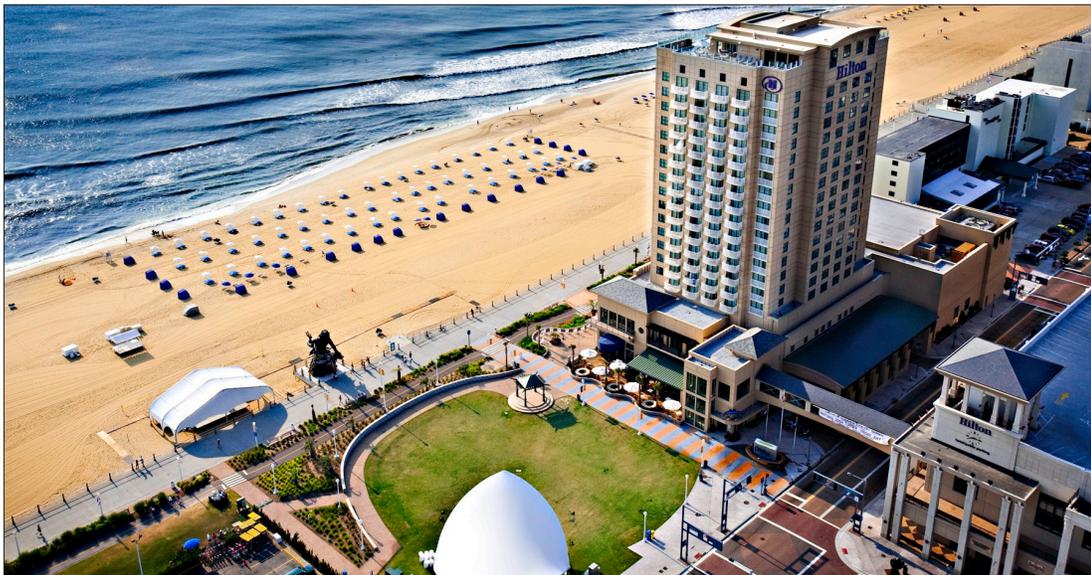


Virginia Association of Broadcasters Honors Five Virginians



The Virginia Association of Broadcasters awarded five outstanding Virginia citizens on June 21 for their contributions to broadcasting and the Commonwealth.

Recipients were presented with the awards during the 76th Annual Summer Convention Awards Banquet held at the Hilton Virginia Beach Oceanfront Hotel. The presentation preceded the Annual Virginia Broadcast Awards, which recognizes excellence in broadcasting at member television and radio stations (*please see page 4*).



2013 C.T. Lucy Distinguished Service Award

Tracey Jones started her television career in news and at one point even did weather. She quickly learned that she preferred to be behind the camera, working briefly in creative services before moving into

sales, then sales management. She became a GM at WTOK-TV in her hometown of Meridian, MS in 1993. That same ownership asked her to transfer to Harrisonburg, VA and in 1996 she and her husband Dwayne

of 32 years relocated to the Shenandoah Valley. She wanted to build a new facility for WHSV and in June 1999 moved the station to its new home. She became a Regional Vice President with Gray Television when they bought WHSV in 2002. She went on to start The Newsplex in Charlottesville and TV3 Winchester serving the Northern Shenandoah Valley which added two network affiliated multicast stations and most recently signed on a new local CBS affiliate to serve the Shenandoah Valley. In her 17 years in Virginia she has devoted herself and many station assets to start a number of programs to eliminate community problems and create opportunities particularly for disadvantaged children. Tracey has served on the NAB Small Market Exchange Committee, the VAB Board and continues to serve the community through church and multiple service projects and boards.

Named for the founder of the VAB, the C.T. Lucy Distinguished Service Award honors a broadcaster who spent a significant part of his or her career at one or more Virginia broadcast properties and who has become a leader in the state's broadcast industry.

continued on page 2

Inside

- 4 Winners of the 76th Annual Virginia Broadcasting Awards Announced
- 7 VAB Best of the Best Program Concludes at Summer Convention
- 8 WVEC Wins Five Regional Emmys
- 8 Nokia Activates FM Chip in Lumia 925 Smartphones
- 8 Congrats from The Lumineers
- 9 Survey: Pay TV Cord-Cutting Population Rising
- 9 Virginia Road Trip Site Puts More Adverts on Map
- 10 HR: Workplace Bullying is a Developing Concept
- 12 LEGAL REVIEW: Virginia Supreme Court Considers Cameras in the Courtroom
- 14 Job Bank
- 16 2013-2014 Board Announcement

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Virginians *continued*



2013 Distinguished Virginia Award

Bob Goodlatte represents the Sixth Congressional District of Virginia in the United States House of Representatives. In the 113th Congress, Congressman Goodlatte was elected as Chairman of the House Judiciary Committee. He also serves as Vice Chairman of the House Agriculture Committee. In addition to serving in these leadership roles, he is the Co-Chairman of the bipartisan Congressional Internet Caucus and the Congressional International Anti-Piracy Caucus as well as Chairman of the House Republican Technology Working Group. Congressman Goodlatte is a graduate of the Washington and Lee University School of Law, and his undergraduate degree in Government was earned at Bates College in Lewiston, Maine. Chairman Goodlatte and his wife, Maryellen, reside in Roanoke and have two adult children.

The Distinguished Virginian Award honors those who, by their own actions, have contributed substantially to the wellbeing of the Commonwealth, its citizens, or the broadcast industry. Recipients have spent a majority of their life in Virginia, and command the respect of broadcasters and the general public.



2013 George A. Bowles, Jr. Broadcasting Journalism Award

Mike Gooding has worked at WVEC since 1985, as an assignment editor, show producer, sports and news anchor, general assignment reporter and photographer. Mike won a Regional Emmy from the National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences for News Special, "BRAC Battle: Target Hampton Roads" (2006); and Emmy nominations for: Documentary "Stretched Too Thin" (U.S. Air Force Operations in Saudi

Arabia-1999); Public Affairs Program "The Healing Journey (U.S. Army search for M.I.A. remains in Vietnam-2000); Public Affairs Program, "20th Annual Navy Christmas" (2006); and Documentary-Topical "Navy Christmas at Home and Abroad" (2007). He won the 2007 Virginia Associated Press Meritorious Award for Outstanding Effort by an Individual Reporter at a Television Station for his half-hour special, "Final Flight of the F-14." He won the 2006 Virginia Associated Press award for Outstanding Effort by an Individual Reporter at a Television Station for his series "Gitmo: An Inside Look" which examined how War on Terrorism detainees are classified and treated at Camp Delta at Guantanamo Bay, Cuba. Mike has covered 14 sessions of the Virginia General Assembly, six governors, five national political conventions, five Virginia gubernatorial inaugurations, two Presidential inaugurations, and the impeachment and trial of President Bill Clinton. Mike is a native of Rhode Island, a 1977 graduate of Annandale High School in Fairfax, VA, and a 1985 graduate of Old Dominion University. He and his wife Donna live in Virginia Beach with their two children, Kate and Erik.

The George A. Bowles, Jr. Broadcast Journalism Award is presented to a broadcast reporter or news director who is distinguished in the field of broadcast news, who has longevity in Virginia broadcasting, is respected by his or her peers and who exhibits enthusiasm for his or her work and the community.



2013 J. Jerry Freeman Engineering Award

Les Garrenton began his broadcasting career in 1969 at WYAH-TV (now WGNT-TV), where he worked as a part-time film projectionist and audio operator while still in high school. In 1980 he started with WAVY-TV and quickly worked his way through several engineering operations and maintenance positions while also earning his B.S. degree in Electrical Engineering Technology from Old Dominion University. Les was

named Director of Engineering for WAVY-TV & WVBT-TV in 1993, a position he held for 15 years. During this time he planned and managed several tower construction projects, building expansion projects, and TV transmitter projects. In the studio, he helped maintain WAVY's long tradition as a television technology leader with a complete digital infrastructure rebuild that eventually set the stage for launching one of Virginia's first high-definition newscasts. In 2008, after 28 years at WAVY, Les moved into his current position as Director of Engineering/Broadcast Systems for LIN Television Corporation (now LIN Media). In this role, he works with the technical staff of all LIN Media stations, including WAVY, to help with projects, guide compliance initiatives, manage 3rd party technical support, and assist in general problem solving.

The J.J. Freeman Engineering Achievement Award honors those who have made an outstanding contribution to broadcasting and who have shown technical knowledge, dedication, dependability and leadership in broadcast engineering affairs.



2013 Broadcast Advertising Hall of Fame Award

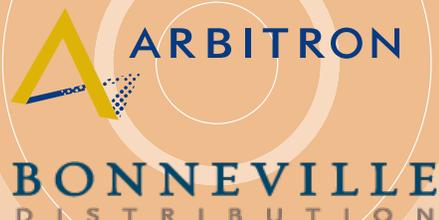
Mike Hughes joined The Martin Agency in 1978, served as creative director for three decades and has been the company's president since 1995. Hughes was inducted into The One Club Hall of Fame in 2010.

That same year, he appeared on the cover of Adweek with his business partner of 35 years, agency chairman John Adams, when The Martin Agency was named Agency of the Year. Hughes was also named to Creativity Magazine's 'Creativity 50' in 2010 alongside Lady Gaga and James Cameron. A member of the Virginia Communications Hall of Fame, Hughes is one of the Wall Street Journal's creative leaders and is the chairman emeritus of Virginia Commonwealth University's Brandcenter after serving as its chairman of the board for 18 years. The University honored Hughes in 2010 by naming the Brandcenter building "Mike Hughes Hall" and awarding him a Doctor of Humane Letters. Hughes was born in 1948 in Washington, D.C. He attended Benedictine Catholic Military High School in Richmond, Virginia, and went on to major in English at Washington and Lee University. Hughes took his first job as a newspaper reporter at the Richmond News Leader. His first job in advertising was with Clinton Frank, Inc., a Chicago-based advertising agency. Hughes and his wife of 38 years, Ginny, have two sons, Preston (deceased) and Jason.

The Broadcast Advertising Hall of Fame Award recognizes a Virginia Ad Man, Ad Woman or direct advertiser whose leadership, creative contributions and support of broadcast advertising helped lead to their success. Nominations for the Advertising Hall of Fame Award should include a brief description of why your nominee deserves this award. ■

Congratulations to this year's winners.

The Virginia Association of Broadcasters Would Like to Thank the Sponsors of the 76th Annual Summer Convention



Winners of the 76th Annual Virginia Broadcasting Awards Announced

The VAB is grateful for the assistance of the Pennsylvania Association of Broadcasters for the judging of all entries.



Virginia radio and television stations were recognized for excellence in broadcasting at the 76th Annual Virginia Broadcasting Awards, held Friday, June 21st at the Hilton Virginia Beach Oceanfront Hotel in Virginia Beach, Va. This year's gala event included a superhero themed reception and awards ceremony recognizing individual achievement in broadcasting.

Awards are based on projects first aired between January 1 and December 31, 2012, with the sole exception of the Outstanding Newscast Award. Commercial and non-commercial stations are judged separately, and the award categories are broken down by market size.

The VAB is grateful for the assistance of the Pennsylvania Association of Broadcasters for the judging of all entries. Only VAB-member radio and television stations are eligible to participate.

For a complete list of entry rules and descriptions of each category, please download the complete award packet at www.vabonline.com.

Best Commercial

- ▶ Radio - Large Market, WCDX-FM, 1st Place, MLK Party
- ▶ Radio - Large Market, WHTI-FM, 2nd Place, Bobalicious- "I love bobalicious!"
- ▶ Radio - Medium Market, WBQB-FM, 1st Place, Steamers Seafood Grill & Bar - Star Search

- ▶ Radio - Medium Market, WAKG-FM, 2nd Place, Old Dutch
- ▶ Radio - Small Market, WKWI-FM, 1st Place, The Princess and the Pea Brain (Four Seasons Insulation)
- ▶ Radio - Small Market, WIGO-FM, 2nd Place, Invisible Line
- ▶ Television - Commercial, WWBT-TV, 1st Place, "Riley's Success"
- ▶ Television - Commercial, WVEC-TV, 2nd Place, VDOT: Locals Know

Best Documentary or Public Affairs Program

- ▶ Radio - Large Market, WLNI-FM, 1st Place, Kids, Concussions & Sports
- ▶ Radio - Large Market, WGH-FM, 2nd Place, Inside Hampton Roads: Technology vs. Breast Cancer
- ▶ Radio - Medium Market, WFVA-AM, 1st Place, Sniper: 10 Years Later
- ▶ Radio - Medium Market, WFLS-FM, 2nd Place, Focus: Families of the Wounded
- ▶ Radio - Non-Commercial or Public, WMRA-FM, 1st Place, Future Highways- Virginia Insight
- ▶ Radio - Non-Commercial or Public, WHRV-FM, 1st Place, Hearsay: A Better Grasp on Gangs
- ▶ Radio - Non-Commercial or Public, WCVE-FM, 2nd Place, "Assembly 2012"
- ▶ Radio - Small Market, WMLU-FM, 1st Place, My Saints Alive
- ▶ Radio - Small Market, WFLO-AM/FM, 2nd Place, Flood of 1972
- ▶ Television - Commercial, WSET-TV, 1st Place, Heroes from the Heart of Virginia

- ▶ Television - Commercial, WVEC-TV, 2nd Place, 13NEWS: Battleground Virginia

Best Human Interest Series

- ▶ Radio - Large Market, WPTE-FM, 1st Place, CHKD Interview with 94.9 The Point's Chuck
- ▶ Radio - Large Market, WLNI-FM, 2nd Place, What's Bugging Virginia
- ▶ Radio - Medium Market, WFVA-AM, 1st Place, Teen Violence Turns Personal
- ▶ Radio - Medium Market, WHCB-FM, 2nd Place, Neighbor Helping Neighbor
- ▶ Radio - Non-Commercial or Public, WTJU-FM, 1st Place, Origins: Stories of Charlottesville Refugees
- ▶ Radio - Non-Commercial or Public, WHRV-FM, 2nd Place, Hearsay: About Face
- ▶ Television - Commercial, WSET-TV, 1st Place, Nathan Norman
- ▶ Television - Commercial, WTVR-TV, 2nd Place, Soccer for Refugee Kids
- ▶ Television - Non-Commercial or Public, WHRO-TV, 1st Place, Solutions to the Dropout Epidemic

Best Morning Show

- ▶ Radio - Large Market, WURV-FM, 1st Place, River Mornings with Melissa & Jack
- ▶ Radio - Large Market, WKDE-FM, 2nd Place, Joseph Aland Morning Show- News, Interviews, Commentary & More!
- ▶ Radio - Medium Market, WWUZ-FM, 1st Place, Brady in the Morning
- ▶ Radio - Medium Market, WAKG-FM, 2nd Place, Carol Metz More Music Morning Show
- ▶ Radio - Non-Commercial or Public, WHRV-FM, 1st Place, Morning Edition on WHRV
- ▶ Radio - Small Market, WMBG-AM, 1st Place, Philip Newbery's Morning Melodies
- ▶ Radio - Small Market, WFLO-AM/FM, 2nd Place, The Call FLO Radio Show
- ▶ Television - Commercial, WTVR-TV, 1st Place, Black Friday 6am
- ▶ Television - Commercial, WAVY-TV, 2nd Place, WAVY News 10 Today Show 7/20/2012

Best Public Service/Community Event

- ▶ Radio - Large Market, WVXX-AM, 1st Place, Aprendiendo Ingles con La Gringa (Learning English with The Gringa)
- ▶ Radio - Large Market, WCDX-FM, 1st Place, Prom-a-thon!
- ▶ Radio - Large Market, WNVZ-FM, 2nd Place, Z104's Stuff the Bus
- ▶ Radio - Medium Market, WINC-FM, 1st Place, Chain of Checks Radiothon
- ▶ Radio - Medium Market, WFLS-FM, 2nd Place, Brian Stroble Shoe Fund
- ▶ Radio - Small Market, WMBG-AM, 1st Place, Chamber Oktoberfest
- ▶ Television - Commercial, WVIR-TV, 1st Place, Michie Hamlett- Distracted Driving, Swimming Safety, Motorcycle Safety
- ▶ Television - Commercial, WWBT-TV, 2nd Place, "Sportable"

Best Station Promotion/Contest

- ▶ Radio - Large Market, WSLC-FM, 1st Place, 94.9 Star Country's Social Security Game
- ▶ Radio - Large Market, WHTI-FM, 2nd Place, iPad a Day Giveaway
- ▶ Radio - Medium Market, WAKG-FM, 1st Place, Love Me Like My Dog
- ▶ Radio - Medium Market, WWUZ-FM, 2nd Place, Man Cave
- ▶ Radio - Non-Commercial or Public, WHRV-FM, 1st Place, New Website WHRV/WHRO
- ▶ Television - Commercial, WVIR-TV, 1st Place, NBC29 Image- Our Home, Severe Weather, Huge Commitment
- ▶ Television - Commercial, WWBT-TV, 2nd Place, 10pm News Image
- ▶ Television - Non-Commercial or Public, WHRO-TV, 1st Place, Public Service, About You
- ▶ Television - Non-Commercial or Public, WHRO-TV, 2nd Place, What has WHRO created in you?

Outstanding Feature Promoting

- ▶ Radio - Large Market, WNVZ-FM, 1st Place, Z104's Michelle Obama Interview



continued on page 6

Station Awards *continued*



- ▶ Radio - Large Market, WAVA-FM, 2nd Place, "The Greatest Hoax"
- ▶ Radio - Medium Market, WQMZ-FM, 1st Place, UVA Prez - WQMZ
- ▶ Radio - Medium Market, WCNR-FM, 2nd Place, Portico Church Easter Event
- ▶ Radio - Medium Market, WBTM-AM, 2nd Place, 9/11 Remembered
- ▶ Radio - Non-Commercial or Public, WHRV-FM, 1st Place, Hearsay: A Fresh Start- Re-entry from Prison
- ▶ Radio - Non-Commercial or Public, WCVE-FM, 2nd Place, Community Events
- ▶ Radio - Small Market, WMLU-FM, 1st Place, Opera in the Coalfields
- ▶ Radio - Small Market, WMBG-AM, 2nd Place, Paul Polifrone's Tribute to John Magliola
- ▶ Television - Commercial, WSLS-TV, 1st Place, Craig Co. Teen Bullied Over Facebook
- ▶ Television - Commercial, WWBT-TV, 1st Place, Fake Document Ring
- ▶ Television - Commercial, GHSV-TV3, Winchester, 2nd Place, Student Pilots
- ▶ Radio - Medium Market, WCHV-AM, 2nd Place, WCHV Newscast
- ▶ Radio - Non-Commercial or Public, WHRV-FM, 1st Place, Local Newscast 12/11/12
- ▶ Radio - Non-Commercial or Public, WCVE-FM, 2nd Place, WCVE News- Dec. 11, 2012, 8:04am
- ▶ Television - Commercial, WRIC-TV, 1st Place, 8 News at 6
- ▶ Television - Commercial, WAVY-TV, 2nd Place, WAVY- TV 6pm Newscast 12/11/2012

Outstanding News Series

- ▶ Radio - Medium Market, WFVA-AM, 1st Place, Battle of Fredericksburg
- ▶ Radio - Medium Market, WBTM-AM, 2nd Place, Health Beat
- ▶ Radio - Non-Commercial or Public, WHRV-FM, 1st Place, Hearsay from the Headlines: A Battle Cry for Help- Veteran Suicide Prevention
- ▶ Radio - Non-Commercial or Public, WCVE-FM, 2nd Place, Science Matters
- ▶ Radio - Small Market, WFLO-AM/FM, 1st Place, People Talk
- ▶ Radio - Small Market, WABN-AM, 2nd Place, WABN Reports
- ▶ Television - Commercial, WTVR-TV, 1st Place, City Leader...County Dweller
- ▶ Television - Commercial, WRIC-TV, 2nd Place, The Brunswick Stew: Courthouse Danger

Outstanding Newscast

- ▶ Radio - Large Market, WKHK-FM, 1st Place, WKHK-FM News from 12/11/12
- ▶ Radio - Medium Market, WBTM-AM, 1st Place, Noon News

Outstanding Sports Coverage

- ▶ Radio - Large Market, WKDE-FM, 1st Place, 50 Years of Sports on KD Country
- ▶ Radio - Large Market, WHAN-AM, 2nd Place, Rob Witham
- ▶ Radio - Medium Market, WPWT-AM, 1st Place, Sullivan South vs. Gate City
- ▶ Radio - Medium Market, WKSI-FM, 2nd Place, Skyline @ Sherando Varsity Football 10/26/12
- ▶ Radio - Non-Commercial or Public, WMLU-FM, 1st Place, 2013 WMLU VAB Submission
- ▶ Radio - Small Market, WWWJ-AM, 1st Place, Fort Chiswell Comes from 14 Down to Defeat Galax in a Mountain Empire District Rivalry Game
- ▶ Radio - Small Market, WABN-AM, 2nd Place, Nick & Ginger Live
- ▶ Television - Commercial, WVIR-TV, 1st Place, Jacob Rainey & Keeping the Dream Alive
- ▶ Television - Commercial, WTVR-TV, 2nd Place, Final Score Friday

Outstanding Website

- ▶ Radio - Large Market, WVHT-FM, 1st Place, www.hot1005.com
- ▶ Radio - Large Market, WXLK-FM, 2nd Place, k92radio.com
- ▶ Radio - Medium Market, WBQB-FM, 1st Place, B1015.com
- ▶ Radio - Small Market, WXGM-AM/FM, 1st Place, xtra99.com
- ▶ Television - Commercial, WVIR-TV, 1st Place, nbc29.com
- ▶ Television - Commercial, WCAV-TV, 2nd Place, newsplex.com. ■



VAB Best of the Best Program Concludes at Summer Convention

The inaugural year of the VAB Best of the Best Program concluded this past week at the 76th Annual VAB Summer Convention. The fourteen class members were recognized and received class pins at a private reception in the Hilton Sky Bar on Thursday night. Friday morning, the class members gave case study presentations on topics including: “Keeping Local Stations Ahead of the Social & Digital Media Revolution,” “Fresh Approaches to Sponsorship & Revenue Generation,” and “Recruiting & Developing the Next Generation of Leaders at Your Station.”

The case studies served as the culmination to an exciting first year. Class members participated in a Leadership Session in Charlottesville featuring a DiSC Assessment; an Advocacy & Government Relations

Session in Washington, D.C.; and a Team Leadership/Case Study Session in Charlottesville.



“Best of the Best” is a six-month leadership program designed to provide each participant with the maximum opportunity for professional and personal growth, while broadening their network base in an interactive environment. Candidates must have a minimum of two years experience in the broadcasting industry and be nominated by their station’s General Manager.

If you are interested in participating or nominating an employee, please be on the look out for information on the 2014 Program. If you have any questions, please contact VAB Staff member, Jonathan Williams at (804) 643-4433 x202. ■



WVEC Wins Five Regional Emmys

WVEC-TV, a Belo Corp. (NYSE: BLC) station, was recognized by the National Capital and Chesapeake Bay Chapter of the National Association of Television Arts and Sciences with several awards the night of June 15th in Baltimore, Maryland.

The chapter is responsible for awarding the Emmy® to those whose work in the television industry exhibits excellence worthy of the Emmy® in the region. WVEC received five awards in the following categories:

Best Newscast – Evening (8pm-Midnight) – Larger Market

- ▶ Michael Bean, Producer

Continuing Coverage – Within 24 Hours

- ▶ Catastrophe in Virginia Beach- Coverage of the Navy Jet Crash in April 2012; Doug Wieder, Executive Producer

Politics/Government – Program/Special

- ▶ Battleground Virginia; Janet Roach, Anchor; Charlie Hatfield, Producer/Photographer; Doug Wieder, Producer

Promotion – News Promo – Single Spot

- ▶ 13News Pump Jumping Investigation; Sean Devereux, Executive Producer
- ▶ 13News Meth Lab Investigation; Ed Tudor, Producer; Katie King, Art Director

WVEC Executive News Director, Doug Wieder commented on the night, “We are deeply honored to be recognized by the Academy. Awards like these are a reflection of the outstanding efforts of many individuals, and I’m privileged to be a part of an amazing newsroom that is committed to being the primary news source for Hampton Roads.”

“These awards are a reflection of the hard work of many people at 13News, behind the camera and in front, and a testament to our commitment to quality local journalism. We share the honors with our viewers, who are the reason we do what we do,” said Brad Ramsey, President and General Manager of WVEC. Director of Creative Services for WVEC, Ed Tudor also commented, “What a tremendous honor to be recognized for our hard work and creative efforts. We couldn’t be more thrilled.” ■

Nokia Activates FM Chip in Lumia 925 Smartphone



Nokia has included FM capability in its Lumia 925 smartphone. The 925 is the second phone Nokia has added to its lineup this week. The Lumia 925 shares many aspects with the 928, like screen size, processor and camera resolution. The 925 has an aluminum body, a break from plastic casing. Nokia expects Lumia 925 sales to start in June in the U.K., Germany, Italy, Spain and China. It will be available in the U.S. and other countries later this summer. Nokia also announced an update for its Lumia line codenamed “Amber.” The update will unlock FM radio capabilities in previous Lumia models, including the 920, 820, 720 and 520. T-Mobile will sell the Lumia 925 here in the U.S. starting with a list price at around \$600. ■



Congrats from The Lumineers

Right before their concert last week, The Lumineers presented Entercom Modern AC “94.9 The Point” WPT Virginia Beach with a plaque in grateful recognition for WPT’s contribution of sales of more than 1,000,000 copies of the album, “The Lumineers.” ■

Survey: Pay TV Cord-Cutting Population Rising

Nearly 6 million more people are relying on over-the-air broadcast television than a year ago, according to new research from GfK Media & Entertainment.

The percentage of TV households currently OTA reliant has grown from 14% in 2010 to 19.3% in the current survey — a 38% increase in about four years, according to the study that was released this week. The National Association of Broadcasters emailed the report to members of the media Friday.

“Over-the-air households continue to grow, making up an increasingly sizable portion of television viewers,” David Tice, SVP of GfK Media & Entertainment, said in a statement. “Our research reveals that over-the-air broadcasting remains an important distribution platform of TV programming; this year’s results confirm the statistically significant growth in the number of broadcast-only TV households in the U.S., which we identified in 2012.”

The survey doesn’t account for over-the-top services, like Netflix and Hulu Plus, which cost about \$8 per month per service, plus the cost of a set-top box like a Roku or Apple TV. Cord-cutters supplement OTA television with those on-demand services. The survey found that demographics of broadcast-only households continue to skew toward younger adults, minorities and lower-income families. Other statistics include:

- ▶ 19.3% of all U.S. households with TVs rely solely on OTA signals — up from 17.8% from last year.
- ▶ GfK estimates 22.4 million households representing 59.7 million consumers receive television exclusively through broadcast signals and aren’t subscribing to a Pay TV cable or satellite service.
- ▶ Nearly 6% of TV households cut the cord in their current home at some point in the past, doing so to cut monthly costs from budgets and citing there isn’t enough value for the cost. Those responses were also the top answers in the 2012 survey.
- ▶ Minorities make up 41% of broadcast-only homes.
- ▶ 49% of Latino households that prefer speaking Spanish home have a Pay TV service — down from 67% in 2010.
- ▶ 28% of TV households where the head of the house is 18-34 in age, exclusively watch TV via broadcast signals, up from 18% in 2010.
- ▶ 19% of TV households where the head of the household is 35-49 relies on OTA signals; 17% in which the head of household is 50 years or older.
- ▶ Two out of 10 younger OTA households have never purchased a pay TV service.
- ▶ 30% of TV homes with an annual income less than \$30,000 rely solely on OTA TV — up from 22% in 2010.
- ▶ 11% of TV households with incomes of \$75,000 or greater rely solely on OTA TV. ■

Article courtesy of tvnewscheck.com

Virginia Road Trip Site Puts More Adverts on Map

When local media outlets want to broaden their advertising base, sometimes they need to take a road trip.

Such was the thinking behind In A Day’s Drive, a microsite from WLSL, the Media General-owned NBC affiliate in Roanoke/Lynchburg, Va. The microsite launched in 2012 and has garnered more than \$120,000 for the station since.

In a Day’s Drive is geared to “staycationing” users in the DMA who can literally cover terrain from the mountains to the beach within a day’s drive. Advertisers include hotels, attractions and restaurants, as well as local tourism bureaus stretching past the boundaries of the DMA, almost none of which had previously advertised with the station.

“It’s something that anyone can implement,” said Shannon Naff, director of digital sales, who conceived of the site. “There’s local tourism dollars there, and it gets your foot in the door with non-traditional advertisers and opens up additional advertising opportunities.”

The site’s interface is simple: It’s essentially one screen anchored by a Google map studded with pins dropped for each advertiser, followed by a vertical crawl of ads. Virginia State Parks is the title sponsor for the site.

For \$400-\$500 per month on an average seven-month contract, advertisers receive a 300x250 banner ad and a map pin that opens up for users to click to call or visit the advertiser’s site.

Advertisers also get a four- to five-minute, pre-recorded on location segment on the business that runs during the station’s daily “Daytime Blue Ridge” program, where the site is also heavily promoted. Those archived videos are linked from the site as well. ■

Article courtesy of Michael Depp from netnewscheck.com

Workplace Bullying is a Developing Concept

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 JKruchko@KruchkoandFries.com; or Ms. Talty at (410) 321-7310 or KTalty@KruchkoandFries.com. This article is published for general information purposes, and does not constitute legal advice.

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The word “harassment” found its place in the employment setting as a result of the employment discrimination laws and this was largely the result of the judicial recognition of sexual harassment as an impermissible form of sex discrimination under Title VII of the Civil Rights Act of 1964 (“Title VII”). Over time, employment-based harassment claims were extended to other protected classifications under Title VII, as well as the Age Discrimination in Employment Act and the Americans with Disabilities Act.

The “hostile” work environment arm of the employment-based harassment claims is based on conduct that is sufficiently severe and pervasive to alter the terms and conditions of employment and the complained of conduct continues for a period of time. To be actionable under the employment discrimination laws, however, the complained of conduct must be shown to be based on the victim’s protected classification, e.g., sex, race, disability, etc.

A new term that is gaining considerable traction in the employment setting is “workplace bullying” and some commentators would suggest that this type of behavior will in some ways supplant employment-based

harassment claims. According to one survey, twenty-one percent of American workers have been targeted directly by office bullies. Another survey indicates bullying in the workplace is three times as prevalent as illegal discrimination.

So what is workplace bullying? The Workplace Bullying Institute which was founded in 1997 defines the term as “repeated, health-harming mistreatment of one or more persons (targets) by one or more perpetrators that takes one or more of the following forms: verbal abuse; offensive conduct/behaviors (including nonverbal) which are threatening, humiliating or intimidating; or work interference ... which prevents work from getting done.” According to the Workplace Bullying Institute, in most cases of bullying the bullying party is the supervisor. When the bully and the target are of the same protected classification, e.g., both white females, the target of the bullying cannot seek recourse under the employment discrimination laws. Therefore, there is some momentum to enact legislation on the state levels to address workplace bullying and to provide monetary relief to the targets of the bullying at the expense of the employer. A draft “Healthy Workplace Bill” is currently

circulating. While the specific components of the draft legislation have not been made public, it is sure to include monetary components that would include wages, compensatory and punitive damages.

To date, there is only one reported court case which involved the use of workplace bullying as part of the plaintiff's argument. In *Raess v. Doescher*, the Indiana Supreme Court upheld a \$325,000 jury verdict against the defendant surgeon. The facts in the *Raess* were clearly extreme. The plaintiff was an operating room technician and the defendant was a cardiovascular surgeon. The facts in the case indicate that the technician had complained in the past to the hospital about the surgeon's bombastic behavior and the surgeon was particularly angry about the reports filed by the technician. Things literally blew one day when the surgeon aggressively charged at the technician "with clenched fists, piercing eyes, beet-red face, popping veins, and screaming and swearing at him." The defendant then stormed past the plaintiff and left the room, stopping to say to the plaintiff, "you're finished, you're history."

After the heated exchange, the plaintiff/technician filed a lawsuit against the surgeon. The plaintiff did not bring a claim for "workplace bullying" because such a cause of action is not recognized. Instead, the plaintiff alleged tort claims of assault and intentional infliction of emotional distress. While the case did not involve any stated claim of workplace bullying, reports on the case state that the plaintiff's attorney's opening and closing arguments were interspersed with frequent references to the "workplace bullying" conduct of the surgeon. A psychologist was also called to testify as part of the plaintiff's case and the psychologist characterized the confrontation between the technician and the surgeon as "an episode of workplace

bullying" and the defendant as a "workplace abuser." The jury's \$325,000 verdict for the plaintiff might suggest that they were possibly influenced by the psychologist's characterization of the exchange.

Despite the interest in enacting state legislation dealing with workplace bullying, there are more pro-active ways for employers to address this issue and to improve or to maintain employee morale. In response to incidents of work-related violence, most employers adopted a zero tolerance policy which sets out the employer's prohibition to aggressive or other forms of inappropriate conduct in the workplace. The policy should be revised to ensure that the policy's prohibition extends to verbal comments and statements and other behaviors that can have an intimidating effect. It might be helpful if the policy include examples of the types of behavior and conduct that falls within the policy's scope. The policy should also identify the individual to whom employees can bring complaints related to this policy. As is the case with the complaint procedure in sexual harassment policies, the complaint procedure for bullying complaints should allow the employee to bypass, if necessary, the employee's immediate supervisor. The revised policy should then be reviewed with employees.

Supervisory personnel should also receive training and instruction on the employer's zero tolerance policy, which encompasses situations that could be viewed as bullying. The training should encompass the contents of the policy and also include specific examples of the conduct that is prohibited in the workplace and by the policy. Further, supervisors should be advised of their responsibility to ensure that the workplace is free of harassing and bullying conduct. ■

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

Despite the interest in enacting state legislation dealing with workplace bullying, there are more pro-active ways for employers to address this issue and to improve or to maintain employee morale.

Have News for the VAB Newsletter?

Send your news and announcements along with any photos to Marci Malinowski at marci.malinowski@easterassociates.com.



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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Virginia Supreme Court Considers Cameras in the Courtroom



A case pending before the Supreme Court of Virginia, *Virginia Broadcasting Corp. v. Commonwealth of Virginia and George Huguely*, raises new questions about television broadcasters' rights to cover criminal sentencing proceedings in the Virginia courts. The case originated in a request by the Virginia Broadcasting Corporation ("VBC"), which owns and operates WVIR-TV in Charlottesville, to cover the sentencing phase of the high-profile murder trial of George Huguely, a University of Virginia lacrosse player convicted in February 2012 of the second-degree murder of his ex-girlfriend. Huguely's criminal trial garnered significant public attention, and his sentencing promised to be a matter of enormous public interest.

In April 2012, VBC filed a formal request to place a camera in the courtroom during Huguely's sentencing hearing, which was scheduled to be held in August of that year. After a hearing on VBC's motion in July 2012, the trial court denied the request, despite the Commonwealth's and Huguely's

failure (according to VBC) to present concrete evidence that the presence of cameras in the courtroom would threaten Huguely's right to a fair sentencing hearing. VBC has appealed that decision to the Virginia Supreme Court.

The presence of cameras in Virginia courtrooms is governed by a statute, Virginia Code Section 19.2-266, which provides that, "[f]or good cause shown, the presiding judge may prohibit coverage in any case and may restrict coverage as he deems appropriate to meet the ends of justice." VBC claims that the trial court in the Huguely case either ignored or misapplied the "good cause" standard by assuming that it had unlimited discretion to permit or deny camera coverage. Instead, according to VBC, the statute creates a presumption that cameras should be permitted unless the party opposing coverage shows "good cause" for prohibiting them. That is particularly true, VBC claims, because the statute enumerates several categories of judicial proceedings that cannot

be covered (including juvenile proceedings and child custody proceedings) but criminal sentencing proceedings are not among them, suggesting that coverage of such proceedings ordinarily should be allowed absent “good cause” shown to prohibit it.

In the Huguely case, VBC argues, no “good cause” to exclude television cameras could be established when both the Commonwealth and the criminal defendant, Huguely, did nothing more than speculate about potential harms that might occur if VBC covered the sentencing hearing. That speculation, VBC’s brief explains, included potential effects on witnesses who would testify at the sentencing hearing and potential impact on a jury that might decide a civil case filed by the victim’s family against Huguely that had not yet even approached trial. VBC’s appeal claims that pure speculation about possible prejudice does not establish “good cause” to exclude cameras from the courtroom.

Although much of VBC’s argument focuses on the language and interpretation of the Virginia statute, its brief also argues that the case raises important constitutional issues. VBC emphasizes the public’s right of access to criminal trial proceedings, including sentencing hearings, and the important role played by broadcasters that televise criminal trial proceedings as surrogates for access by the public (since nowadays, most people receive local news, including news about judicial proceedings, from watching local television). As the U.S. Supreme Court said decades ago, “[a] trial is a public event” and “[w]hat transpires in the courtroom is public property.” Both the U.S. and the Virginia Constitutions protect the public’s right of access, and public access in turn ensures the integrity and fairness of the criminal sentencing process. A strong “good cause” test for facilitating broadcasters’ ability to cover criminal proceedings, including sentencing hearings, will ensure that the public has ready access to important proceedings in the courts of the Commonwealth.

VBC’s brief concedes that the U.S. Supreme Court has not declared that broadcasters enjoy an unqualified constitutional

right to use a camera in the courtroom to gather and report news. The Court has held, however, that the Constitution implicitly guarantees the public and the press a qualified right of access to a criminal trial. Accordingly, argues VBC, the trial court should not have simply excluded cameras but should have balanced the constitutional rights of access (of the press and the public) against the criminal defendant’s constitutional right to a fair trial. That balance in the Huguely case should have tipped in favor of allowing access.

Finally, VBC’s brief argues that press coverage of criminal proceedings should not be limited to the technology that existed hundreds of years in the past—reporters with notebooks or artists with sketchpads. Instead, modern technology should be allowed to facilitate public access to criminal proceedings whenever the balance tips in favor of coverage. The trial court’s unequal treatment of the media in this case—allowing print media to cover the sentencing hearing but excluding VBC’s cameras—was unfair and contrary to the constitutional right of access.

A group of Virginia television broadcast stations owned by Gray Television, Inc., LIN Media, and Media General Operations, Inc. filed an amicus curiae briefing in support of VBC, raising many of the same arguments about the interpretation of the statute, the statutory presumption of access, the constitutional underpinnings of the right of public access, and the critical role played by the television media in facilitating public access to judicial proceedings, including criminal sentencing proceedings. VAB also filed an amicus brief.

The case will be fully briefed later this summer and likely will be scheduled for oral argument before the Supreme Court later this year. ■

Julia Ambrose is a partner at Brooks, Pierce, McLendon, Humphrey & Leonard, LLP, in Raleigh, North Carolina. She practices with Mark Prak and Stephen Hartzell on media, communications, and First Amendment issues.

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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.

Editor / Photojournalist Harrisonburg, VA

WHSV-TV is accepting resumes for a full-time Editor/Photojournalist to edit its newscasts. Candidate must be good with computers and able to work under strict deadlines; some knowledge of a working television newsroom is helpful. Candidate must be willing to work all shifts, especially nights and early mornings. In addition, this person may be called upon to shoot breaking news. Candidates must be familiar with non-linear editing. The successful candidate will have a "can-do" attitude and maintain the ability to work well under pressure. A Broadcast Communications degree, and/or technical training is a plus. A good driving record is also required. Email resume and reel to knorred@whsv.com or mail a DVD to: WHSV-TV, Attn: Kay Norred, News Director, 50 North Main St., Harrisonburg, VA 22802. WHSV-TV is a drug free workplace. EOE. E-Verify Participant.

Reporter / Photojournalist Winchester, VA

TV3 Winchester is looking for a talented, organized and motivated multimedia reporter to help take our station to the next level. We're looking for a natural story-teller who can find unique and compelling stories in our community. Knowledge and experience with internet news presentation is desired. Experience with I-News and non-linear show editing and production is a plus. This is a great opportunity to work in a growing market just an hour from Washington, D.C. Check us out on the web at tv3winchester.com to see our product. If you think you can take us to the next level, please RUSH your resume, tape and news philosophy to: Tracy Vosika, News Director TV3 Winchester 633 Millwood Avenue

Winchester, VA 22601 You may email your resume to tracy@tv3winchester.com. TV 3 Winchester is a drug-free workplace. EOE. E-Verify Participant.

WINA Afternoon Drive Talk Host Charlottesville, VA

Charlottesville, Virginia's heritage News-Talk bucks the trend with local and live radio! News Radio 1070 WINA-AM, is looking for an afternoon drive talk host. If you have a proven track record of hosting a daily talk show that rocks or if you think you are the person for the job and you have a fresh viewpoint then let's talk! No angry talk hosts of yesterday. Best candidate(s) will understand the politics and culture of Central Virginia but are also tuned-in to everything interesting happening in the world. Send your package to Operations Manager Rick Daniels, 1140 Rose Hill Drive, Charlottesville, VA 22903 or email digital packets to rick@wina.com. No phone calls, please. EOE.

Director Richmond, VA

NBC12 seeks experienced director for PM production team. Responsibilities include directing/technical directing, pre-production, audio operation, floor directing, robotic camera operation. Experience with Kahuna HD Video switcher, Chyron/Thunder and audio consoles a plus. Social media competency required. Qualified applicants only send cover letter and resume to Frank Jones, Assistant News Director, NBC12, P. O. Box 12, Richmond, VA 23218. EOE. M/F/H/V. Drug Screen required.

Account Executive Fredericksburg, VA

Centennial Broadcasting II, LLC in Fredericksburg, VA has a full-time

opening in our Sales Department for an Account Executive. This is your chance to join one of the top sales teams in the Fredericksburg/Northern Virginia area. You will be involved in selling high-profile/high visibility radio programs and be a representative for other Centennial advertising platforms. The ideal candidate will be a driven sales professional with a minimum of two (2) years experience in marketing or outside sales and embrace the challenge of helping local businesses thrive and succeed. Please e-mail your resume to wendy@wbqb.com. EOE.

**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 No phone calls, please. EOE.

Online and Social Media Producer Norfolk, VA

Produce and write original web content, curate existing digital content that supports and enhances organization's initiatives. Coordinate, package and publish content for digital distribution on WHRO-managed online platforms, including websites, blogs, eNewsletters and social media. The ideal candidate will have a Bachelor's degree in communications,

journalism, public relations or similar field with demonstrated interest in communications and minimum of 3 years experience producing content for the Web. Experience with Joomla CMS, social media platforms, HTML and/or CSS page layout, and metadata management. Experience with Adobe Photoshop, Illustrator & other Creative Suite applications. Knowledge of video editing software such as iMovie, Final Cut, etc. Interested applicants should submit a cover letter and resume to Sherby Wilks at: sherby.wilks@whro.org. Applications will be accepted until the position is filled. EOE.

**Reporter/Video-Journalist FT
Lynchburg, VA**

The Reporter/Video-Journalist position is primarily responsible for gathering and reporting news by shooting and editing news, sports, and special features. The individual will participate in the public affairs of the station and must be a good communicator, work well with others, and take direction from management. Advanced Education in the field of Broadcast Journalism which has given the applicant the ability to perform the required functions of the job 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. 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.

**Reporter FT
Lynchburg, VA**

The Reporter position, with emphasis on reporting, 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. Advanced Education in the field of Broadcast Journalism which has given the applicant the ability to perform the required functions of the job 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. 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.

**Production Assistant
Roanoke, VA**

WDBJ Television, Inc, in Roanoke, VA is seeking a part-time production assistant. 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. Essential Functions Operates studio camera and Chyron as directed by Producer and/or Director during newscasts or other special programming. Interested candidates please visit the following web site: www.schurz.com/careers/career-opportunities/ and search Requisition Number WDBJ1396 to learn more about the position and apply. EOE.

**Manager of News Operations
Kingsport, TN**

ABC19 WKPT is seeking a Manager of News Operations for our expanding television news department. This is not a job for beginners, but is an exceptional opportunity for an experienced journalist who wants to do it all. The successful candidate must possess at a minimum a Bachelors Degree in Broadcast Journalism or commensurate degree and demonstrate the ability to shoot, report and anchor. We are seeking a problem solver who can lead by example and effectively organize and motivate others. This individual will

work with other news and production management to oversee the scheduling, assignment and production of WKPT TV news staff for the daily newscasts. A strong understanding of news gathering, presentation, and strong editorial judgment is a must. Familiarity with Kingsport and the Tri-cities TN/VA market is a plus, and Veterans are encouraged to apply. Versatility, adaptability, integrity, and determination are required as is the ability to work well with others and the community. Please submit your resume' and DVD to Director of News and Public Affairs - WKPT TV, 222 Commerce Street, Kingsport, TN 37660. No Phone Calls. EOE.

**Producer
Kingsport, TN**

ABC19 WKPT is seeking a Producer to continue the expansion of our television news department. The successful candidate must possess at a minimum a Bachelors Degree in Broadcast Journalism or commensurate degree or commensurate experience producing television news and public affairs programming. The producer will be responsible for the development and airing of daily newscasts. This will require utilizing news judgment to create and present stories that execute the stations goals of providing important and useful information to our viewers. He or she will work in concert with news and production management, digital journalists, and production personnel, to design daily rundowns, write and edit copy, and then oversee the successful airing of the newscast. We seek journalists who can be creative with formats and concepts of presentation. Familiarity with Kingsport and the Tri-cities, TN/VA, market is a plus, and Veterans are encouraged to apply. Versatility, adaptability, integrity, and determination are required as is the ability to work well with others and the community. Please submit your resume' and DVD to Director of News and Public Affairs - WKPT TV, 222 Commerce Street, Kingsport , TN 37660. No Phone Calls. EOE.



Virginia Association of Broadcasters

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

New VAB Officers To Take Over in October

The Virginia Association of Broadcasters will welcome a new executive committee and board this fall. Teresa Keller ends her term in October. She has served on the board for two years. We would like to thank her for all her hard work.

- ▶ **PRESIDENT**
Brad Ramsey, WVEC-TV
- ▶ **PRESIDENT ELECT**
Jack Dempsey, WCYB-TV
- ▶ **SECRETARY/TREASURER**
Charlie (Charles) Russell,
WESR-AM/FM
- ▶ **DISTRICTS 1, 2 & 4**
Dave Paulus, WGH-AM/FM / WVBW-
FM / WXMM-FM / WXEZ-FM
Lisa Sinclair, WNIS-AM / WNOB-FM /
WROX-FM / WTAR-AM / WUSH-FM
Doug Davis, WAVY-TV / WVBT-TV
- ▶ **DISTRICTS 3 & 7**
Linda Forem, WCDX-FM / WKJM-FM /
WKJS-FM / WPZZ-FM / WTPS-AM
- ▶ **DISTRICT 5**
Steve Gaines, WCYK-FM / WHITE-FM
/ WCHV-AM / WZGN-FM / WKAV-AM
George Kayes, WSET-TV
- ▶ **DISTRICTS 6 & 9**
Susanne Myers, WTGD-FM /
WHBG-AM / WJDV-FM / WQPO-FM /
WSVA-AM
Leesa Wilcher, WSLS-TV
Roger Bouldin, WXBQ-FM / WAEZ-FM
- ▶ **DISTRICTS 8, 10 & 11**
Bob Scutari, WJLA-TV
Chuck Peterson, WFQX-FM /
WKSI-FM / WMRE-AM / WUSQ-FM