

## Host a VAB Intern at Your Station Next Summer

Through the NCSA programs and membership services, the VAB will again offer PAID summer internships during Summer 2014 to students entering their Junior or Senior year in the Fall of 2014! The internship program is 8 weeks in length and will begin on Monday, June 2, 2014. All interns should plan to work 40-hours per week at \$7.25/hour. A total of 32 students statewide will be selected to participate. We need stations in all markets to volunteer to host an intern!

If you are interested in hosting a VAB intern, please email [christina.sandridge@easterassociates.com](mailto:christina.sandridge@easterassociates.com) by February 14, 2014. We will also need to know who the internship coordinator is going to be at your station, his or her phone number and his or her email address. If your station is selected to participate, the intern assigned to you MUST be interviewed by you prior to final commitment. And, please be ad-

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Wishing you a joyous and prosperous New Year!

## The Virginia Communications Hall of Fame Honorees

The Virginia Communications Hall of Fame recognizes communication professionals with exceptional careers in journalism, public relations, advertising and other media fields. George Crutchfield, founding director of the School of Mass Communications from 1978-1989, launched the organization in 1986. This year's honorees will be inducted into the 27th anniversary of the Hall of Fame on April 10, 2014 at the John Marshall, bringing the total number of inductees to 151. The inductees of the 27th anniversary of the Hall of Fame are:

- ▶ **Bill Bevins**- veteran Richmond, Va. radio morning show host, talk show co-host, WTVR-CBS 6 and Virginia Lottery Draw host.
- ▶ **Michael Hardy**- former staff writer for The Virginian-Pilot and, more recently, for the Richmond Times-Dispatch.
- ▶ **Lawrence McConnell**- publisher of The Daily Progress in Charlottesville and regional publisher of the Charlottesville Newspaper Group under BH Media.
- ▶ **Regina Mobley**- anchor and reporter at WVEC-TV / ABC13 in the Hampton Roads region (Hampton, Norfolk, Portsmouth and VA Beach).
- ▶ **Kelly O'Keefe**- Chief Creative Strategic Officer, PadillaCRT.
- ▶ **Don Richards**- Group Vice President, Raycom Media. ■

# VAB Newsletter

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(434) 977-3716 • (434) 979-2439 fax  
[www.vabonline.com](http://www.vabonline.com)

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## Internship *continued*

vised that every attempt will be made to place an intern at your station, but unfortunately, we cannot guarantee that we will receive an application from a student who will be living in your area next summer!

Please remember that in order for a student to be a VAB intern, he or she must complete the application on line - <http://vabonline.com/careers/internships/> - and it must be postmarked by the deadline date of February 14, 2014. We are happy to try to match students to stations,

especially if you request a particular student, but that student still needs to complete an application with the VAB.

Only students who are Virginia residents OR a non-resident currently attending an accredited college or university in the state of Virginia are eligible for the Summer Internship Program.

If you have any questions or concerns, contact Christina Sandridge at (434) 326-9815 or [christina.sandridge@easterassociates.com](mailto:christina.sandridge@easterassociates.com). ■

## Emergency Alert System May Go Commercial

Federal emergency managers are considering replacing their current custom built system for notifying the public about emergencies with a commercial alternative, contracting documents show.

The custom built system, known as the Integrated Public Alert and Warning System - Open Platform for Emergency Networks, or IPAWS-OPEN, has not met a slate of minimum standards, such as operating with 99.9 percent uptime and allowing the president and other officials to alert the public about emergencies within 10 minutes, according to contracting documents posted by the Federal Emergency Management Agency on Dec. 20.

The current system has been dogged by glitches, too many layers of technical bureaucracy and insufficient storage space, FEMA said. The current infrastructure has often made it more difficult to respond to emergencies rather than easier, the agency said.

Those flaws raise "the risk of loss of life and damage" during a disaster, FEMA said. IPAWS transmits emergency messages to citizens through numerous channels, including local alert systems, traditional broadcast media, Internet and cellphone alerts.

FEMA is looking for a commercially built alternative to IPAWS that enables faster action and better communication between federal, state and tribal officials and the public and that uses more advanced storage, including possibly placing some portions of the system in the cloud. ■

Article courtesy of [www.nextgov.com](http://www.nextgov.com).

## VAB Members: New & Recommended Courses from P1



### ▶ Handling Angry Callers

Occasionally, when you answer your phone the person on the other end might be a little, well, ANGRY! If so, this program will tell you how to handle these less than perfect calls.

### ▶ Dress for Success

Dressing appropriately will help you establish your brand the second you walk into a clients office. In this class you will learn the do's and don'ts for how to dress in the world of radio.

### ▶ T.M.A. (Radio)

Every business has its own unique lingo. In this course, you will learn "radio speak" and how to use it.

For more information, please visit our website at [www.p1selling.com](http://www.p1selling.com) or call 816-456-8603.

# Meet the VAB's Best of the Best



## Shaun Perno

### Where did you grow up/go to school?

I grew up in Fairfax, Virginia and went to school at Christopher Newport University in Newport News, Virginia.

### What was your first job in broadcasting?

My first job out of school was an Account Executive role at WTVZ in Norfolk, Virginia.

### What is your career goal?

To continue to move up the career ladder in hopes of reaching a General Manager role one day.

### What are you most looking forward to learning/taking away from the Best of the Best Leadership program?

I'm looking forward to networking with my broadcast peers, learning more about the industry (outside of sales), learning about myself and my management style.

### What do you like to do in your free time?

I love spending time with my wife and two girls; Madison (4) & Emma (2). The girls are starting to get into sports and it's a blast to see them on the field.

### If you could have dinner with somebody from the past, present or future who would it be and why?

If I could have dinner with somebody from the past it would be my grandfather. Unfortunately he passed away soon after I was born and I never had a chance to meet him. He was a successful business man, running a Ford dealership in the Chicago area and I would love to learn about him and his business style.

**In this issue, the VAB takes a closer look at two members from this year's Best of the Best Leadership Program class.**



## Joe Doran

### Where did you grow up/go to school?

I grew up in Utah, then Virginia, Utah ... again, and have called Virginia home now for over 25 years.

### What was your first job in broadcasting?

My first job was that of station mascot for Country station WKIK 104-7 The Bear and Promo Assistant for WKHK K95 when I was 17. It was a great way to earn money through school and exposed me to how radio stations really operated and where I fit in.

### What is your career goal?

To never be a station mascot again! Truthfully though, from my perspective as Creative Services Manager, I believe the value of highly effective, well crafted, advertising messages across all of broadcast (and our digital ventures) is overlooked. I want to bring more focus to how our local ads are made, who makes them, the training they receive, etc. My overall goal is to continuously raise the bar and create "advertising agency" level products for our local broadcast clients while educating more broadcasters (i.e. managers, operators) to how this goal will increase our long-term client retention and revenue.

### What are you most looking forward to learning/taking away from the Best of the Best Leadership program?

I am really looking forward to spending time in DC at the Capitol and helping explain why Broadcast is still a strong and socially valuable medium. The world of politics fascinates me.

**What do you like to do in your free time?** I enjoy staying in shape, relaxing, reading, watching really dumb comedies, traveling with my wife, cars, new technologies, and sports.

### If you could have dinner with somebody from the past, present or future who would it be and why?

Without a doubt ... Elon Musk. Whether online or in the automotive or space industries he is a brilliant and passionate innovator who isn't afraid to dream VERY BIG and take the actions needed to make those dreams a reality.

## Religious Discrimination and an Employer's Obligation

John G. Kruchko is a Partner with the Management Labor and Employment Law Firm of Kruchko & Fries in Tysons Corner, Virginia. Kathleen Talty is a Senior Counsel 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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**“Claims of religious discrimination can rise in situations when the hiring official or supervisor is advocating the espousal of certain religious beliefs, which, if not accepted by the applicant or the employee, results in an adverse employment action.”**



Employment discrimination charges are increasingly filed by employees who allege that a disciplinary action or a termination was not due to any wrong-doing by the employee, but, instead, due to the employee's protected status. Most typically, such employment discrimination charges are based on claims of sex, age, race, disability or sexual harassment. There is, however, a recent influx of employment discrimination charges that are being filed on the basis of religious discrimination.

Title VII of the Civil Rights Act of 1964, as amended, ("Title VII") extends protection to applicants and employees on the grounds of religious discrimination. The basis for a religious discrimination claim is an assertion that an employer treated either an applicant or an employee less favorably because of his or her religious beliefs.

What qualifies as a "religious belief" is broadly interpreted by the Equal Employment Opportunity Commission ("EEOC") and the courts. For example, to assert a claim of religious discrimination, the individual need not belong to a traditional, organized religion, such as Buddhism, Christianity,

Hinduism, Islam, and Judaism. Rather, Title VII's prohibition against religious discrimination extends to religious beliefs that are new, uncommon, not part of a formal church or sect, only subscribed to by a small number of people, or that seem illogical or unreasonable to others. An employee's belief or practice can be "religious" under Title VII even if the employee is affiliated with a religious group that does not espouse or recognize that individual's belief or practice, or if few – or no – other people adhere to it. Title VII's protections also extend to those who are discriminated against or need accommodation because they profess no religious beliefs.

Claims of religious discrimination can rise in situations when the hiring official or supervisor is advocating the espousal of certain religious beliefs, which, if not accepted by the applicant or the employee, results in an adverse employment action. In one such case, a lighting company advertised for an operations supervisor vacancy on the website of the church which was attended by the current operations supervisor. Mr. Edward Wolfe learned of the posting, but he was not a member of the church. Mr. Wolfe, who had prior opera-

tions management experience, applied for the position and an initial screening interview was scheduled. During the screening interview, the hiring manager casually gathered personal information about Mr. Wolfe's religious beliefs and practices. Despite Mr. Wolfe's resume and other job-related information, the only information that was forwarded to the branch manager about Mr. Wolfe was the information concerning his religious beliefs.

At the interview with the branch manager, the majority of the questions concerned Mr. Wolfe's religious beliefs, the churches that he attended, when he was "saved" and whether he "would have a problem" coming into work early to attend Bible study before clocking in to work. When Mr. Wolfe objected to the line of questioning that dealt with his religious beliefs, the branch manager expressed dissatisfaction. Although Mr. Wolfe was qualified for the operations supervisor position and at the time there were no other viable applicants for the position, Mr. Wolfe was denied the position.

In the lawsuit that was subsequently filed, one allegation that was asserted was that Mr. Wolfe was denied employment because of his religious beliefs. The plaintiff's lawsuit was bolstered by the fact that the individual who was ultimately hired for the operations supervisor position held a religious ideology that matched that of the company and its leadership. The company ultimately settled the lawsuit for over \$82,000.

The employment discrimination laws also require employers to reasonably accommodate the religious practices of an employee or prospective employee, unless to do so would create an undue hardship upon the employer. Common accommodations can include flexible scheduling of arrival and departure times or break periods, voluntary swapping of shifts or assignments or modifying workplace practices. An applicant or employee who seeks a religious accommodation must make the employer aware both of the need for the accommodation and that the accommodation is being requested due to a conflict between religion and work.

The issue of an employer's failure to accommodate is a frequently litigated issue in the courts and often these cases arise in the context of an employer's failure to accommodate an employee's Sabbath observance.

For example, in a lawsuit filed by the EEOC, the EEOC alleged that a car dealership failed to accommodate the religious practices of a Seventh-day Adventist employee when it scheduled the employee to work during the employee's Sabbath, which was observed from sundown on Friday to sundown on Saturday, even though the employee requested an accommodation. Additionally, the EEOC alleged that the employer disciplined and then terminated the employee for taking leave to observe his Sabbath. In order to resolve the lawsuit, the employer settled the case and agreed to, among other things, pay the discharged employee almost \$160,000.

Employer dress codes is another area that can become subject to challenge when an employee's religious beliefs or tenets require the wearing of certain garb or facial hair and an employer refuses, in the absence of a demonstrated showing of undue hardship, to modify or adjust the dress code as a form of accommodation. An employer's rigid adherence to its dress code can have costly results, which one hotel recently discovered.

In a lawsuit brought by the EEOC against a hotel, the EEOC alleged that the hotel's failure to accommodate a Muslim woman's request for a modification of the hotel's dress code policy violated Title VII's religious discrimination provisions. According to the EEOC, the employer would not allow a Muslim woman to work unless she removed her religious head covering which was contrary to the employer's dress code. The hotel then terminated the woman when she declined to comply with the dress code. To avoid further litigation, the hotel agreed to pay the discharged woman \$100,000 and to provide other relief.

Supervisors and managers need to be aware of an employer's obligation to provide reasonable accommodation in the context of requests made by employees because of religious beliefs. Each accommodation request must be individually assessed before any decision is made. ■

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*Article courtesy of John G. Kruchko and Kathleen A. Talty, Kruchko & Fries.*

## Have News for the VAB Newsletter?

Send your news and announcements along with any photos to Marci Malinowski at [marci.malinowski@easterassociates.com](mailto:marci.malinowski@easterassociates.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](http://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.

### **TV News Video Editor – Part Time Norfolk/Portsmouth/Virginia Beach, VA**

WAVY-TV10/WVBT Fox 43 is looking for a part-time Video News Editor to edit for all newscasts. Candidate must be good with computers and able to work under strict deadlines; some knowledge of a working television newsroom helpful. Candidate must be willing to work any and all shifts, especially evenings and weekends (Saturday and Sunday). At least one year of videotape editing experience and college education preferred. Please send cover letter and resume to: Karen Granneman Chief Editor, WAVY-TV10/WVBT Fox 43, 300 Wavy St., Portsmouth, VA 23704. Or [newsjobs@wavy.com](mailto:newsjobs@wavy.com) No phone calls, please. EOE.

### **Account Executive Richmond, VA**

WWBT-NBC12, the #1 rated TV station in Richmond, VA has a rare opening for an energetic, positive minded, creative and motivated sales person. You'll be responsible for selling broadcast TV and digital advertising to direct clients and advertising agencies. Experience preferred but what we really want is someone who "gets" the opportunity this position provides and possesses the internal motivation to do what it takes to be successful. If you're that person we want to hear from you. Send cover letter with salary requirements. Apply on line at <https://careers-raycommedia.icims.com>. EOE M/F/H/V.

### **Managing Editor/Producer Harrisonburg, VA**

WHSV is looking for a dynamic leader to take our niteside team to the next level. We are looking for someone who understands how to produce compelling newscasts. The successful candidate will be able to handle breaking news, recognize relevant content, and

produce to a target audience. We want an experienced leader with the vision and skills to develop content on air and online. Person will have editorial supervision, monitor story development, aggressively aid in the dispatch of crews efficiently and possess the ability to motivate and coach journalists. The successful candidate will have strong writing, web, and communication skills. To be considered, you should have a degree in journalism/ communications or broadcasting. Send your resume, recent newscast, and references to: Kay Norred, News Director, WHSV, 50 North Main Street, Harrisonburg, VA 22802. You may also email materials to [knorred@whsv.com](mailto:knorred@whsv.com). WHSV – TV is a drug free workplace. EOE and E-verify participant. A good driving record is required.

### **Production Assistant Roanoke, VA**

WDBJ Television has an opening for a part-time Production Assistant position. This position is responsible for operating broadcast production equipment for producing newscasts and other special programming. Responsible for camera shots, audio, and technical direction of the newscasts. We are seeking someone with 6 months experience and previous news operation experience in a live broadcast environment. Some college or vocational schooling is preferred. Interested candidates please visit the following web site to learn more and apply: <http://www.schurz.com/careers/career-opportunities/?fuseaction=mExternal.showJob&RID=1698>.

### **Summer Interns Roanoke, VA**

WDBJ Television, Inc. is seeking summer interns to fulfill various duties. Students must be attending an accredited college or university and have a minimum 2.5

GPA. Students must be studying to pursue a career in broadcasting. Interns will work up to 40 hours per week and may be required to work weekends and holidays. This is an eight week internship for students interested in broadcast television. The company strives to give the intern in-depth practical work experience in areas of interest, as well as an overview of the station in general. Application deadline is March 15, 2014. Interested candidates please apply here: <http://www.schurz.com/careers/career-opportunities/?fuseaction=mExternal.showJob&RID=1695>.

### **Account Executive Harrisonburg, VA**

Gamma Broadcasting, WSIG/WBOP has an opening for an Account Executive. If you're positive, creative, and like helping local businesses succeed by helping develop and implement effective advertising campaigns, send your resume and cover letter to [scott@969wsg.com](mailto:scott@969wsg.com). You must be self-motivated and familiar with Microsoft office. Prior media or B2B Sales experience preferred but not required. EOE.

### **Associate Producer Roanoke, VA**

WDBJ7, Your Hometown News Leader, is searching for an entry level Associate Producer to join our news department. Responsibilities: The Associate Producer helps in producing content for newscasts and web by researching and writing stories and filling in as producer of a show or fill in for other positions such assignment editor. We are seeking someone with a bachelor's degree in a related field. Interested candidates please visit the following web site: <http://www.schurz.com/careers/career-opportunities/?fuseaction=mExternal.showJob&RID=1658>.

**Web/Digital Design  
Richmond, VA**

Main Line Broadcasting is seeking a team member to enhance our digital platforms. Candidate should have a strong knowledge of Photoshop and Power Point (or similar software), have the ability to work with our content management system (we provide training), and be a great people person. Send resume and cover letter to [job@mainlinerichmond.com](mailto:job@mainlinerichmond.com) or MLB Web Position, 300 Arboretum Place, # 590, Richmond, VA 23236. EOE.

**Managing Web Editor FT  
Lynchburg, VA**

Managing Web Editor will oversee WSET.com and be responsible for ensuring that high quality content is published in an accurate and timely manner. The Managing Web Editor is responsible for developing all aspects of WSET-TV's online presence. In addition to news gathering, writing, creating graphics, editing and proofreading site content, the Managing Web Editor will also work with WSET-TV's social media sites, live streaming, video, mobile platforms, and apps and work with the News, Programming, Marketing/Promotions and Sales departments on various projects. Advanced Education in the field of Broadcast Journalism or equivalent broadcasting work experience. Valid Virginia Driver's license within 30 days of employment with acceptable driving record. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588. Applications may be obtained at the station from 8:30 a.m. to 5:30 p.m., Monday through Friday, or online at [www.wset.com](http://www.wset.com). No phone calls please! EEO/M/F.

**Anchor/Reporter FT - Weekends  
Lynchburg, VA**

The Anchor/Reporter position will be primarily responsible for anchoring news programs, assisting with the production of the program as determined by the show's Producer(s), setting up, producing, and reporting segments for news programs, and participating in the community activities and promotion efforts of the station. This individual will also participate

in the public affairs activities of the station and must be a good communicator, work well with others, and be able to take direction from management regarding job performance and on-air appearance. Advanced Education in the field of Broadcast Journalism or equivalent broadcasting work experience. Valid Virginia Driver's license within 30 days of employment. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588. Applications may be obtained at the station from 8:30 a.m. to 5:30 p.m., Monday through Friday, or online at [www.wset.com](http://www.wset.com). No phone calls please! EEO/M/F.

**Videographer  
Charlottesville, VA**

WVIR-TV NBC 29 is looking for serious photojournalists who have great technical skills, work ethic, attitude and drive to be part of our award-winning News team. Excellent company with great benefits and work place environment. Rush resume, non-returnable DVD and NBC application, available for download at <http://www.nbc29.com/inside29/html/jobs.html>, to: HR Manager 503 E Market St Charlottesville, VA 22902 Or e-mail to [Hrmanager@nbc29.com](mailto:Hrmanager@nbc29.com) Applications not accompanied by application forms will not be considered. No phone calls please. EOE.

**National Sales Manager  
Charlottesville, VA**

WVIR-TV NBC29/CW29/nbc29.com, the top-rated media combo in the Charlottesville DMA, is seeking an experienced advertising sales professional to sell and service National and direct agency accounts. The successful candidate will have excellent planning, organizational, interpersonal, analytical, and communications skills. Demonstrated knowledge of ratings and software systems required. New business development and sales of new media, including internet and mobile are essential. Outstanding compensation and benefits package. Please send resume with employment history, references, and NBC29 application, available for download at <http://www.nbc29.com/inside29/html/jobs.html> to: HR Manager

WVIR-TV 503 East Market Street  
Charlottesville, VA 22902 or [HRmgr@nbc29.com](mailto:HRmgr@nbc29.com). EOE.

**Advertising Account Executive  
Culpeper / Orange / Louisa**

Piedmont Communications, Inc. (WJMA-FM/WOJL-SAMFM/ WCVA-AM/ WVCV-AM) is looking for a creative person to excel in the fast-paced and challenging business of radio marketing and sales. This full-time position is not a start-up opportunity, rather it includes responsibility for a key client list with excellent current earnings and solid potential for even higher earnings. A comprehensive benefits package is included. Qualified candidates must have some sales or business experience and own means of transportation for visiting clients. Please send cover letter, resume with work history to: Elizabeth Duncan at [salesmanager@wjmaf.com](mailto:salesmanager@wjmaf.com), or P.O. Box 271, Orange, VA 22960. EOE.

**Executive Producer  
Richmond, VA**

Creative Services Director – Are you ready to be our clients' hero by helping grow their business? WUPV/ CW Richmond seeks extraordinary, hands-on, creative individual to join our team. Successful candidate must be hard-working, creative, possess good client skills, ability to manage talent, working knowledge of Avid, familiarity with all aspects of commercial production. Strong organizational and communication skills and ability to multi-task with tight deadlines simultaneously and with minimal supervision a must. Responsibilities include CW promotional commercials and contesting, station promotions, updating web content, social media and digital content, commercial production for clients and promo fill of logs. Good driving record and drug screen required. Apply online <https://careers-raycommedia.icims.com/jobs/1519/creative-services-director/job>. Include cover letter, salary requirements, resume and a link to your demo reel.

**For a complete list of career opportunities, please visit [www.vabonline.com/careers](http://www.vabonline.com/careers).**



## 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.

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# It's Time for FCC Compliance New Year's Resolutions!

As 2013 runs out on us, here are a few FCC regulatory compliance items to consider as stations make their 2014 new year's resolutions.

- ▶ **Consider Using the VAB's ABIP Inspection Program.** Your Association, in partnership with the FCC, conducts an Alternative Broadcast Inspection Program (ABIP), which, if you pass, may result in a three-year limited immunity from certain FCC inspections. Contact the VAB for all the details about how to participate.
- ▶ **Check to Ensure the Accuracy of Your Designation of Chief Operator.** All broadcast stations are required to designate a Chief Operator. Stations should ensure the following with respect to the Chief Operator position: that the position of Chief Operator is clearly designated; that written documentation of the designation is posted in the control room; that the Chief Operator is well-informed on all aspects of the transmitting system; and that the Chief Operator keeps management up-to-date with respect to problems detected, status of repairs, adjustments, as well as any unusual operating procedures to be followed.
- ▶ **Resolve to Be Diligent About the FCC's EEO Requirements.** Radio and television station employment units with five or more full-time employees are subject to a host of EEO requirements under the FCC's rules. Recently, the FCC imposed fines on broadcasters for failing to comply with all the requirements, including a failure to provide vacancy notices to organizations that had specifically requested them. If any organizations have requested that your station send them vacancy notices, be sure to do so. Also, be sure that your current EEO public file report is posted to your station's website and that your station engages in the appropriate number of outreach activities, conducts widespread recruitment for all full-time vacancies, and maintains appropriate records to comply with the FCC's EEO rule.
- ▶ **Television Stations: Check Your Closed Captioning Contact Information.** The FCC requires television stations to post closed captioning contact information on their websites and in the FCC's VPD database (and in any phone books where stations maintain paid listings). Stations must provide contact information for both immediate and non-immediate inquiries and complaints and also for complaints relating to any closed captioning the station provides on

the Internet. Thus, a station should provide a phone number, fax number, and email address for immediate closed captioning concerns. A station must also provide the name of a contact person, address, phone number, and fax number for non-immediate closed captioning concerns. Closed captioning contact information must be updated on the station's website (and in the FCC's VPD database) within 10 business days of a change in the information. Stations should check to see if anything has changed at the station (personnel changes, for example) that would affect the published closed captioning contact information and, if it has, be sure to update it promptly.

- ▶ **Television Stations: Ensure that You Promote the Location and Existence of Children's Reports in an On-Air Spot.** FCC rules require television stations to promote, on air, the existence and location of quarterly Children's Television Programming Reports (i.e., FCC Form 398). Stations often cut these spots, put them in the traffic system, and they run for years without issue. When traffic systems are upgraded or changed or when station personnel changes, the spots are sometimes (inadvertently) taken out of rotation. Stations should resolve to make sure that they have a current, appropriate spot in the rotation to meet this requirement and to update the creative to reflect current children's shows and the current location of the children's reports (i.e., in the station's online public file).
- ▶ **Call Your FCC Lawyer Early (Even if Not Often!).** Small problems that become big problems may stay small or even be avoided if you contact legal counsel sooner rather than later. While Ben Franklin—I am nearly certain that Benjamin Franklin would have been a broadcaster if broadcasting had existed in his lifetime—might not have been talking about legal issues when he said "An ounce of prevention is worth a pound of cure," it certainly applies in our heavily regulated industry. Resolve to make use of the VAB's FCC "hotline" which puts stations in contact with my colleagues and me. ■

*Article courtesy of Stephen Hartzell, Attorney, Brooks, Pierce, McLendon, Humphrey & Leonard LLP.*