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UPCOMING EVENTS

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

March 2-4, 2026

NAB State Leadership Conference
Washington, DC

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Districts 8, 10 & 11

Todd Bernstein
WJLA-TV
Arlington, VA

David Howard
Salem Media
Arlington, VA

VAB RADIO ROUNDTABLE

WEDNESDAY, APRIL 2ND

9:30 am - 3:00 pm
OMNI HOTEL

212 RIDGE MCINTIRE RD
CHARLOTTESVILLE

Closing Broadcasting's Canyon

Derron Steenberg,
President, Swagger Institute

Group Discussion Topics

Sales (Broadcast & Digital)
Management/Leadership
Open Ideas & Discussion Sharing

*Join us for a networking dinner
on Tuesday evening.
Overnight accommodations available.*



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.

CALL FOR NOMINATIONS

Entries Due Friday, April 11th!



The VAB is seeking nominations for the following awards, which will be presented at the 88th Annual Summer Convention during the awards banquet on Friday, June 20th in Virginia Beach at the Marriott Oceanfront Hotel.

THE BROADCAST ADVERTISING HALL OF FAME AWARD

The Broadcast Advertising Hall of Fame Award recognizes a Virginia Ad Man, Ad Women or direct advertiser whose leadership, creative contributions and support of broadcast advertising helped lead to their success.

Nominations for the Advertising Hall of Fame Award should include a brief description of why your nominee deserves this award.

C. T. LUCY DISTINGUISHED SERVICE AWARD

Named for the founder of the VAB, this award honors a broadcaster who spent a significant part of his or her career at one or more Virginia broadcast properties. Candidate should be an individual who has a reputation as an experienced broadcaster and has been a leader in the broadcast industry in Virginia, an active participant in the VAB, and involved in community and/or political service.

Nominations for the C.T. Lucy Award should include a description of why your nominee deserves the award. For example, how has he or she been a leader in the broadcast industry in Virginia? How many years has this person been involved in the VAB? Has he or she been a Director or a member of the Executive Committee? How is the person involved in the community or political service? What has this person contributed back?

GEORGE A. BOWLES JR. AWARD FOR DISTINGUISHED PERFORMANCE IN BROADCAST NEWS

Presented to a broadcast reporter or news director who is distinguished in the field of broadcast news. Candidate must have longevity in Virginia broadcasting and be respected by his or her peers and the local community. This broadcast reporter or news director should exhibit enthusiasm for his or her work, have a commitment to his or her community and have a depth of knowledge & insight apparent in his or her work.

Nominations for the George A. Bowles Jr. Award should include a description of why your nominee deserves the award. For example, is this person well-known on-air in the local market? Does your community connect with this person because of his or her longevity and presence in the market? Why? How is your nominee committed to his or her community?

J. J. FREEMAN ENGINEERING ACHIEVEMENT AWARD

Candidate must be or have been an owner, officer, or employee of any company, subsidiary, or division of a VAB member radio or television station or have been directly in support of broadcasting, including employees of the federal government directly engaged in broadcast engineering work and contract engineers serving VAB member stations. Criteria: technical knowledge, dedication, dependability, a minimum of 10 years experience in broadcasting, leadership in broadcast engineering affairs and outstanding contributions to broadcasting.

Nominations for the J.J. Freeman Engineering Award should include a description of why your nominee deserves the award.

FRANCIS E. WOOD COMMUNITY SERVICE AWARD

Named for a lifelong broadcaster, VAB Past President, mentor, and small market radio pioneer, the Francis E. Wood Community Service Award is an annual award given by the VAB to the Virginia station that continues to provide exemplary local community service. The station that wins this prestigious award will be given a donation from the VAB to award to the charity or non-profit organization of their choice within their community! This is a donation above & beyond what the radio or television station has already provided in community service.

Nominations for the Francis E. Wood Community Service Award should include a description of why the station deserves the award and specific details of recent community service initiatives and contributions.

**Please send your nominations
and supporting material to me at
christina.sandridge@easterassociates.com.**



TEN **X** MINUTE TRAINER N E T W O R K

If you've ever wondered what business owners are thinking when you pitch them, you're not alone. That's why we're excited to feature Jason Younger in an upcoming session on the Ten-Minute Trainer Network.

Jason is a seasoned media and marketing professional who brings a rare, dual perspective—he's worked in media sales, led marketing campaigns, and now owns and operates businesses that buy local advertising. He knows exactly what it takes to reach and resonate with local customers—because he's doing it every day.

With leadership experience spanning technology, finance, and consumer goods—and now the owner of Younger Media and Marketing, Sign Source, and Rise and Shine Daylight Donuts—Jason shares real-world insights that sellers can use immediately.

Session: From Across the Desk **Continuing the Conversation • April 8th at 11:00 AM CST**

In this session, Jason opens up about:

- What gets a local business owner's attention (and what doesn't)
- How sellers can position themselves as true partners
 - What media reps often overlook when pitching
 - Real tips on standing out in a crowded market

Whether you're new to sales or a seasoned pro, Jason's advice is a game-changer for anyone trying to sell smarter to local businesses.

This one's for the front lines—don't miss it.

[TO REGISTER CLICK HERE](#)

“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



by Jennifer Lane | Mar 7, 2025

Embracing Social Selling: A Modern Approach for Local Media Professionals

In today's rapidly evolving sales landscape, traditional media sales methods are being enhanced by innovative digital strategies. One such strategy gaining significant traction is social selling. For local radio and television sales professionals, understanding and implementing social selling techniques can be a game-changer for driving revenue, building relationships with advertisers, and increasing station visibility.

What is Social Selling?

Social selling involves using social media platforms to connect with potential advertisers, engage with local businesses, and ultimately drive sales. Unlike conventional sales tactics that rely heavily on cold calls or direct pitches, social selling focuses on fostering meaningful online interactions. This approach builds trust, positions sales reps as marketing experts, and creates opportunities to showcase the effectiveness of radio and TV advertising.

How Social Selling Benefits Local Media Sales Pros

With more businesses turning to digital platforms to research marketing solutions, local media sellers who establish a strong social presence will have a competitive edge. Social selling helps:

- Strengthen relationships with current advertisers
- Attract new business by demonstrating thought leadership
- Increase awareness of the station's advertising capabilities
- Show local businesses how traditional media works alongside digital marketing

Key Social Selling Strategies for Media Sellers

1. Personal Branding: Become the Go-To Media Expert in Your Market

- Optimize LinkedIn & Twitter Profiles: Ensure profiles highlight your expertise in helping local businesses grow with media advertising.
- Showcase Success Stories: Post short case studies of how local businesses have benefited from advertising on your station to build credibility.
- Engage with Local Business Leaders: Comment on and share posts from business owners, chambers of commerce, and economic development groups.

2. Content Sharing: Demonstrate the Power of Broadcast Advertising

- Post Relevant Advertising Tips: Share best practices for creating effective local TV and radio ads.
- Behind-the-Scenes Insights: Highlight engaging content about your station, such as video clips, on-air personality features, or community involvement.

- Promote Advertisers: Share and tag local businesses' commercials or sponsored content to encourage interaction and visibility.

3. Engagement: Build Stronger Client Relationships

- Comment & Interact: When local businesses post about promotions or events, engage with their content. Congratulate them and offer insights on how your station can help amplify their message.
- Polls & Questions: Use social media to ask local businesses about their biggest marketing challenges and follow up with solutions.

4. Social Listening: Identify Potential Clients

- Monitor Local Business Conversations: Follow chamber of commerce pages, local business groups, and hashtags to identify businesses looking for marketing solutions.
- Track Competitor Ads: Find businesses advertising on digital platforms but not on radio or TV, and present how traditional media can complement their efforts.

5. Leveraging Analytics: Prove Your Value

- Measure Engagement: Track which types of posts get the most interaction and adjust your strategy accordingly.
- Share Data on Advertising Success: Showcase the impact of your station's advertising campaigns, such as increased web traffic or sales for clients.

6. Join Local Groups & Networks

- Participate in Chamber of Commerce Groups: Many local business associations have LinkedIn or Facebook groups where you can connect with decision-makers.
- Highlight Community Involvement: Share stories about your station's sponsorships or events to reinforce your brand's local impact.

Why Social Selling is Essential for Local Media Sales

For local media sales professionals, embracing social selling is no longer optional—it's essential. By actively engaging on social media, sales professionals position themselves as marketing consultants, not just ad sellers. Combining social selling with traditional relationship-building makes media sellers more influential, approachable, and valuable to local businesses.

Final Thought: In today's digital-first world, staying visible and engaged online will help drive more sales, build stronger relationships, and establish long-term success for your station. The media sellers who adapt and innovate will lead the way in local advertising sales.

EEOC AND DOJ RELEASE JOINT GUIDANCE ON “DEI-RELATED DISCRIMINATION”

By Anessa Abrams and Rachel Saady-Saxe

On March 14, 2025, a three-judge panel of the Fourth Circuit Court of Appeals issued an order granting the Trump Administration’s motion to stay enforcement of the District Court’s nationwide preliminary injunction on two Executive Orders (EOs) issued by the Trump Administration that target diversity, equity, and inclusion (DEI) programs. Shortly thereafter, on March 20, 2025, the Equal Employment Opportunity Commission (EEOC) and the Department of Justice (DOJ) issued a joint press release announcing new “technical assistance documents” identifying specific DEI practices that may be “illegal” or “discriminatory” according to the agencies. Although technical assistance documents do not carry the force of law and are nonbinding, they offer interpretive guidance and resources regarding application of existing law and a clear signal of agencies’ enforcement policies and priorities.

The EEOC and DOJ jointly issued a single-page summary titled “What To Do If You Experience Discrimination Related To DEI At Work.” This guidance provides a review of Title VII of the Civil Rights Act of 1964’s long-standing prohibitions against employment discrimination on the basis of protected characteristics, such as race and sex. It briefly explains the concepts of disparate treatment, harassment, and retaliation and outlines Title VII’s prohibitions on “limiting, segregating or classifying employees based on race, sex, or other protected characteristics in a way that affects their status or deprives them of employment opportunities.” Examples include limiting membership in Employee Resource Groups, or separating employees based on a protected characteristic for trainings or other “privileges of employment.” It reiterates Title VII’s protection of “employees, potential and actual applicants, interns, and training program participants,” and provides a QR code and phone/ASL videophone numbers for contacting the EEOC to file “DEI-related discrimination” charges.

The EEOC noted that Title VII protects employees, applicants, and training or apprenticeship program participants, and may also apply to interns, depending on the factual scenario. In addition, the EEOC noted an employer’s business necessity, an “interest in diversity,” or client/customer preference will not justify employers “taking an employment action based on [any] protected characteristic.” The EEOC also outlined its view of DEI programs that may constitute “illegal DEI” as:

- Initiatives, policies, programs, or practices that “involve an employer or other covered entity taking an employment action motivated – in whole or in part – by race, sex or another protected characteristic.”
- Consideration of protected characteristics in granting “access to or exclusion from training,” leadership development training, “mentoring, sponsorship or workplace networking/networks,”

internships and fellowships, and interview selections, including “placement or exclusion from a candidate ‘slate’ or pool;” and “job duties or work assignments.”

- Limiting, segregating, or classifying workers in employer-sponsored club or group activities (including by making available company time, facilities, or premises, and “other forms of official or unofficial encouragement of participation”). Unlawful segregation could include limiting membership in Employee Resource Groups, or separating employees by race, sex, or another protected characteristic in “administering DEI trainings, workplace programming, or other privileges of employment” even if the same programming content or resources are ultimately available to the separated groups.
- DEI-related training that includes discriminatory content, application, or context.

The EEOC and DOJ’s Joint Guidance, along with the EEOC’s FAQs, provide insight into what the Trump Administration considers “illegal” DEI practices. In response, employers should take the following steps:

1. Carefully review employee and business resource group charters and internal communications to ensure that all groups are open to everyone.
2. Evaluate any internships or fellowships that are restricted based on demographic criteria.
3. Provide leadership training opportunities to all employees, even when the training focuses on a specific topic or demographic.
4. Audit pipeline, leadership, and mentorship programs to ensure that granting access or exclusions is not based on protected characteristics.
5. Ensure that any diverse slate programs are implemented in compliance with legal requirements, with employment decisions based on merit.
6. Train managers and employees on the importance of understanding and valuing diverse perspectives to promote fair and equitable treatment.
7. Foster a workplace culture where all individuals feel respected, empowered, and included.

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 aabrams@fordharrison.com or rsaady-saxe@fordharrison.com. Of course, you can also contact the FordHarrison attorney with whom you usually work.

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.

Graphic Artist Roanoke, VA	Full Time	News	WDBJ-TV	3/26/2025
On-Air Personality (6am-8am) & Salesperson Williamsburg, VA	Anything	On Air	WMBG-AM	3/26/2025
Newscast Producer/Media Producer (Virginia Beach, Norfolk, Portsmouth) Portsmouth, VA	Full Time	News	Nexstar Media Inc.	3/26/2025
Senior Digital Sales Specialist Richmond, VA	Full Time	Sales	Gray Television	3/25/2025
News Director Roanoke, VA	Full Time	News	WFXR-TV	3/24/2025
General Manager Arlington, VA	Full Time	Sales	Salem Media Group	3/21/2025
News Producer Richmond, VA	Full Time	News	Gray Television	3/19/2025
Lifestyle Videographer Editor Richmond, VA	Full Time	Production	WRIC-TV	3/18/2025
Production Director/Ross OverDrive Operator Richmond, VA	Full Time	Production	WRIC-TV	3/18/2025
Digital Content Producer Portsmouth, VA	Full Time	News	Nexstar Media Inc.	3/14/2025
Part-Time Promotions Chesapeake	Part Time	Promotion	Saga Communications (Tidewater)	3/14/2025
Executive Producer Lynchburg, VA	Full Time	News	WSET-TV	3/13/2025
Sales & Marketing Manager Richmond, VA	Full Time	Sales	WSET-TV	3/13/2025
Multimedia Journalist Roanoke, VA	Full Time	News	WFXR-TV	3/11/2025
Multimedia Journalist Reporter Richmond, VA	Full Time	News	WRIC-TV	3/11/2025
Strategic Account Manager Portsmouth, VA	Full Time	Sales	Nexstar Media Inc.	3/11/2025
Lifestyle Richmond Producer Richmond, VA	Full Time	Production	WRIC-TV	3/10/2025
Studio Technician Full-Time Portsmouth, VA	Full Time	Production	Nexstar Media Inc.	3/7/2025