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UPCOMING EVENTS

June 19-21, 2025

VAB 88th Annual Summer Convention
Marriott Oceanfront Hotel
Virginia Beach, VA

September 18-19, 2025

VAB Board Retreat
Farmington Country Club
Charlottesville, VA

October 23, 2025

VAB Radio Roundtable
Charlottesville, VA

October 23-24, 2025

VAB Best of the Best Session
Charlottesville, VA

March 2-4, 2026

NAB State Leadership Conference
Washington, DC

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vab VIRGINIA ASSOCIATION OF BROADCASTERS
88TH ANNUAL
SUMMER
CONVENTION

June 19-21, 2025
Marriott Oceanfront, Virginia Beach



Saddle up, VAB is calling!

Saddle up and dust off your boots, it's VAB time...
where the legends are made and the stories are told!
You're invited to join **VAB's Wild East Coast Saloon** at the
VAB 88th Annual Summer Convention
taking place June 19-21, 2025 at the
Marriott Virginia Beach Oceanfront Hotel.

Registration is open! [CLICK HERE](#) for the draft agenda and [HERE](#) to register online.

Reserve Your Room!

A block of rooms has been reserved for the nights of Thursday, June 19 through Saturday, June 21. In order to receive the convention rate of \$304 please call the Marriott Virginia Beach Oceanfront directly today at (757) 937-4200 or use this [special website](#) for VAB.

As in past years, the VAB will once again subsidize \$100/per night for two nights if you reserve prior to the room block filling up.

The credit will be reflected at check-out.

The VAB Room Block will be available until Sunday, May 18, 2025 or until the group block is sold-out, whichever comes first.

Should you have any questions or concerns, please contact Laura at (434) 326-9813 or email, laura.lake@easterassociates.com.



VAB BEST OF THE BEST CLASS FEATURE



Mike Booth
Promotions Manager
WAVY-TV / WVBT-TV
Portsmouth, VA

• **Where did you grow up/go to school?**

I grew up just south of Pittsburgh in the small town of Johnstown, Pennsylvania. I graduated from Clarion University of Pennsylvania with a Bachelor of Science Degree in Communication.

• **What was your first job in broadcasting?**

Thanks to a summer internship in college, my journey began at KDKA-TV in Pittsburgh. I was a Production Assistant working in the Sports Programming department. I wrote and produced promos for our station's coverage of Pirates baseball and Penguins hockey. It was a great experience that really helped launch my career.

• **What is your career goal?**

I love what I do now! To be a hands-on creative producer and manager at the same time is very challenging and rewarding. But there's always room to grow and it's never too late to learn. Perhaps one day it's the Director of a Creative Services Department.

• **What are you most looking forward to learning / taking away from the best of the best?**

I am very passionate about my career in broadcasting! Connecting with and learning from the best in the business who share that same passion will only inspire me more! I look forward to exchanging ideas with colleagues, gaining new perspectives, and building valuable leadership skills. I am excited to expand my professional network and meet new friends! I am extremely grateful for this opportunity to gain valuable experience and new knowledge of our industry.

• **What do you like to do in your free time?**

My wife and two daughters mean the world to me. We are big Pittsburgh sports fans – especially of Steelers football. I enjoy rewatching classic old '80s movies and anything outdoors. Hanging at the beach in the summer or downhill snow skiing in the winter, it's the best of both worlds!

• **If you could have dinner with someone from the past present or future who would it be and why?**

I haven't met her or found her yet, but I would probably take my biological mother out to dinner. She gave me up for adoption. I've had so many opportunities thanks to her and so many others and I would love to share my experiences! From my wonderful family, friends and co-workers to an exciting career, I've been blessed in so many ways.

Share Your Stories!

We want to know what your station(s) have been up to lately as well to be able to share our members photos and stories.

Do you have any standout employees, exciting new projects you're taking on, community service initiatives, or other future big plans?

We want to share your stories on VAB's social media pages (Facebook, LinkedIn, X, and Instagram). Some might even make their way into the news. It's a great chance to put a spotlight on the good work happening in our industry.

Please take a moment to fill out this Survey Form to let us know! We're genuinely excited to hear from you and to share the diverse and impactful stories from the VAB community.

[CLICK HERE](#)

TO FILL OUT THE SURVEY

VAB RADIO ROUNDTABLE

The Spring Radio Roundtable was held on April 2nd in Charlottesville. The event featured an enthusiastic and educational presentation from Derron Steenbergen from the Swagger Institute and Ten-Minute Trainer Network titled "Closing Broadcasting's Canyon". We had a great crowd of radio professionals and are already looking forward to our Fall session.

Thank you to all attendees for dedicating your day to the importance of small/medium market radio.

Also, a big thanks to Nancy Hicks with Sweets and Treats by Nancy @sweets_and_treats_by_nancy for designing the delicious microphone cookie treats!





VAB BEST OF THE BEST LEADERSHIP SESSION

THE 2025 VAB BEST OF THE BEST CLASS GATHERED IN CHARLOTTESVILLE ON APRIL 25TH FOR THEIR TEAM LEADERSHIP SESSION WITH FACILITATOR JOHN WHITLOW.

After a day of team simulations to work through the stages of team development and leadership, the class was given their team assignments and case study topics. We look forward to learning from all their research during their team presentations on Friday, June 20th during the Summer Convention in Virginia Beach.

Members of this year's class include: Nathan Crawford (WWBT-TV), Sonja Morrell (WNOR/WAFX), Caleb Peek (WHSV-TV), Sarah Curbelo (Harrisonburg Media Group), Patrick Tonkinson (WTKR-TV), GeNienne

Samuels (WTVR-TV), Nathan Sparks (New River Radio Group), Niyah Coles (Urban One/Radio One), Mike Booth (WAVY-TV), Whitney Tedford (Charlottesville Media Group), Samantha Amadei (WSKY-TV), and Reba Bloom (WVEC-TV)

Special thanks to our alumni mentors: Annissa Turner-Randolph (Urban One/Radio One), Dan Schutte (CBS19/WCAV-TV), and David Craft (WAVY-TV)





The Media Sales Funnel Explained (and How to Navigate It)

by Jennifer Lane | Apr 8, 2025 | Written By Jessica Bennett

When you're just starting out in media sales, the phrase "sales funnel" can sound like industry jargon; something thrown around in meetings but rarely explained. But once you understand what it is, the funnel becomes less of a mystery and more of a road map. Think of it like a GPS for your sales journey: guiding you through each stage, from that first conversation to the moment a campaign goes live. And just like any good road trip, the ride gets smoother when you know where you're going.

At the top of the funnel, you're casting a wide net. This is the **awareness stage**. Your job here isn't to sell, it's to educate. You're introducing your station, your platforms, and your expertise. Maybe it's through a cold call, a networking event, or a clever LinkedIn post. The point is your prospects are just learning who you are and what you can offer. They might not be ready to buy but they're definitely ready to listen.

Next, you move into the **interest and consideration phase**. At this point, the client is curious. Maybe they've advertised before and had mixed results, or maybe they've never spent a dollar on media but want to grow their business. Here's where your listening skills shine. You ask thoughtful questions, dig into their pain points, and start positioning your offerings not as "ads," but as **solutions** to their specific goals.

Then comes the **decision stage** and this is where many new sellers feel the pressure. The client is weighing their options. You've built rapport, shown your value, and now you're building out a proposal. It's tempting to throw everything at the wall... "Let's give them TV, OTT, digital banners, streaming radio!" but this is where strategy matters. Tailor your recommendation to what makes sense for them. Overwhelming a client with too many choices can backfire. Clarity is confidence.

Finally, with trust and timing aligned, comes the **conversion**, a signed agreement, a campaign launch, and that satisfying feeling that all your groundwork has paid off. But don't stop there. The funnel doesn't end with the sale. After the campaign runs, you'll want to follow up with results, insights, and new ideas. That's how you spark **renewals** and create **long-term clients**, not just one-off deals.

Navigating the media sales funnel takes patience and practice, but it gets easier with time. The more you understand each stage, the better you can meet your prospects where they are; whether they're just hearing your name or ready to sign on the dotted line. And remember, you're not just selling airtime or ad impressions. You're building relationships, telling stories, and helping businesses grow. That's what makes media sales more than just a funnel. It's a journey, and you're the guide.

“Be There”

Marketing Campaign



In 2022, the VAB Board of Directors identified as their primary initiative the creation of an industry-wide marketing campaign to:

1. Increase public awareness of our impact on local communities;
2. Demonstrate our continued relevance in the current media landscape; and
3. Recruit job candidates

After nearly two years of work, the VAB “**Be There**” Campaign was launched!

To continue the momentum of this successful campaign, we need more member participation!

In the folder available at [this link](#), you will find a long-form recruitment video, radio and television spots, and social media content with space to tag the spots. All of these assets direct to a microsite (betherevirginia.com) where the visitor can find information about careers in local media.

We ask that you brand these assets with your station information, tagging instructions included as well, and use them as you see fit.

We also have additional collateral like brochures and posters that can be used at career fairs and recruitment events, so please reach out to [Christina](#) if you need anything.

EEO-1 REPORT REQUIREMENTS FOR EMPLOYERS

By Anessa Abrams and Rachel Saady-Saxe

The EEO-1 Report is an annual filing required by the Equal Employment Opportunity Commission (EEOC) that provides a summary of an employer's workforce demographics, including sex, race, ethnicity, and job categories, helping the EEOC monitor compliance with equal employment opportunity laws. The EEOC recently submitted its proposed 2024 EEO-1 Instruction Booklet to the White House Office of Management and Budget (OMB) for approval. The proposal indicates that the EEO-1 Component 1 data collection will open on **Tuesday, May 20, 2025**, with a filing deadline of **Tuesday, June 24, 2025**. Final opening and closing dates will be published on the EEOC's official EEO-1 website. Employers should monitor the site for official announcements, scheduling updates, and any changes to reporting requirements.

Who Is Required to Submit an EEO-1 Report?

Historically, private employers with 100 or more employees, as well as federal contractors with at least 50 employees that meet certain criteria, were required to submit EEO-1 Reports. The EEOC's request for changes for 2024 did not include updated guidance for federal contractors. Instead, the materials submitted by the EEOC note that Office of Federal Contract Compliance Program (OFCCP) regulations "require certain federal contractors to file the EEO-1 Component 1 if they have 50 or more employees and are not exempt." However, the EEOC does not address President Trump's Executive Order 14173, which revoked the OFCCP's underlying authority for the regulations implementing Executive Order 11246. As such, it appears federal contractors should be prepared to file an EEO-1 Report by the deadlines provided above.

Changes to the EEO-1 Collection Process for 2025 – Removal of Non-Binary Reporting

Option:

While the EEOC proposed only minor instructional changes to the EEO-1 data collection process, one significant revision stands out. In alignment with President Trump's Executive Order 14168, which mandates "[a]gency forms that require an individual's sex shall list male or female, and shall not request gender identity", the EEOC has proposed eliminating the current option for employers to report employees who self-identify as non-binary. Under the prior year's guidance, non-binary employees could be excluded from binary sex-based headcounts, and their numbers reported in a separate comment box. The EEOC has requested that the Instruction Booklet be updated to state: "The EEO-1 Component 1 data collection provides only binary options (i.e., male or female) for reporting employee counts by sex, job category, and race or ethnicity." This proposed change is awaiting approval from the OMB.

Next Steps:

Employers subject to EEO-1 requirements should begin preparing now to ensure compliance by the anticipated June deadline. If you're uncertain whether these requirements apply to your company, please contact Anessa Abrams, partner in our Washington, DC office, or Rachel SaadySaxe, an associate in our Washington, DC office, by email at aabrams@fordharrison.com or rsaady-saxe@fordharrison.com. Of course, you can also contact the FordHarrison attorney with whom you usually work.

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Nancy Holt, Affirmative Action Compliance Group Partner (nholt@fordharrison.com), and Rachel Saady-Saxe (rsaady-saxe@fordharrison.com), an associate in our Washington, DC office, prepared an original version of this article. This article is published for general information purposes and does not constitute legal advice.

How to Submit to the VAB Job Bank

Jobs that are printed in the newsletter are pulled directly from the online Job Bank.

- 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.

Welcome to the VAB Job Bank. Listed below are the latest job opportunities offered by the VAB Members. There are currently 16 jobs in the VAB Job Bank.

Newscast Producer / Media Producer Portsmouth, VA	Full Time	News	Nexstar Media Inc.	5/1/2025
Digital & Broadcast Sales Assistant Richmond, VA	Full Time	Sales	Gray Television	4/30/2025
Television Station New Business Developer Portsmouth, VA	Full Time	Sales	Nexstar Media Inc.	4/25/2025
Social Media Specialist Portsmouth, VA	Full Time	Sales	Nexstar Media Inc.	4/22/2025
Sports & MultiMedia Journalist Reporter Richmond, VA	Full Time	News	WRIC-TV	4/22/2025
General Manager Charlottesville, VA	Full Time	Business/Admin	Piedmont Comm., Inc.	4/22/2025
Part-Time Street Team Fredericksburg, VA	Part Time	Promotion	Alpha Media	4/22/2025
Meteorologist (Virginia Beach, Norfolk, Portsmouth) Portsmouth, VA	Full Time	News	Nexstar Media Inc.	4/18/2025
Part-time Promotions/Road Crew Virginia Beach, VA	Part Time	Promotion	WGH-AM	4/16/2025
Account Executive Virginia Beach, VA	Full Time	Sales	WGH-AM	4/16/2025
Account Executive Virginia Beach, VA	Full Time	Sales	Max Media, LLC	4/16/2025
Part-time Promotions/Road Crew Virginia Beach, VA	Part Time	Promotion	Max Media, LLC	4/16/2025
Editor in Chief of Cville Right Now Charlottesville, VA	Full Time	News	WWWV-FM	4/14/2025
Senior Account Executive Richmond, VA	Full Time	Sales	WRIC-TV	4/11/2025
News Producer Roanoke, VA	Full Time	News	WFXR-TV	4/11/2025
Assistant News Director Roanoke, VA	Full Time	News	WFXR-TV	4/10/2025
Digital Content Producer Richmond, VA	Full Time	News	Gray Television	4/10/2025
TV Photojournalist Portsmouth, VA	Full Time	News	Nexstar Media Inc.	4/7/2025