

## Study: Local Broadcasting Generates \$1.24 Tril in Annual Economic Activity

The local commercial broadcast television and radio industry contributes \$1.24 trillion of Gross Domestic Product (GDP) and 2.65 million jobs to the American economy annually, found a new study by Woods & Poole Economics with support from BIA/Kelsey. The analysis, which breaks down broadcasters' influence on the economy of all 50 states and the District of Columbia, concluded that both television and local radio broadcasting's economic impact will continue to grow in the coming years.

"Broadcast radio and television stations not only provide valuable local news, weather and public affairs programming to local communities, but also serve as a key driver for economic growth in America's hometowns," said NAB President and CEO Gordon Smith. "Whether it is by providing hundreds of thousands of jobs or offering an advertising platform for small businesses, local broadcasting has an unmatched legacy as an engine for economic development and growth."

The report is being released in conjunction with the NAB State Leadership conference, where 500 broadcasters from across America will be visiting members of Congress this week and leaving behind individualized state economic reports documenting the job and economic impact of local broadcasting.

The analysis found that direct employment from local commercial broadcasting, which includes jobs at local television and radio stations as well as in advertising and programming, is estimated at more than 313,000 jobs, generating more than \$55 billion annually in economic impact. Broadcast television accounts for over 188,000 of these jobs, as well as over \$32 billion in GDP, while broadcast radio contributes 125,000 jobs that result in almost \$23 billion in GDP.

"The commercial local broadcast industry ... is critically important to the United States economy as a whole and to local economies in particular," said the study. "Local radio and television's key role in the dissemination of entertainment and local programming is well established. Its important value to the national economy is often overlooked, and in many ways taken for granted."

The study also examined the cascading impact employment in local broadcast television and radio has on local economies through the consumption of goods and services by industry employees. Local broadcasting has a ripple effect on other industries of over \$138 billion in GDP and more than 856,000 jobs, the report concluded.

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## 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](http://www.vabonline.com)

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## Local Broadcasting *continued*

"The income earned by workers in jobs directly related to local television and radio broadcasting, either in the industry itself or in the many suppliers that support the industry directly, helps create additional economic activity," said the analysis. "Each worker directly employed in local television and radio broadcasting maintains a household and consumes all of the goods and services American workers consume. A worker in local broadcast television advertising consumes manufacturing output when he or she purchases an automobile. A worker in local radio broadcasting consumes construction sector output when he or she purchases a new home."

Broadcasting's largest impact on the American economy stems from its role as a forum for advertising of goods and services that stimulates economic activity, Woods & Poole found. The study estimated local broadcast TV and radio advertising generated \$1.05 trillion in GDP and supports 1.48 million jobs.

"The advertising provided by commercial local television and radio is unique in its comprehensive coverage and very low cost to

consumers," said the report. "Local television and radio advertising serves an important role for both consumers and businesses in providing economic information on product prices and features. This information increases market efficiencies and results in greater demand for well made and well priced goods and services. The additional demand contributes to aggregate economic growth."

Woods & Poole analyzed only local commercial broadcast radio and television stations including locally owned and operated commercial stations, network affiliate stations and independent stations. Noncommercial radio and TV stations and the operations of over-the-air broadcast networks were not part of the analysis, except for networks' owned-and-operated local television stations. The study was commissioned by the National Association of Broadcasters.

Woods & Poole senior economist Martin Holdrich is available to answer questions regarding the study. He can be contacted at (202) 332-7148. ■



## Leaders and Legislation

Dave Paulus, Doug Easter, Doug Davis & Jonathan Williams  
at the Hampton Roads Legislative Dinner on February 5, 2014.

## WSJ: FCC to Ban JSAs in Same Local Markets

Tom Wheeler, FCC Chairman, looks like he's going to move ahead with a Report and Order on changing media-ownership rules that would make it harder for broadcast companies to control two TV stations in the same local market by using the same ad sales staff (Joint Sales Agreements), the Wall Street Journal reported. Wheeler is likely to force an FCC vote on March 31.

Wheeler's proposal would treat broadcasters as the owners of any station for which they handle more than 15% of the advertising sales," Reuters/The Chicago Tribune reported the WSJ as saying.

If the Commission approves the proposed order, many larger broadcasters, such as

Sinclair could be forced to unwind the agreements that don't meet these requirements within two years or face a potential violation of the FCC's media ownership rules, WSJ said.

For decades, rules prohibited one owner from controlling both a newspaper and a television or radio station in a single market. More than a year ago, the previous FCC chairman, Julius Genachowski, circulated a proposal that would have relaxed the ban, eliminating the restrictions on one owner controlling a radio station and a newspaper in the same market. However, in December the FCC withdrew the proposal. ■

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

## NAB to FCC: Currently No Better Solution Than Blackout Rules

The National Association of Broadcasters is putting up a goal line stand to the FCC's 5-0 vote last year proposing eliminating the blackout rules. FCC rules prevent cable and satellite operators from importing distant TV station signals carrying an NFL game that has been blacked out on broadcast TV in a local market due to insufficient ticket sales.

In comments to the FCC Monday, NAB said that eliminating the blackout rules might be expedient in the short run, but would be a "net negative" for sports fans, especially those who get games over the air.

It would seem a counterintuitive argument since the blackouts—though relatively few in number—prevent viewers from seeing the games over the air.

But the NAB argues that if sports leagues can't control their distribution, their games will migrate to pay TV—the leagues have said as much.

NAB said its member stations would like nothing better than to always be able to televise games.

"If there were a solution that could satisfy both constituencies while, at the same time, preserving the clear public benefit of having major sports programming on free television, broadcasters would be the first to support it," NAB said. "Unfortunately, given the interconnection between the Commission's rules governing broadcast carriage on pay TV and the copyright laws—especially the distant signal compulsory copyright laws—no better solution exists and the Commission's sports blackout rules remain a necessity." ■

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

# New Legislation Seeks to Modernize Copyright Act to Benefit Songwriters

**The legislation would now charge the CRB with also trying to set rates that would replicate the rate levels that would be achieved in a market with a willing seller and willing buyer.**



A member of Congress has introduced legislation this morning aimed at ensuring that the Copyright Royalty Board also consider fair market value when setting songwriter mechanical royalty rates for digital services.

The legislation was introduced by Rep. Doug Collins (R-GA), a member of the House Committee on the Judiciary, carrying the name the Songwriter Equity Act. Its purpose is to update provisions in the Copyright Act to level the playing field for songwriter, composers and publishers to receive fair compensation for the use of their intellectual property.

According to the National Music Publishers' Assn., roughly two-thirds of songwriter incomes is heavily regulated by law or through consent decrees, which has often resulted in songwriters being saddled with well-below market rates instead of receiving fair value.

"This bill is an important step on the road to fairness for the more than 600,000 songwriters and music publishers represented by BMI," BMI Chief Executive Officer Michael O'Neill said in a statement. "The current environment, where performances of sound recordings are valued at 12 times those of the musical compositions that underlie them, is untenable. Similarly, the rates set for making copies of musical works under Section 115 are artificially depressed and lack a relationship to the marketplace. We are simply asking Congress to take the evidentiary blinders off of the judges who control a significant portion of our writers' income from public performance and mechanical royalties."

"The Songwriter Equity Act represents an important step to inject fairness into a process that is undeniably stacked against songwriters and publishers, and I applaud Congressman Collins for his leadership on the issue," NMPA president David Israelite said in a statement.

The legislation is aimed at rejiggering elements of Section 114 that would have an impact on Section 115 of the Copyright Act, which was written back in 1909 to regulate piano rolls and impose a complex compulsory license system.

Although songwriters and publishers would really like to see the compulsory licenses eliminated, they recognize that might be a bridge too far in the current environment, where Congress and the administration are embarking on reviewing whether copyright revision is needed. But while the new legislation would leave a compulsory license in place, it would charge the CRB with also trying to achieve fair market value among the four other considerations it uses when setting rates.

Currently, the CRB only considers four objectives in calculating rates: to maximize availability of song uses; to afford a fair return to the copyright owner and a fair income to the song user that reflect the roles of each; and to minimize the disruptive impact on the structure of the industries involved.

The legislation would now charge the CRB with also trying to set rates that would replicate the rate levels that would be achieved



in a market with a willing seller and willing buyer. Without that final ingredient, songwriter royalty rates levels have stagnated since they were first introduced.

“The Songwriter Equity Act is an important first step toward a more effective and efficient licensing system that will benefit everyone – consumers, music licensees and the songwriters and composers who are the foundation of the rapidly changing music environment,” ASCAP president and chairman Paul Williams said in a statement. “But while technology is creating amazing opportunities for music to reach new audiences, it’s also creating real challenges for songwriters and other creators when it comes to licensing our work, because the rules that govern how we do business haven’t kept pace...By updating the outdated provisions of the Copyright Act in Sections 114(i) and 115, Congress has an opportunity to modernize the music licensing system so that songwriters and composers can thrive alongside the businesses that use our music.”

The other thing that the legislation does is to allow other rate proceeding evidence -- such as rates set between Sound Exchange, representing master rights performers, and the record labels -- to be introduced as evidence in ASCAP and BMI rate courts.

“In 1909, Congress set a rate of two cents per copy, and today, more than 100 years later, the rate has increased to only 9.1 cents per song,” Israelite said in a statement. “I fear that without the Songwriter Equity Act, songwriting as a profession will give to way songwriting as a hobby, and an important American treasure will be in jeopardy.”

With copyright revision review just beginning -- in a process that could take many years before anything happens, if it even does -- the songwriter/publisher community felt it was important to get legislation out there that addressed the issues of concern to them so that those involved in the review process are aware of these copyright revision elements.

“A lot of good things can come out of this legislation just being introduced,” Israelite tells Billboard.

In addition to the Congressman introducing the bill, other speakers expected to talk today were ASCAP chairman and president Paul Williams, BMI CEO Mike O’Neill, The Recording Academy chief advocacy and industry relations officer Daryl Friedman and Israelite. ■

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

## VAB Processing Membership Updates

You should have received your VAB membership update forms recently in the mail. Please be sure to verify all of your contact information, make appropriate changes, and send back to Samantha Wilson, [samantha.wilson@easterassociates.com](mailto:samantha.wilson@easterassociates.com) or fax (434) 979-2439. We need this information to ensure that the Association database is up-to-date. ■

## 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).

## Not Your Parents' NLRB: Major Headaches on the Horizon for Employers

John G. Kruchko is a Partner with the Labor & Employment Law Firm of Ford Harrison, LLP in Tysons Corner, Virginia; Kevin B. McCoy is also a Partner with the Firm. For more information, please contact Mr. Kruchko or Mr. McCoy at (703) 734-0554 or by e-mail at [jkruchko@fordharrison.com](mailto:jkruchko@fordharrison.com), or [kmccoy@fordharrison.com](mailto:kmccoy@fordharrison.com). This article is published for general information purposes, and does not constitute legal advice.

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By now, most companies large and small are familiar with the Equal Employment Opportunity Commission ("EEOC") and the state-agency equivalents that have dominated the employment law landscape for the last few decades. The rise in both number and prominence of employment discrimination, harassment, and retaliation claims have consumed the media attention and occupied a significant portion of employers' time and resources. The EEOC is certainly still aggressively rooting out employment discrimination

and the agency charged with enforcing that statute, the NLRB. The purpose behind the NLRA was to regulate the field of union-management relations and provide an agency to oversee and, where necessary, resolve disputes born out of the union-management relationship. For many decades the NLRB concentrated its efforts on unionized workforces and the relationships between companies, unions, and the employees that made up those unionized workforces. However, over the last few decades, union membership has declined precipitously. According to the Bureau of Labor Statistics, in 2013 only 11.3% of the workforce was unionized (counting both private and public employees). Only 6.7% of private sector employers had unionized workforces. Consider, by contrast, that in 1983, the total percentage of unionized workers in America stood in excess of 20% and you begin to understand why the NLRB's influence has waned.

None of these statistics are news to the NLRB; the agency has been combatting declining union rolls for many years. However, about three or four years ago the agency underwent a philosophical re-evaluation of its role in the unionization process and its role in workforce management, in general. What the agency came away from this process with was a two-pronged approach to (1) reinvigorate unionization; and (2) to provide new avenues of workplace governance for the NLRB. These efforts now have the NLRB on the cusp of reestablishing itself as a dominant enforcement presence for employee workplace rights.

### The NLRB Decides to Change the Rules of the Union Election Game

Workforces become unionized through secret ballot elections where employees can vote "yes" or "no" as to whether they want to be represented by a particular union. A simple majority vote either way wins the election. That election process is governed in large measure by internal NLRB rules and procedures. The election process for a

where it finds it, but employers are now used to it. They have adapted. They have trained their managers; they have revised their handbooks; they have implemented anti-harassment procedures; and are used to responding to EEOC charges. In short, many employers are utilizing compliance techniques and are, if necessary, prepared to combat EEOC charges. However, one agency is quietly gaining renewed strength and is positioning itself to be the preeminent agency enforcing employee workplace rights: the National Labor Relations Board ("NLRB").

### Some Historical Perspective

The NLRB is not a new agency. With the passage of the 1935 Wagner Act were born the National Labor Relations Act ("NLRA")

**Employers are advised to stay abreast of these new changes at the NLRB as they continue to develop and to consult experienced labor counsel if issues or questions arise with their own employees.**



currently non-unionized workforce is started by an election petition filed by a union with the NLRB who is seeking to be the employees' exclusive bargaining representative. The period of time between the filing of the election petition and the date of the actual election has historically encompassed a myriad of procedural hoops and administrative challenges that both the union and employer may avail themselves of to resolve such issues as unfair influences on the election process, scope of the correct bargaining unit, identity of the unit members, etc. There is no hard and fast deadline by which every election must take place; but according to the NLRB's own statistics, the average representation election takes place 38 days following the filing of the election petition. During that 38-day period, employers are allowed to campaign (using lawful means) to try and convince their employees that they should vote "no" to unionization. That average 38-day period currently allows employers to win about 40% of the representation elections. The NLRB has deemed that winning percentage too high.

As a result, on February 5, 2014, the NLRB announced it was reissuing its "quickie election" rule, which the agency hopes will drastically alter the election process and spur increased unionization. The NLRB previously issued this rule in June 2011, and federal courts struck down a version of this rule based on procedural grounds that had little to do with the substance of the rule. With those procedural issues now resolved, the NLRB is again focused on altering the election rules. Essentially, the proposed "quickie election" rule puts off until after the election several procedural issues that are currently resolved before the election takes place. By deferring some of these issues, the NLRB hopes to significantly shorten the window between the filing of an election petition and the actual election. In fact, the NLRB anticipates the new rule will shorten the current 38-day window down to a 10 to 21-day window. By shortening that window, the NLRB is seeking to give employers less time to campaign against unionization and hopefully drive up the number of elections that are won by the union.

Employers are advised to stay abreast of the NLRB's proposed election changes as they develop over the next several months and to consult experienced labor counsel before trying to manage a union organizing drive or election process on their own.

## **The NLRB Delves Into the Non-Unionized Workforce**

In addition to changing some of the current rules of the game, the NLRB is trying to spread its wings and delve into non-unionized workforces. Although traditionally viewed by business leaders as the federal law dealing with unions and collective bargaining, the text of the NLRA is quite broad and Section 7 of the Act gives all employees (regardless of their union status) the right to engage in "protected concerted" activity for the purpose of their "mutual aid or protection." Over the last few years, the NLRB has begun using this broad phraseology to try and regulate non-unionized workplaces – primarily by attacking employer policies and procedures. The NLRB's underlying premise is, of course, that employer policies that interfere with or "chill" an employee's communication rights under Section 7 is unlawful.

For example, the NLRB has recently attacked employer policies and individual agreements governing (a) social media, (b) confidentiality and non-disclosure, (c) non-disparagement of the company, (d) conduct and discipline policies, (e) employment at-will disclaimers, and (f) arbitration of employee claims. While the shortcomings in each policy will differ from employer to employer and from policy to policy, the basic problem that the NLRB is attacking is the language in these policies that run afoul of employees' broad Section 7 rights to engage in protected concerted activity for their mutual aid and protection. In short, the NLRB is using existing law to reimagine the scope of its enforcement rights under the NLRA. In the coming years, employers should expect to hear from the NLRB about employee complaints just as often, if not more often, than it currently hears from the EEOC. In the meantime, be proactive; have your labor counsel review your handbook and other workplace policies for compliance with the NLRB's new initiatives.

## **Conclusion**

Issues surround union elections and the NLRB's new attempts at governing non-unionized workforces are and will continue to be in a state of flux. Employers are advised to stay abreast of these new changes at the NLRB as they continue to develop and to consult experienced labor counsel if issues or questions arise with their own employees. ■

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*Article courtesy of John G. Kruchko and Kevin B. McCoy, Ford Harrison LLP.*



## 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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# New Closed Captioning Requirements May Dramatically Affect Television Newsroom Practices and Culture



On February 20, 2014, the FCC adopted a new Report and Order, Declaratory Ruling, and Further Notice of Proposed Rulemaking (the “Order”), which it subsequently released—in all its 153 pages of glory—on February 24. The Order covers a wide range of territory affecting television stations, MVPDs, and programmers on a host of closed captioning issues, practices, and procedures.

Many of the new requirements will go into effect January 15, 2015, or later, but one area of great significance to television stations—new, “enhanced” requirements for teleprompter captioning—may go into effect much sooner and is the subject of this article. Specifically, the FCC will require stations using teleprompter captioning to implement six new procedures, some of which are certain to change current newsroom practices. (Stations may elect to disregard the new procedures and, instead, use live, real-time closed captioning rather than teleprompter captioning.)

As television stations become familiar with the new requirements that relate to tele-

prompter captioning—also known as Electronic Newsroom Technique (“ENT”) or ENPS captioning—it is important to understand that the Commission in January sent signals that it was considering implementing a prohibition on all ENT captioning on a going-forward basis and requiring all stations to use live, real-time closed captioning instead. Such an approach would have resulted in significant additional annual expenses for television stations. Thus, the fact that the Commission adopted rules for ENT “enhancement” represents a “win” for television stations (at least from an expense standpoint) and was the result of industry negotiation with the FCC, led by the NAB.

Under the FCC’s current rules, Big 4 Affiliates in the Top 25 DMAs are not permitted to use ENT captioning to satisfy their closed captioning requirements, but all other stations are permitted to use the ENT captioning method. Under the new rules, nothing has changed for Big 4 Affiliates in the Top 25 DMAs, but stations that are currently permitted to use ENT captioning must make certain adjustments and adopt certain “enhance-



ments” in order to be “deemed in compliance” with the closed captioning rules. To that end, the new rules require stations, in their use of ENT captioning, to adhere to six new components and procedures in the ordinary course of business. *(Of course, no aspect of these “enhancements” will relieve stations of their existing obligations to continue to make “emergency information” accessible to all viewers under the current Emergency Access Rule.)*

Here are the six components and procedures:

- ▶ In-studio produced news, sports, weather, and entertainment programming will be scripted.
- ▶ For weather interstitials where there may be multiple segments within a news program, weather information explaining the visual information on the screen and conveying forecast information will be scripted, although the scripts may not precisely track the words used on air.
- ▶ Pre-produced programming will be scripted (to the extent technically feasible).
- ▶ If live interviews or live on-the-scene or breaking news segments are not scripted, stations will supplement them with crawls, textual information, or other means (to the extent technically feasible).
- ▶ The station will provide training to all news staff on scripting for improving ENT.
- ▶ The station will appoint an “ENT Coordinator” accountable for compliance.

Without question, to meet these new requirements, most ENT-captioning stations will need to implement changes in certain aspects of newscast production, and newsroom personnel will need to adjust certain practices, habits, and—perhaps most importantly—mindsets. For example, it is unusual for sports or weather to be scripted, but the new rules are clear that they will need to be scripted in order for stations to be able to continue using ENT captioning. Similarly,

the new rules are clear that stations will be required to provide supplemental visual information for unscripted live interviews, on-the-scene reports, and breaking news segments if such material is otherwise unscripted. Such supplemental information should be crawls, lower-thirds, or other similar displays and should attempt to capture, in a meaningful way, the information being provided in the live, unscripted audio. It is obviously too soon to tell just how much detail the FCC expects, but it is safe to say assume that the FCC will use a high standard and expect stations to “go the extra mile” and make more than a minimal effort with such supplemental material. Alternatively, of course, stations currently using ENT captioning have the option to decline to adopt the enhancements and to begin using all live, real-time closed captioning instead.

The requirements for “enhanced” ENT captioning will become effective 90 days after the Order is published in the Federal Register. Publication could come any day, so newsrooms should begin making plans for compliance and assimilating new procedures and policies into the newsroom culture. Along with these ENT enhancements, the FCC has also adopted a new enforcement concept—a “compliance ladder”—by which to evaluate allegations of ENT closed captioning deficiencies. The compliance ladder will warrant further discussion and analysis as the effective date of the new rules draws closer. More immediately, ENT-captioning stations should begin today to discuss internally how they will meet the six elements above and begin taking steps to implement the requirements ahead of the deadline so that when the deadline arrives, the practices will already be in place and be “second nature.” ■

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

**The requirements for “enhanced” ENT captioning will become effective 90 days after the Order is published in the Federal Register.**

## 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.

### **News Photographer/Editor Hampton / Norfolk, VA**

WVEC is hiring two (2) full-time News Photographer/Editors. The position requires you to serve as a show editor when needed; editing and recording news feeds; routing and recording various satellite and microwave sources. You will also serve as a news photographer assigned to shoot and edit stories. Ability to meet daily deadlines is a must. You will need to drive and operate microwave/satellite units, performing live shots as needed. You will serve in an on-call rotation and must be able to work extended hours during breaking news and weather coverage. Strong communication skills a must. Knowledge of newsroom operations and training in Edius non-linear editing software is a plus. You must have a valid driver's license and be a high school graduate. Send cover letter, resume and nonreturnable tape or DVD of your work to Human Resources, WVEC, 613 Woodis Avenue, Norfolk, Virginia, 23510. No phone calls. Send inquiries to [jobs@wvec.com](mailto:jobs@wvec.com). EOE.

### **Digital Sales Supervisor Roanoke, VA**

WDBJ7 is seeking a supervisor for its digital sales team. With a variety of desktop, mobile, social and video products in hand, WDBJ7's Digital Sales Supervisor will help the company achieve digital revenue goals and position WDBJ7 as the top local choice for digital marketing services. Prior media and/or online sales experience is preferred. A Bachelor's degree is preferred, preferably in Marketing, Advertising or a related field. A valid driver's license, and a good driving record, are required. Interested candidates please visit [www.schurz.jobs](http://www.schurz.jobs) and search

Requisition Number WDBJ1790 to learn more about the position and apply.

### **News Producer Roanoke, VA**

WDBJ7 is searching for a News Producer with excellent writing and journalism skills to join our award-winning news team. We're seeking someone to produce memorable newscasts, overseeing and executing all editorial and production elements of broadcasts, including editing, writing, ordering/creating graphics, and coordinating live shots. The successful candidate will engage in and produce for social media to help promote digital products, communicate information to viewers and receive tips from them. We're seeking someone with 1-3 years of news producing experience. A Bachelor's degree in a related field, and a valid driver's license with a good driving record, are required. Interested candidates please visit [www.schurz.jobs](http://www.schurz.jobs) and search Requisition Number WDBJ1793 to learn more about the position and apply.

### **Reporter/Digital Journalist Harrisonburg, VA**

WHSV-TV is accepting resumes for a full-time REPORTER/DIGITAL JOURNALIST to replace a reporter who jumped 130 markets. We're looking for a hard-working driven individual excited to cover news across a variety of mediums, including social media platforms. Primary responsibility is to monitor and post to all social media outlets as well as interact with WHSV's growing mobile audience. This person will shoot, edit, produce reports on air and online. Being well-schooled in technology and a multi-tasker is a plus. This position will have a heavy emphasis on digital

and social media. A college degree in telecommunications/broadcast journalism and a good driving record are required. Rush resume and reel to: WHSV-TV, Attn: Kay Norred, News Director, 50 North Main Street, Harrisonburg, VA 22802. You may also email resumes to [knorred@whsv.com](mailto:knorred@whsv.com). WHSV-TV is a drug free workplace. EOE. E-verify participant.

### **Radio Marketing Consultant Fredericksburg, VA**

The Star Radio Group, WFLS, WVBX, WWUZ, WNTX-AM and fredFM-96.5, a family owned and operated company, has a unique opportunity for the right candidate. We are seeking an energetic person to partner with businesses to develop successful marketing campaigns. The successful candidate must possess strong communication and customer service skills, have solid organizational and multitasking skills plus the ability to work in a competitive, diverse market. Bachelor's degree and a minimum of two years sales experience, preferred. Eligible applicants must possess a valid Virginia driver's license and a reliable vehicle; must maintain a good driving record and have required motor vehicle insurance. The Star Radio Group offers professional challenges and opportunities, competitive salaries with excellent benefits in a rewarding environment. Qualified candidates may apply online at [Fredericksburg.com](http://Fredericksburg.com) EOE/Drug-Free Workplace.

### **Newscast Producer / Media Producer**

**Norfolk / Portsmouth / Virginia Beach, VA**  
WAVY-TV 10/ WVBT FOX 43 is searching for a dynamic NEWS PRODUCER who wants to tell compelling stories, dominate breaking news and severe weather coverage,

and promote the values of journalism oWe are looking for someone who has strong news judgment, is passionate about journalism, and has proven ability to work within an award-winning team. This producer will be a major part of the station's online success by posting stories and other content on WAVY.com The successful candidate must have a demonstrated ability and willingness to produce newscasts with creativity and flair. Please send cover letter, resume, and recent newscast to: Jim Gilchrist, News Director, WAVY-TV 10 / WVBTV FOX 43, 300 Wavy St., Portsmouth, VA 23704. or [newsjobs@wavy.com](mailto:newsjobs@wavy.com). No phone calls, please. EOE.

**Part Time Production Operator Norfolk / Portsmouth / Virginia Beach, VA**  
WAVY-TV/WVBTV FOX43 has an immediate opening for a part-time Production Operator. Candidate will operate robotic cameras and teleprompter for evening and weekend 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. (Both Positions) 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](mailto:dave.whitener@wavy.com). No phone calls, please. EOE.

**Multi-platform Account Executive Norfolk / Portsmouth / Virginia Beach, VA**  
WAVY-TV10/WVBTV Fox 43 in the Norfolk, VA, Market seeks an experienced Multi-platform Account Executive. This position will be responsible for aggressively pursuing digital and broadcast media ad sales with local direct clients and with interactive and traditional advertising agencies. This individual will sell a robust lifestyles website and daily broadcast program. Experience selling to Hampton Roads entertainment venues, restaurants, and non-profit organizations is desirable. Ideal candidate must be on top local community happenings with strong

contacts with local entertainment and lifestyle related companies and organizations. Candidate must demonstrate an ability to think creatively, sell strategically, and communicate effectively internally and externally. Please submit your resume and cover letter to: Carol Ward, Director of Sales, WAVY/WVBTV, 300 Wavy St., Portsmouth, VA 23704 or [jobs@wavy.com](mailto:jobs@wavy.com).

**Reporter FT  
Lynchburg, VA**

The Reporter position is primarily responsible for gathering news and then preparing the information gathered for on-air presentation. This individual will write news copy, prepare voice-overs, perform stand-ups, and provide direction to the technical crew regarding the emphasis and production of the story. The individual must be a good communicator, exhibit strong traits of creativity, initiative, judgement, and ability, work well with others, and take direction from management regarding job performance and on-air appearance. 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. Applicants for positions in the News Department should submit a non-returnable DVD resume tape with letter, resume, and references. EOE.

**General Sales Manager  
Kingsport, TN**

making local decisions. We are seeking a GSM to lead our experienced 8 person sales team representing 3 of the markets leading FM stations 98.5 WTFM(AC) , 95.9 "The Hog"(Active Rock), and Classic Hits 102.7 We offer a competitive salary, commissions, and benefits with matching 401K, paid time off, health, and dental.. Here's what we need from you: passion, commitment and a willingness to win. If you have at least 3 years radio sales management experience, and looking

for a different opportunity, then send your resume to: [hr@hvbgroup.com](mailto:hr@hvbgroup.com). For a complete job description go to [wtfm.com](http://wtfm.com). Holston Valley Broadcasting Corporation is an EEO company.

**General Manager  
Crewe, VA**

Manage every aspect of the radio station. Lead Sales Team by personal performance and production. Work closely with Business manager. Set sales goals Salary plus bonus and work equity. Contact Howard Keller at [kjandh@verizon.net](mailto:kjandh@verizon.net) or (804) 272-3204.

**Photojournalist  
Richmond, VA**

NBC12 seeks Photojournalist with 3 years experience and proven initiative in news gathering. Qualified applicants only apply on-line and attach links to your work at: <https://careers-raycommmedia.icims.com>. Drug/MVR Screening required. EOE M/F/H/D.

**Reporter / Anchor  
Roanoke, VA**

WDBJ7 is looking for a dynamic Reporter/Anchor to be a part of hard working news team. The successful candidate will anchor daily newscasts and serve as a general assignment reporter. Three or more years of reporting and/or anchoring experience is preferred. Candidates should also have experience with web writing and social media posting, and excellent broadcast writing skills/experience a must. Editorial leadership skills are a plus, and candidates should have experience with many platforms, including television, web, mobile and social networks. A Bachelor's degree is required, preferably in broadcast journalism or a related field. A valid driver's license, and a good driving record, are required. Interested candidates please visit the following web site: [www.schurz.jobs](http://www.schurz.jobs) and search Requisition Number WDBJ1767 to learn more about the position and apply.

## Meet the VAB's Best of the Best



### Anne Booze

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

I grew up in Botetourt County just outside Roanoke,

attended Lord Botetourt High School, VWCC.

**What was your first job in broadcasting?**

WTOY AM - I had been working for one of the most prestigious law firm in the Valley—transitioning to radio ad sales was definitely a 120 degree transition.

**What is your career goal?**

Achieve excellence, always be open and never stop learning. To inspire and help others achieve their goals.

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

Wow, that's a tough one with so many that come to mind. I am humbled and honored to be apart of this program filled with so many extraordinary people. I hope we can stand strong and make a positive difference for the next generation of Broadcasting Leaders.

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

Spend time with my family; husband Keenan, daughter Brittney, my mom, Kasey-our Yorkshire Terrier and Kade-our Boston Terrier. I LOVE to travel, LOVE to shop and find gardening (digging in the dirt) very therapeutic.

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

There are several but I'll share my: Grandma Roxie, my father and Ray Bentley. I might hit Mr B over the head (lol). I would thank him for getting me into Radio Adv Sales and for having such faith in me.

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



### Melissa Stacy

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

I grew up and went to school in Roanoke Virginia! I attended Virginia Western Community College right after I graduated high school.

**What was your first job in broadcasting?**

I first started in the broadcasting industry running the teleprompter as a part timer at WSLS. I worked in production running prompter, floor directing, running camera and some directing. I transitioned over to the news assignment desk after about a year in the production department.

**What is your career goal?**

My career goal is to become a general manager. I love to share my vision and get people motivated to share that vision with me! There is nothing more rewarding than seeing your message carried out each day, as people grow and learn and improve.

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

I am most looking forward to building relationships with the other BOB leaders. I find it so helpful and insightful to learn from their experiences – whether good or bad, and to be able ask them questions and draw from not only their strengths, but also from the framework they've built at their own stations.

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

I got married a little over a year ago so most of my free time is spent with my husband Richard, on the water at beautiful Smith Mountain Lake.

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

Tim Russert. He was someone who just captivated me. The visceral reaction to his death by his NBC family further reinforced that to me. He was more than 'on-air talent' or a 'co-worker' who just did great political reporting – he was real, and genuine and relatable. That came across every time he hit the airwaves. I always wanted to meet him and just have a beer or something so I could tap into that energy. I loved watching him!