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UPCOMING EVENTS

June 19-21, 2025

VAB 88th Annual Summer Convention
Marriott Oceanfront Hotel
Virginia Beach, 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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Charlottesville Media Group
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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

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.

SPEAKER HIGHLIGHTS



OWEN VAN SYCKLE, FOUNDER, VAN SYCKLE GROUP

Airwaves to Action: The High-Conversion Broadcast Sales System

Thursday, June 19 • 3:00 – 4:30 p.m.

Whether you're selling a 30-second spot or a full campaign, one thing matters: closing. This session unpacks a field-tested system for creating buy-in early, navigating objections, and maximizing deal value—without chasing buyers or discounting.



KELLI LEMON, SOCIAL ENTREPRENEUR, INFLUENCER, AND DIRECTOR OF DIGITAL PROGRAMMING FOR THE VIRGINIA VIDEO NETWORK

Brewing Authentic Connections: Podcasting & Social Media in Modern Broadcasting

Friday, June 20 • 11:00 a.m. – 12:00 p.m.

Join for an engaging, live conversation on harnessing the power of podcasting and social media to grow and energize your audience. Drawing on Kelli's success with the Coffee with Strangers podcast and her authentic approach to connecting with the Richmond

What You'll Get:

- A 5-part framework to open stronger and control the flow of the sales call
- How to guide buyers through the "4 Buyer Drivers" ~ levels of motivation
- Qualification questions that reveal decision-making power and urgency

community, this session will spotlight how broadcasters can authentically expand their reach across digital platforms. Walk away with fresh strategies for crafting meaningful content, building a loyal following, and confidently stepping into the podcasting arena—all while staying true to your brand and voice. Get ready to explore the future of broadcasting through interactive discussions, real-world examples, and creative tips that will help you thrive in today's ever-evolving media landscape.

VAB RADIO ROUNDTABLE

Thursday, October 23rd

9:30 am - 3:00 pm
OMNI HOTEL

212 RIDGE MCINTIRE RD
CHARLOTTESVILLE

Digital 101 (How to Start, Build Upon, & Price Digital Assets)

Chris Brunt, *Director of AI, Digital, and
Revenue Generation, Jacobs Media*

Group Discussion Topics

Digital Strategies, Challenges,
Successes, Open Ideas &
Discussion Sharing

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



How to Build Long-Term Trust with First-Time Advertisers

by Jennifer Lane | May 13, 2025 | Written By Jessica Bennett

Landing a first-time advertiser is a big win but if you want real success, your goal should be turning that advertiser into a loyal, long-term client. Many first-time advertisers are hesitant. They might be unsure of the process, cautious with their budget, not know their budget, or skeptical after previous bad experiences. That's why building trust early on is essential not just for closing the deal, but for earning their confidence long after the campaign ends.

The best place to start is by listening more than you talk. First-time advertisers often don't care about flashy packages, charts, rankers, or sales buzzwords. They want to feel like someone is truly hearing them. What are they struggling with? What does success look like to them? What is something they'd like their customers to know about them that they don't? When you take the time to ask questions and listen intentionally, you're laying a solid foundation of trust.

It's also important to be clear and transparent about expectations. Be honest about the ramp-up period of a campaign or what success might realistically look like in the first 30 to 60 days. When you set the stage with honesty, you minimize future frustration and set yourself apart from others who may have overpromised and underdelivered.

Throughout the relationship, make it a point to educate your client, not by overwhelming them with jargon, but by breaking things down in a

way that's easy to understand. For many first-time advertisers, this might be their first real exposure to terms like CPM, flight dates, or conversion tracking. Help them connect the dots between what you're proposing and how it will impact their business.

And don't underestimate the power of follow-through. Send the recap. Confirm the meeting. Deliver the proposal when you said you would. As Speed Marriott says, "ABC", Always Be Confirming." It seems basic, but these little acts of reliability help build confidence quickly. If they trust you to handle the small things, they'll trust you with the big ones too.

Finally, make sure you're reporting results in a way that resonates. It's not just about the numbers; it's about telling the story. What trends are you seeing? What tweaks are you making behind the scenes? Are people clicking, calling, or showing up? When you highlight wins and explain the why behind the performance, you show that you're not just selling ads you're invested in their success.

At the end of the day, trust isn't built in a single meeting. It's earned through consistency, communication, and a clear commitment to your client's goals. The more you show up as a reliable, helpful partner not just a rep, the more likely they are to stick with you for the long haul.

Good Luck and Happy Selling!

Not a P1 Learning subscriber? Contact VAB today to find out how to sign up!

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

UPDATED GUIDANCE ON INDEPENDENT CONTRACTOR CLASSIFICATION

By Anessa Abrams and Rachel Saady-Saxe

On May 1, 2025, the U.S. Department of Labor (DOL) issued a [Field Assistance Bulletin](#) confirming that it will no longer enforce a 2024 Biden-era independent contractor rule. The 2024 rule defined “independent contractor” under the Fair Labor Standards Act (FLSA) and set forth a six-factor test to classify workers as employees or independent contractors. The 2024 rule had been subject to numerous legal challenges in district courts across the country.

The DOL has announced it is currently reviewing and developing a revised standard for determining employee versus independent contractor status. In the meantime, the DOL confirmed that it will enforce the FLSA in accordance with both [DOL Fact Sheet #13](#), published July 2008, and a [2019 Opinion Letter](#) addressing independent contractor classifications in virtual marketplaces.

Background

Classifying workers as independent contractors or employees has long been a source of confusion and litigation for businesses. Prior to 2021, the DOL never promulgated formal regulation on the topic. Instead, the DOL published Fact Sheet #13, providing seven factors intended to assist with worker classification issues. Fact Sheet #13 noted that these factors served only as informal guidelines, while the circumstances of the work relationship remained controlling.

During the first Trump administration, the DOL published a final rule in January 2021 which contained a new five-factor test. However, President Biden was inaugurated only a few days after the January 2021 rule went into effect. The Biden DOL quickly sought to rescind the rule. After unsuccessful delays to the rule’s implementation and business groups’ challenges to the withdrawal, the Biden DOL elected to promulgate a new rule with a six-factor test focusing on the “economic reality” of the relationship between an entity and a worker. The test asked whether the worker depends on the entity for continued

employment or operates an independent business, focusing on the following factors for consideration: (1) the worker’s opportunity for profit or loss; (2) investments by the worker and potential employer; (3) the degree of permanence of the relationship; (4) the nature and degree of the potential employer’s control over the work; (5) the extent to which the work is “integral” to the potential employer’s business; and (6) the worker’s skill or initiative. The new rule formally rescinded the January 2021 rule and became final in January 2024.

Impact of the 2025 Field Assistance Bulletin

The DOL’s May 1, 2025, announcement does not formally rescind the 2024 Biden-era rule, but it does suggest that substantive changes to the rule will be forthcoming. DOL investigators will now utilize Fact Sheet #13 and the 2019 Opinion Letter to conduct audits and other enforcement actions. Employers should also be mindful that, in Virginia, the presumption is that workers are employees unless the employer can demonstrate the worker meets the IRS criteria for independent contractor status.

What this Means for Employers

As many employers are aware, compliance with the FLSA is complicated and misclassification of workers can be costly. Employers should evaluate their existing employee classifications in light of the DOL’s announcement to ensure that employees are properly classified to avoid violations of the FLSA’s requirements, including minimum wage, overtime, and recordkeeping.

If you have any questions regarding this Alert, 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.



Passing of Bob Sinclair, Sr.

Bob Sinclair, Sr., dynamic husband, father, and longtime leader of the family's radio broadcasting business passed away peacefully on April 20, 2025. Bob was born in Charleston, West Virginia on May 31, 1945 to John and Virginia Sinclair and was the oldest of three, growing up with a younger brother David and sister Ann. With a drive to explore new opportunities, he left West Virginia to attend Harvard University where he studied History, a subject that perfectly matched his immense curiosity about the world.

Bob joined the company founded by his father in the late 1960s and played a central role in its growth. Under his leadership, Sinclair Communications expanded from a small collection of radio stations into a broad portfolio of stations, growing Sinclair Communications from one station, Honey Radio, in Norfolk to five stations (WNIS, Bob FM, US 106.1, 96X, and WTAR) as well as multiple other stations at various times in Richmond, Honolulu, Santa Rosa, and nine stations in Austin (KLBJ-AM, KLBJ-FM, 101X, BOB FM, La Z 107.1, ESPN 102.7, Latino 97.1, VIBE 93.3, and KGSR). Today, the company continues to operate in Norfolk and Austin.

Bob was bold in his business decisions—often pursuing unconventional paths—and never shied away from risk when he believed in the opportunity. Despite having radio stations in several states, his influence remained strong in the company's direction and continued success. Those who knew Bob understood how deeply invested he was in the day-to-day operations of the business—never more than a phone call away from weighing in on song choices, formats, or programming decisions. Bob loved the radio industry and was always grateful for the efforts and dedication of all the people in the organization, whether they worked in Austin or Norfolk. Much of the staff in both markets began their careers at the stations and have worked for the company for decades, a reflection of the loyalty and family-like culture Bob helped foster.

Outside of work, Bob was passionate about travel and made it a central part of his life. By multiple measures, he was a "citizen of the world", having visited more than 100 countries, all seven continents, and publishing a book on

some of his favorite destinations, *Around the World in 80 Minutes*. He instilled that same curiosity and appreciation for world travel in his children and in his wife, Lisa with whom he traveled often, always eager to discover new destinations, adding to his 'top five favorite places' list.

He also had a deep love for golf, having first played on his high school and college teams, and spent decades playing some of the most iconic and remote courses around the globe during his travels to far flung places. A member of Cedar Point Golf Club in Virginia and Lost Pines Golf Club in Texas, he loved playing golf with Lisa.

With a razor-sharp mind and a sharp wit to match, Bob was a natural storyteller—able to hold a room with stories that were equal parts provocative and entertaining. Whether recalling business deals, off the beaten path adventures, or debating ideas, his perspectives always sparked conversation and left an impression, whether you agreed with him or not. A member of Mensa, he was always eager to engage in thoughtful, challenging conversations, and was a formidable Trivial Pursuit player. He was a strong presence in any room, but his affection for his dogs showed a softer, more tender part of who he was. Bob was smart, bold, and full of energy right up until the end. Bob was truly one of a kind. He will be missed by many.

Bob is survived by his wife Lisa Heath; his children, Samantha and son-in-law Kevin Trainum; Sherry Kistler; Stacey Sinclair and son-in-law Gerald Monk; Bob Sinclair, Jr. and daughter-in-law Kristi Sinclair; stepdaughter Bailey Heath, as well as eight grandchildren, Katie, John, Anna, Will, Anna, Ben, Kennedy and Bobby.

Bob's life will be celebrated by family and friends in a private gathering in June. Those wishing to send condolences or receive more information may contact the family directly. In lieu of flowers or a memorial donation, friends and loved ones are encouraged instead to spend it on travel—to take a trip and explore the world, something Bob would have appreciated.

To order memorial trees in memory of Robert Lindsay Sinclair, Sr., please visit our [tree store](#).

ROBERT LINDSAY SINCLAIR, SR.
May 31, 1945 – April 20, 2025



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.

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.

Morning Host / Program Director

Kilmarnock, VA Full Time On Air Two Rivers Communications 5/27/2025

Digital Sales Executive

Virginia Beach, VA Full Time Sales Lockwood Broadcast Group 5/27/2025

News Executive Producer

Roanoke, VA Full Time News WFXR-TV 5/22/2025

News Editor

Richmond, VA Full Time News Gray Television 5/22/2025

Lifestyle Show Host/Producer

Richmond, VA Full Time Production WRIC-TV 5/21/2025

Media Advisor

Chesapeake Full Time Sales Saga Comm (Tidewater) 5/21/2025

Chief Engineer

Lynchburg, VA Full Time Engineering WSET-TV 5/20/2025

Sales & Marketing Specialist

Norfolk, VA Full Time Sales WSET-TV 5/19/2025

Media Sales Assistant

Portsmouth, VA Full Time Sales Nexstar Media Inc. 5/16/2025

Announcer/Master Control Operator

Roanoke Hourly Production Virginia Tech Foundation 5/14/2025

Producer

Richmond, VA Full Time News Gray Television 5/13/2025

AM Reporter (Virginia Beach, Norfolk, Portsmouth)

Portsmouth, VA Full Time News Nexstar Media Inc. 5/13/2025

Content Producer (Virginia Beach, Norfolk, Portsmouth)

Portsmouth, VA Full Time News Nexstar Media Inc. 5/7/2025

Good Morning VA News Anchor

Lynchburg, VA Full Time News WSET-TV 5/6/2025

Multimedia Journalist

Lynchburg, VA Full Time News WSET-TV 5/6/2025

Public Affairs Manager and On Air Host

Charlottesville, VA Full Time Production WNRN-FM 5/6/2025

Advertising Account Executive

Richmond, VA Full Time Sales WRIC-TV 5/2/2025

Account Executive

Hampton, VA Full Time Sales Lockwood Broadcast Group 5/2/2025