

SHENANDOAH TO THE SHORELINE, KEEPING YOU CONNECTED.



Facebook



Twitter



Instagram



LinkedIn

- 2 88th Annual Summer Convention
- 3 Charlottesville Radio Group Rebrands
- 4 Be There Marketing Campaign
- 5 P1+ Learning: Generating LinkedIn Leads

- 6 Ford Harrison Legal Article
- 7 General Assembly Summary
- 8 VAB Job Bank

UPCOMING EVENTS

March 3-5, 2025

NAB State Leadership Conference
Washington, DC

April 2, 2025

VAB Radio Roundtable
Charlottesville, VA

April 24-25, 2025

VAB Best of the Best Session
Charlottesville, VA

June 19-21, 2025

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

CHAIR

Kym Grinnage
WWBT-TV
Richmond, VA

CHAIR ELECT

Mark Kurtz
CBS19 / WCAV-TV / WVAW-TV
Charlottesville, VA

SECRETARY/TREASURER

Jaimie Leon
WSLS-TV
Roanoke, VA

PAST CHAIR

Michael Clark
WLOM-FM / WJZU-AM
Franklin, VA

ASSOCIATE ADVISORY

Vacant

PRESIDENT & CEO

Douglas F. Easter
Charlottesville, VA

Districts 1, 2 & 4

Adam Chase
WTKR-TV / WGNT-TV
Norfolk, VA

Carol Commander
WAFX-FM / WNOR-FM / WJOI-AM
Chesapeake, VA

Kathy Yevak
WSKY-TV
Hampton, VA

Districts 3 & 7

Julie Monafio
Summit Media
Richmond, VA

Jayne Swain
Virginia Public Media
Richmond, VA

Steve Blanchard
WRIC-TV
Richmond, VA

District 5

George Kayes
WSET-TV
Lynchburg, VA

Garrett Klingel
Charlottesville Media Group
Charlottesville, VA

Districts 6 & 9

Ben Oldham
WFXR-TV / WWCW-TV
Roanoke, VA

Districts 8, 10 & 11

Todd Bernstein
WJLA-TV
Arlington, VA

David Howard
Salem Media
Arlington, VA

Mark your calendars to join us at
**VAB'S 88TH ANNUAL
SUMMER CONVENTION,**
taking place June 19-21, 2025 at the
Marriott Virginia Beach Oceanfront Hotel!

One of the highlights of the Convention is the annual awards banquet. **The Virginia Association of Broadcasters Station Awards Program** is sponsored annually by the VAB to recognize outstanding achievement by Virginia radio and television broadcasters. This competition was established to encourage the highest standards of reporting, community service, and production creativity. It brings the ultimate prize of peer recognition to members of the broadcast industry in Virginia.

Click [HERE](#) for a full list of all categories.

AGAIN this year, you are now able to submit entries online!

Click [HERE](#) to begin uploading your entries! If your station created an account last year, it's still active. If not, click register to create your station(s) account. If you need to reset your station password, please let us know. Once you have logged in you will be directed the VAB page where the Call for Entries details resides. Then you will click the blue Entry Form button and submit away! **Reminder it is one entry, per category, per station allowed and please be sure to register your station(s) in the correct market division.**

Entries are due by Friday, April 11, 2025. Award winners will be announced at the awards banquet on Friday, June 20th.

If you are planning on submitting an entry for the Outstanding Newscast category, please note that it should have aired on your station during a regularly scheduled time period on either Wednesday, December 18, 2024 OR Friday, December 20, 2024.

Should you have any questions or concerns, please call Christina Sandridge in the Association office at (434) 326-9815 or email christina.sandridge@easterassociates.com.



FOR IMMEDIATE RELEASE

Charlottesville Radio Group Rebrands as Charlottesville Media Group

CHARLOTTESVILLE, VA – Friday, January 17th, 2025 – Charlottesville Radio Group, a long-established leader in local media, is excited to announce its rebranding to Charlottesville Media Group. This name change reflects the company's expanding portfolio of media ventures and its commitment to delivering engaging, informative, and innovative content to the Central Virginia community.

Over the past few years, the organization has launched several new media initiatives that go beyond traditional radio. These include CvilleRightNow.com, a free online news platform, the annual Charlottesville's Finest best-of program and magazine, and Cville Local Deals, an e-commerce platform offering weekly half-priced deals. The addition of these ventures, combined with a growing digital marketing department, six legacy radio stations—including the flagship stations for University of Virginia Athletics—has positioned the company to evolve into a broader media entity. The rebrand to Charlottesville Media Group unites all of these diverse offerings under one cohesive name.

"This is an exciting time for our organization," said Garrett Klingel, President and General Manager of Charlottesville Media Group. "This rebrand is a culmination of our company's willingness to invest in ourselves, to try new things, and to better serve the Central Virginia community with entertaining and informative content. Whether that's through our market-leading radio stations, online news, UVA Sports, or Charlottesville's Finest Magazine, we are proud to offer our community a wide range of services. We also enjoy providing money-saving options for our customers on Cville Local Deals. And finally, we look forward to offering even more fun, unique, and most of all, effective marketing opportunities to our advertising partners. Combining our radio stations with our digital strategies has shown to be particularly effective. Every consumer journey online starts with a 'search' – and nothing has proven to inspire a search more than an effective radio commercial."

The rebranding effort reflects the organization's forward-thinking approach, emphasizing both its rich legacy in local radio and its growing digital presence. The company is dedicated to continuously adapting to meet the evolving needs of its audience and business partners.

Charlottesville Media Group remains committed to its mission of providing top-quality content, local news, entertainment, and valuable advertising solutions to businesses across the region.

For more information about Charlottesville Media Group and its various media ventures, please visit CharlottesvilleMediaGroup.com.

About Charlottesville Media Group

Charlottesville Media Group (Saga Communications) is a leading media company serving Central Virginia, with a diverse portfolio of radio stations, digital properties, and unique local content. Our mission is to connect the community through engaging content while offering effective marketing solutions to local businesses. Our legacy of excellence in radio broadcasting continues to grow, now enhanced by dynamic digital ventures such as CvilleRightNow.com, Charlottesville's Finest, and Cville Local Deals.

“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.

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

How to Generate High-Quality Leads on LinkedIn

These days, if you're in sales and not using LinkedIn, you're leaving money on the table. With over a billion users—including tons of decision-makers—it's way more than just a networking site. It's a goldmine for finding, connecting with, and closing prospects.

But let's be real: just having a LinkedIn profile isn't enough. You need a game plan. This guide breaks down exactly how to use LinkedIn to build relationships, start meaningful conversations, and turn connections into customers.

Step 1: Optimize Your Profile for Sales

Before reaching out to prospects, ensure your LinkedIn profile positions you as a credible, trustworthy expert. Here's how:

- Use a Professional Profile Picture – People buy from people they trust. A clean, high-quality headshot helps establish credibility.
- Craft a Compelling Headline – Instead of just listing your job title, highlight the value you bring. Example: Helping Businesses Increase Revenue Through Digital Marketing Strategies.
- Optimize Your About Section – Clearly state who you help, how you help them, and what results you drive. Keep it engaging and client focused.
- Showcase Your Experience & Wins – Use the Featured section to highlight case studies, testimonials, or content that builds authority.

Step 2: Identify and Research Your Ideal Prospects

LinkedIn's advanced search features make it easy to find the right prospects. Here's how to target them:

- Leverage Boolean Search – Combine keywords with "AND," "OR," and "NOT" to refine your searches (e.g., Marketing Director AND SaaS NOT Consultant).
- Follow Key Accounts & Engage First – Before reaching out, engage with their content by liking, commenting, or sharing to warm up the connection.

Step 3: Send Personalized Connection Requests

Once you've identified a prospect, send a connection request with a **short, personalized note** (avoid sales pitches upfront). Example:

Hi [Name], I came across your profile and was impressed by [something specific about their work]. I'd love to connect and exchange insights!

This starts the relationship on the right foot without being pushy.

Step 4: Start Meaningful Conversations (Not Sales Pitches)

Once your request is accepted, don't jump straight into a sales pitch. Instead, build rapport by:

- Asking a thoughtful question about their work, industry challenges, or recent post.
- Providing value by sharing an article, case study, or relevant resource.
- Engaging in their content to stay on their radar.

A great opener could be:

Hi [Name], thanks for connecting! I saw your recent post about [topic] and found it insightful. How do you see that trend evolving this year?

Step 5: Move the Conversation Offline

After a few exchanges, guide the conversation toward a discovery call.

Example message:

I've really enjoyed our conversation about [topic]. I'd love to hear more about your goals and see if I can offer any insights. Would you be open to a quick 15-minute chat?

This approach keeps it natural and non-pushy while positioning yourself as a problem solver.

Step 6: Stay Consistent & Follow Up

Not every connection will convert immediately. To stay top of mind:

- Share valuable content regularly (industry insights, success stories, or tips).
- Follow up strategically—if a prospect doesn't respond, check in after a week with a gentle nudge.
- Leverage LinkedIn voice notes and videos for more personalized outreach.

Final Thoughts

LinkedIn isn't just a place to connect—it's a powerful platform for building relationships that lead to sales. By optimizing your profile, engaging with prospects, and focusing on value-driven conversations, you'll turn LinkedIn into your most effective prospecting tool.

Are you using LinkedIn to drive sales? Reach out to us and let us know what is working for you!

ICE WORKPLACE RAIDS - HOW EMPLOYERS CAN BE PREPARED

By Anessa Abrams and Rachel Saady-Saxe

Immigration enforcement and mass deportations are key priorities for the Trump Administration. Under the new administration, ICE – the subagency of the Department of Homeland Security tasked with enforcing US immigration laws – has exponentially ramped up worksite raids, arresting over 5,500 people in the first seven days of the Trump administration.

An ICE raid can be a highly stressful, intimidating, and disorienting experience, so employers should have a clear crisis management plan in place to protect their rights and their employees while remaining compliant with immigration laws.

ICE RAID RESPONSE PLAN FOR EMPLOYERS

1. Assemble an ICE Response Team.

An employer should designate an ICE Response Team and establish a contact list to be deployed in the event of any ICE enforcement actions.

2. Train the ICE Response Team on what to do during an ICE raid.

- a. A designated employee, likely a receptionist, should contact the company's management team member on the Response Team who should then contact counsel. The receptionist can tell officers, "Our company policy is to contact our company management and lawyer, and I'm doing that now." Your lawyer may be able to come to the worksite quickly to assist or speak to the ICE officers over the phone.
- b. Request and verify the agent's credentials and record their badge number and contact information.
- c. Do not allow a warrantless search. Employers are not required to give ICE access to non-public areas of the facility without a valid judicial warrant. The company is entitled to this, so ask for it, review it and send a copy to your attorney. Monitor ICE's inspection of the facility to ensure it complies with the scope of the warrant. Make sure you understand the difference between a judicial warrant and an administrative warrant.
- d. Get the contact information for the ICE agents and their supervisors who are conducting the raid, as well as the U.S. attorney assigned to the case.
- e. Protect privileged materials, such as documents designated as attorney-client privileged. If agents insist on seizing such documents, you cannot prevent them from doing so. If such documents are seized, try to record in your notes exactly which documents were taken by the agents.
- f. Do not hide employees or assist them in leaving the premises. Do not provide false or misleading information, falsely deny the presence of named employees, or shred documents.

g. Notify employees about their rights. They may decline an interview by ICE agents, and they have the right to remain silent and do not need to answer any questions about their immigration status, where they were born, or how they entered the United States.

- Ask ICE if your employees are free to leave. If they are not free to leave, they have a right to an attorney.
- Enforcement actions can sometimes last for hours. If an employee requires medication or medical attention or if employees have children who need to be picked up from school, communicate these concerns to the ICE officers.
- If ICE tries to determine the immigration status of your employees by asking them to stand in groups according to status, they do not have to move, or they can move to an area that is not designated for a particular group.
- They may also refuse to show identity documents that disclose their country of nationality or citizenship.
- If your employees are detained or taken into custody, be sure that their families are contacted, and any money owed to the employees is paid.

3. Prepare a contingency staffing plan in case of arrests.

Consider what preparations may be appropriate to ensure the continuity of your business operations in the event of a worksite raid, such as cross-training on key functions or establishing a relationship with a staffing vendor who can supply qualified labor if it becomes necessary.

4. Post-Raid Issues.

The investigation does not end after ICE leaves the premises. ICE and the U.S. Attorney will thoroughly review the items seized during the raid and the investigation, including undercover surveillance, which can continue for many months.

The significant increase in worksite enforcement activity by ICE, including the arrest of undocumented workers, shows no signs of abating. While some of the Trump administration's immigration initiatives and policy changes have been blunted by legal challenges, the same cannot be expected for current widespread worksite enforcement efforts. Taking steps to prepare now could mean the difference between heavy fines, operational disruption, and possible criminal penalties in egregious cases versus the continuity of your business operation.

If you have any questions, please contact Anessa Abrams, partner in our Washington, DC office, or Rachel Saady-Saxe, an associate in our Washington, DC office, by email at aaabrams@fordharrison.com or rsaady-saxe@fordharrison.com. Of course, you can also contact the FordHarrison attorney with whom you usually work.

2025 GENERAL ASSEMBLY SUMMARY

The General Assembly adjourned the 2025 regular session around 6:00pm on Saturday night. Prior to adjournment, the House and Senate agreed on a budget. The reconvened/veto session is scheduled for Wednesday, April 2nd, and it is also expected that the General Assembly will return for a Special Session at some point to address the impact of layoffs and consolidation at the Federal level.

VAB lobbyists monitored several bills relevant to our industry. Please find a summary of some of them below:

[HB 1763](#) - Virginia Freedom of Information Act; virtual meetings; advisory boards, commissions, and councils. **(FAILED)**

Chief Patron: Martinez

Virginia Freedom of Information Act; virtual meetings; advisory boards, commissions, and councils.

Allows advisory boards, commissions, and councils to convene all-virtual public meetings regardless of whether any such board, commission, or council convenes in-person meetings. Current law prohibits certain public bodies from convening an all-virtual public meeting (i) more than two times per calendar year or 50 percent of the meetings held per calendar year rounded up to the next whole number, whichever is greater, or (ii) consecutively with another all-virtual public meeting.

[HB 2001](#) - Eastern Daylight Time; Commonwealth shall observe year-round upon enactment by Congress, etc. **(FAILED)**

Chief Patron: McNamara

Time zone of the Commonwealth.

Provides that the Commonwealth shall observe Eastern Daylight Time (Eastern Standard Time, advanced one hour) year-round upon the enactment by Congress of a law allowing states to observe Eastern Daylight Time year-round.

[HB 2479](#) - Political campaign advertisements; synthetic media, penalty. **(PENDING w/ Media Exemption)**

Chief Patron: Sickles

Elections; political campaign advertisements; synthetic media;

penalty. Prohibits electioneering communications containing synthetic media, as those terms are defined in the bill, from being published or broadcast without containing the following conspicuously displayed statement: "This message contains synthetic media that has been altered from its original source or artificially generated and may present conduct or speech that did not occur." The bill makes it a civil penalty not to exceed \$25,000 to violate such prohibition and for a willful violation, a Class 1 misdemeanor.

[HB 2514](#) - Income tax, state; tax credit for eligible small business advertising in local newspapers and media. **(FAILED)**

Chief Patron: Lopez

Income tax credit; advertising in local newspapers and media.

Creates, for taxable years 2025 through 2029, a nonrefundable income tax credit for eligible small businesses with fewer than 50 employees for certain expenses incurred for local media advertising in a local newspaper or in a broadcast of a local radio or television station. The credit is equal to (i) for the first taxable year in which the credit is claimed, the lesser of 80 percent of the actual amounts paid or incurred for qualified local media advertising expenses or \$4,000 and (ii) in subsequent taxable years, the lesser of 50 percent of the actual amounts paid or incurred for qualified local media advertising expenses during such taxable year or \$2,000. The credit includes an aggregate cap of \$10 million per taxable year.

[HB 2739](#) - Time zone; permanent standard time in Virginia. **(FAILED)**

Chief Patron: Freitas

Time zone; permanent standard time in Virginia. Exempts Virginia from observing daylight saving time, thereby making Eastern Standard Time the standard time in Virginia year-round.

[SB 1132](#) - Prospective employees; prohibiting employer seeking wage or salary history. **(PENDING - likely to be Vetoed)**

Chief Patron: Boysko

Prohibiting employer seeking wage or salary history of prospective employees; wage or salary range transparency; cause of action. Prohibits a prospective employer from (i) seeking the wage or salary history of a prospective employee; (ii) relying on the wage or salary history of a prospective employee in determining the wages or salary the prospective employee is to be paid upon hire; (iii) relying on the wage or salary history of a prospective employee in considering the prospective employee for employment; (iv) refusing to interview, hire, employ, or promote a prospective employee or otherwise retaliating against a prospective employee for not providing wage or salary history; and (v) failing or refusing to disclose in each public and internal posting for each job, promotion, transfer, or other employment opportunity the wage, salary, or wage or salary range. The bill establishes a cause of action for an aggrieved prospective employee or employee and provides that an employer that violates such prohibitions is liable to the aggrieved prospective employee or employee for statutory damages between \$1,000 and \$10,000 or actual damages, whichever is greater, reasonable attorney fees and costs, and any other legal and equitable relief as may be appropriate.

[SB 1459](#) - Emergency services and disaster law; prohibition on media paywalls during states of emergency. **(FAILED)**

Chief Patron: Perry

Emergency services and disaster law; prohibition on media paywalls during states of emergency.

Provides that in any case in which the Governor declares a state of emergency, no digital media outlet operating in the Commonwealth shall operate behind a paywall or collect personal information from users who seek access to digital media regarding the subject matter of any declared state of emergency while such state of emergency is in effect.

If anyone has any questions or would like additional information, please reach out to [Jonathan Williams](#).

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.

Production Assistant Roanoke, VA	Full Time	News	WFXR-TV	2/27/2025
Advertising Account Leader Richmond, VA	Full Time	Sales	WRIC-TV	2/26/2025
Digital Sales Coordinator Roanoke, VA	Full Time	Sales	WFXR-TV	2/25/2025
Radio and Digital Sales Account Executive Fredericksburg, VA	Full Time	Sales	Alpha Media	2/21/2025
VAB Paid Intern-1 Richmond, VA	Part Time	News	WRIC-TV	2/20/2025
Producer Roanoke, VA	Full Time	News	WDBJ-TV	2/19/2025
WAVY Unpaid Sports Intern, Summer Semester 2025 Portsmouth, VA	Part Time	News	Nexstar Media Inc.	2/19/2025
WAVY Unpaid Sales & Marketing Intern, Summer 2025 Portsmouth, VA	Part Time	Sales	Nexstar Media Inc.	2/19/2025
WAVY Unpaid Production Intern, Summer 2025 Portsmouth, VA	Part Time	Production	Nexstar Media Inc.	2/19/2025
WAVY Unpaid Newsroom Intern, Summer 2025 Portsmouth, VA	Part Time	News	Nexstar Media Inc.	2/19/2025
WAVY Unpaid Hampton Roads Show Intern, Summer 2025 Portsmouth, VA	Part Time	Production	Nexstar Media Inc.	2/19/2025
WAVY Unpaid Digital Intern, Summer 2025 Portsmouth, VA	Part Time	News	Nexstar Media Inc.	2/19/2025
WAVY Unpaid Promotions Intern, Summer 2025 Portsmouth, VA	Part Time	Promotion	Nexstar Media Inc.	2/19/2025
WAVY Unpaid Broadcast Engineering Intern, Summer 2025 Portsmouth, VA	Part Time	Engineering	Nexstar Media Inc.	2/19/2025
Digital Content Producer (Virginia Beach, Norfolk, Portsmouth) Portsmouth, VA	Full Time	News	Nexstar Media Inc.	2/19/2025
Account Executive/Marketing Strategy Lead Richmond, VA	Full Time	Sales	SummitMedia, LLC	2/14/2025
Evening Anchor Roanoke, VA	Full Time	News	WDBJ-TV	2/12/2025
News Editor/Photographer Roanoke, VA	Full Time	News	WDBJ-TV	2/11/2025