters

October 2008

Avoid FCC Fines Via Association Inspection Programs

by Stephen Hartzell

Brooks, Pierce, McLendon, Humphrey & Leonard, L.L.P.

As of late, the FCC has been issuing fines to stations for EAS violations, public file deficiencies, overpower operation, and myriad other rule violations. In these troubling economic times, no station can afford unbudgeted FCC fines or legal expenses! To avoid incurring unbudgeted expenses, stations may wish to consider taking advantage of the Association's alternative inspection program. The Association, through its VAB/FCC Technical Station Inspection Program and Legal Audit Program, can help you assess whether your station complies with FCC rules and regulations. If you pass, the Association can help you achieve limited immunity from "routine" FCC Field Office inspections for a period

of three years.

FCC Inspection Program

VAB's technical and engineering inspectors have been approved by the FCC to conduct inspections comparable to official FCC Field Office inspections. These inspections will typically include (i) inspection of transmitter operation, transmission standards, and tower regulations; (ii) inspection to assure compliance by the station with its FCC licenses including compliance with directional AM parameters and auxiliary operations; (iii) inspection of remote control point operations, extension metering and automatic transmission systems, and review of operational requirements for stations located outside the city of license; (iv) inspection of each station's Emergency Alert System (EAS) and review of Chief Operator requirements, station logs, and

the public inspection file.

Following the VAB inspection, the inspector will notify the station of any detected violations of FCC technical requirements, and the station will have a reasonable period of time to correct violations. When necessary, a re-inspection may be conducted. When the inspector is satisfied that the station is in compliance and has taken all required remedial actions, VAB, upon approval of the inspector, will send a Certificate of Compliance to the station and to the Field Office of the FCC. Upon receipt of the VAB certification of compliance, the FCC's Field Office will not conduct a routine random inspection of the station for a period of three years from the date of certification. However, during this three-year period, the station will still be subject to the following FCC inspections: (1) public file inspections relating to politi-

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Landmark Simulcast Will Allow Deaf To Tune In On Election Night

(October 21, 2008) – PR Newswire

On election night, millions of deaf and hard-of-hearing people will be able to experience live radio coverage for the first time, when NPR, Harris Corporation and Towson University simulcast the first ever live, captioned radio broadcast. NPR News' extensive election night coverage will be simulcast in the new captioned radio format, providing accessible news and journalism to deaf and hard-of-hearing communities. Captioning for the historic broadcast is being provided by WGBH's Media Access Group.

The broadcast will be coordinated by NPR, Harris Corporation and Towson University as part of an initiative to make radio more accessible to the millions of consumers with sensory disabilities around the world. Nearly seven million people in the United States are either

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VAB Newsletter

Published monthly by the Virginia Association of Broadcasters
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 Charlottesville, VA 22911
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 Robert Scutari *WJLA-TV, Arlington*

VAB/FCC Inspection

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cal broadcasting or EEO materials; (2) inspections concerning tower safety; and (3) complaint-driven inspections.

The Legal Audit Program

The VAB legal audit is a separate program. It includes a visit to the station and a detailed legal audit by an FCC communications lawyer. The lawyer will audit the station's compliance with, among other things, the FCC's EEO

rules, political broadcast rules, public file requirements, quarterly issues-programs list requirements, and advertising and sales practices. The lawyer will meet with the station manager and key staff members to discuss these and other legal requirements. The audit of television stations will also include an evaluation of the station's compliance with the FCC's children's programming rules.

For additional information about the VAB inspection programs, call the VAB Office at 804-977-3716 or VAB's FCC Counsel at 919-839-0300. ❖

VAB INSPECTION/AUDIT PROGRAM FEES

Association Members

	Technical Inspection	Legal Audit
Radio	\$400 for first station; \$200 for each additional, commonly-owned co-located station. Plus \$50 per monitoring point for directional AM stations.	\$1,200 for first station; \$550 for each additional, commonly-owned station with main studio in same city.
Television	\$750 per TV station; \$550 per LPTV station	\$2,000 per station

Additional Charges: Auto mileage and lodging (if any) expenses will be charged in addition to the above and, where possible, pro-rated among stations inspected on the same day. Inspection and audit fees quoted above are subject to change if the fees charged to VAB change. Should a re-inspection be required, charges will be determined by VAB and based on the amount of time and expense required for the re-inspection.

Non-member Stations

	Technical Inspection	Legal Audit
Radio	\$1,200 for first station; \$600 for each additional, commonly-owned co-located station. Plus \$150 per monitoring point for directional AM stations.	\$3,600 for first station; \$1,650 for each additional, commonly-owned station with main studio in same city.
Television	\$2,250 per TV station; \$1,650 per LPTV station	\$6,000 per station

Additional Charges: Auto mileage and lodging (if any) expenses will be charged in addition to the above and, where possible, pro-rated among stations inspected on the same day. Inspection and audit fees quoted above are subject to change if the fees charged to VAB change. Should a re-inspection be required, charges for the re-inspection will be determined by VAB and based on the amount of time and expense required for the re-inspection.

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Election HD Simulcast

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deaf or hard of hearing, and more than 28 million Americans report having trouble with their hearing, according to Gallaudet University.

The election broadcast will be shown at private demonstrations at NPR's international headquarters in Washington, DC and three NPR Member stations around the United States. Stations hosting these broadcasts include: WTMD in Baltimore, WGBH in Boston, and KCFR in Denver. WGBH in Boston will be acting as a technical resource for monitoring and caption production. WAMU in DC will serve as the transmitting station. The election broadcast also will be carried simultaneously on the Internet for anyone, anywhere, to view at NPR.org.

The broadcast will leverage cutting-edge digital HD Radio(TM) technology to enable deaf people to experience NPR's election coverage through viewing live radio content on specially equipped receivers. WGBH's expert "stenocaptioners" will be monitoring NPR's live coverage and feeding instantaneous speech-to-text transcriptions to the participating NPR stations and an NPR web site which will stream the caption text. (WGBH will also be providing live captioning for numerous local and national TV broadcasters on election night).

"NPR is proud to play a role in bridging the gap that exists between the deaf and hard-of-hearing community and the unique experience that radio provides," said Mike Starling, vice president and chief technology officer of NPR. "This presidential election will not only be historic because of its diversity of candidates, but because of the diversity of people who will be able to access radio broadcasts. The deaf and hard-of-hearing population will finally be able to enjoy NPR's extensive coverage of a presidential election."

"The election broadcast will clearly demonstrate how far digital radio technology has come in a very short period of time," said Howard Lance, chairman, president and chief executive officer of Harris Corporation. "The HD Radio transmission systems that Harris is installing in radio stations nationwide will make it easy for broadcasters to provide captioned radio content to HD Radio receivers in the homes of people who are deaf or hard-of-hearing. We hope this soon will become as commonplace as the closed-captioned content that is available to virtually any television viewer in America."

NPR's Accessible Radio project is funded by a grant from the National Institute on Disability Rehabilitation and Research (NIDRR). More information on the initiative can be found at <http://www.i-cart.net>. ❖



New Regulations Require Safety Vests For Media

The U.S. Department of Transportation Federal Highway Administration (FHWA) has issued new requirements for workers on federal-aid highways that appear to require the media to wear high visibility safety vests when covering incidents on public highways. The regulations, which take effect on November 24, 2008, seek to increase visibility and ultimately the safety of roadside workers by requiring the use of high visibility apparel.

Under the regulations, "All workers within the right-of-way of a Federal-aid highway who are exposed either to traffic (vehicles using the highway for purposes of travel) or to construction equipment within the work area shall wear high-visibility safety apparel." The term "workers" includes "responders to incidents," and in the explanatory notes to the regulation (page 4, under "Definition of Workers") the FHWA takes the position that this includes media representatives when covering events on highways. The regulations can be found at 23 C.F.R. §634. Many public roads in Virginia are constructed and maintained using

federal funding and thus, are covered by the FHWA regulations. As a result, Virginia broadcast personnel, who are responding to accidents or incidents on public roads, should wear compliant, high visibility apparel beginning in November.

The regulations require the use of ANSI/ISEA 107 Class 2 or 3 high visibility apparel (high visibility vests). Workers are being urged to purchase green vests (as opposed to orange or yellow ones), so that motorists can more easily differentiate them from other items on the roads (cones, signs, etc.).

ISEA (The International Safety Equipment Association) maintains a list of manufacturers that produce high visibility apparel compliant with the new federal regulations. To find a manufacturer, please visit www.safetysafetyequipment.org. The website www.mysafetygear.com also has an ANSI-approved, Class 2 vest—US2LM17—with a price of \$12.95. They also will silk screen MEDIA or your station's logo across the back for \$2.99. ❖

Does your company have news to share?

**Send all announcements & press releases to:
derek.breen@easterassociates.com.**

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



Is There A Wage And Hour Lawsuit In Your Future?

By John G. Kruchko and
Jay R. Fries

In recent years, employers have witnessed a dramatic rise in the number of lawsuits filed by employees claiming that their employer has failed to pay overtime required under the federal Fair Labor Standards Act ("FLSA") or under state wage and hour law. The plaintiffs' attorneys bringing these cases seek large damage recoveries for multiple employees under a "class action" theory and seeking double damages under the FLSA for "willful" violations. Many employers become intimidated by these lawsuits and opt for an early settlement resulting in a tidy windfall for plaintiffs' legal counsel. Needless to say this only encourages the attorneys to seek other similar targets with their lawsuits. Some firms have recently been running television commercials soliciting these "overtime" cases, and our Firm was recently made aware of a letter from an out-of-state law firm soliciting such claims from employees in Maryland.

Most of these overtime lawsuits raise allegations that specific job classifications in the employer's workforce have been misclassified as "exempt" in the overtime requirements of federal and state law. Under the FLSA and most state wage and hour laws, employers are required to pay overtime at a rate of one and one-half times the employee's regular rate of pay for each hour worked over forty in a workweek. A workweek consists of seven consecutive twenty-four hour periods beginning and ending on a day and time selected by

the employer.

Federal and state wage and hour laws contain certain specific exemptions from the overtime requirement. The most common are for professional, administrative, or executive employees. Additional exemptions apply to outside salesmen and to certain highly-skilled computer professionals. However, in order to qualify for these exemptions, the job duties of the employees must meet the specific tests set forth in the wage and hour regulations promulgated by the Department of Labor. In claiming an exemption, the burden is on the employer to prove that the job in question meets the test set forth in the regulations. If there is any question as to the applicability of the exemption, or if the job falls into a "gray area", the employee most likely will be found to be non-exempt, and thus entitled to overtime payments.

Many employers believe that if they pay an employee on a salary basis, the employee is exempt from overtime. As noted above, in order to be exempt from overtime under the FLSA, the employee must meet all of the tests for one of the exemptions set forth in the regulations. Although payment on a salary basis is one part of the test for many of the exemptions, it does not in and of itself create an exemption from overtime.

Overtime issues often arise under the administrative exemption to the FLSA. To qualify for this exemption, the employee must be compensated on a salary basis at a rate of at least \$455 per week and the employee's primary duty must be (1) the performance of office or non-manual work that is directly related to the management or general

business operations of the employer or the employer's customers, and (2) this work must require the exercise of discretion and independent judgment with respect to matters of significance. Generally, the employee's work must be directly related to assisting with the management of the business as distinguished from the performance of actual manufacturing, service, or sales work. Administrative employees generally are "staff" employees who assist with budgeting, accounting, finance, auditing, purchasing, procurement advertising, marketing, personnel management, human resources, employee benefits, etc., as opposed to "line employees" who actually manufacture product, service clients or sell in a retail business. In addition, the employee must use "discretion and independent judgment" which implies that the employee has the authority to make independent choice that is free from immediate supervision regarding matters of significance.

A classic example of a job raising issues regarding the application of the administrative exemption is the "administrative assistant". In some cases, an administrative assistant may operate independently making decisions regarding matters of significance which affect the employer's business operation or may commit the employer to matters that have significant financial impact. In other cases, an administrative assistant position is a glorified clerical position exercising little or no discretion or independent judgment and being closely supervised from above. This example points out that the job title of the em-

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ployee is not controlling in determining whether an exemption applies. Rather, the key inquiry is the actual job duties and responsibilities performed by the employee in question.

Overtime issues can arise when an employer has not properly included all hours worked in the computation of overtime. Issues may arise regarding the treatment of travel time, time spent in seminars or training, "on call" time, and even time spent sleeping on the employer's premises. As with the overtime exemptions, answering these issues requires a thorough review of the facts as well as a knowledge of the complex administrative regulations and opinions.

Overtime liabilities may also arise when a state wage and hour law differs in a material respect from the federal statute. Unlike most federal laws, the federal Fair Labor Standards Act does not preempt state wage and hour laws. The states are free to enact their own wage and hour legislation and whichever law is most favorable to the employee will apply. Employers operating in multiple states need to be aware of state wage and hour laws which may be more stringent than the federal law. For example, California wage and hour law requires overtime for work over eight hours in a day in addition to the requirement of overtime for over forty hours in a workweek. Many of the recent class action wage and hour lawsuits raise state law claims in addition to federal law overtime claims.

The area of wage and hour law is one of the most complex areas in the Labor and Employment arena. Issues of whether a particular job is exempt are often complex and fact-intensive. Nonetheless, employers need to make sure that they have properly classified their exempt employees and that they are properly counting all hours worked as required by federal and state law. Employers can successfully defend these wage and hour lawsuits if they have properly prepared in advance. Employers should contact experienced labor counsel before litigation arises if they have questions regarding the proper classification of employee or the method of calculating overtime hours. ❖

©2008 Kruchko & Fries. John G. Kruchko is a Partner with the Management Labor & Employment Law Firm of Kruchko & Fries in McLean, Virginia; Jay R. Fries is a Partner with the Firm. This article is published for general information and does not constitute legal advice.

FCC Releases DTV PSAs and Educational Video

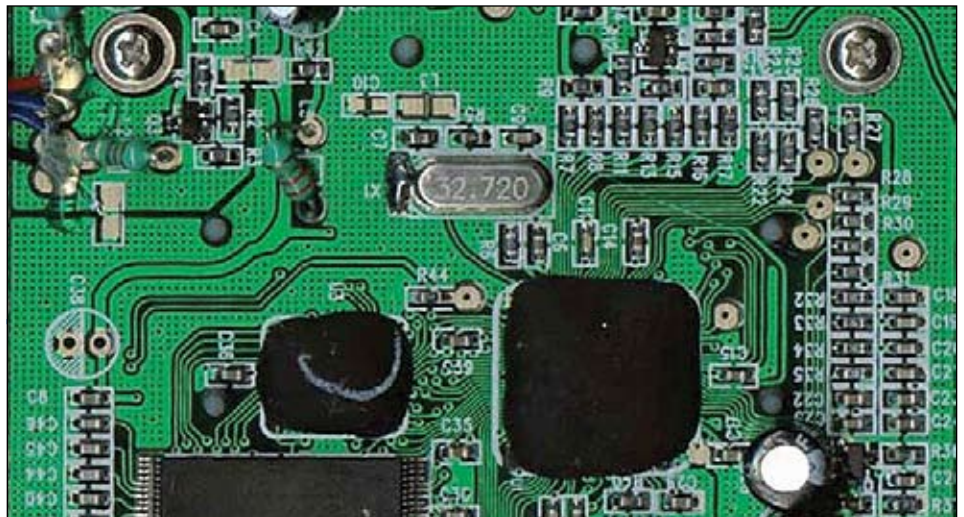
The FCC has released television public service announcements ("PSAs") and an 11-minute video intended to educate television viewers about the digital television ("DTV") transition.

The 30- and 60-second PSAs, available in English and Spanish, contain information regarding the DTV transition and steps consumers must take in order to prepare for the transition. Stations may wish to use these materials to help fulfill their DTV consumer education requirements.

The 11-minute video contains four segments on the DTV transition. The video provides information to help view-

ers determine whether or not they need a converter box for their televisions, gives step-by-step instructions on how to connect a digital-to-analog converter box to a television, and explains how to locate or "re-scan" for channels following the transition.

Television stations interested in airing these materials may view and download them at the following URL address: http://www.dtv.gov/video_audio.html. Requests for broadcast-quality versions may be made by contacting Rosemary Kimball at Rosemary.Kimball@fcc.gov. ❖



Win Customers With Your Story

Jeffrey Hedquist,
Hedquist Productions, Inc.

Reason has power. I don't mean to say that reaching your audience with logic is better than touching their emotions. No, you have to do that, but making an unsubstantiated claim won't be as effective as telling the story behind the claim.

When you make a claim and describe the benefit, explain why you can do it. If something's on sale, tell the audience why. Did you buy a large volume and are passing on the discount? Did you make a mistake, overbuy and are stuck with left over merchandise? Are you just willing to earn less in profit to move the merchandise and give customers a good deal?

If your computer store offers free help before and after the sale from a software consultant, tell those skeptics out there why. You know they can go anywhere to get a good price, but you want to build a

relationship so they'll come to you as their computer needs grow, so you've decided to invest in each customer. Sure, it's costing you money, but you want them to remember you when they're ready for another purchase.

Whatever your position, offer, claim, benefit, give 'em the true reasons for what you're doing. By doing that your commercial will sound less like advertising and more like a story, a friend explaining why they can help.

Reason is the servant of emotion. You know that you'll win the hearts of your listeners by touching their emotions. A reasonable explanation will give their mind ammunition to justify their decision to buy from you. ❖

Jeffrey Hedquist creates reasonable commercials to get unreasonable results at Hedquist Productions, Inc. P.O. Box 1475 Fairfield, IA 52556. Phone 641-472-6708, Fax 641-472-7400, email jeffrey@hedquist.com.

OCTOBER JOB BANK

For the latest VAB job listings, check the employment section of www.vabonline.com. VAB members can post jobs, delete filled openings, and search our resume bank.

ACCOUNT EXECUTIVE

Responsibilities include preparing promotional plans, prospecting new clients, developing and maintaining relationships with existing clients, scripting commercials, and collecting payments. Qualified candidates must be self-motivated with excellent verbal and written skills. Candidate must be able to write reports and business correspondence. Candidate must be able to effectively present information and respond to questions from groups of managers and clients. Candidate must be able to read, analyze, and interpret general business periodicals. This position requires ability to calculate figures (discounts, percentages & commissions). Candidate must have their own vehicle with a valid driver's license and state-mandated auto insurance. Computer skills are necessary and experience with Microsoft Word, Excel and Publisher are preferred. High school diploma required, college degree preferred. LTD, STD, 401K, medical, dental, vision, vacation/sick pay. Contact Mike Chiumento, Director of Sales, Clear Channel Radio, 207 University Blvd., Harrisonburg, VA 22801, (540) 434-1777, MichaelChiumento@ClearChannel.com. EEO employer.

NEWS VIDEOGRAPHER

WCYB is looking for a news videographer to shoot and edit nightside and weekends for newcasts, and special projects as assigned. Previous television news experience is required, and experience operating live trucks is preferred. Applicants must have extensive knowledge of video composition; understanding of and expertise with editing equipment, ability to work as part of a team under deadline pressure, and on call 24 hours. Degree in broadcast journalism preferred. Submit resume and tape to: Human Resources, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V, EEO employer.

CHIEF ENGINEER

WRLH - Fox Richmond, MyTV Richmond, VA, is seeking a Chief Engineer to lead and manage our engineering department. The successful candidate will have an in depth knowledge of digital and analog technologies as used in a broadcast environment, as well as a complete understanding of IT networks, high power UHF Transmitters, broadcast equipment, and microwave RF technology. Responsibilities include, but are not limited to, management of day to day operations of the station, overseeing equipment maintenance, management of engineering and on-air operations staff, preparation and management of expense and capital budgets. Requirements are a minimum of 5 years experience in technical leadership roles in television, 21st century skill set, a great team-oriented attitude and a dedication to quality, exceptional knowledge and experience with HDTV, MPEG3, automation, and High Power UHF DTV transmitters, and a strong IT background. A college degree, SBE certification, and A+ certification are highly desired. Candidates for consideration must apply online to www.sbgj.net. EEO employer.

ADMINISTRATIVE ASSISTANT

WRLH - Fox Richmond, MyTV Richmond, VA, has a great opportunity for you! We are looking for an Office Manager/Administrative Assistant reporting to the General Manager. You must be motivated with excellent organization, communications, and time management skills to handle multiple tasks and duties. Responsibilities include, but are not limited to, assisting the General Manager with requested duties, HR Representative for the station, maintenance of EEO and Public Files, and providing station support where needed. Requirements are Microsoft Office knowledge (with emphasis on Word and Excel), professional demeanor, and confidentiality at all times. General office and broadcast experience a plus. Candidates for consideration must apply online to www.sbgj.net. EEO employer.

STATE CAPITOL / POLITICAL REPORTER

Are you a political junkie and a skilled reporter to boot? NBC29 is recruiting for our next State Capitol/Political reporter. You'll split your time between our State Capitol bureau inside Virginia's General Assembly building and our main newsroom in beautiful Charlottesville, recently named one of America's best cities to live. This is a station that takes covering government and politics extremely seriously. This is NOT a position for a beginner. To be considered, applicants must have a minimum of two years reporting experience in a real newsroom. Please rush resume, DVD reel, and non-returnable NBC29 application to: HR Manager 503 E Market St Charlottesville, VA 22902 No phone calls - phone calls will disqualify applicants. EOE. EEO Employer.

DIRECTOR OF FIRST IMPRESSIONS

It's true, you don't get a 2nd chance to make a 1st impression and the Charlottesville Radio Group is looking for someone who can make a great 1st impression. We currently have an opening for a "Director of First Impres-

sions" at WINA, Z-95, 3WV, WVAX and WCNR. We'd like to hear from every pleasant, energetic, highly-motivated individual who's ready to act as our point person. The 1st impression part is pretty obvious, since you would be the 1st person seen by clients and listeners when they visit the radio stations and the 1st person they talk to when they call the stations. In addition to greeting visitors and working a multi-line phone, you'd also be responsible for handling prizes and directing the front office area. Part of the job requires typing and computer skills including experience using Microsoft Word and Excel. If you would like to make an impression as a candidate for the "Director of First Impressions", send your resume to Faketa Pontious at 1140 Rose Hill Drive, Charlottesville, VA 22903. No phone calls please. The Charlottesville Radio Group is an equal opportunity employer. EEO employer.

BUSINESS MANAGER

The Business Manager position is primarily responsible to manage the accounting and business functions of the station. Serves as a key member of the management



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team; handling G/L, A/P, A/R, F/A, P/R, credit, budgeting, financial reporting, and Sarbanes Oxley compliance. **ESSENTIAL JOB QUALIFICATIONS:** Bachelor's degree in Accounting or its equivalent and a CPA are preferred. Progressively responsible supervisory experience and strong computer skills a must. Experience in the broadcast television industry, OSI traffic system, and Great Plains-Dynamics accounting system is preferred. **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.

ANCHOR / PRODUCER

TV3 Winchester 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 story-teller who we can pair with our established female co-anchor. 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 tv3winchester.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 Denise Chandler, News Director, TV3 Winchester, 633 Millwood Avenue, Winchester, VA 22601. You may email your resume to denise@tv3winchester.com. TV 3 Winchester is a drug-free workplace. EOE.

RADIO TRAFFIC / CONTINUITY

Monticello Media in Charlottesville, Virginia is looking for the right traffic and continuity person for our six station cluster. Experience in radio and radio traffic with Visual Traffic is preferred. We're looking for someone with more than data entry skills. We need a person who knows how to maximize inventory and provide advertisers' with the correct schedules with minimal errors. The right candidate will have a positive attitude, treat advertisers and colleagues with respect and be able to deal with stress and deadlines in a professional manner. Additional duties and responsibilities are possible based on experience. Please e-mail a cover letter and resume to jobs@cvillestations.com or send via mail to Traffic, Monticello Media, 1150 Pepsi Place, Suite 300, Charlottesville, VA 22901. Monticello Media is a private company and an equal opportunity employer.

PRODUCTION ASSISTANT

TV3 Winchester is looking for a part time PA. Applicant must be able to work nights and weekends. We are looking for a reliable, team player who has good communication skills, attention to detail and works well under pressure. You will be involved in all aspects of the production process. Complete an application at TV3 Winchester 633 Millwood Avenue, Winchester, VA 22601 or email your resume to Shaun Galang, Production Manager, shaun@tv3winchester.com. TV3 Winchester is a drug-free workplace. EOE.

RECEPTIONIST/ACCOUNTS PAYABLE CLERK

WWBT NBC12 seeks sharp, energetic individual for fast-paced reception area. Reception duties include answering multi-line phone system, greeting clients, interacting with the public, processing mail and courier services and managing vendors. Accounts Payable duties include scanning all invoices into new paperless system and coding invoices. Ideal candidate will have 1-3 years experience as receptionist and general knowledge of accounts payable. Knowledge of Excel, Word and ability to multi-task a must. Send cover letter with salary requirements and resume to Judy Gibson, Human Resources Director, WWBT, P. O. Box 12, Richmond, VA 23218. EOE M/F/D.

SPORTS DIRECTOR

WHSV - TV is looking for a dynamic Sports Director. We're looking for a leader who wants to be in the A block just as much as Sports block. In addition, we're looking for a person who understands new media and goes beyond the regular highlights and scores. We want someone who knows how to use viewer-generated video and the web to supplement our sports coverage. Strong organizational and team building skills are mandatory. A strong background in covering high school sports creatively is also desired. Knowledge of video cameras and non-linear editing are essential. Please RUSH your resume and tape to: Denise Chandler, News Director, TV-3 Winchester, 633 Millwood Avenue, Winchester, VA 22601. You may also send your resume to denise@tv3winchester.com. TV3 Winchester is a drug-free workplace. EOE.

PRODUCTION OPERATOR

WAVY-TV/WVBT-TV has an immediate opening for a Production Operator-part-time. Candidate will operate robotic cameras and teleprompter for weekday and weekend early morning newscasts. College degree in Communication and/or some studio production experience preferred. Please send resume and cover letter to Dave Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. or e-mail to dave.whitener@wavy.com No phone calls, please. EOE.

REPORTER

WHSV-TV is accepting resume for a full-time REPORTER. Candidates must be able to shoot and edit DVC Pro tape and be familiar with non-linear editing. We are looking for an imaginative storyteller who can take a routine story and make viewers care about it. Experiencing with web-publishing is a plus. A good driving record is also required. Send 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. WHSV-TV is a drug free workplace. EOE.

PROGRAM DIRECTOR

The Free Lance Star Radio Group in Fredericksburg, VA has an immediate opening for a Programming team leader for 2 diverse formats. Our Classic Rock and Rhythmic CHR stations have solid foundations and staffs waiting for a top notch coach and strategic thinker. Compete with local signals, and strong pres-

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.

ence from DC and Richmond. The Free Lance Star is a strong, locally owned company that believes in product development. If you believe in the continued vitality of radio, and understand how to be relevant to listeners regardless of format, rush examples of your successes and samples of your current or most recent station to: WFLS/WWUZ/WYSK/WWVB RadioAttention: Human Resources 616 Amelia Street Fredericksburg, VA 22401 Email: jobs@freelancestar.com An Equal Opportunity Employer.

VIDEO JOURNALIST

WRIC-TV is looking for a Video Journalist who can shoot, edit, and write. 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 EXECUTIVE

Account Executive position in Sales Department. Advertising sales background helpful. Send resume to: WRIC TV8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464, or fax your resume to (804) 330-8881, or email your resume to personnel@wric.com. NO phone calls please. EOE.



Save The Date: Wednesday, January 21, 2009

2009 VAB Legislative Gala

Featured entertainment: *The Capitol Steps*

Find out more at vabonline.com

FIRE SAFETY MONTH: Using Portable Fire Extinguishers

In the event of a fire, the correct use of a portable fire extinguisher could mean the difference between suffering a minor loss or a major one. Portable fire extinguishers, if used properly, can make that difference. But there are several things to consider in using fire extinguishers. For instance, you must know the class of fire involved and the correct type of fire extinguisher to use.

CLASSES OF FIRES AND FIRE EXTINGUISHERS

Class A

Ordinary combustibles such as paper, wood, cloth, rubber or plastics. The common extinguishing media is water or dry chemical.

Class B

Flammable liquids, grease or gases are covered under this category. Common extinguishing media are foam, carbon dioxide or dry chemical.

Class C

Live electrical fires are class C fires. CO₂ or dry chemical extinguishers should be used.

However, the actual burning product may be class A items.

Class D

Burning materials include combustible metals such as magnesium and sodium. Special extinguishing agents, approved by recognized testing laboratories, are needed when working with these metals.

RESPONDING TO FIRES

Sound the fire alarm and call the local fire department immediately if a fire

breaks out. Follow your company's procedures on responding to fires. But attempt to fight the fire only if, (1) you know the type of combustible material burning, (2) you have been trained to use the fire extinguisher correctly, and (3) if the fire is still in the incipient (beginning) stage. If the fire gets too large or out of control, evacuate immediately.



REMEMBER P-A-S-S WHEN USING AN EXTINGUISHER

P - Pull. Pull the locking pin before using the fire extinguisher.

A - Aim. Aim the fire extinguisher at the base of the fire. Not at the flames or smoke.

S - Squeeze. Squeeze the lever of the fire extinguisher to operate and discharge.

S - Sweep. Sweep the fire extinguisher back and forth at the base of the fire to extinguish. (Most extinguishers will only allow about 10-seconds of extinguishing media.)

Prevention is the key when it comes to firefighting. Good housekeeping, proper storage procedures and safe work practices will go a long way toward reducing the likelihood that a fire will destroy valuable property or injure either you or a fellow employee. ❖

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