

VAB Announces Statewide Campaign Against Hunger

Charlottesville, Va. – June 05, 2014 – The Virginia Association of Broadcasters (VAB) today announced a year-long campaign to support all seven regional food banks in Virginia by raising funds and increasing donations of food. The campaign, *Feeding Virginia*, will begin July 1 and will be supported by more than 150 local radio and television stations across Virginia, in collaboration with the Federation of Virginia Food Banks. The announcement was made by Virginia First Lady Dorothy McAuliffe, who was at Coleman Place Elementary School in Norfolk, VA to kick off the start of the Summer Meals Program, which provides free, healthful meals to low-income children when school is out.

The First Lady has accepted an invitation to serve as the spokesperson for the 12-month VAB campaign. She and Gov. Terry McAuliffe will work with the VAB to promote *Feeding Virginia*, and together they will appear in a variety of Public Service Announcements (PSAs) supporting the program in the coming year.

The *Feeding Virginia* campaign will begin with all VAB member stations airing PSAs



“This is the first time our thousands of employees across the state have united in a common cause, and we are incredibly excited to make an impact in every corner of Virginia on this important issue.”

supporting the Summer Meals Program. In the months ahead VAB member radio and television stations will promote and support *Feeding Virginia* through news coverage, promotion of local food bank events, and the airing of Public Service Announcements designed to generate funds, food, and awareness across the state.

“While they have long been a pillar in our communities and a strong advocate in the fight against hunger – the commitment from the Virginia Association of Broadcasters to launch a year-long, hunger awareness campaign on July 1st is a huge

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June 19 - 21, 2014

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Upcoming

June 19-21, 2014
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Feeding Virginia *continued*

step forward,” said Mrs. McAuliffe. “All seven regional food banks in Virginia will benefit, as will all Virginia families, as local broadcasters work to raise awareness of important programs like the summer meals service.”

“Our local radio and television stations take great pride in the work we do to build up our local communities,” said VAB President Brad Ramsey. “This is the first time our thousands of employees across the state have united in a common cause, and we are incredibly excited to make an impact in every corner of Virginia on this important issue.”

The primary mission of the Federation of Virginia Food Banks is to feed hungry Virginians. In 2013 the Federation’s network distributed more than 137 million pounds of food to more than 1 million individuals

through more than 1,900 member agencies across the state. The agencies operate soup kitchens, after school programs, domestic violence shelters, individual household distribution and more.

Federation of Virginia Food Banks Executive Director Leslie Van Horn commented on today’s announcement: “Since 2006 we’ve seen a 54% increase in need, and the need continues to grow. We are thrilled that Virginia’s local broadcasters have decided to support our efforts, and I know this campaign will make a huge difference in our fight against hunger.”

For more information, contact Brad Ramsey, President, Virginia Association of Broadcasters at (434) 409-3623 or bramsey@wvec.com ■

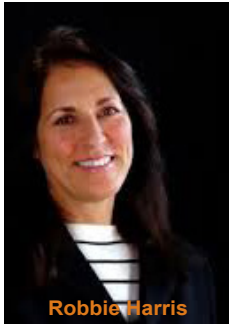


Best of the Best

On May 8th, members of the VAB Best of the Best class met in Charlottesville. John Whitlow of JHW Consulting Services facilitated a session on team leadership, and at the conclusion, the class was divided into teams and assigned a case study topic. The class will present the results of their assigned case study at the VAB Summer Convention in Virginia Beach, June 19-21. ■

WVTF/RADIO IQ Claims Four Journalism Awards

Virginia Tech's WVTF/RADIO IQ has claimed four awards recognizing excellence in journalism from the Society of Professional Journalists and the Radio Television Digital News Association.



Robbie Harris



Sandy Housman

The stations received a national Sigma Delta Chi Award for excellence in journalism from the Society of Professional Journalists for the feature report, "Wild Goose Church." Reporter Robbie Harris visited Floyd, Va., to hear the story of worshipers who tell of trading pews for rocking chairs, organs for fiddles, and yawns for songs, creating a dynamic, grass-roots celebration of faith, bluegrass, and potluck.

WVTF's entry was one of 1,800 received by the society from newspapers, radio and television stations, networks and websites. The awards recognize outstanding work published or broadcast in 2013, and will be presented in June at the National Press Club in Washington, D.C.

Dating back to 1932, the awards originally honored six individuals for contributions to journalism. The current program began in 1939, when the society granted the first Distinguished Service Awards. The honors later became the Sigma Delta Chi Awards.

WVTF/RADIO IQ also won three first place awards from the Radio Television Digital News Association's 2014 Regional Edward R. Murrow Awards program. The winning entries and categories are:

- ▶ Audio Investigative Reporting: "Jens Soering" by Sandy Hausman;
- ▶ Audio Feature Reporting: "Wild Goose Church" by Robbie Harris; and
- ▶ Writing for Radio: Compilation Montage by Sandy Hausman.

The association received more than 4,000 entries during the 2014 awards season, setting

an all-time record for entries in what proved to be one of the most competitive Edward R. Murrow Awards seasons in the history of the Radio Television Digital News Association, the world's largest professional organization devoted exclusively to broadcast journalism.

The regional awards program covers media outlets in Virginia, Maryland, the District of Columbia, and Delaware. Regional winners automatically become eligible for the national awards competition.

The Radio Television Digital News Association has been honoring outstanding achievements in electronic journalism with the Edward R. Murrow Awards since 1971. Murrow's pursuit of excellence in journalism embodies the spirit of the awards that carry his name. Murrow Award recipients demonstrate the spirit of excellence that he made a standard for the broadcast news profession. The association represents local and network news professionals in broadcasting, cable, and other digital media in more than 30 countries.

Services of Virginia Tech, WVTF Public Radio and RADIO IQ are listener-supported National Public Radio member stations. They broadcast locally and nationally produced classical and jazz music programs; NPR and BBC news shows, and locally produced journalism, conversation, information, and other cultural and entertainment programs. The stations cover central southwest, and southern Virginia, plus parts of North Carolina and West Virginia. Primary frequencies include, 89.1 FM for WVTF Public Radio in Roanoke and Blacksburg, 89.7 FM for RADIO IQ in Roanoke and 1260 AM for RADIO IQ in Blacksburg, 89.7 FM and 89.3 FM for WVTF in Charlottesville, 88.5 FM for RADIO IQ in Charlottesville, 92.5 FM for RADIO IQ in Richmond, and 88.3 FM for RADIO IQ in Spotsylvania/Fredericksburg. ■

WVTF's entry was one of 1,800 received by the society from newspapers, radio and television stations, networks and websites.

Groups Challenge Ban on Journalism Drones



“This brief, filed by the country’s leading news organizations, supports the proposition we have argued that federal agencies must consult with the public before banning the use of new technologies that have many beneficial purposes.”

WASHINGTON — More than a dozen media organizations challenged the government’s ban on the use of drones by journalists Tuesday, saying the Federal Aviation Administration’s position violates First Amendment protections for news gathering.

The organizations, including The Associated Press, filed a brief with the National Transportation Safety Board in support of aerial photographer Raphael Pirker. Pirker was fined \$10,000 by the FAA for flying a small drone near the University of Virginia to make a commercial video in October 2011. He appealed the fine to the safety board, which hears challenges to FAA decisions.

An administrative law judge ruled in March that the FAA can’t enforce its policy against all commercial use of drones when the agency hasn’t issued regulations for those uses. The FAA has appealed the judge’s decision to the full five-member safety board. Agency officials have said they hope to issue regulations for the use of small drones later this year.

The FAA won’t currently issue drone permits to news organizations. Officials have sent warning letters to journalists found to have used small unmanned aircraft — most of them no bigger than a backpack — to take photos and videos. The agency suggested to one Ohio newspaper that it refrain from publishing video of a burning building taken independently by a drone hobbyist, even though hobbyists, unlike journalists, are permitted to fly drones, according to the brief.

“The FAA’s position is untenable as it rests on a fundamental misunderstanding about journalism. News gathering is not a ‘business purpose.’ It is a First Amendment right,” the brief said.

Media organizations are intensely interested in using drones for photography and videos because they are far less expensive to buy and operate than a manned airplane or helicopter, and because their size and versatility provide visual perspectives often not possible with manned aircraft. Integrating unmanned aircraft into the national airspace also has the potential to improve the safety of reporting under less-than-ideal conditions, and unmanned aircraft by their nature pose less risk than helicopters, the news organizations said. Reports on traffic, hurricanes, wildfires, and crop yields could all be told more safely and cost-effectively with the use of unmanned aircraft, it said.

“This brief, filed by the country’s leading news organizations, supports the proposition we have argued that federal agencies must consult with the public before banning the use of new technologies that have many beneficial purposes,” said attorney Brendan Schulman, who is representing Pirker. “The argument becomes even stronger when First Amendment considerations are taken into account.”

Other media groups participating in the brief are Advance Publications Inc., Cox Media Group, Gannett Co., Gray Television Inc., Hearst Corporation, The McClatchy Company, the National Press Photographers Association, The National Press Club, The New York Times Company, the Reporters Committee for Freedom of the Press, the Radio-Television Digital News Association, Scripps Media Inc., Sinclair Broadcast Group Inc., the Tribune Company and The Washington Post.

FAA officials didn’t immediately respond to a request for comment. ■

Article courtesy of The Daily Progress.

Justice Department Plans to Begin a Review of Music Licensing Rules

The music industry has been complaining loudly in recent years about outdated federal regulations. Now it finally has a chance to do something about it.

This week, the Justice Department announced that it will review the 73-year-old regulatory agreements that govern Ascap and BMI, two groups that act as licensing clearinghouses for a range of outlets that use music, including radio stations, websites and even restaurants and doctors' offices. Billions of dollars in royalties are at stake, and the lobbying fight that is very likely to unfold would pit Silicon Valley giants like Pandora and Google against music companies and songwriter groups.

Ascap, or the American Society of Composers, Authors and Publishers, and BMI, also known as Broadcast Music Inc., are two of the oldest licensing groups in music publishing, the side of the music business that deals with copyrights for songwriting, as opposed to recordings. These groups, known as performing rights organizations, each represent millions of songs, and together collect close to \$2 billion a year in royalties. But they say that their ability to collect fair rates for their music in the digital age is undermined by the government's regulatory agreements, known as consent decrees.

The Justice Department's review calls for a 60-day period for public comments about the consent decrees. The department could then recommend changes to regulation, which would be reviewed by judges in the United States District Court for the Southern District of New York, in Manhattan.

According to the consent decrees, which were instituted in 1941 after federal antitrust investigations, Ascap and BMI cannot refuse licenses to music outlets that request them, and their agreements are subject to approval by two federal judges. They have operated under



this structure for decades, but in recent years have lost important legal cases having to do with licensing; this year Ascap lost in a rate-setting trial against Pandora in which several prominent music publishing executives were criticized harshly by the judge.

In response, major publishers like Sony/ATV and Universal have begun to openly discuss withdrawing from Ascap and BMI, a move that would weaken the performing rights groups and further complicate the licensing process.

Ascap, BMI and the publishers they represent are expected to ask the government for more flexibility in licensing, and for the rate-court process to be replaced by arbitration. In comments to the United States Copyright Office last week as part of a separate review of music licensing, Ascap said that "the antiquated Ascap and BMI consent decrees must be updated, if not eliminated."

Pandora has clashed with Ascap and BMI over regulatory changes, and so far it has largely been triumphant. For instance, judges in Ascap and BMI's rate courts have ruled that the groups could not allow their publisher members to make "partial withdrawals" of their music from the catalogs of the performing rights groups, a strategy meant to force Pandora to negotiate with the publishers directly, which demanded higher royalty rates for their material.

For federal regulators, a major issue may be the ultimate cost of music to listeners. Pandora, by far the leading Internet radio service, lets its users listen to music free with advertising, but it recently raised the cost of subscriptions to its ad-free version, blaming the increasing cost of licenses. ■

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Article courtesy of The New York Times.

Retrans Rev Seen Hitting \$7.6B by 2019

According to SNL Kagan research, retrans revenue is also becoming a rapidly growing share of station group's total revenue. Among the 18 groups covered in the research, the share ranged from 24% (Meredith) to 10% (Scripps) in 2013.

TV broadcasters' retransmission consent revenue will come in at \$4.3 billion this year and continue to grow at a brisk pace, hitting \$5.1 billion in 2015 and \$7.6 billion in 2019, according to the latest analysis from SNL Kagan.

The research was released today at the start of SNL Kagan's annual TV and Radio Finance Summit in New York.

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Others getting more than 20% of their revenue from retrans include Sinclair (24%), CBS (23%), Fox (22%), Nexstar (20%), Allbritton (20%) and LIN (20%).

The research also found a broad range of retrans revenue on a per-subscriber, per

month basis. In the fourth quarter of 2013, Sinclair was at the top, earning \$1.07. Right behind were LIN (\$1.06), Fox (96 cents) and Meredith (96 cents).

Despite the growth, what broadcasters receive from multichannel video program providers will continue to be dwarfed by what basic cable networks and regional sports channels receive, the research says.

Retrans will amount to only 10.5% of the cable programming fees this year and 11.4% next year.

For network affiliates, the flip side of retrans is "reverse comp," programming payment they have to pay to the networks. It is generally seen as a way for the networks to share in the affiliate's retrans revenue, although it is not necessarily tied directly to retrans.

According to SNL Kagan analyst Robin Flynn, who presented the retrans revenue re-

Sprint Praises Radio-Enabled Cellphones During Natural Disasters

In its announcement, Sprint highlights the public service benefits of broadcast radio during times of emergency and directs customers to download the NextRadio app that allows users to listen to their local radio stations without needing to rely on a wireless network:

"For customers looking for additional communications resources during an emergency, Sprint exclusively offers the NextRadio(R) interactive FM radio application, which receives FM radio broadcasts in a user's local area through a built-in FM tuner inside the smartphone. Available on select Sprint, Boost Mobile and Virgin Mobile USA Android-powered smartphones, the free Google Play app allows consumers to listen to FM radio stations on the go.

By downloading NextRadio, Sprint, Boost Mobile and Virgin Mobile USA customers can use their Android smartphone to receive news and information from local broadcast affiliates during times of emergency. FM radio can be a lifeline to citizens when other communication networks suffer disaster-related outages, such as hurricanes. ■



search, reverse comp now amounts to about 45% of retrans revenue and will top out at around 55% in a few years.

Michael Biard, president of distribution for the Fox Networks Group, was among the conference speakers. During an on-stage Q&A with Flynn, he said he expects to see growth in the retrans it receives for its O&Os as well as in the reverse comp it receives from affiliates. "I see them moving on the same slope."

The O&Os deserve more, he said. "They compare favorably with anything else on the dial."

Biard said his confidence in reverse comp upside is based on his experience in negotiating for retrans for the O&Os. "I sit in a position where I am able to gauge what that is based on the retransmission consent discussions that I have representing our stations. I know the values of the stations and the value of the network programming that we license to our affiliate stations."

Asked if Fox reverse comp demands would stop at 55% of retrans revenue as Flynn suggested, Biard demurred.

But, he said, it is not in Fox's interest to make the reverse comp demands so extreme as to harm the affiliates. "They are healthy businesses and I expect them to be healthy going forward."

Biard also said that he doesn't anticipate any trouble with the affiliates over reverse comp. "We understand there is a tension there, and that tension has played itself out for the most part very quietly. We have been able to get our deals done." ■

Article courtesy of Harry A. Jessell from www.tvnewscheck.com.

AM and Hybrid Radio Among Topics at the 2014 Radio Show Tech Program

Washington/New York - The 2014 Radio Show Technology Program, produced by NAB Labs in cooperation with the Society of Broadcast Engineers (SBE), will address developments in AM and hybrid radio among other technology and engineering issues impacting Radio. The Radio Show, held Sept. 10-12, in Indianapolis, is produced by the Radio Advertising Bureau (RAB) and the National Association of Broadcasters (NAB).

The 2014 Radio Show will include a NAB Labs presentation on the latest news from the field as testing continues on AM stations nationwide. These results, along with accompanying laboratory tests, will determine the feasibility of an all-digital future for AM broadcasters.

NAB Labs will also present a session on hybrid radio with a high-level panel discussion covering the latest success stories and opportunities for the technology, particularly the integration of internet and broadcast. Actual implementation case studies will follow showing the technical requirements necessary to bring this value-added content to radio stations.

NAB Labs and SBE will offer an extended program including intermediate to advanced instruction for engineers to address the impact of information technology on radio infrastructure. Wayne Pacena, director of engineering at Texas A&M University, will present a session titled "IT for Radio Engineers – IP Networking: When to Route and When to Switch." New to the Radio Show, SBE certification examinations will be available for SBE members seeking to advance their careers. ■

Four Members of Congress Sign On As Co-Sponsors of Local Radio Freedom Act

A bipartisan group of three Members of the House of Representatives and one Senator has joined the coalition co-sponsoring a resolution that opposes "any new performance fee, tax, royalty, or other charge" on local broadcast radio stations. With their co-sponsorship, there are 222 Members of the House and 15 Senators who have signed on to support the Local Radio Freedom Act. The Members of the House adding their support to the Local Radio Freedom Act are Lou Barletta (PA-11), Jim Langevin (RI-2) and Ted Yoho (FL-3). Sen. Jerry Moran (R-KS) is co-sponsoring the resolution in the Senate. Reps. Michael Conaway (R-TX) and Gene Green (D-TX) introduced the Local Radio Freedom Act (H. Con. Res. 16) in the House of Representatives on February 15 along with 71 additional co-sponsors. An identical resolution (S. Con. Res. 6) was introduced in the Senate on March 6 by Sens. John Barrasso (R-WY) and Heidi Heitkamp (D-ND).

"Congress should not impose any new performance fee, tax, royalty, or other charge relating to the public performance of sound recordings on a local radio station for broadcasting sound recordings over-the-air, or on any business for such public performance of sound recordings," reads the Local Radio Freedom Act. ■

Telecommuting as a Reasonable Accommodation Under the ADA Is This the New Norm?

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The Americans with Disabilities Act (“ADA”), enacted in 1990, is the federal law that protects certain employment rights of qualified individuals who suffer from disabilities. Chief among those protections is securing a disabled employee’s job, which is accomplished through two main avenues: (1) an outright prohibition on terminating someone because of their disability (except in rare instances); and (2) requiring employers to provide “reasonable accommodation” for disabled employees that will allow them to continue to perform the essential functions of their jobs. While the statutory language of the ADA reads broadly, federal courts throughout the 1990’s and early 2000’s interpreted the language narrowly, finding only lengthy, serious injuries or illnesses (those lasting at least 6 months) that significantly affected a “major life activity” qualified as disabilities. Moreover, the federal courts routinely found that “attendance” at the workplace was an “essential job function” of just about every position. In other words, even if employees suffered from legitimate disabilities, if they were not able to physically show up at work on a regular basis, courts found that they could not perform all of the essential functions of their job and were thus not entitled to protection under the ADA.

Courts’ interpretation of the ADA requirements became so narrow that Congress felt compelled to intervene. Thus, in 2008, Congress passed the ADA Amendments Act (“ADAAA”). The intent and effect of the new law was to make it easier for individuals to establish that they were disabled and clarify (if not expand) employers obligation to provide reasonable accommodations. In response, federal courts have in recent years broadened their interpretation of the ADA and disabilities.

One area in which courts interpretation of the ADA has become far more employee friendly is the definition of what constitutes a reasonable accommodation. Congress’ broadening of the

ADA with the passage of the ADA Amendments Act, coupled with rapid increases in automation and communication technology have significantly expanded the types of accommodations that may be deemed “reasonable” under the ADA. In short, federal courts are starting to take the view that, when it comes to doing one’s job, there is “more than one way to skin a cat” – and, by the way, you can probably skin that cat from home. This new approach spells trouble for employers, as demonstrated by a recent federal appeals court decision discussing telecommuting as a reasonable accommodation.

Executive Summary

The Sixth Circuit U.S. Court of Appeals recently held that a four day per week telecommuting arrangement could be a reasonable accommodation for a disabled employee, even though the employer determined, in its business judgment, that teleconferencing was an insufficient substitute for in-person work. The court noted that, given the state of modern technology, the class of cases in which an employee can fulfill all requirements of the job while working remotely has greatly increased, and it is no longer the case that jobs suitable for telecommuting are “extraordinary” or “unusual.” See *EEOC v. Ford Motor Co.*, No. 12-2484 (6th Cir. Apr. 22, 2014).

Background Facts

Jane Harris worked as a resale buyer for Ford Motor Company from 2003 to 2009. Her role required some individual tasks, but the essence of her job required group problem-solving. Ford utilized a telecommuting policy that authorized employees to work up to four days per week from a telecommuting site, and several resale buyers telecommuted one day per week. Throughout her employment, Harris suffered from irritable bowel syndrome (“IBS”). As her condition worsened, she began taking intermittent FMLA leave when she experienced severe symptoms. Harris was eventually permitted to work a flex-time telecommuting schedule on a trial basis. However, the company

found this arrangement problematic as Harris was unable to establish regular and consistent work hours. Harris requested she be allowed to telecommute up to four days per week as an accommodation for her IBS. In response Ford offered her two alternative accommodations: moving her cubicle closer to the restroom or finding an alternative position. Harris rejected these offers and filed a charge of discrimination with the EEOC. The EEOC later filed suit on her behalf in federal court, claiming Ford violated the Americans with Disabilities Act (ADA). The trial court granted summary judgment in favor of Ford; however, on appeal the Sixth Circuit reversed the trial court.

The Court's Rationale

In a 2-1 decision, the Sixth Circuit held that Harris had presented evidence that she was a qualified individual with a disability on two alternative bases: (a) she was qualified for the position after the elimination of the requirement that she be physically present at work, or (b) she was qualified for the position with a telecommuting accommodation. The burden then shifted to Ford to prove either (i) the physical-presence requirement was an essential function of Harris's job or (ii) the telecommuting arrangement would create an undue hardship. The court found that Ford failed to prove either.

With regard to the physical-presence requirement, the court held that physical presence at the workplace could be considered an essential job function for positions that required face-to-face interactions with customers or other objects at the workplace, but noted that "the world has changed since the foundational opinions regarding physical presence in the workplace were issued. . . . Therefore, we are not persuaded that positions that require a great deal of teamwork are inherently unsuitable to telecommuting arrangements." The court further held that, while leave on a sporadic or unplanned basis may be an unreasonable accommodation, telecommuting does not raise the same concerns as flex-time scheduling because an employer can still rely on an employee to be working during scheduled hours while working remotely. Accordingly, the court rejected Ford's concern that Harris be available for meetings or to handle urgent matters during the workday finding that her ability to engage in those activi-

ties did not depend on her physical presence in the office, but rather on her being consistently available during "core" business hours. In support of its rejection of Ford's business judgment, the court stated:

Courts routinely defer to the business judgment of employers because courts are not equipped with the institutional knowledge to sit as "super personnel department[s]." However ... while we do not allow plaintiffs to redefine the essential functions of their jobs based on their personal beliefs about job requirements, neither should we allow employers to redefine the essential functions of an employee's position to serve their own interests. Rather, we should carefully consider all of the relevant factors, of which the employer's business judgment is only one.

The court also declined to find the alternative accommodations offered by Ford reasonable.

Takeaway for Employers

This decision is troubling for employers because it shows that a court may reject the employer's business judgment in managing its workforce. Employers, particularly those with existing telecommuting policies, are now cautioned to seriously consider telecommuting as a reasonable accommodation under the ADA where an employee's disability affects his or her ability to be physically present in the workplace, but does not ostensibly affect the employee's ability to work during normal working hours. An important distinction must be made regarding whether the employee is seeking a flex-time or a telecommuting arrangement. Additionally, this decision illustrates that courts may no longer automatically defer to an employer's business judgment that physical presence in the workplace is an essential job function: the employer must be able to demonstrate why physical presence is required and must be able to do so by relying on reasons beyond generalized concepts such as "team work" and "interoffice interaction." Working with your employment counsel to carefully craft job descriptions and narrowly define telecommuting policies will be of the utmost importance going forward. ■

Article courtesy of John G. Kruchko, and Kevin B. McCoy of FordHarrison LLP.

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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.

Commercial Producer Roanoke, VA

Schurz Communications Your Hometown News Leader, WDBJ7, has an immediate opening for a Commercial Producer, responsible for shooting, editing, and creating graphics for creative commercials that are satisfying to the client's vision and focus on getting results. These are for on-air and on-line. We're seeking someone with 1-3 years of experience in the field. A high school diploma/GED, along with a valid driver's license with a good driving record, are required. An Associate's Degree, or equivalent work experience, are preferred. Interested candidates please visit the following web site: www.schurz.jobs and search Requisition Number WDBJ1949 to learn more about the position and apply.

Account Executive Harrisonburg, VA

Account Executive WHSV-TV in Harrisonburg has an immediate opening for a talented Account Executive to join our strong sales team. Account Executives work directly with local and regional businesses to achieve marketing goals through our multi-media outlets: WHSV TV3 ABC, The Valley's FOX, My Valley TV, CBS the V, First Alert Weather Channel and WHSV.com. We provide all the tools and resources to work with. Successful candidates will have excellent communication and people skills. You will work with a variety of businesses daily providing advertising solutions to help grow their business. Must be self-motivated, highly reliable, have strong presentation skills and be computer literate, (Excel, PowerPoint, and Word). We offer an attractive income package managing established accounts and generating new business with full

benefits and 401K. Previous media sales experience is not necessary. Training will be provided. Our most successful Account Executives are dynamic, determined and highly professional. And while they have come from a variety of backgrounds they all share a track record of over-achieving their own goals as well as their company's. Please send your resume and references to: Tina Wood, WHSV – TV, 50 North Main Street, Harrisonburg, VA 22802. You may also email your materials to twood@whsv.com. WHSV – TV is a drug free workplace. EOE E-verify participant.

Production Assistant Roanoke, VA

WDBJ Television has an opening for a part-time Production Assistant position. This position is responsible for operating broadcast production equipment for producing newscasts and other special programming. The successful candidate will be responsible for camera shots, audio, and technical direction of the newscasts. We're looking for someone with 6+ months of experience in a related field, with previous news operation experience in a live broadcast environment preferred. Some college or vocational school is also preferred. Interested candidates please visit www.schurz.jobs and search Requisition Number WDBJ1941 to learn more about the position and apply.

Master Control Operator Roanoke, VA

WDBJ Television has an immediate opening for a Master Control Operator. Responsibilities include maintaining the high quality of WDBJ7's on-air signal(s), on-air switching, and maintaining the daily operations log. Must pay close attention to details. Previous master control experience is a plus. The candidate must be willing to work a

flexible schedule including nights, weekends and some holidays. We're looking for someone with 1-3 years of master control operation experience and/or experience in engineering. A high school diploma/GED equivalent is required, with some college course work or an Associate's degree preferred. A valid driver's license with a good driving record is also required. SBE certification is a plus. The position offers a competitive salary/bonus package, as well as a comprehensive benefit plan, including group health & dental, PTO and 401(k). WDBJ is owned by Schurz Communications, Inc., a privately-held, national multi-media company. Schurz owns television, cable, radio and newspaper properties across the country. Additional information on Schurz is available at www.schurz.com, and via the following video link: <http://youtu.be/7OuMd2ikx7k> Interested candidates please visit www.schurz.jobs and search Requisition Number WDBJ1940 to learn more about the position and apply.

Radio Advertising Sales Professional Farmville, VA

WVHL 92.9 FM has an immediate opening for an experienced radio advertising sales professional. Will consider training the right individual. Some on air voice work required. Must be passionate about radio. Will be responsible for servicing existing accounts and opening new accounts. Please send cover letter and resume to: LA@wvhl.net Or Apply in person: WVHL 116 North Street Farmville, VA

Associate Director FT Lynchburg, VA

Responsible for in-studio production assistance. Including the operation of Camera, Audio, Character Generator, or etc. Will assist in training and supervision of Production Assistants in the operation

and maintenance of studio, graphics, and control room equipment. Assist with field productions as needed in any position necessary to complete the production properly. Will serve as director when needed or assigned. Directing news programs, promotional announcements, commercials, public service announcements, public affairs programs, or other special projects as assigned. Six months experience as a Production Assistant or related production experience. A willingness to learn. Basic Control Room equipment skills preferred. Management training helpful, but not necessary. There may be some shifting of schedules during training and to fill in for employee illness, vacation, or demanding projects. Overtime may be required in these circumstances. APPLICATION PROCEDURE: 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.

Commercial Producer/Director Norfolk/Portsmouth/Virginia Beach
WAVY-TV 10 and WVBT FOX43 are looking for an experienced full-time Commercial Producer/Director. The ideal candidate must be skilled in producing high quality, award-winning commercials for station clients. This position will play a key role in increasing advertising revenue through the stations' Sales department. Required Skills • Minimum of 5 years of experience in creative script writing, field production and editing of television commercials Please send your resume and links to your work to: jobs@wavy.com EOE/Minorities/Females/Vet/ Disability.

Sales Assistant Harrisonburg, VA

VerStandig Broadcasting is looking for the brightest most assertive person to perform in all areas of our stations' operations: sales support, copy writing, social media and even on air. This position could potentially transition into outside sales or full time on air work. This is a great company with great

compensation and benefits. An equal opportunity employer. Send your resume to jobs@valleyradio.com. Time is of the essence - this job opening will not last long!

News Producer Winchester, VA

News Producer Want to work with an award winning team? WHSV is looking for a dynamic NEWS PRODUCER who can tell compelling stories, dominate breaking news/severe weather coverage, and promote the values of journalism both on air and online. We are looking for a creative thinker, strong broadcast-style writer with solid news judgment who can take control of a newscast and contribute to our website and social media platforms throughout the day. The Producer is responsible for story selection and placement, graphics, teases; works closely with other producers, production crew, assignment desk, managers and field crews to create a vision for the newscast. Strong writing, web, and communication skills are a must. Could include some on-air work or an EP position for the right candidate. To be considered, you should have a degree in journalism/ communications or broadcasting. Those with a nose for news, a great attitude and the ability to adapt to changing environments are most wanted. Interested? Send your resume, recent newscast, and references to: Kay Norred, News Director, WHSV, 50 North Main Street, Harrisonburg, VA 22802. You may also email your materials to knorred@whsv.com. WHSV is a drug free workplace. EOE and E-verify.

Radio Marketing Consultant Fredericksburg, VA

The Star Radio Group, WFLS, WVBX, WWUZ and WNTX, is seeking an energetic person to join our sales team. Radio Marketing Consultants develop advertising campaigns for local business. To be successful the 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 visit starradiogroup.com to apply for this position EOE/Drug-Free Workplace.

Photojournalist Roanoke, VA

Under the supervision of the Production Manager and News Director, the Photojournalist is responsible for gathering the necessary audio and video for each news story. This includes gathering information about the news story, making decisions on which shots to use for the news story, and editing the audio and video. In addition, the Photojournalist is responsible for shooting video and recording audio for live and remote shoots. Further, the Photojournalist is responsible for the ENG equipment and a microwave truck. Skills (Essential and Preferred): · General knowledge of television broadcasting · Ability to use a personal computer · Ability to use a Panasonic HD Camera · Ability to use editing equipment · Strong organizational skills · Ability to work with minimal supervision · Ability to communicate verbally in English · Ability to communicate in writing in English After Hire · Knowledge of organizational policies · Ability to use the microwave truck · Ability to use the lighting equipment · Knowledge of photography as a craft · Familiarity with the designated market area · Good news judgement Experience (Essential and Preferred): One-three years experience in television broadcasting How to Apply: Send cover letters and resumes to Production Manager, 401 Third St., S.W., Roanoke, VA 24011 ATTN: Photojournalist Opening. You must also apply online at www.mediageneral.com/careers.

For a complete list of career opportunities, please visit www.vabonline.com/careers.

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*data service for enhanced
radio broadcasting*

TagStation provides broadcasters with an easy-to-use, standardized, cost-effective way to deliver the artist and advertising experience today's radio listeners expect. TagStation empowers the radio industry with a platform to manage album art, metadata, and other programming enhancements that are sent to the FM-enabled phone and future connected car dashboards in sync with the broadcast.

***It's your programming
enhanced for the mobile world.***



WHY SHOULD YOU PARTICIPATE? BECAUSE HYBRID CONTENT MATTERS TO CONSUMERS.

- ★ Hybrid content improves NextRadio user retention rate. 8 of the top 10 and 15 of the top 20 most listened to stations are fully interactive.
- ★ If the consumer chooses a station with album art and interactivity in NextRadio, we are more than twice as likely to retain them over time.
- ★ The retained NextRadio listener who chooses stations with album art and interactivity will listen longer and more often.

COMPATIBILITY

TagStation can deliver enhanced content to the NextRadio smartphone app, HD Radio™ devices, and future connected car dashboards. A supported automation system and/or middleware is required, but in its absence, we can provide the **TagStation Slingshot** middleware product free with license purchase.

IMPORTANT LINKS

TagStation website: www.TagStation.com
Demo videos: www.TagStation.com/videos
Free logo upload: www.TagStation.com/free
Blog: www.TagStation.com/news/insights
NextRadio website: www.NextRadioApp.com

GET STARTED! Call **317.684.2952** or email Libby Hiple at ehiple@tagstation.com