

## Full Power TV Gets First Crack at New FCC Database

Eventually, all radio and television stations will be using the FCC's Licensing and Management System (LMS), which will replace the Consolidated Data Base System (CDBS) for filing purpose. For now, though, LMS will be used only for full power television stations filing construction permits.

### From the FCC:

"These applications will now be part of a new single form (FCC Form 2100) that will eventually replace all of the existing radio and TV services forms. The main portion of Form 2100, which all the broadcaster applicants must fill out, requests general information common to all broadcast applications. Information specific to particular applications will be completed on associated schedules for each type of authorization being requested, e.g., for a construction permit for a commercial broadcast station, for renewal of license, or for consent to assignment of broadcast station construction permit or license. The first two schedules of FCC Form 2100 that will be available for TV broadcasters are Schedule A, to obtain a construction permit for a full power TV station (formerly known as FCC Form 301), and Schedule B, to

obtain a license to cover construction permits (formerly known as FCC Form 302-DT). Form 2100 is available at the Commission web site under forms at this link: <http://www.fcc.gov/forms>. As of October 2, 2014, existing full power TV station permittees and licensees will be required to use the LMS system to file applications for construction permits and licenses and any amendments to pending construction permit and license applications using Form 2100 Schedule A or Schedule B. These stations will no longer be able to use the CDBS e-filing system to file these applications. A link to the LMS system can be found at <https://enterprise.filing.fcc.gov/dataentry/login.html>. We will be adding more filing schedules on an ongoing basis to LMS. These new releases will be announced by subsequent public notices.

"Please note that to access the new system, broadcasters will log in using their FRN and FRN password, rather than their CDBS password. For technical problems or trouble accessing LMS broadcasters can contact (877) 480-3201 TTY: (717) 338-2824." ■

Article courtesy of Dave Seyler from [www.rbr.com](http://www.rbr.com).

## Norfolk Radio GMs Unite to Educate Local Ad Community

Local Radio Market Managers partner with researcher and analyst Gordon Borrell to present a seminar on Navigating the New Media Landscape to educate local marketers on techniques in combining traditional media with digital media for greater ROI.

Last week, Norfolk's Top Radio Management hosted a luncheon to help local advertisers and marketers better understand the evolution of the local media landscape with over 300 people in attendance.

"It's impressive to see Hampton Roads' radio stations working in unison to help local advertisers see gems of opportunity amid the changing media marketplace. I work with hundreds of media companies across the U.S. and haven't seen this type of partnership happen anyplace else." Gordon Borrell.

Hampton Roads Auto Dealers Assoc EVP, Sean Brickell sent the group a note saying, "Having all competing radio groups united for the benefit of the Hampton Roads marketing community definitely establishes a platform of cooperation and understanding. I'm telling everybody what I heard today!" ■

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## Upcoming

### October 2-3, 2014

VAB Board Retreat  
Keswick Hall, Charlottesville

### October 9-10, 2014

Best of the Best  
Leadership Session  
Omni, Charlottesville

### February 23-25, 2015

NAB State Leadership  
Conference  
JW Marriott, Washington DC

### June 25-27, 2015

78th Annual Summer  
Convention  
Hilton, Virginia Beach

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### FCC/EEOC Matters

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### First Amendment Hotline

Craig T. Merritt  
Christian, Barton, Epps, Brent &  
Chappell, (804) 697-4100

## Gannett Names Kari Jacobs GM of WVEC



Gannett Co.-owned ABC affiliate WVEC Norfolk, Va. (DMA 44), today promoted Kari Jacobs to be its new general manager.

Jacobs previously was director of sales at WVEC. She succeeds Brad Ramsey, who has been named vice president of sales for Gannett Broadcasting.

“Kari is a proven and respected performer who knows the Norfolk area well. She is the

ideal person to lead the next generation of WVEC,” said Dave Lougee, president, Gannett Broadcasting.

In her three years as director of sales, Jacobs helped increase WVEC’s market share, digital revenue and new direct business. Jacobs has also served as local sales manager for Cox Media in Norfolk and previously as local sales manager at WVEC. Jacobs has also worked as account executive and general sales manager of Sinclair Communications’ FM radio station group in Norfolk.

She is a graduate of the University of Kentucky. ■

## Solar Panels to Power WEHC Radio Station

Construction will begin within the month on an array of solar panels that will power Emory & Henry College’s radio station, WEHC 90.7, making it the first solar powered FM station in the southeast.

Two rows of 96 panels will be assembled on the south-facing slope below the station’s transmission tower, which is located near Exit 26 along Interstate 81. The panels will produce 75 percent of the power needed to run the transmitter, which currently broadcasts to a five-county area in Southwest Virginia.

With this new energy source, WEHC becomes the second radio station on the east coast to be juiced by solar energy.

The cost of the panels is estimated at \$80,000, with half of the expense met by the College and the other half coming from a grant from the Jesse Paul DuPont Foundation. Ecological Energy Systems out of Bristol, Tenn., will provide the panels and place them.

The solar array is the latest of several major construction efforts at the College to improve energy efficiency. Prior to this project, the College undertook more than \$50 million in construction and renovation of buildings, all aimed at achieving significant energy efficiency in design.

“Emory & Henry is a leader in energy efficiency,” said Ed Davis, chair of the Geography Department at Emory & Henry. “From recycling to building design to renewable energy, we are moving forward aggressively with our plans to be a carbon neutral community and to be an example to our students and our region when it comes to the environment.” ■



# Meet the VAB's Best of the Best 2015

The selection committee is pleased to announce the 2015 class of the Virginia Association of Broadcasters Best of the Best Leadership Program. Over the next eight months, these professionals will be provided an opportunity to build leadership skills; develop a diverse business network; meet legislative leaders & become an advocate for their profession; and prepare for challenges facing the future of the broadcast industry. The VAB will be featuring these members in upcoming issues of the newsletter.

*Congratulations class of 2015!*



**Olivia Bailey**  
Multimedia Journalist  
WCYB-TV  
Bristol, VA



**Rodney Bryant**  
Sales Manager  
WWBT  
Richmond, VA



**Krissi Cecil**  
Digital Department &  
Night On-Air Talent  
Summit Media Corp.  
Richmond, VA



**Lorenzo Hall**  
11 p.m. Reporter/5 p.m.  
& 5:30 p.m. Anchor  
WTVR-TV/CBS 6  
Richmond, VA



**Tiffany Hickman**  
Local Sales Manager/  
Senior Account Executive  
& Promotional Director  
Holston Valley  
Broadcasting Corp.  
Marion, VA



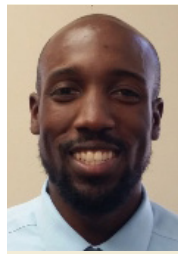
**Mark Kurtz**  
Assistant News Director  
WAVY-TV  
Portsmouth, VA



**Chris Lagey**  
Senior Account Executive  
Sinclair  
Communications  
Norfolk, VA



**Brian Robertson**  
General Sales Manager  
Radio One  
Richmond, VA



**Walter Scott**  
Senior Marketing Partner/  
Recruitment & Retention  
Specialist  
& Weekend Reporter  
Monticello Media  
Charlottesville, VA



**Sarah Simms**  
Account Executive  
Newsplex  
Charlottesville, VA



**Parker Slaybaugh**  
General Assignment  
Reporter  
WRIC-TV  
Richmond, VA



**John Witte**  
Local Sales Manager  
ABC 13 WVEC  
Norfolk, VA



**Kathy Yevak**  
Local Sales Manager  
WSKY-TV  
Hampton, VA

# Real FM Radio in Smartphones is Here! Is Your Station Ready?

Video summaries of NextRadio, TagStation, and the relationship between the two can be found here:



"What is NextRadio" video:  
<http://tagstation.com/videos/nextradio-app-demonstration/>

"What is TagStation" video:  
<http://tagstation.com/videos/tagstation-videos/tagstation>

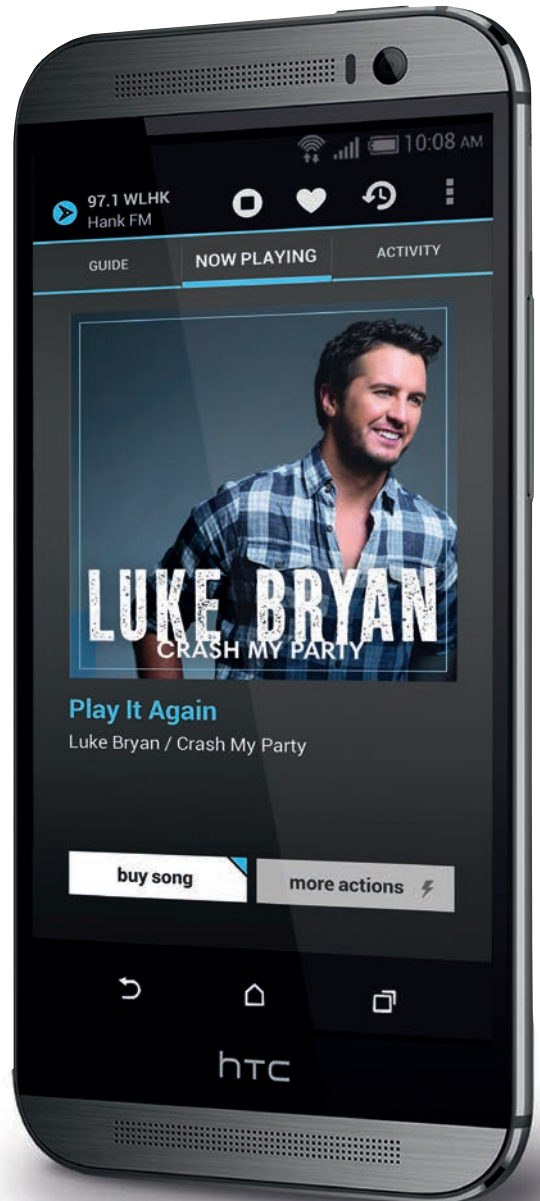
NextRadio® is a hybrid radio (FM + Internet) app that delivers a highly interactive radio experience to smartphones. Introduced in August 2013 by an unprecedented deal between the radio industry and Sprint, it comes preloaded on new Android devices hitting the market from Sprint in stores and online. A recent addition to the list is all HTC One M8s which means that NextRadio is now available on all wireless carriers. See the growing list of devices here: <http://NextRadioApp.com/supported-devices/>

TagStation® is the engine that powers NextRadio. It enables radio stations to supplement their broadcast with visual content (album art, station schedule, spot & promo enhancements) and points of interaction for display on the NextRadio app. TagStation can also be used to power The Artist Experience for HD Radio™.

Participation in the NextRadio effort through TagStation can be as simple as displaying your station's logo and tagline, or as rich as using the data service to deliver the type of audio/visual experience today's listeners expect from radio.

## WHY RADIO SHOULD CARE

Since NextRadio's debut on one Sprint smartphone last winter, its adoption numbers have been on a steady incline. Today with 15 NextRadio-enabled devices on the market, and 15 more models expected this year, our numbers show that not only are people excited to finally have a free FM radio listening option on the smartphone, but station listening is truly benefiting from the rich, interactive features that set NextRadio apart from a traditional radio listening experience. And with connected automobile dashboards in the works, there has never been a better time for radio to think about its place in the future.



## Current NextRadio Adoption Stats:

- ▶ Over 445,000 app downloads
- ▶ Over 9,100 FM stations tuned to through NextRadio
- ▶ Over 450,000 hours of listening through the app
- ▶ A 4/5 Google Play Store user rating

“Radio can truly own something unique with NextRadio. Consumers will benefit from interactive FM-enabled smartphones, and in an emergency when people need a lifeline for information, the FM radio will be the distribution platform most likely to be there for them. Make your radio stations interactive for NextRadio, promote the value to your listeners, and in the words of David Pogue at the 2014 NAB Show, stand on the mountain top and tell everyone about NextRadio.” as stated by Paul Brenner, NextRadio President in his NAB Policy Blog post last week.

“Looking at the current forecasts for FM-enabled smartphone sales of 3-5 million units in Q2 2014, we expect by mid-year 2014 to have at least 5 million FM-enabled smartphones in the hands of consumers and continuing to grow. Broadcasters need to care a lot about this evolution because the first time that consumer launches NextRadio and hears local FM radio, they will make a choice instantly to either continue using FM radio on their smartphone or switch to an internet-friendly, visual alternative,” said Brenner.

#### RADIO STATION CALL TO ACTION

The success of the NextRadio app depends upon ensuring a great user experience for consumers. Seeing your station’s brand represented is KEY to that user experience. We encourage all radio stations to upload

their logos for use in the NextRadio app by signing up for the Free Logo Service for NextRadio at <https://tagstation.zendesk.com>.

We would also like you to strongly consider licensing TagStation’s Full Data service, which will enable you to deliver album art, station schedule data, spot & promotion visuals along with various points of interaction – all synchronized with your FM broadcast. Sign up for Free Logo Service or request more information about Full Data service here: <http://tagstation.com/signup/>

#### PROMOTING NEXTRADIO

Consumer education is critical to the success of NextRadio. To that end we have created copy points and pre-produced promos for stations to use if they’d like to promote NextRadio to their audience. Our licensing customers as well as many stations using the Free Logo services are using these on-air, online, and in social media messaging. Available at: <https://tagstation.zendesk.com/entries/25331453-Produced-Promos-and-Talking-Points-for-NextRadio-Promotion>

#### MORE INFORMATION

If you have any additional questions or requests, please contact us here:  
Support: [ehiple@tagstation.com](mailto:ehiple@tagstation.com)  
Media: [jmadsen@emmis.com](mailto:jmadsen@emmis.com) ■

#### IMPORTANT LINKS

TagStation Website:  
<http://tagstation.com>

Sign up for TagStation (free logo or full license):  
<http://tagstation.com/signup/>

Demo and Informational videos:  
<http://tagstation.com/videos/TagStation/NextRadio>

Insights Blog:  
<http://tagstation.com/news/insights/>

NextRadio App Website:  
<http://www.NextRadioApp.com/>

Full list of supported devices:  
<http://NextRadioApp.com/supported-devices/>

*The Insights Blog (linked above) serves to keep the radio industry informed about the status, progress, and next steps in the efforts to present real FM radio in smartphones to the world. We have been updating bi-weekly with the most current news and metrics. Please bookmark to keep track of our progress and present the most up-to-date numbers available!*

## NextRadio Closing In On 1,000,000 Downloads

The FM on cell application NextRadio is pretty much a hit among radio professionals – what remains is the heavy lifting of getting it on more devices and getting more civilians to sign up for it. At the rate it’s going, a key benchmark appears to be less than three weeks away.

According to TagStation, the organization pushing the technology, NextRadio was perhaps the major star of the NAB/RAB Radio Show in Indianapolis. TS stated, “If you’re a fan of live and local radio (research shows that you probably are), there’s just no debate about whether NextRadio is a good thing.”

Read more at <http://rbr.com/nextradio-closing-in-on-1000000-downloads/#AP7GZfvK5LcKKAqK.99>. ■

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

# OSHA Changes Illness and Injury Reporting Requirements

John G. Kruchko is a Partner with the Labor & Employment Law Firm of FordHarrison, LLP in Tysons Corner, Virginia; Kevin B. McCoy is also a Partner with the Firm. An original version of this article was prepared by Frederick Warren, a partner in the firm's Atlanta office. For more information, please contact Mr. Kruchko or Mr. McCoy at (703) 734-0554 or by e-mail at [jkruchko@fordharrison.com](mailto:jkruchko@fordharrison.com), or [kmccoy@fordharrison.com](mailto:kmccoy@fordharrison.com). This article is published for general information purposes, and does not constitute legal advice.

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For employers who frequently deal with work-related injuries and illnesses of their employees, dealing with the Occupational Safety and Health Administration (OSHA) and keeping correct records can be an administratively burdensome task. Unfortunately, OSHA recently adjusted the playing field. On September 11, 2014, OSHA announced a final rule changing the list of establishments required to keep records and reporting of work-related injuries. The new rule goes into effect January 1, 2015.

## Changing List of Employers Required to Keep Records

The rule introduces a new classification system to determine which employers with 11 or more employees must maintain injury and illness records. OSHA is moving from classifying industries by the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS).

Under the new classification system, some employers previously required to keep records no longer will have to do so. Other employers previously exempted from doing so now will have to keep records. Under the rule, approximately 220,000 new establishments employing 5.5 million employees must now keep records. Among the industries that must start keeping records are automotive dealers, bakeries, building material

and supplies dealers, beer, wine and liquor stores, and museums. A list of industries that include establishments that are newly required to keep records is available [here](#). A list of industries that include establishments that are now partially exempt from keeping records is available [here](#). Employers required to keep records of occupational injuries and illnesses at their establishments must keep the following:

1. **OSHA Form 300** - Employers must record each recordable employee injury and illness on this form which is the "Log of Work-Related Injuries and Illnesses";
2. **OSHA Form 301** - This "Injury and Illness Incident Report" provides additional details about each case recorded on the 300 Log; and
3. **OSHA Form 300A** - This "Summary of Work-Related Injuries and Illnesses" is a summary report of all injuries and illnesses that employers must prepare at the end of each year and post in a visible location in the workplace from February 1 through April 30.

OSHA Forms 300 and 301 must be completed within seven calendar days of the time of a recordable fatality, injury or illness occurred. It is recordable if one or more of the following results from the work-related injury or illnesses: death; one or more lost work-days; restriction of work or motion; loss of

consciousness; transfer to another job; medical treatment (other than first aid); or diagnosis of a significant injury or illness. OSHA recently has put two tools on its website to help employers comply with the recordkeeping requirements (<http://www.osha.gov/recordkeeping/index.html>).

### Reporting Work-Related Injuries

The second major component of the rule establishes new requirements for when employers must report certain serious injuries to OSHA. All employers covered by OSHA, including those exempt from maintaining injury and illness records, are required to comply with OSHA's reporting requirements.

Employers must report to OSHA each fatality resulting from a work-related accident within eight hours of death. Employers must report to OSHA each in-patient hospitalization, each amputation and each loss of an eye resulting from a work-related incident within 24 hours.

In-patient hospitalization is defined as a formal admission to the in-patient service of a hospital or clinic for care or treatment. If employers do not learn about the fatality, in-patient hospitalization, amputation or loss of an eye when the event happens, they must report to OSHA within the specified time after a report of the incident to the employers or one of their agents. Employers will have three options for reporting the fatality,

in-patient hospitalization, amputation or loss of an eye:

1. by telephone or in person to the OSHA Area Office that is nearest to the site of the incident;
2. by telephone to the OSHA toll-free central telephone number, 1-800-321-OSHA (1-800-321-6742); or
3. by electronic submission using the fatality/injury/illness reporting application located on OSHA's website at [www.osha.gov](http://www.osha.gov).

Reports of these serious injuries and fatalities will be posted on OSHA's website.

### Takeaway for Employers

Navigating the record keeping and reporting requirements for workplace injuries and illnesses has always been a challenge for employers—particularly those employers with “blue collar” workforces who are obviously more prone to injury or illness on the job. The new OSHA rules do not necessarily make things any easier, but they don't make reporting or record keeping any more difficult or cumbersome (unless you are now newly required to keep records). It is just that OSHA has adjusted the rules of the game. If your company frequently deals with OSHA and work-related injuries or illnesses, then you should read the new rules carefully to ensure compliance by January 1, 2015.

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

**Under the new classification system, some employers previously required to keep records no longer will have to do so. Other employers previously exempted from doing so now will have to keep records.**



MARK YOUR CALENDAR!

**VAB 78th Annual Summer Convention**  
**June 25-27, 2015**

Hilton Virginia Beach Oceanfront | Virginia Beach, VA

## 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](http://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.

Position	Locations	Type	Department	Organization
Meteorologist	Norfolk/Portsmouth/ Virginia Beach	Full Time	News	LIN Television-WAVY
Multimedia Journalist	Danville	Full Time	News	WSET, Incorporated
Business Manager	Roanoke, VA	Full Time	Business / Admin	Media General
Sales Representative - WSLQ/WFIR	Roanoke, VA	Full Time	Sales	Mel Wheeler Inc.
Promotions Director - WSLQ/WFIR/WLNI	Roanoke, VA	Full Time	Promotion	Mel Wheeler Inc.
Radio Announcer	Fredericksburg, VA	Part Time	On Air	The Free Lance-Star Publishing Co.
Announcer - Part Time	Winchester, VA	Part Time	On Air	Centennial Broadcasting II, LLC
Reporter	Roanoke, VA	Full Time	News	Media General
Master Control Operator	Roanoke, VA	Full Time	Engineering	Grant Broadcasting System II
General Manager	Morgantown WV	Full Time	Business / Admin	Two Rivers Communications Inc.
Digital Media Manager	Norfolk/Portsmouth/ Virginia Beach	Full Time	(Other)	LIN Television-WAVY
Digital Sales Director	Norfolk/Portsmouth/ Virginia Beach	Full Time	Sales	LIN Television-WAVY
Digital Sales Manager FT	Lynchburg	Full Time	Sales	WSET, Incorporated
News Director FT	Lynchburg	Full Time	News	WSET, Incorporated
TV News Photojournalist	Norfolk/Portsmouth/ Virginia Beach	Full Time	News	LIN Television-WAVY
Digital Account Executive	Norfolk/Portsmouth/ Virginia Beach	Full Time	Sales	LIN Television-WAVY
Multi-platform Account Executive	Norfolk/Portsmouth/ Virginia Beach	Full Time	Sales	LIN Television-WAVY
Traffic Reporter / Lifestyle Correspondent	Norfolk/Portsmouth/ Virginia Beach	Full Time	News	LIN Television-WAVY
Digital Executive Producer	Norfolk/Portsmouth/ Virginia Beach	Full Time	(Other)	LIN Television-WAVY
TV NEWS Multimedia Journalist/Reporter	Norfolk/Portsmouth/ Virginia Beach	Full Time	News	LIN Television-WAVY
Production Technician II	Roanoke, VA	Full Time	Production	Media General

**To learn more about these jobs and to see new postings, please visit**

**[www.vabonline.com/careers](http://www.vabonline.com/careers)**