



Search Engine Optimization is mighty big business for businesses. Google processes 40,000 search queries every second, which is 4 billion searches every day, according to online marketing solutions firm Boostability. And the company's Tuesday webinar on SEO was designed to help radio get a better fix on how to cultivate it.

"The Current State of SEO for Radio" found Boostability (with presenter RAIN News) discussing the importance

of SEO for those providing a product or service—and in particular, how radio can utilize SEO as a value-add when working with current and potential advertisers. It's an essential tool considering that 81% of consumers search online before buying, looking for product information, price comparisons and trustworthy reviews.

"SEO is the work that goes into your website to show the search engines that you are the best answer when someone searches for your product and services. That's really what it boils down to," said Kelly Shelton, VP Marketing for Boostability. "It's become a big part of the buying process and it's empowered the consumer like never before."

SEO is growing in value as a tool in the corporate world. In 2017, businesses will spend nearly \$69 billion to increase their SEO, Boostability says. Meanwhile, mobile search marketing spending is expected to increase 750% by 2017, extending SEO's value far beyond the desktop.

For broadcasters, SEO is already a built-in variable of the advertising process. Shelton offered an example of a listener that hears "Got a leak? Call Joe's Plumbing" on the radio. When that user needs a plumber, he or she goes to Google, plugs in "leaky sink" or "plumber" and finds "Joe's Plumbing" on the first search page. Because he heard the radio commercial, there is built-in trust for what is found online. That's a score for radio.

"Radio is one of the best ways to drive traffic to online search," Shelton stresses. Citing RAB statistics, 57% of listeners go online after hearing something on the radio and 39% of listeners say radio spots prompt online searches, while 20% of listeners are already online while listening to the radio. "So we see that radio and search play—and work—very well together. One leads to the other."

When developing ad campaigns with clients, talking about SEO during the process and letting them know you understand the importance can help sell more advertising. "It's very important to discuss with the client that radio ads build brands and create awareness. SEO then makes sure [consumers] can find the brand and go to that listing instead of other listings on a search page."

Among points to stress with advertisers, according to Boostability: Radio ads can improve SEO rankings; radio ads generate traffic while traffic-to-site is a ranking factor for the business; and radio can absolutely help a website rank faster and pass its competitors.

Shelton adds, "Radio becomes more successful when bundled with SEO. Radio already has existing relationships with business owners as a trusted brand. With SEO, you are offering a more comprehensive marketing service."

Inside

2-Fall Career Fairs !

3-Job Bank

4-Meet the VAB's Best of the Best 2017

6- What's Your Backup Plan?

7-Three Rivers Media Names Barbara Sewell General Manager

8-Important Tips for Addressing the DOL's New Overtime Expansion

Upcoming Events:

VAB/NAB State Leadership Conference
February 27-March 1
Washington, DC

VAB Best of the Best Session #3
April 27-28, 2017
Omni Hotel
Charlottesville, VA

VAB 80th Annual Summer Convention
June 22-24, 2017
Hilton Oceanfront
Virginia Beach, VA

Like us on Facebook &
Follow us on Twitter
@VABTweets

250 West Main Street, Suite 100
Charlottesville, VA 22902
434.977.3716 • 434.979.2439
www.vabonline.com

VAB Newsletter

Published monthly by the
Virginia Association of Broadcasters
250 West Main Street, Suite 100
Charlottesville, VA 22902
(434) 977-3716 • (434) 979-2439 fax
www.vabonline.com

PRESIDENT

Stephen Haynes
WTVR-TV

PRESIDENT ELECT

George Kayes
WSET-TV

SECRETARY/TREASURER

Leonard Wheeler
WFIR-AM / WSLC-FM / WSLQ-
FM / WVBE-AM/FM / WXLK-FM /
WLNI-FM

PAST PRESIDENT

Charlie (Charles) Russell
WESR-AM/FM

EXECUTIVE DIRECTOR

Douglas F. Easter

ASSOCIATE ADVISORY

Vacant

BOARD MEMBERS

Districts 1, 2 & 4

Dave Paulus
WGH-AM/FM / WVBW-FM / WVSP-
FM / WVHT-FM
Virginia Beach

Derrick Martin
WOWI-FM / WKSA-FM / WMOV-FM
/ WVMA-FM
Norfolk

Doug Davis
WAVY-TV / WVBTV
Portsmouth

District 3 & 7

Marsha Landess
Radio One Inc.
Richmond, VA

Kym Grinnage
WWBT-TV
Richmond, VA

Viki Regan
WRIC-TV
Richmond, VA

Districts 5

Dave Hoehne
WKDE-AM/FM
200 Frazier Road
Altavista, VA

Francis Wood
WFLO-AM/FM
Farmville, VA

Districts 6 & 9

Arika Zink
WFXR-TV / WWCW-TV
Roanoke, VA 24009

Roger Bouldin
WXBQ-FM / WAEZ-FM
Bristol, VA

Districts 8, 10 & 11

Dan Mellon
WJLA-TV
Arlington

Chuck Peterson
WFQX-FM / WKSI-FM / WMRE-AM
/ WUSQ-FM
Winchester

Fall Career Fairs !

Thank you to all stations who volunteered to help us staff the VAB booth. Working a career fair means helping us explain the VAB summer internship program that's available to rising Juniors and Seniors throughout the state. This is an eight week program that begins on June 5, 2017 with a total of 32 students statewide that will be selected to participate.

Additional information and the application can be found at <http://vabonline.com/careers/internships/>.



A graphic for VAB Internships. It features a large orange banner with the word "INTERNSHIPS" in white, followed by "THE VIRGINIA ASSOCIATION OF BROADCASTERS" and the VAB logo. Below the banner is a word cloud with words like "broadcasting", "television", "radio", "equipment", "media", "communication", "news", "journalism", "design", "speech", "reporting", "opportunity", "quality", "control", "media", "radio", "broadcast", "television", "communication", "news", "journalism", "design", "speech", "reporting", "opportunity", "quality", "control", "media". At the bottom, it says "Reaching more people. Touching more lives." and "www.vabonline.com".



How to Submit to the VAB Job Bank

Jobs that are printed in the newsletter are pulled directly from the online Job Bank. To include your listing:

- ▶ Go to **www.vabonline.com**. Login with your user name and password.
- ▶ Be sure to include your station ID or company name, information on how the applicant can apply and where to send the applications materials.

Position	Locations	Type	Department	Organization	
Morning News Anchor	Charlottesville	Full Time	News	Charlottesville Radio Group	10/25/2016
Producer	WDBJ - Roanoke, VA	Full Time	News	WDBJ Television, Inc.	10/20/2016
Promotions Manager	Lynchburg	Full Time	Promotion	Sinclair Television Stations, LLC	10/17/2016
Paid-Search Analyst	Richmond, VA	Full Time	Sales	Summit Media Group	10/17/2016
Digital Content Producer	Richmond, VA	Full Time	News	WWBT, Inc.	10/12/2016
Morning News Anchor	Roanoke, VA	Full Time	News	Mel Wheeler Inc.	10/10/2016
Master Control Operator	Richmond, VA	Full Time	(Other)	SKY4 / WSKY-TV	10/7/2016
Multimedia Journalist	WDBJ - Roanoke, VA	Full Time	News	WDBJ Television, Inc.	10/3/2016
Production Assistant	WDBJ - Roanoke, VA	Part Time	Production	WDBJ Television, Inc.	10/3/2016
Associate Producer	WDBJ - Roanoke, VA	Part Time	News	WDBJ Television, Inc.	10/3/2016
5pm Anchor	WHSV	Full Time	News	WHSV-TV	9/29/2016
Assignment & Web Producer	Roanoke	Full Time	(Other)	Nexstar Broadcasting	9/7/2016
Account Exective	WHSV	Full Time	Sales	WHSV-TV	9/1/2016
Multimedia Journalist	Lynchburg	Full Time	News	Sinclair Television Stations, LLC	8/26/2016
News Editor	Lynchburg	Full Time	News	Sinclair Television Stations, LLC	8/26/2016
Sports Director	Roanoke	Full Time	News	Nexstar Broadcasting	8/25/2016

To learn more about these jobs and to see new postings, please visit

www.vabonline.com/careers

Meet the VAB's Best of the Best 2017



The selection committee is pleased to announce the 2017 class of the Virginia Association of Broadcasters Best of the Best Leadership Program. Over the next eight months, these professionals will be provided an opportunity to build leadership skills; develop a diverse business network; meet legislative leaders & become an advocate for their profession; and prepare for challenges facing the future of the broadcast industry. The VAB will be featuring these members in upcoming issues of the newsletter.

Congratulations class of 2017!



Evanne Armour
Anchor/Reporter
WRIC-TV
Richmond



Cheryl Berry
Account Executive
WSKY-TV
Hampton



Garret Doll
Program Director
Summit Media
Richmond



Jon Goodwin
Special Projects
Producer
WVEC-TV
Norfolk



Lauren Heilman
Account Executive
WWBT-TV
Richmond



Paul McDaniel
Program Director/
On-Air Talent
Monticello Media
Charlottesville



Angela Noel
Account Executive
Wheeler Broadcasting
Roanoke



Olivia Palfi
Account Executive
iHeartMedia
Richmond



Sacha Purciful
Director of Sales
WHSV-TV
Harrisonburg



Brittney Quarles
Local Sales Manager
Radio One
Richmond



Jonathan Ruppel
Operations Manager
Harrisonburg Radio
Harrisonburg



Jennifer Schulte
Local Sales Manager
WAVY-TV
Portsmouth



Bill Sewell
VP, Technology
WTKR-TV
Norfolk



Brock Taylor
Production &
Presentation Director
WTVR-TV
Richmond



Stacey Trexler
General Sales
Manager
iHeartMedia
Richmond

Meet the VAB's Best of the Best 2017 Continued



What's Your Backup Plan?

Lightning strikes your building, and the rushing voltage takes out your computers in the studios and offices. Even some fluorescent lights are blown out along with some vital transmitter and sound chain parts. Insurance may cover it, but how can you get back on the air? We've seen it firsthand, and it happens more often than you think. What can you do BEFORE it happens to you?

- > **Make carry-home backups of billing and sales scheduling data, always keeping one recent copy off-site.**
- > **Keep a full backup of your music library on removable hard drives, also off-site.**
- > **Keep music scheduling data backups, including one each week that goes off-site.**
- > **Keep a stock of vital transmitter parts to avoid long order and shipping periods.**



- > **Use UPS (uninterruptible power supplies) units on key computers. They also function as high-end surge suppressors and will often take the hit and save the attached computers, and they keep things running even when the power blinks for a few minutes.**

Also, make sure your staff knows enough about phishing emails and Trojan horses to help them avoid opening suspicious and unknown emails. That goes double for attachments. Those emails from the FBI or an African bank may look official, but hover over their email address and see if it suddenly becomes a much different email origin.

Boosting Air Performance



With fall ratings underway, ongoing talent critiques must be on the PD's "to do" list. Smaller staffs make this a faster chore for some stations, but PDs spread across several stations will still find this "system for airchecking" helpful in assisting talents achieve superior performance. We break this down in seven distinct basics:

Station Branding – Sell the station name often and consistently. Insure that proper ratings credit and format ownership are attained.

Listener Needs – Provide the perfect mix of info and entertainment for the station's audience. Don't just tailor to jock interest.

Content Quality – Be sure the personality content and bit material relate to the audience and make use of the listener's time through proper editing. Measure excellence in seconds, not minutes.

Localism – Reflect the local area and help listeners plan their discretionary time; sound "locally relatable." Can you tell where the station is located by listening?

Station Promotions – Provide proper frequency of teases and promos for contests and events. Most promotions are not sold frequently enough.

Audience Behavior – Get listeners to tune in again and/or listen longer through setting listening appointments, recycling, and promoting ahead. Expand TSL.

Crutch/Irritant Removal – Dump meaningless clichés ("It's hump day!"), redundancies and "ums" along with mic popping and other things that make listeners tune away.

Attention: Broadcasters in PPM Television Markets



Nielsen's PPM methodology for Radio is coming to Television. If you are chairing a State Broadcast Convention or are a TV executive, John Lund can provide a seminar or market training for your stations to

learn how to benefit from this ratings technology. John will share actionable steps to enhance your Nielsen ratings utilizing the strategy learned from radio research and strategic programming. Contact John Lund for more information: LundMedia@aol.com.

Three Rivers Media Names Barbara Sewell General Manager

Former Sales Manager for Three Rivers Media Corporation

WYTHEVILLE, VA; October 20th, 2016 - Three Rivers Media Corporation in Wytheville, owner and operator of 3 radio stations WXBX-FM, WYVE-AM and WLOY-AM has named Barbara Sewell as General Manager. Gary Hagerich will remain President and CEO of the Corporation.

Sewell is a 30 year veteran of media with a background that includes Advertising Agency work, Television Sales, Print, Magazines and Digital. She is also the former Sales Director for 7 Community Newspapers of SWVA, a subsidiary of Berkshire Hathaway (formerly Media General).

Sewell joined Three Rivers Media in April 2014 as Sales Manager. She has a passion for community and bringing Wytheville radio into the 21st century. Barbara has served on many local boards, clubs, and committees including the United Way of Wythe County, Southwest Virginia Bridal Expo, Wytheville Rotary, and Wytheville Wythe-Bland Chamber of Commerce Community Expo.

Barbara lives in Wytheville with her family.



LEGAL REVIEW

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.

© 2015 FordHarrison LLP
*John G. Kruchko

Important Tips for Addressing the DOL's New Overtime Expansion

Executive Summary: As first reported in May 2016, the U.S. Department of Labor's (DOL) amendments to the "white collar" exemption tests for executive, administrative, and professional employees under the federal Fair Labor Standards Act (FLSA) will have a significant impact on most employers because it potentially could make millions more employees eligible for overtime compensation. With an effective date of December 1, 2016 looming, employers should be prepared to ensure compliance with the amendments.

What Changes Did the Regulation Make?

Salary Basis Test. The most significant change made by the amendments is an increase in the minimum salary an employee must make to be considered exempt. Since 2004, for employees to be eligible for the white collar exemptions, they must have been paid a salary of at least \$455 per week (\$23,660 annually) and must have performed delineated exempt duties. The new regulations increase this salary threshold to \$913 per week (\$47,476 annually) by tying the required salary level to the 40th percentile of earnings for full-time salaried workers in the lowest-wage census region, which currently is the South region. The amendments did not, however, change the current duties test.

Inclusion of Non-Discretionary Bonuses and Incentive Payments. For the first time, employers will be able to use non-discretionary bonuses and incentive payments (including commissions) to satisfy up to 10 percent of the amount of the salary employees must receive to be eligible for the exemptions. Such payments may include non-discretionary incentive bonuses tied to productivity and profitability. However, such payments must be paid on a quarterly or more frequent basis in order to be applied to satisfy up to 10 percent of the new \$913 per week (\$47,476 annually) threshold.

Highly Compensated Exemption. The DOL's regulations contain a special rule for "highly compensated" workers, which previously provided that such employees are exempt if they earn

a salary of at least \$455 per week, are compensated more than \$100,000 annually (which can include commissions and non-discretionary bonuses earned during the year), primarily perform office or non-manual work, and customarily and regularly perform at least one of the exempt duties of an exempt executive, administrative, or professional employee.

The Final Rule increases the salary threshold to \$134,004 annually, based upon the 90th percentile of full-time salaried workers nationally. Highly compensated employees must still receive at least the minimum salary per pay period (now \$913 per week), exclusive of non-discretionary bonuses and incentive payments. However, as under prior regulations, non-discretionary bonuses and incentive payments may be used to count towards the total annual compensation requirement.

Automatic Updating Every Three Years. The Final Rule provides automatic updates every three years, beginning on January 1, 2020. The updated salary basis threshold will be based upon the 40th percentile of weekly earnings for full-time salaried workers in the lowest-wage census region. The DOL will publish the updated rates in the Federal Register at least 150 days before their effective date. Based on current estimates and wage growth projections, the minimum salary threshold could rise to \$51,000 or higher by 2020.

What Should Employers Do?

Review Exempt Classifications

First, employers must decide what to do with employees who are currently classified as exempt but fall below the new salary threshold. In some instances, increasing pay above the threshold may make sense. However, employers must be mindful that giving these employees an automatic increase may not sit well with comparable employees who are paid more because of objective factors such as strong performance or longevity. If the employer determines that increasing salaries above the new threshold will not work because of cost or other factors, there are

Continued on page 9

many options other than simply paying employees on an hourly basis. For some employers, compensating non-exempt employees on a piece rate, day rate, or fluctuating work week basis may be a better alternative. Also, few employers are aware that they can compensate nonexempt employees on a salary based upon a work week in excess of 40 hours, so only half time would be owed for certain overtime hours.

Another problem employers face is they typically have not tracked the work hours of exempt employees. Thus, if an employee is no longer exempt on December 1, the employer needs to know exactly how much time the employee is actually working to be able to determine potential costs of overtime eligibility.

Implement a Training Program

Determining whether to reclassify any exempt employees as eligible for overtime is just the start for employers. Employers must also consider all the added requirements that come with nonexempt workers to make sure they are complying with the FLSA. Ultimately, supervisors and employees will need to be trained on how to properly record hours and what is considered work time. For example, employees who have previously been exempt from overtime may be accustomed to checking emails or

returning calls after hours or working at home. For employees converted to non-exempt status, that time will suddenly become compensable. Employees who travel may also be entitled to additional compensation.

Communication

Being converted to non-exempt status and being forced to record hours will be unpalatable to certain employees. Employers need to be prepared to properly communicate changes and address morale issues. Employers also need to prepare new written pay plans so employees clearly understand how they will be compensated on a going-forward basis.

It is Time for a Compliance Audit

While the new regulations did not change the duties tests, this is a golden opportunity for employers to correct any lingering problems or misclassifications. Now is the time for employers to either hire an outside expert or appoint experienced internal personnel to audit company-wide pay practices. Employers who conduct these types of audits may reap the added benefit of being able to assert a reliance defense if they face wage and hour litigation.

*By John G. Kruchko and B. Patrice Clair**



LEGALREVIEW

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.

© 2015 FordHarrison LLP
*John G. Kruchko

© 2015 FordHarrison LLP | *John G. Kruchko is a Partner with the Management Labor and Employment Law Firm of FordHarrison, LLP, in Tysons Corner, Virginia; B. Patrice Clair is a Senior Associate in the firm's Washington, D.C. office. Rachel Ullrich, an attorney in the firm's Dallas office, prepared an original version of this article. For more information please contact Mr. Kruchko at (703) 734-0554 or Ms. Clair at (202) 719-2055 or by e-mail at jkruchko@fordharrison.com or pclair@fordharrison.com. This article is published for general information purposes and does not constitute legal advice.