

VAB Launches New Marketing Campaign, Rebrands



Reaching more people.
Touching more lives.

The Virginia Association of Broadcasters has launched a new campaign to remind citizens about the importance of local radio and television. The September 19th statewide launch features both :30- and :60-second radio and TV spots, a new website and marketing tools.

With the growth of many forms of new media, some believe that radio and television audiences are declining. In fact, audiences continue to spend more time with free, local radio and television stations than with all other media combined. The VAB wants the public to recognize that local broadcasters in Virginia have the unique ability to serve their communities with news and information, including lifesaving information in emergency situations.

Local stations reach a broad audience in ways that no other media can do. In addition, local broadcasters serve an important role in democracy by providing the broadest reach of listeners and viewers for political candidates, public officials and other civic leaders in communicating with citizens and voters.

MISTRUTH:
Some believe that radio and television audiences are declining.

FACT:
People spend more time with TV and radio than all other media combined.

The VAB hired CapsLock Communications to rebrand the association. This rebranding campaign kicked off with the introduction of a new association logo. Additional campaign efforts include radio and television commercial spots, website redesign, direct marketing and sales support. Virginians are seeing and hearing the message on their local stations that radio and television continue to reach more people than any other form of communication.

The tv and radio spots can be found at <http://www.capslock.com/vabpress>. ■

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VAB Fall Sales Seminar to Take Place November 1

The VAB Fall Sales Seminar will take place on Tuesday, November 1st at the Boar's Head Inn in Charlottesville. The seminar will feature Terri Sjodin, best selling author of the book, *Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You*, which hit the *New York Times' Hardcover Advice & Misc.* bestseller list, *Wall Street Journal Hardcover Business* bestseller list, and *USA Today Money* bestseller list.



them? In this "must-attend" session, Terri will show you how to build and deliver a more polished and effective sales presentation - one that is persuasive rather than just informative. The focus will be on developing verbal communication skills for greater impact with clients, including how to develop a more creative style and hot tips on visual aids, body language, closing and more. Terri will share ideas from her books *New Sales Speak* and the new national bestseller, *Small Message, Big Impact*.

Registration is only \$30 per person for VAB members and includes continental breakfast and lunch! Such a Deal! The official registration is currently being developed and will be available on the website and emailed to you soon.

In the morning session you will learn:
What are the 9 Biggest Sales Presentation Mistakes people make and how do you avoid

- ▶ The 9 biggest mistakes people make when presenting and how to avoid them
- ▶ How to make your presentations persuasive rather than just informative
- ▶ How to sell yourself through building and delivering a strong "case" for your message
- ▶ How to present more effectively, whether

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Republican Party Approves "Global" Presidential Debate on March 19

The *Washington Times* announced this week that the Republican Party has approved a "global" presidential candidate debate March 19.

The newspaper is teaming with PBS, NPR and Oregon Public Broadcasting to host the debate. The questioning will come from a three-journalist panel comprising a TV, radio and print journalist to be named later. Candidates will have two minutes per answer. "This is the most substantive presidential debate proposal the Republican National Committee has ever sanctioned," RNC Committee on Presidential Debates Chairman Jim Bopp said in a statement.

The "global" part will be that the broadcast will be broadcast by the Armed Forces Network, VOA and BBC World Service. ■

*Article courtesy of John Eggerton,
Broadcasting & Cable.*



- ▶ one-on-one or one on one hundred
- ▶ How to develop and maintain credibility and a dynamic, memorable presentation style
- ▶ How to avoid “strange” body language and gesturing
- ▶ How to channel fear and anxiety to work for you vs. against you when public speaking and presenting

In the afternoon session you will learn: How do you sell, persuade or move people to action? What actually makes you a person of influence? A vital element in moving people to action and creating influence is your ability to build and deliver a thought provoking message. From elevator speeches to formal sales presentations— you can craft a more compelling message. One that is persuasive rather than just informative. Don’t just think of an elevator speech as a generic tool you use in chance moments ... consider the concept as a strategy to manage multiple talking points and to communicate more complex ideas as well. Perhaps you want to promote an idea, a project or a concept. Maybe you are looking to create a more intriguing presentation to sell a product or service that will help you access more challenging decision makers.

- ▶ How to build and deliver an effective 3-Minute Elevator Speech
- ▶ How to develop a persuasive case outline for any length presentation
- ▶ How to re purpose your existing presentation content to create a new message
- ▶ The six most consistently effective arguments in today’s market
- ▶ The 3 benchmarks of a great presentation
- ▶ Tips to employ the Elevator Speech Effect and more!

The Boar’s Head is offering a rate of \$155/night. If you are going to need hotel accommodations, please contact Amy Shaw in the Association office at 434.326.9811 or email, amy.shaw@easterassociates.com. ■



Passing of VAB Member Leonard “Bob” Jones

Leonard Gray “Bob” Jones of Richmond, died on Tuesday, September 20, 2011. He was born February 13, 1928 in Winston Salem, N.C. He is survived by his wife, Joan Dunstan Powell Jones; a daughter, Jane Gray J. Avery; a son, John M. Jones; three

stepchildren, Jeffery W. Black, Wendal B. Stroud and Clayton C. Black; his five grandchildren, Sarah Gray G. Avery, Lewis G. Larus Avery, Cornelia Anne Avery, Hunter Jones and Brandon Jones; five stepgrandchildren, Justin Black, Parker Black, Peyton Stroud, Kelsey Stroud and Riley Stroud; and his devoted caregiver and friend, Kevin Terrell.

Following service in the United States Army, Mr. Jones accepted a position in radio and television sales that led to a distinguished career in broadcasting that spanned 40 years. Mr. Jones was the former general manager of radio station WRVA in Richmond and was vice president of Southern Broadcasting Company in Winston Salem, N.C. When Southern Broadcasting Company was acquired by Harte-Hanks Communications in 1978, Mr. Jones stayed on as chief executive officer of the radio division.

Always active in industry organizations, Mr. Jones served on the Board of Radio Advertising Bureau, a national organization, the Board of the Virginia Association of Broadcasters, and was honored with a lifetime membership in the Virginia Association of Broadcasters. Mr. Jones was also on the Richmond Area Salvation Army Advisory Board and was instrumental in creating the WRXL/ Fox 35 Feed The Families Fund, the annual Christmas at the Jefferson concert, and was chairman of the Board’s public relations committee. His greatest success was the wonderful example he set for his friends and family. Mr. Jones was an avid golfer for many years and a former member of the Commonwealth Club.

A memorial service was held on Friday, September 23, at St. Stephen’s Episcopal Church. The family asks that donations be given in his name to St. Stephen’s Episcopal Church, 6000 Grove Ave., Richmond, Va. 23226, or Sitter and Barfoot Veterans Care, 1601 Broad Rock Rd., Richmond, Va. 23224.

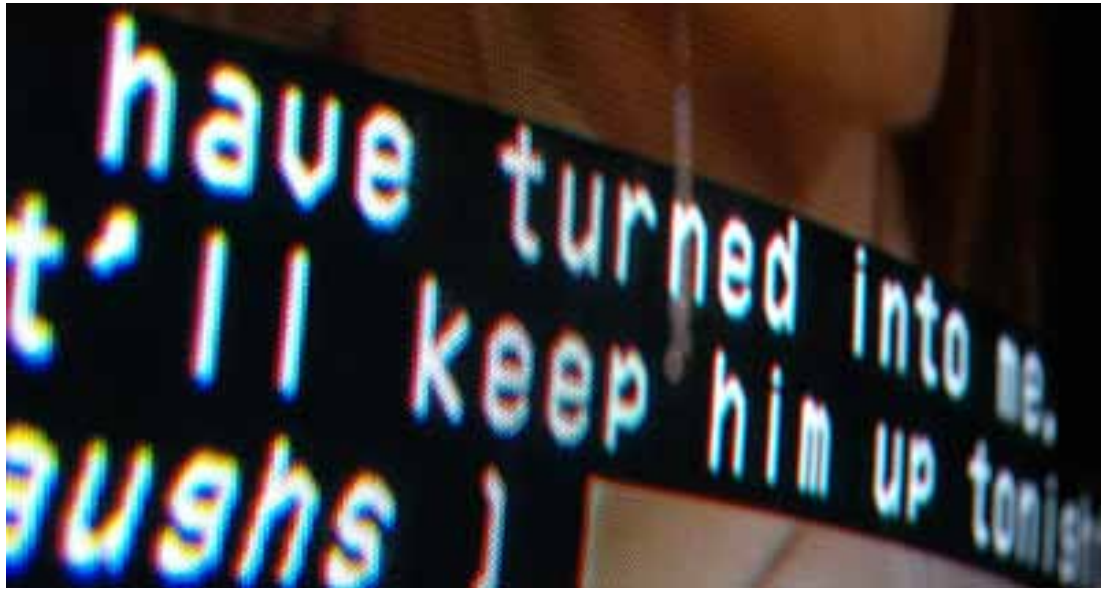
“With the recent passing of lifetime VAB member, Leonard Gray “Bob” Jones, the broadcasting industry has lost another great innovator and proponent of local radio and television. Bob’s interest in and love for community blended to form the very essence of what we refer to today as localism. He was a true champion of broadcasting and will be missed by all who knew him,” said Virginia Association of Broadcasters President, Francis Wood. ■

2011 Arbitron Radio Market Figures Out

Arbitron just announced a new list of Metro Population estimates (12+ persons) for radio markets for the Fall 2011 to Summer 2012 ratings periods.

- ▶ Washington DC is up one spot to #8 with 4,479,400 listeners
- ▶ Hampton Roads slips one notch to #44; 1,351,100 (+0.19%)
- ▶ Richmond drops one to #56; 978,600 (+2.2%)
- ▶ Greenville-New Bern-Washington NC leaps four spots to #82; 574,000 (+4.99%)
- ▶ Johnson City-Kingsport-Bristol TN-VA falls two to #105; 470,300 (+0.6%)
- ▶ Roanoke-Lynchburg stumbles two to #114; 435,000 (+1.7%)
- ▶ Salisbury MD inches up one again #140; 326,600 (+3.7%)
- ▶ Fredericksburg creeps up two spots to #147; 311,400 (+2.6%)
- ▶ Winchester VA jumps four to land at #217; 171,300 (+2.8%)
- ▶ Harrisonburg explodes up five places to #260; 110,800 (+3.7%)
- ▶ New River Valley VA dropped from 2005 listing
- ▶ Elizabeth City-Nags Head NC dropped from 2006 listing
- ▶ Rocky Mount-Wilson NC and Charlottesville VA dropped from 2011 listing ■

FCC Seeks Comment Regarding Closed Captioning of Television Programming on the Internet



The FCC has released a Notice of Proposed Rulemaking (the “Notice”) proposing and seeking comment on rules regarding closed captioning of certain video programming delivered using Internet Protocol (“IP”), as required by the Twenty-First Century Communications and Video Accessibility Act of 2010 (the “Act”). The proposed rules will affect all television stations who stream local newscasts on their websites or otherwise repurpose their broadcast content to the web. If adopted in their current form, the proposed rules could have significant operational and budgetary implications for stations in a short time frame. The Act requires the FCC to adopt rules by January 2012. As a result, the comment period in this proceeding is very short: Comments are due October 18, 2011, and reply comments, October 28, 2011.

As you know, the FCC’s rules already require television broadcasters to provide closed captioning of most broadcast programming. When activated on a viewer’s television set, closed captioning shows the audio portion of a television signal as printed words on the screen to provide individuals who are deaf or hard of hearing with access

to television programming. The Act now requires the FCC to establish parallel rules for display of closed captioning for programming delivered over the Internet if that programming was first closed captioned on a broadcast platform. The mandate includes IP-delivered video programming that consumers access through personal computer, tablet, cell phone, game console, Blu-ray player, or other Internet-capable devices.

The FCC’s proposed rules will better enable individuals who are deaf or hard of hearing to view video programming over the Internet in the same manner as they do on television. The basic idea is that when closed captioning is provided on a television broadcast, it must also be provided when the same programming is delivered over the Internet. The proposed rules would require, specifically, that IP-delivered video programming be provided with closed captioning if it was shown on television with captions after the effective date of the rules adopted in this proceeding. In other words, web-only programming would not require captioning, and pre-rule programming would not be subject to the new rules. ■

Main Line and Children's Hospital Hold Radiothon

Main Line Broadcasting (98.9 Liberty and Big Oldies 107.3) helped raise over \$132,000 for the Children's Hospital of Richmond during the 2011 Children's Miracle Network Radiothon.

"It was an amazing victory for the Children's Hospital of Richmond", said John McLeod, Promotions Director for Main Line Broadcasting. "At the end of the day, the hospital has additional funds that it did not have before, that will go towards many wonderful things to help children. A big thanks to Richmond and the surrounding communities for making their donations, even during this critical time in our economy. And to pull over \$132,000, that is such an amazing miracle!"

The Radiothon was held at the hospital over a 2-day period and volunteers from the hospital and local businesses manned the phones and took donations from callers, on-line and even those from off the street.

"Children's Miracle Network Hospitals is grateful to our Radiothon partners 98.9 Liberty and Big Oldies 107.3 for their time, energy and passion for the hospital and children we



serve," said Rachel Bruni, Director of the Children's Miracle Network Hospitals of the Children's Network Foundation. "This year's Radiothon event was an incredible reflection of the compassionate and supportive listeners we have in our community. With an event such as Radiothon where we strive to share the importance of a local children's hospital and its impact across our community, it is an honor to have the dedication of these local radio stations and their caring DJ's encourage support for our community's full-service children's hospital. ■

Martin's VP Jim Scanlon presents a \$1500 Donation to the Children's Hospital during the 2011 Children's Miracle Network Hospitals Radiothon presented by Main Line Broadcasting.

House Passes Bill to Target Broadband Stimulus Waste

The House unanimously approved a bill on October 5th that mandates the return of federal stimulus money designated for broadband development if officials find fraud, waste, or abuse.

"This legislation is a taxpayer protection measure and will ensure that our law is definitive and quick to reclaim funds if there is reason to terminate an award for reasons of waste, fraud or insufficient performance," the bill's sponsor, Rep. Charles Bass, R-N.H., said in a statement.

Republicans on the House Energy and Commerce Committee, which previously passed the bill, didn't pass up the chance to cite the ongoing

controversy over stimulus funds given to the green energy company Solyndra.

The House approved the bill with unanimous consent, despite grumbling from Democrats who said the measure was unnecessary.

"It is unclear why new legislation is necessary to ensure that this policy continues," Reps. Anna Eshoo, D-Calif., and Henry Waxman, D-Calif., said in a statement. Nevertheless, they said they supported the "very modest enhancements" made by the bill. ■

Article courtesy of Josh Smith, the National Journal.

HUMAN RESOURCES

John G. Kruchko is a Partner with the Management Labor & Employment Law Firm of Kruchko & Fries in McLean, Virginia; Kathleen Talty is a Senior Counsel with the Firm. For more information, please contact Mr. Kruchko at 703.734.0554 or Ms. Talty at 410.321.7310 or JKruchko@KruchkoandFries.com, or KTalty@KruchkoandFries.com. This article is published for general information purposes, and does not constitute legal advice.

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Substantial Changes in Favor of Union Organizing



Despite the still-shaky economy in many business sectors, recent regulatory announcements confirm that organized labor is exerting its political clout to strengthen its foothold in the workplace. The result of these actions is to the disadvantage of employers.

For several years, there were Congressional attempts, spear-headed by organized labor, to enact the Employee Free Choice Act (“EFCA”), which, if enacted, would have greatly facilitated union organizing efforts. Under EFCA, if more than 50% of workers at a facility signed a card, the government would have to certify the union, and a secret ballot election would be prohibited—even if workers wanted one. When Congressional opposition to the EFCA remained strong, organized labor looked to alternative avenues to increase its odds at winning union elections and expanding union membership. The avenue pursued was with the union-attorney-dominated National Labor Relations Board (“NLRB” or “Board”).

In the last fiscal year, the average time between the filing of an election petition and the conducting of a secret ballot election by the Board was 31 days, and over 95 percent of the elections were held within 56 days

of the filing of the petition. Of the elections held under the above time line, unions won over 67 percent of the elections in the last two years. Despite these impressive statistics, the union-dominated NLRB claims it is necessary to “remove unnecessary barriers to the fair and expeditious resolution of questions concerning representation.”

Therefore, on June 21, 2011, the Board proposed reforms of the procedures it follows prior and subsequent to conducting a secret ballot election to determine if employees wish to be represented for purposes of collective bargaining. (See “Proposed amendments to NLRB election rules and regulations fact sheet” at <http://nlr.gov/node/525> (“Fact Sheet”). As stated by the Board in its Fact Sheet: “The proposed amendments are intended to reduce unnecessary litigation, streamline pre- and post-election procedures, and facilitate the use of electronic communications and document filing.” In his dissent, Member Hayes, the only management attorney on the Board, described the proposed changes to the Board’s rules differently, stating: “[T]he principal purpose for this radical manipulation of our election process is to effectively...eviscerate an employer’s legitimate opportunity to express its views about collective bargaining.”

In its Fact Sheet, the Board identifies at least twelve substantial changes that will be wrought by the proposed amendments to its election rules including (1) mandating that a hearing be scheduled within seven days after the petition is filed, while at the same time deferring litigation of most voter eligibility issues until after the election unless the issue in dispute concerns the eligibility of at least 20% of the proposed bargaining unit; (2) requiring each party to file a Statement of Position no later than the date of the hearing that identifies the issues to be resolved at the hearing and describes the supporting evidence to be presented at the hearing; (3) eliminating all post-hearing briefs and requests for review to the Board; and (4) within two days after the Direction of Election, requiring the employer to provide the union with a voter eligibility list that contains the names, addresses, telephone numbers and email addresses of eligible voters. The net effect of these changes will be to reduce dramatically the representation election cycle. Currently, union elections normally are conducted within 38–40 days of the filing of a petition by the union. Since the typical employer is completely oblivious to the fact that a union has been organizing its workforce for the previous six (6) to eight (8) months, the filing of the representation petition is usually the first time the employer becomes aware of the unionization campaign. The employer then uses the 38–40 days between the filing of the petition and the election to engage in a campaign in order to educate its employees about the effect of unions in the workplace and the monetary obligations that are created when employees are represented by a union. Under the Board’s proposed “quickie” election rule, the opportunity for an employer to engage in the important educational campaign will be non-existent. In addition, there will be no meaningful opportunity to raise pre-election voter eligibility issues that would inform employees as to the scope and composition of the bargaining unit. Instead, post-election litigation could result in a bargaining unit that is significantly different than the proposed unit voted upon by the employees.

Organized labor also won a significant victory when the Board issued on August 30, 2011, its final rule on Notice of Employee Rights, which will require most employers to notify employees of their rights under the National Labor Relations Act (“NLRA” or the “Act”). The Notice of Employee Rights (the “Notice”) states that employees have the right to act together to improve wages and working conditions, to form, join and assist a union, to bargain collectively with their employer, and to refrain from any of these activities. The Notice requirement takes effect on November 14, 2011.

Major points of the Board’s Final Rule are:

- ▶ The posting requirement applies to all private-sector employers (except very small employers) subject to the NLRA, which does not include agricultural, railroad and airline employers.
- ▶ The Notice must be posted “in conspicuous places where [it] is readily seen by employees.”
- ▶ The Notice must be posted in English and in another language if at least 20% of employees are not proficient in English and speak the other language.
- ▶ It does not matter whether you currently have a union or not. You still have an obligation to post the Notice even if you are a non-union employer.
- ▶ Failure to post the notice may be treated as an unfair labor practice under the National Labor Relations Act.

Employers can no longer afford to wait for a union petition to be filed before they begin to “campaign” against unionization. More than 93% of employees working in private industry are non-union. There is a reason these employees feel there is no need to pay dues to a union. You have a good story to tell. Let employees know where you stand and listen for their response. ■

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

“Employers can no longer afford to wait for a union petition to be filed before they begin to “campaign” against unionization.”

How to Submit to the VAB Job Bank

Jobs run 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.

Video Journalist/News Photographer Richmond, VA

WRIC-TV is looking for a Video Journalist/ News Photographer who can shoot, edit, and write. Experience working with Panasonic P2 format and Edius editing preferred. The ideal candidate must be able to work independently, generate story ideas, and produce innovative content for all newscasts. One year shooting and reporting experience preferred. Please send non-returnable DVD and resume to: WRIC TV8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464. NO phone calls please. EOE

News Producer Richmond, VA

WRIC-TV8 is looking for a Monday - Friday producer who is a strategic thinker that can execute a plan. The successful candidate will be able to handle breaking news situations, recognize relevant content, and produce to a target audience. Strong writing and communication skills are a must. One to two years newscast producing preferred. Send resume to: WRIC TV8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464, or fax your resume to 804.330.8881, or email your resume to personnel@wric.com. No phone calls please. EOE

Promotions Producer Roanoke, VA

WFXR FOX 21/27 and WWCW the CW5 in Roanoke Virginia is looking for a promotion producer who has excellent communication and public relations skills! Must have the ability to write scripts and proposals. Proficiency in graphics programs such as Photoshop, Illustrator, Adobe After Effects or other graphics software is preferred. Working knowledge of MS Word and Excel. Proficient in use of non-linear computer editing (AVID a plus). Ability to handle a large workload and meet deadlines. Must be friendly, understanding and outgoing to both station employees as well as general

public. Please send your resume and a demo reel to: Creative Services Director WFXR 2618 Colonial Ave., SW Roanoke, VA 24015.

Account Executive Richmond, VA

WRIC is looking for an energetic self starter with good presentation skills to join our sales team. Extensive training and support will be provided. The successful candidate will have the motivation and desire to be the best and will be willing to develop new business and work in a challenging fast paced environment. An outside sales background and college degree required. Send resume to: WRIC TV8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464, or fax your resume to (804) 330-8881, or email your resume to personnel@wric.com. No phone calls please. EOE

Evening Weekend News Anchor / Video Journalist Richmond, VA

The successful candidate will be an outstanding communicator with strong live skills. The ideal candidate must be able to report, shoot, and edit three days a week. A minimum of two years reporting experience is preferred. Please send non-returnable DVD and resume to: WRIC TV8 Personnel Department, 301 Arboretum Place, Richmond, VA 23236-3464 or email your resume to personnel@wric.com. No phone calls please. EOE

News Photographer Hampton, VA

WVEC-TV is looking for a creative and energetic photographer with an understanding of NPPA principles. Candidates should have at least one year experience shooting and editing, both linear and nonlinear, news. One year working/operating a microwave truck necessary. Responsible for the maintenance and care of company equipment assigned to you. Candidates

should be flexible in work schedule to provide maximum news coverage and work a specific "on call" schedule. Valid driver's license and good driving record required. Send cover letter, resume and DVD or Beta SX tape of your work to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, Virginia, 23510. No phone calls. Send inquiries to jobs@wvec.com. EOE

Sales Representative Altavista/Lynchburg

Outside sales rep to work directly with local and regional accounts. We are looking for someone energetic, creative and self-motivated who enjoys a fast-paced work environment. Sales training provided. Send resume to Dave Hoehne, 200 Frazier Rd. Altavista, 24517. EOE

Meteorologist Portsmouth, VA

WAVY-TV 10 / WVBT FOX 43 is searching for a METEOROLOGIST to work weekends at the number one station in the Norfolk, VA market. The successful candidate will be a scientist who knows how to use graphics and other resources to present the day's weather story in clear, easy-to-understand language. Job responsibilities include creating graphics that can be used by every member of the weather team, staying current on changing weather technology, and ongoing training to get the most out of the Weather Central box. AMS and/or NWA seals preferred. Experience on Weather Central computers is a plus. Please send cover letter, resume, and DVD reel to: Jim Gilchrist, News Director, WAVY-TV 10 / WVBT-TV FOX 43, 300 Wavy St., Portsmouth, VA 23704.

Investigative Reporter Portsmouth, VA

WAVY-TV 10 / WVBT FOX 43 is searching for an INVESTIGATIVE REPORTER who is driven to seek honest, relevant, compelling enterprise stories. The successful candidate will be relentless in

the pursuit of the truth. You must have a proven track record of strong journalistic skills and supreme ethical standards. At least 5 years of experience as a general assignment reporter at a commercial station is required. Please send cover letter, resume, and DVD examples of your most recent stories that highlight your newsgathering, interviewing, and writing to: Jim Gilchrist, News Director, WAVY-TV 10 / WVBT-TV FOX 43, 300 Wavy St., Portsmouth, VA 23704.

**General Assignment Reporter
Portsmouth, VA**

WAVY-TV 10 / WVBT FOX 43 is searching for an aggressive general assignment REPORTER who wants to tell compelling stories at the number one station in the Norfolk, VA market. The successful candidate will have strong journalistic skills in writing, interviewing, and ethical decision-making. The successful candidate will understand and demonstrate that live shots are part of storytelling. You will be responsible for generating sources, enterprising story ideas, and follow-ups. At least 2 years of experience as a reporter at a commercial station is required. Please send cover letter, resume, and DVD examples of your most recent stories and live shots to: Jim Gilchrist, News Director, WAVY-TV 10 / WVBT-TV FOX 43, 300 Wavy St., Portsmouth, VA 23704.

**Newscast Producer /
Digital Media Producer
Portsmouth, VA**

WAVY-TV 10 / WVBT FOX 43 is searching for a dynamic NEWS PRODUCER who wants to tell compelling stories, dominate breaking news and severe weather coverage, and promote the values of journalism both on air and online. We are looking for someone who has strong news judgment, is passionate about journalism, and has proven ability to work within a team. Please send cover letter, resume, and recent newscast to: Jim Gilchrist, News Director, WAVY-TV 10 / WVBT-TV FOX 43, 300 Wavy St., Portsmouth, VA 23704.

**Assignment Editor /
Digital Media Producer
Portsmouth, VA**

WAVY-TV 10 / WVBT FOX 43 is searching for a dedicated, positive and

professional team member to work on the assignment desk and fill-in as a newscast producer. The successful candidate will show proficiency at coordinating news crews in day-to-day news coverage, generating daily story ideas, tuning in ENG signals, as well as monitoring and collecting information from various news sources. Experience in television news as an associate producer or assignment editor is preferred. Please send cover letter, resume, and any supporting DVD materials to: Jim Gilchrist, News Director, WAVY-TV 10 / WVBT-TV FOX 43, 300 Wavy St., Portsmouth, VA 23704.

**Production Assistant PT (temporary)
Lynchburg, VA**

Primarily responsible for in-studio production assistance, including the operation of Camera, Audio, character generator, or etc. as assigned by shift supervisor. Also responsible for field technician assistance for Creative Services as needed. Knowledge of television production or willingness to learn. Knowledgeable in the operation of personal computers. Basic understanding of audio-visual components. Some knowledge of electronics preferred, but not necessary. Available to work irregular hours and holidays. Also available for long hours during special circumstances. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588. Applications may be obtained 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

**Research Analyst FT
Lynchburg, VA**

Provide research assistance to Sales Department and station. Create, execute and evaluate research and sales presentation materials. Update and maintain sales research tools. Assist local and national sales efforts. Liaison with other departments on station research needs. Bachelor's degree or equivalent retail and / or sales experience. 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

**Photojournalist/Editor
Harrisonburg, VA**

WHSV-TV is accepting resumes for a full-time PHOTOJOURNALIST/EDITOR who can use good judgment to acquire technically accurate and compelling visuals. Candidates must be able to shoot on P2 and be familiar with non-linear editing. A successful candidate will have the ability to shoot at the speed of news and have a "can-do" attitude. A thorough knowledge of ENG practices is required. A Broadcast Communications degree, and/or technical training is a plus. A good driving record is also required. RUSH DVD and resume to: WHSV-TV, Attn: Kay Norred, Interim News Director, 50 North Main St., Harrisonburg, VA 22802. You may also email resumes to knorred@whsv.com. WHSV-TV is a drug free workplace. EOE

**IT Director
Roanoke / Lynchburg, VA**

Clear Channel Radio in Roanoke VA has an immediate opening for an IT Director with experience in desktop support, digital audio systems (RCS NexGen or similar systems) LAN/WAN systems and Windows operating system environment including Windows server. Requires minimum 5+ years experience and Microsoft certification or SBE CBNT preferred. Electronics experience a plus. Must be self motivated, possess a valid driver's license and be able to lift 50 pounds. Requires occasional off hours work and 24/7 on call. Clear Channel Radio is an Equal Opportunity Employer. Send resume to Davecarwile@clearchannel.com.

**Production Assistant
Winchester, VA**

Production Associate TV3 Winchester is seeking an energetic Production Associate to fill a part time position. Candidates should have a good attitude and be motivated to learn. Previous experience, in camera operations and digital editing, is a plus. Starting rate is \$7.25/hour. EOE and drug-free workplace. Please send your cover letter & resume to jobs@tv3winchester.com or mail to TV3 Winchester 633 Millwood Ave. Winchester, VA 22601



LEGAL REVIEW

This legal review should in no way be construed as legal advice or a legal opinion on any specific set of facts or circumstances. Therefore, you should consult with legal counsel concerning any specific set of facts or circumstances.

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Narrowbanding Deadline for Certain Two-Way Radios Rapidly Approaching

Many broadcasters use two-way radios for internal communications between and among station staff, and many of these two-way radios are licensed under Part 90 of the FCC's rules. As you may be aware, the FCC has imposed a January 1, 2013, deadline for certain Part 90 licensees in the private land mobile radio services to modify their operations and FCC licenses to meet certain "narrowband" (12.5 kHz or narrower) requirements in the 150-174 MHz (VHF) and 421-512 MHz (UHF) frequency bands.

The narrowbanding requirements apply only to Part 90 licenses that operate in these frequency bands. Neither the January 1, 2013, deadline nor these narrowbanding requirements apply to any BAS license (thus, for example, a broadcast auxiliary Remote Pickup licensee operating in the neighborhood of 455 MHz is not subject to these particular requirements) nor to any Part 90 license operating in other frequency bands (thus, for example, a Part 90 weather radar, i.e., a land mobile Radiolocation Service licensee operating in the 5 GHz band, is not subject to these requirements). For broadcasters with licenses and operations that are subject to the narrowbanding requirements, three things must occur between now and January 1, 2013.

First, affected licensees must identify which of their licenses and gear need to be modified or replaced. To that end, stations should review their licenses to determine whether they have any facilities that are subject to the narrowbanding requirements. Station engineers should be looking for any licenses that say "Industrial/Business Pool" or that have a radio service code of IG, YG, IK, or YK. Any and all such licenses should be examined to determine whether they are subject to the narrowbanding requirements and January 1, 2013, deadline.

Second, compliant gear (or components) must be procured or current equipment upgraded. Given the timing of the deadline, we strongly recommend that all affected licensees build

any necessary narrowbanding expenses into their 2012 budget.

Third, for licenses that are subject to the narrowbanding requirement but which are still operating on a wideband basis, a license modification application must be filed with the FCC. With respect to the filing of the FCC application, it should be noted that a "straight" narrowbanding modification application requires neither frequency coordination nor payment of the normal FCC filing fee. A "straight" narrowbanding modification application is an application to modify a license by deleting a wideband emission designator (for example, a designator of 20K0F3E, where the "20K0" portion of the designator means that the device uses up to 20 kHz of bandwidth for its operations) and, if necessary, adding one or more narrowband emission designators—but not changing the existing frequencies, emission types (the last three characters of the emission designator), locations, or other technical parameters of the license. By way of illustration, an application that reduces the occupied bandwidth to meet the narrowbanding requirements but also alters other technical parameters, such as changing from analog to digital emissions, is not a "straight" narrowbanding modification application; such an application would require both frequency coordination and payment of the FCC filing fee. Any station that will need to file a modification application to change other technical parameters in addition to the bandwidth should start the process by contacting a frequency coordinator.

Failure to timely acquire and begin operating compliant facilities or to modify a land mobile radio license constitutes unauthorized operation, which, the FCC has warned, may subject licensees to enforcement action, including admonishments, license revocation, and/or monetary forfeitures of up to \$16,000 for each violation or each day of a continuing violation. ■

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