

-2021-

VIRGINIA ASSOCIATION
OF BROADCASTERS

BEST

of the

BEST

Leadership Program

Schedule

Session 1 **Exploring Leadership** **Styles**

Date TBD
Charlottesville, VA

Session 2 **Advocacy &** **Government** **Relations**

February 21-23, 2021
Washington, DC

Session 3 **Team Leadership** **& Assignment of** **Case Studies**

April 2021
Charlottesville, VA

Session 4 **84th Annual** **Summer Convention**

Case Study
Presentations
June 24-26, 2021
Virginia Beach, VA

We are proud to announce the ninth year of the VAB's Best of the Best Leadership Program.

This eight-month program is designed to provide each participant with the maximum opportunity for professional and personal growth, while broadening their network base in an interactive environment. Candidates must have a minimum of two years experience in the broadcasting industry and be nominated by their station's general manager. Up to 15 applicants will be selected to participate in this unique program.

Why participate in the Best of the Best Leadership Program?

- ▶ Build leadership skills
- ▶ Develop a diverse business network
- ▶ Meet legislative officials and become an advocate for your industry
- ▶ Prepare for challenges facing the broadcasting industry

There is a required time commitment from both the participant and their employer. Please take a moment to review the calendar and ensure that it is compatible with your schedule. Attendance at each session—from start to finish—is mandatory!

If you are interested in expanding your leadership potential, please submit the following materials by **Friday, August 14, 2020:**

- ▶ Completed application
- ▶ Letter of recommendation from your sponsor/employer
- ▶ Electronic head-shot photograph
- ▶ Copy of your resume

The selection committee will meet in late August and notifications will be made in early September. If selected, the application fee of \$25 (small market), \$50 (medium market) or \$75 (large market) will be due on October 31, 2020.

If you have questions regarding the application or selection process, please contact Jonathan Williams at (804) 643-4433 or email jonathan.williams@easterassociates.com.