

NPR Labs to Pilot Project of Radio Emergency Alerts

NPR Labs has been awarded a contract from the U.S. Department of Homeland Security (DHS) and the Federal Emergency Management Agency (FEMA) to demonstrate the delivery of emergency alerts to people who are deaf or hard-of-hearing in the Gulf Coast states through local public radio stations and the Public Radio Satellite System (PRSS).

This is the first effort to deliver real-time accessibility-targeted emergency messages, such as weather alerts, via radio broadcast texts.

This pilot system is intended to demonstrate that all individuals, including those who are deaf or hard-of-hearing, can rely on battery-powered radios to stay informed in emergencies when electricity, Internet and other communications channels are unavailable.

NPR Labs, the technology research and development group of NPR, will work with DHS and FEMA to identify 25 public radio outlets in Alabama, Florida, Louisiana, Mississippi and Texas to participate in the pilot. The distribution network of the Public Radio Satellite System (PRSS) will be used to test the effectiveness of the message delivery system.



The Gulf region was chosen because it is frequently subjected to extreme and sudden weather conditions. Once proven, the system could be rolled out nationwide on the public radio stations served by the PRSS, which reach 95% of the U.S. population.

"As we work to promote disaster preparedness and awareness, it is important we remember to equip every member of

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Virginia Association of Broadcasters

76th Annual Summer Convention

June 20-22, 2013

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Alerts *continued*

our communities,” Congressman Steven Palazzo (R-MS) stated. “This valuable partnership with Mississippi’s local public radio stations promises to expand the reach of our disaster alert systems, and I can think of no better place to conduct this trial than the Gulf Coast.”

In the demonstration project, FEMA will transmit emergency alert messages to the PRSS using the Common Alerting Protocol (CAP). The PRSS network operations center will re-transmit the warning via the Radio Broadcast Data System (RBDS) on the participating 25 public radio stations on a dedicated digital alerting channel.

The stations will broadcast the emergency alert to receivers capable of displaying text messages. Deaf or hard-of-hearing project volunteers will be alerted to the message by a flashing indicator on their radios or a bed-shaker triggered by their radios, to ensure the message is received day and night.

NPR Labs plans to identify 500 individuals who are deaf or hard-of-hearing in the listening areas of the 25 participating stations. The volunteers will be surveyed periodically to determine the efficacy of the warnings. ■

Article courtesy of radio-online.com.

WAVY-TV 10 Anchor Alveta Ewell Retiring After Three Decades of Service to Hampton Roads



For over thirty years, WAVY-TV 10 news anchor Alveta Ewell has informed and inspired tens of thousands of viewers in her role as one of the leading newscasters in Hampton Roads. She has been a committed champion for numerous charities and her public service has impacted many lives in Hampton Roads and beyond. Ewell announced her retirement today on WAVY News 10 at 6 p.m., a newscast she has anchored for the past 24 years along with WAVY News 10 at 11 p.m. Her last newscast will be WAVY News 10 at 6 p.m. on Tuesday February 26.

Ewell says she's excited about retirement and the opportunity to spend more time with her grown children. She's been contemplating the move for the past few years and believes now is the right time to step back from the anchor desk. “My mother and father never had the chance to enjoy the second phase of their lives and I'm ready to begin my next phase,” said Ewell. “WAVY has provided me many great memories. I've raised my family here. There were many times my children hunkered down at the station with me through hurricanes, elections and more. I will always cherish my work here at WAVY!”

Ewell traveled the globe as a journalist and says she loved every minute of it. In the early 1990s, she was sent to Guantanamo Bay to cover the repatriation of Haitians. She also reported on joint maneuver training of local troops at Camp Santiago in Puerto Rico. “I was especially honored to interview a local Tuskegee Airman, long before the movie ‘Red Tails,’” she added.

“Alveta has been such an important presence in the WAVY newsroom and she personifies what 10 On Your Side truly means,” said WAVY News Director Jim Gilchrist. “Alveta's impact and contributions over the years are immeasurable,” added President and General Manager Doug Davis. “Our entire WAVY family feels extremely fortunate and grateful to have shared the journey with her and we are excited for this next chapter for Alveta and her family.” ■

Award Entries Being Accepted for 2012 VAB Station Awards Program

The Virginia Association of Broadcasters Station Awards Program is sponsored annually by the VAB to recognize outstanding achievement by Virginia radio and television broadcasters. This competition was established to encourage the highest standards of reporting, community service and production creativity. It brings the ultimate prize—peer recognition to members of the broadcast industry in Virginia.

This year, the award entries will be judged by the Pennsylvania Association of Broadcasters. All entries MUST be postmarked by Friday, April 12th. Award winners will be announced during the Awards Banquet on Friday, June 21 at the Summer Convention in Virginia Beach.

The VAB has released a brochure that lists the award categories, rules and regulations



and the entry form. The brochure is available for download at www.vabonline.com. If you have additional questions, please contact Christina Sandridge at (434) 326-9815. ■

Baseball and broadcasting veteran Joe Garagiola retires at 87

Joe Garagiola, the Major League baseball veteran best known for his affable personality and quick wit as a sports commentator, game show host and even late-night television personality, retired from broadcasting on Wednesday.

Garagiola, 87, who made his Major League debut with his hometown team, the St. Louis Cardinals, in 1946 and ended his baseball career nine seasons later with the New York Giants, embarked on a much longer broadcasting career in 1955.

He began calling Cardinal radio broadcasts on KMOX that year and went on to a nearly three-decade association with NBC starting in 1961, making his mark as a commentator for the network's baseball game of the week broadcasts into the 1980s.

Garagiola crossed over from sports to NBC's news division, serving as a "Today" show panelist from 1967 to 1973 and again from 1990 to 1992, and also worked in entertainment television.

During the 1960s and 70s, he filled in for Johnny Carson as an occasional guest host of NBC's "Tonight Show" and presented various game shows, including "He Said, She Said", Joe Garagiola's Memory Game", "To Tell the Truth" and "Strike It Rich".

In addition to his Major League stints with the Cardinals and the Giants, the left-handed-hitting catcher played for the Pittsburgh Pirates and the Chicago Cubs during a 676-game career that earned a .257 batting average, 42 home runs and 255 RBI.

"I really appreciate everything that has happened to me," Garagiola said at news conference at the Arizona Diamondbacks spring training facility in Scottsdale, Arizona. "I don't deserve a lot things that happened to me, but I remember Jack Benny said he had arthritis, and he didn't deserve that either."

Garagiola capped his Hall of Fame broadcasting career as a part-time television analyst for the Diamondbacks since 1998. ■

Article courtesy of yahoo.com.



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

Meet the VAB's Best of the Best



Shannon Sivils

Where did you grow up/go to school?

I grew up in Ruston, LA. I went to undergrad at LSU, and graduate school at The University of Louisiana at Monroe.

What was your first job in broadcasting?

My first broadcasting job was a chyron operator for the morning show at KTVE in Monroe, LA.

What is your career goal?

My career goal is to be a Marketing Director in a top 10 television market, or perhaps make a path to the General Manager position.

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

I'm looking forward to learning how to be a better leader in my workplace as well as share the knowledge I learn about our broadcasting industry. As I move forward in my career, I'm finding that I know very little about what effects our industry and how to make changes for the better.

What do you like to do in your free time?

I love to play golf. I've been playing golf since I was 10! I love to work in my yard and I love going to the beach!

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

I would have dinner with Julia Roberts! I think she is a wonderful actress who came from a small southern town and made something of herself. She didn't let her dream die from people telling her she wasn't good enough. I just think she has opened the door for some many young actresses and I admire that.



Chris Brochon

Where did you grow up/go to school?

I grew up on the New Jersey coast in the shadow of Barnegat lighthouse. All of my schooling was in NJ, with the exception of my last year and a half of high school which was at Randolph-Henry in Virginia.

What was your first job in broadcasting?

My first job in the broadcasting field was here at WFLO. I started in sales, moved on to traffic and production, now involved in everything up to and including engineering. A little over 16 years later, and I'm still here.

What is your career goal?

I never see myself at another station, there is no other like Flo. So, I one day plan to be not just the General Manager, but to be an owner of WFLO.

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

My initial outlook is on making connections with my peers in the industry for the future. Having resources for info and help is vital for success.

What do you like to do in your free time?

I am a huge James Bond fan, fanatical even, so anything Bond related always gets my time. Otherwise I am a voracious reader; history, mystery, classics, I'll read almost anything.

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

If I had to pick only one it would be Winston Churchill. Not only could we discuss history, literature, art, and politics; we both enjoy fine brandy, good cigars, and stimulating conversation by an inviting hearth.



Tim Gabbard

Where did you grow up/go to school?

I grew up in Tucson, AZ. I have five brothers and sisters and my parents will celebrate their 64th wedding anniversary this year.

What was your first job in broadcasting?

I began my radio career in 1988 as an overnight disc jockey in Tucson at 96 Rock.

What is your career goal?

My career goal since then has been to continue to develop professionally and stay passionate about learning, and embrace change. No matter what position I've found myself in, I have strived to be energetic and focused on growth.

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

Discovering my own leadership assets and collaborating with very smart colleagues (B.O.B.) and getting way out of my comfort zone for continued growth.

What do you like to do in your free time?

Let me think. I'm a dad. My life's goal is to be the very best dad possible to my 9 year-old son, Corin. As far as my hobbies, I have enjoyed running half marathons over the last 15 years and also enjoy learning Martial Arts. I love vacations at the beach and skiing in the Rockies.

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 anyone, I would love to break bread with Neil Armstrong. It is just amazing to me that he had the courage to go where no man has gone before without a net or a cell phone!



Tracy Vosika

Where did you grow up/go to school?

I grew up in Boise, ID. I spent a year at LSU and then transferred to the University of Idaho where I really enjoyed my "intro to news writing" class. About ten years later I went back to school through Mississippi State University and became a meteorologist.

What was your first job in broadcasting?

After graduating from the U of I, I sent resume tapes out all over the country and ended up in Joplin, MO at KODE the ABC affiliate.

What is your career goal?

My career goal is to continue to grow and develop in the broadcast field, I try not to limit where that will lead me.

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

Having been heavily involved with all aspects of the newsroom I am hoping to learn more about the sales and marketing side of TV and the hurdles our industry is facing and be part of the dialog about how they can be solved.

What do you like to do in your free time?

I volunteer my time for several local organizations. I coach my son's parks and rec basketball team. I golf as often as I can and spend as much time as I can with friends and family.

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 anybody it would be my great, great, great grandchildren and they would give me an in-depth history lesson from their past 100 years.

Watch for additional Best of the Best class members in upcoming issues of the newsletter.

“Revenue opportunities continue to grow for those who are pushing the digital limits with online and mobile initiatives. As radio further defines and focuses on monetizing their digital platforms and applications, we will continue to see growth for radio in revenue and market share.”

RAB: Radio Turning the Corner in Digital Sales

Radio gained digital share in 2012, and it looks like many stations are building on that momentum in 2013, according to a report issued by Borrell Associates on behalf of the Radio Advertising Bureau. Moreover, there appears to be significant profit in local digital sales operations, the report concludes.

The report, “Benchmarking: Local Radio Stations’ Online Revenues,” says radio grew its online ad revenues 22% last year, outpacing the 20% overall increase in local online ad spend. That was enough to achieve a share increase of two-tenths of a point, to 2.0%.

The report is based on Borrell’s annual industry-wide survey on more than 6,200 local online operations, including more than 2,000 radio stations in 527 clusters. This report analyzes data derived from three principal sources: media ad revenue, local business ad spending, and a special radio manager survey asking questions about digital revenue resources, sales methods, expenses and other digital operations.

The growth signaled a boost for the radio industry, which had lost digital ad market share for three years against aggressive sales from newspaper, TV, yellow pages and Internet pure play competitors. The results offer strong evidence that radio is turning the corner in digital sales.

“In terms of digital advertising, radio has been in a come-from-behind position for years,” said Gordon Borrell, CEO of Borrell Associates. “But it looks like quite a few groups are breaking out and even challenging their newspaper and TV competitors for a slice of that very large digital pie. I hope the data in this report will show radio general managers and general sales managers that it is entirely possible to generate millions in digital sales, and that there’s a high likelihood that these sales hold significant profit margins.”



Overall, radio sellers closed \$370.7 million in local online advertising last year. Borrell expects the number to pass \$420 million this year as many radio groups double down on digital sales efforts. Much of that growth will be fueled by stations budgeting for unusually high growth. In a survey of 1,075 radio stations administered in January as part of the report, 17% said they expect growth of 30 percent or more this year.

There’s more good news for radio: Stations are diverting their focus from banner advertising and branching out to sell other, more popular formats like email advertising, paid search and even video ads. While banner ads were the largest single source of revenue for 32% of the stations who participated in the survey, the number dropped to 22% for 2013.

“Digital strategy among radio stations and groups is varied,” says Erica Farber, RAB CEO. “Revenue opportunities continue to grow for those who are pushing the digital limits with online and mobile initiatives. As radio further defines and focuses on monetizing their digital platforms and applications, we will continue to see growth for radio in revenue and market share.” ■

Article courtesy of Carl Marcucci from rbr.com.

FCC Chair Genachowski Looks to Stay Put

Speculation has long been swirling around who might replace Federal Communications Commission Chairman Julius Genachowski. But hold the phone — all that sturm and drang may be for naught.

It looks like he's staying put for a bit.

Yes, technically, Genachowski's term expires June 30. But by law, he can remain until Congress leaves town at the end of 2014. Other signs that he's sticking around include a planned appearance at the National Association of Broadcasters conference in April, and his continued interest in the FCC's plan to buy back television licenses and auction the spectrum to wireless providers, something we're told Genachowski feels ownership of.

The White House is plenty busy filling all the actual vacancies that have cropped up in President Obama's second term (starting with seven Cabinet or Cabinet-rank jobs), so

finding a replacement for Genachowski apparently isn't high on the to-do list.

For his part, Genachowski has deflected questions about when he might step down.

But for fun — and the parlor game always is, isn't it? — here's some of the names most often heard as potential successors: Larry Strickling, a longtime Obama supporter who now heads the National Telecommunications and Information Administration; former FCC adviser Blair Levin; Karen Kornbluh, ambassador to the Organisation for Economic Cooperation and Development; and current FCC Commissioners Mignon Clyburn and Jessica Rosenworcel.

But they probably shouldn't wait by the phone. ■

Article courtesy of Emily Heil from The Washington Post.

Long-Time William and Mary Broadcaster Bob Sheeran Dies

Bob Sheeran, who retired last fall after nearly forty years as part of the broadcast team for College of William and Mary football, died Saturday afternoon from complications following a stroke.

Sheeran suffered the stroke Feb. 15 and had been hospitalized at Riverside Regional Medical Center since. William and Mary Sports Information Director Pete Clawson confirmed Sheeran's death.

Graduating from William and Mary in 1967, Sheeran became assistant director of Sports Information at William and Mary four years later and began filling in on broadcasts during football and basketball games. He broadcast 464 straight games before stepping away from the microphone at the end of the 2012 football season.

In an interview last fall, Sheeran said he wanted to spend more time with his family, particularly his granddaughter.

"It's been tough week," said long-time friend and restaurateur Waverly Brooks. "We lost a great guy and a good friend. I don't know of anyone who ate at one of my restaurants more in the last 25 years than Bob."

Sheeran was among a group of seven men who met for coffee every Thursday morning at the former Backfin Restaurant and last



year relocated to the restaurant at Williamsburg National Golf Club. Brooks mused that the group "tried to solve every problem of every sports team, every William and Mary problem, and all the world's problems."

Last Thursday was the first gathering Sheeran had missed in 25 years. "There was an empty chair and no one would sit in it," Brooks said. "This week will probably be even worse."

Sheeran served as sports information director at William and Mary 1972-85. He was also a long-time contributor and supporter of William and Mary's Quarterback Club.

William and Mary was only a part of Sheeran's life. He spent more than 30 years as a Realtor in greater Williamsburg, beginning his career at McCardle Realty before launching his own firm six years ago. When the venture closed last year Sheeran joined broadcast partner Jay Colley at William E. Wood Realty.

Sheeran's smooth voice was heard daily on "Wake Up Call" on WMBG 740 AM. He was associated with the radio station for more than 30 years. ■

Article courtesy of John Harvey from The Virginia Gazette.

HUMAN RESOURCES

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Federal Contractors Can Expect Significant Impacts from Sequestration



As of the writing of this article, Congress and the White House have failed to resolve the budgetary “slap in the face” known as sequestration, which is set to take effect on March 1, 2013. Sequestration (i.e., across the board agency spending cuts) is the result of the contentious 2011 budget negotiations. Essentially, Congress and the White House created the sequester as a “poison pill” that would require lawmakers to reach a negotiated resolution on how best to cut spending rather than suffer with large across-the-board cuts they created with sequestration. Apparently, lawmakers on both sides of the aisle misjudged how much pain they were all willing to inflict on the country – particularly, the federal contractors that do business with the very agencies that are preparing to take an ax to their 2013 budgets. Aside from the federal employees who may be furloughed, there is little doubt that federal contractors will start to feel the pain almost immediately if sequestration actually occurs. The “pain” will certainly come in the form of financial pain. However, sequestration will present other legal and administrative pitfalls for federal contractors to consider as they try and continue to conduct business with the federal government during the sequester.

WARN Act Notices

Typically, the Worker Adjustment and Retraining Notification Act (“WARN”) requires employers with over 100 employees undergoing a “mass layoff” or plant closing to give sixty (60) days written notice to those employees

who will be affected. Last fall, there was much debate in the federal contracting community about whether to issue WARN notices to employees. So much so, in fact, the U.S. Department of Labor stepped in to issue an advisory letter in July 2012 recognizing that the unpredictable effects of a sequester would trigger the “unforeseeable business circumstances” exception to WARN’s requirement that notices be issued to the employees.

The fervor over WARN implications later subsided when the original January 2, 2013, sequestration date was pushed back to March 1st. Everyone assumed that Congress and the White House would resolve the budget issues and make sequestration ultimately unnecessary. However, a resolution short of sequestration now looks unlikely. As a result, federal contractors must once again decide whether to issue WARN notices to those employees it anticipates having to layoff or, at least, furlough. Complicating matters further is the fact that many government agencies have not yet notified their contractors how sequestration may affect their contracts, or when it may affect them. Plus, there is seemingly some disagreement in Congress about the efficacy of the DOL’s conclusion about whether WARN notices are required; and it is not clear what weight the federal courts would give the DOL’s assessment in any resulting WARN act litigation.

In a nutshell, if you are a federal contractor and have received notice from one of your federal clients about specific cuts or reductions

to existing contracts, you should reevaluate whether or not to send WARN notices to those employees that will be affected. Make sure in this process you account for any WARN-type statutes that may impose greater or different requirements under applicable state laws where your company does business.

Implications for Unionized Federal Contractors

Those federal contractors who are unionized or who have contracts where both union and non-union workers are employed will have some precarious trails to navigate through the sequester. For starters, “terms and conditions” of employment are considered to be mandatory subjects of bargaining between an employer and the union. Should a federal agency cut or even eliminate your company’s contract, you will be faced with not only laying off the employees working on that federal contract, but also dealing with how to break the news to the union without ending up before the National Labor Relations Board (“NLRB”) defending an unfair labor practice charge. Unionized employers may be forced to re-open contract negotiations with the union and bargain with them about the effects of the sequester on their unionized employees. Simply because the federal government is cutting budgets does not relieve employers of their obligations under the National Labor Relations Act, and you can be sure unions will be out in force to try and preserve as many employees and as much of their salary and benefits as possible during any resulting furlough period.

Benefits Continuation and COBRA

The Consolidated Omnibus Budget Reconciliation Act (“COBRA”) provides employees separated from employment with the opportunity to continue for a limited period the health care coverage they enjoyed under their previous employer’s plan. Employers who may have to furlough or layoff employees due to the sequester should take the time now to examine the terms of their group health plan(s) and determine whether a layoff or furlough in this situation would constitute a loss of employment sufficient to trigger the employees’ right to COBRA continuation coverage.

Furloughing Salaried, Exempt Employees

A layoff or furlough is a fairly straight-forward

proposition for hourly paid, non-exempt employees. If they do not work, they do not get paid. That is not always the case for salaried, exempt employees.

If your organization has to furlough salaried, exempt employees, you first need to consider whether the furlough period will be in whole week increments or something less. For exempt employees who are furlough an entire week, the employer need not pay any portion of the salary and the employees’ exempt status remains intact. However, the employees must not perform any work whatsoever during that week (i.e., not listening to voice mails or reading e-mails); otherwise, the employer must pay the exempt employees their entire salary for the week.

If you have salaried, exempt employees who will be furloughed for only a day or two per week, make sure the furlough occurs in whole day increments, not partial days. Moreover, employers must remember that a furlough does not change the requirement that their salaried, exempt employees must still earn a minimum of \$455 per week in salary. So any salary reductions related to the furlough cannot take them below this threshold. Also, consider carefully at the outset the furlough schedule and any anticipated salary reductions. Some courts have viewed frequent changes to salary as an indication that the employee is not actually paid “on a salary basis” as contemplated by the Fair Labor Standards Act (“FLSA”) and is, therefore, really a non-exempt employee who is entitled to overtime pay. Thus, plan accordingly and make only infrequent changes to the salaries of your exempt employees.

Conclusion

The foregoing examples are only a few of the pitfalls that await unsuspecting government contractors should the sequester take affect. Navigating the legal landscape in a post-sequester world will not only be new, it will be challenging. Federal contractors are advised to consult in advance with their labor and employment counsel and prepare a comprehensive strategy on how to successfully navigate their operations throughout the sequester. ■

“Navigating the legal landscape in a post-sequester world will not only be new, it will be challenging.”

Article courtesy of John G. Kruchko and Kevin B. McCoy, Kruchko & Fries.

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.

Director

Winchester, VA

Full-Time Television Director TV3 Winchester is searching for a candidate to fill a full-time live TV director for its morning newscasts. Candidate should be a motivated self-starter with the ability to learn new and very technical processes quickly. Must be computer savvy in a Windows environment. Candidate will be working closely with the news team to execute on-air, live broadcasts in a multiple-camera studio with live capabilities in the community. Any combination of non-linear editing, graphics design, camera work and audio mixing techniques or technical directing experience is a plus. Reply to jobs@tv3winchester.com TV3 Winchester will perform pre-employment drug screening and driving record check. EOE.

Production Assistant PT

Lynchburg, VA

Primarily responsible for in-studio production assistance, including the operation of Camera, Audio, character generator, or etc. as assigned by shift supervisor. Also responsible for field technician assistance for Creative Services as needed. Basic understanding of audio-visual components. Available to work irregular hours and holidays. Also available for long hours during special circumstances. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588. Applications may be obtained online at www.wset.com. EEO/M/F.

Assistant News Director

Norfolk, VA

WVEC-TV, Norfolk, Virginia has an immediate opening for an Assistant News Director. This person will be responsible for the day-to-day running

of the newsroom with the News Director and Executive Producer. The Assistant News Director will coordinate daily news coverage, have a passion for investigative reporting, and possess the ability to motivate and coach our reporting staff. Prior newsroom management experience is strongly preferred, along with at least 5 years experience in television news. Please email a cover letter, resume, and a link to a recent newscast to jobs@wvec.com or via US Mail to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia, 23510. EOE.

Account Executive

Norfolk / Virginia Beach, VA

We are looking for one experienced Sales Person, Media Preferred, that can help us reach the next level. You will be working with some existing accounts but your main objective is to cultivate new local direct business. This is not a desk job and you will be expected to meet with local business decision makers and put plans together to help grow their business, and build a strong relationship. Bi Lingual is a plus but not a must. Send cover letter and resume to: General Manager, Hindlin Broadcasting, 700 Monticello Ave., Suite 301, Norfolk, VA 23510. EOE.

Sports Anchor/ Reporter/ Producer

Norfolk / Virginia Beach / Portsmouth, VA

WAVY-TV 10 / WVBT FOX 43 is searching for a SPORTS ANCHOR/REPORTER/PRODUCER. The successful candidate will have strong command of reporting, video photography, video editing, writing, producing sports segments and shows, anchoring and web presentation. Some news coverage may also be required. Please send cover letter, resume, and DVD examples of your most recent anchor and reporting to: Bruce Rader,

Sports Director, WAVY-TV 10 / WVBT-TV FOX 43, 300 Wavy St., Portsmouth, VA 23704 or email link directly to: Bruce.Rader@wavy.com No phone calls, please. EOE.

Creative Producer

Winchester, VA

TV3 Winchester has an immediate opening for a Promotions Producer. The ideal candidate is a creative outside-the-box thinker who is self-motivated and can work under the pressure of tight deadlines. Daily responsibilities include promoting a station and news product through script writing, audio/video collection in studio/field, studio/field lighting, video editing and graphic design for broadcast video. Candidate is fluent in a Mac environment with detailed knowledge of the Apple editing suite to include Final Cut Pro, Motion and Compressor. Submit your resume, reel or links to examples of your work and any other supporting information to jobs@tv3winchester.com. Benefits include paid time off, health insurance and retirement plan. EOE.

Master Control Operator

Roanoke, VA

Immediate full-time opportunity. Perform all on-air operations within a Multi-Station HD TV control room. Must be highly skilled in PC/Windows based computers. Recording, downloading, uploading and editing of all on-air programming and commercial material. Monitoring and operating remote transmitters. Must be able to work nights & weekends. Applicant must be reliable, have the ability to multi-task, and be able to manage time and perform detailed tasks with extreme accuracy. Visit us online at www.fox2127.com, or send resume to: HR Manager WFXR-TV/WWCW-TV 2618 Colonial Avenue SW Roanoke,

VA 24015 Fax 540-345-1912. E-mail: b.argabright@fox2127.com. EOE.

**Regional National Sales Manager
Roanoke, VA**

Responsible for handling the national business at both television stations. Duties include but are not limited to negotiating and pricing national spot buys, maintenance and stewardship of national schedules, developing and presenting sponsorships and promotions for national accounts, growing national revenue market share at both stations, developing relationships with key agency and client contacts. Regular travel between Roanoke, VA (WSLS) and Johnson City, TN (WJHL) is essential. Bachelor's Degree desired. 5 years experience in a broadcast sales environment required. Apply online only at www.mediageneral.com/careers.

**Experienced Radio Creative/Production
Tri-Cities Tennessee / Virginia**

Bristol Broadcasting Company is looking for a full-time radio creative/production pro for our five-station cluster. Prior experience and computer proficiency are required. Apply with resume to: Lisa Niningier Bouldin, Bristol Broadcasting Company, P. O. Box 1389, Bristol, Virginia 24203 or by email to creativepro@bristolbroadcasting.com. EOE.

**Sports Anchor/Reporter
Richmond, VA**

NBC12, Richmond's No. 1 news station, seeks Sports Anchor/Reporter. Successful candidate will have a minimum of 2 years experience anchoring, shooting and producing compelling stories. New media literacy required. Send resume, non-returnable demo tape and cover letter with salary requirements to Frank Jones, Assistant News Director, NBC12, P. O. Box 12, Richmond, VA 23218. EOE M/F/H/V.

PM Drive

Harrisonburg, VA

96.9 WSIG is seeking a full-time PM driver. If you're looking for radio the way it "used to be"—this is it. WSIG is proud to be the live-and-local reflection

of a country-lovin' agricultural-based community. Can you bring energy and enthusiasm to the country hits our listeners grew up with? Do you have a great work ethic and "bring it" on a daily basis? Are you all about personal appearances, regardless of whether it's a paid remote, an unpaid community event, or anything in between? Are Adobe Audition and Facebook your second and third languages? If you answered yes to all of these questions, we'd like to learn more about you. Send your resumé and mp3 to jr969wsig@gmail.com. EOE.

**Executive Producer
Norfolk, VA**

WVEC-TV has an immediate opening for an Executive Producer. This person will be responsible for the day-to-day running of the newsroom with the News Director and Assistant News Director. The Executive Producer will bring a creative approach to newscast development, showcasing, and will demonstrate an ability to carry branding across shows. The Executive Producer is responsible for ensuring accuracy in newscasts, and will serve as a liaison between producers, reporters and the production department for visual and editorial creativity. This position is responsible for the recruitment, hiring, scheduling, training and development of all newscast producers. The ideal candidate will have more than 5 years experience in television news and a Bachelor's Degree in Broadcast Journalism. Please send a cover letter, resume and DVD (or a link to your recent newscast) of your work to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia, 23510. No phone calls. Send inquiries to jobs@wvec.com. EOE.

**Part time Production Operator
Norfolk / Virginia Beach / Portsmouth, VA**

WAVY-TV/WVBT-TV FOX43 has an immediate opening for a Production Operator - part-time. Candidate will operate robotic cameras and teleprompter for early morning newscasts; however, employee must be willing and able to work any and all shifts. Some studio production

experience preferred. A college degree in Communication or equivalent experience is desired. Please send resume and cover letter to: Dave Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704 or email to dave.whitener@wavy.com. EOE.

**Digital Content Producer
Norfolk / Virginia Beach / Portsmouth, VA**

WAVY.com/FOX43tv.com is looking for someone to join our award-winning digital news team. Applicants must be innovative, reader-focused and full of creativity. Online experience in design and editing is a big plus. We are seeking someone with strong database, researching and social media skills. This position requires exceptional writing skills and a strong news judgment, with the ability to react quickly to breaking news. Degree in journalism; daily newspaper or news site experience required; live, working Web samples and/or print pages preferred; proficiency in Adobe Photoshop, Dreamweaver, and Basic HTML preferred; CSS, Flash and other relevant technology skills a big plus. Please send resumes and inquiries to Tim Moreau, Digital Media Director. tim.moreau@wavy.com EOE.

**Sports Anchor - Weekend FT
Lynchburg, VA**

The Anchor / Reporter will be primarily responsible for reporting on sports stories, and serving as the Weekend Sports Anchor at the station. This person will assist with the production of sports programs as enterprised, assigned by the Sports Director or determined by the show's Producer. Advanced Education in the field of Broadcast Journalism or equivalent broadcasting work experience. Valid Virginia Driver's license within 30 days of employment. Knowledge of journalistic standards as they relate to on-air presentation of news stories. Accurate and comprehensive writing skills. Ability to act and react appropriately on camera. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588. EEO/M/F.



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.

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Since the EEO rules require stations to evaluate their EEO programs, including participation in menu option activities, stations may wish to take the opportunity early in 2013 to 'map out' and plan their outreach activities for the calendar year."

EEO Outreach Activity Deadline Approaching for Virginia Radio Stations

Among other things, the FCC's EEO rules require stations to engage in specific non-vacancy outreach efforts every two years. For Virginia radio stations, the current two-year period ends June 1, 2013, which means that radio stations that are not already on track to satisfy their EEO outreach requirements have only a few more months to complete the required number of menu options. (For Virginia television stations, the most recent two-year period ended June 1, 2012.)

Broadcasters may select initiatives from the FCC's outreach "menu" that they believe will be most effective for their stations. Every two years, stations that have more than 10 full-time employees and are not located in a "smaller market" must engage in at least four of the initiatives on the menu, and stations that are located in a "smaller market" or have five to ten full-time employees must engage in at least two of the initiatives. (A "smaller market" is a community that is located in a county that is outside of all metropolitan areas, as defined by the federal Office of Management and Budget or is located in a metropolitan area that has a population of fewer than 250,000 people.) Stations with fewer than five full-time employees are not required to engage in any menu option outreach activities. For purposes of the FCC's EEO rules, a "full-time" employee is one who regularly works 30 or more hours per week.

A complete list of the 16 categories of outreach activities is listed in the EEO rule itself, which is available at <http://www.gpo.gov/fdsys/pkg/CFR-2012-title47-vol4/pdf/CFR-2012-title47-vol4-sec73-2080.pdf> (open the PDF file and go to the second page).

For example, to fulfill the menu option outreach requirement, a broadcaster that has more than ten full-time employees and is not located in a "smaller market" could, during a two-year period, host one job fair, establish an internship program, participate in a scholarship program, and co-sponsor one job fair with an organization in the business and professional community whose membership

includes substantial participation by minorities and women.

The FCC has not quantified the amount of effort that broadcasters must devote to the menu options. The rules permit broadcasters to perform the menu options on a joint basis, but a station seeking credit for a particular menu option performed on a joint basis must have meaningful involvement in the activity, by which the FCC means that the station has meaningful input into the planning and implementation of a particular event. It is not sufficient for the station to merely lend its name to an activity or to provide money where the activity is otherwise entirely conducted by another entity. For example, the hosting of a job fair may be performed on a joint basis; however, insofar as a particular station's participation amounts to little more than attendance at the job fair, that broadcaster can only claim credit for attendance, even if it has been nominally designated a co-sponsor. Similarly, for a scholarship program involving multiple stations, each station claiming "credit" must be involved in activities such as designing the program, soliciting scholarship applicants, maintaining scholarship materials at the station, interviewing or selecting scholarship recipients, promoting the program on air, and evaluating the effectiveness of the program.

Finally, each year the FCC randomly audits stations to evaluate their compliance with the EEO rules, and the FCC has been enforcing its EEO rules by imposing fines and reporting requirements. Since the EEO rules require stations to evaluate their EEO programs, including participation in menu option activities, stations may wish to take the opportunity early in 2013 to "map out" and plan their outreach activities for the calendar year, with Virginia radio stations especially keeping the June 1, 2013, two-year deadline in mind. ■

Article by Stephen Hartzell, Attorney, Brooks, Pierce, McLendon, Humphrey & Leonard LLP.