

## SHENANDOAH TO THE SHORELINE, KEEPING YOU CONNECTED.



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## UPCOMING EVENTS

### August 21, 2025

VAB Richmond Regional  
Bartizan Events  
Glen Allen, VA

### September 24, 2025

VAB Abingdon Regional  
Martha Washington Inn  
Abingdon, VA

### September 25, 2025

VAB Roanoke Regional  
202 Social House  
Roanoke, VA

### September 29-30, 2025

VAB Board Retreat  
Farmington Country Club  
Charlottesville, VA

### October 23, 2025

VAB Radio Roundtable  
Omni Hotel  
Charlottesville, VA

### October 23, 2025

VAB Charlottesville Regional  
Common House  
Charlottesville, VA

### October 23-24, 2025

VAB Best of the Best Session  
Omni Hotel  
Charlottesville, VA

### November 6, 2025

VAB Hampton Roads Regional  
Virginia Beach, VA

### March 2-4, 2026

NAB State Leadership  
Conference  
Washington, DC

#### CHAIR

Kym Grinnage  
WWBT-TV  
Richmond, VA

#### CHAIR ELECT

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

#### SECRETARY/TREASURER

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Roanoke, VA

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WLQM-FM / WJZU-AM  
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Vacant

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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

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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

# 88TH ANNUAL SUMMER CONVENTION

June 19-21, 2025

Marriott Oceanfront, Virginia Beach



## Our 88th Annual Convention "VAB WILD EAST COAST SALOON" took place on June 19-21, 2025 at the Marriott Oceanfront Hotel in Virginia Beach.

Our convention kicked off Thursday afternoon with an energizing session from Owen Van Syckle, founder of the Van Syckle Group. Owen, who specializes in helping sales teams bridge the gap between culture and accountability, shared a proven system for creating early buy-in, overcoming objections, and maximizing deal value—without chasing buyers or relying on discounts. We hope the strategies he shared will lead to more conversions and stronger sales for you! Afterward, we came together to recognize and pin our 2025 Best of the Best class, celebrating their outstanding achievements over the past year. The evening continued with a beautiful welcome reception for all attendees. What a fantastic way to kick off being back at the beach—together again!

On Friday, we had a great line-up of speakers that included an NAB update from Ray Quiñones, Director, Government Relations, and a legal update from Tim Nelson, Partner with Brooks Pierce. Thank you to Kevin Graham and Pam Garrison for emceeing a fun game of Kahoot! where attendees showed their knowledge of the wild west in Are You Smarter Than a Six-Shooter! While entertaining us with a fun voyage through time travel, a visit to your local wild west saloon, and breaking news with the AI Witness News Team, our Best of the Best class also educated us on artificial intelligence, the importance of maintaining localism, and looking beyond the standard sales pitch for new revenue generating ideas. Great job to all!

Following those presentations, our keynote speaker, Kelli Lemon, Social Entrepreneur and Influencer, took us on her journey while educating us on harnessing the power of podcasting and social media to grow and energize your audience. We walked 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!

The Annual Awards Reception and Banquet on Friday night was an evening of celebration and recognition with over 260 guests in attendance... a completely full ballroom! We want to congratulate all of our award winners of the evening on a job well done (full list of award winners on pages 4-5). The celebration continued with some boot scootin' boogie with music provided by DJ Hutch hailing from Virginia Beach!

We hope that you enjoyed the convention, enjoyed the social time together, and took lots of great ideas back to your station. Our goal is always to make the Convention an educational and entertaining experience for you and your colleagues. Our time together was a celebration of the work you are continuing to do around the Commonwealth...local media makes a difference!

Please mark your calendars for our 89th Annual Summer Convention taking place June 11-13, 2026!



# 88TH ANNUAL June 19-21, 2025 SUMMER CONVENTION





# WINNERS OF THE 88TH ANNUAL VIRGINIA ASSOCIATION OF BROADCASTERS AWARDS ANNOUNCED



CHARLOTTESVILLE, Va. (June 20, 2025) - Virginia radio and television stations were recognized for excellence in broadcasting at the 88th Annual Virginia Association of Broadcasters Awards Program, held Friday, June 20th at the Marriott Virginia Beach Oceanfront Hotel. This year's gala event included a "VAB Wild West Saloon" themed reception and awards ceremony recognizing individuals' achievements in broadcasting.

Awards were based on projects first aired between January 1 and December 31, 2024, with the sole exception of the Outstanding Newscast Award. Commercial and non-commercial stations were judged separately, and the award categories were broken down by market size. The VAB gratefully acknowledges the assistance of the Massachusetts Broadcasters Association whose members judged the entries. Only VAB-member radio and television stations were eligible to participate.

## BEST COMMERCIAL RADIO

Radio (Large Market): 1st place, WNOR-FM, Terror Woods

Radio (Large Market): 2nd place, WGH-FM, Luke Bryan Farm Tour

Radio (Medium Market): 1st place, WQPO-FM, Smileys Ice Cream-Gluten Free

Radio (Small Market): 1st place, WMBG-AM, Rambo Research-Paying for College

Radio (Small Market): 2nd place, WJMA/WOJL-FM, Sip N Shop

## BEST COMMERCIAL TELEVISION

TV Commercial (Large Market): 1st place, WWBT-TV, Griffith Heating and Air: Like Family

TV Commercial (Large Market): 2nd place, WVBT-TV, Exterior Source-Like a Kid

TV Commercial (Small Market): 1st place, WFXR/WWCW-TV, Arrive Alive

TV Commercial (Small Market): 2nd place, WCAV-TV, Brightstar Care

TV (Non-Commercial/Public): 1st place, PBS Appalachia, The Prairie Preacher/Trailer

## BEST DOCUMENTARY OR PUBLIC AFFAIRS PROGRAM RADIO

Radio: 1st place, WTJU-FM, Sister Revolutions: Liberty, Equality, Fraternity (1776-1848)

Radio: 2nd place, WCNR-FM, In The Mix - Alana Wilkinson

## BEST DOCUMENTARY OR PUBLIC AFFAIRS PROGRAM TELEVISION

TV Commercial: 1st place, WTKR-TV, Don't fear the finger! A journey through prostate cancer

TV Commercial: 2nd place, WBRA-TV, Norfolk & Western Railway: Steam, Steel, and Storylines

## BEST HUMAN INTEREST SERIES RADIO

Radio (Large Market): 1st place, WFIR-AM, 90 years young - Rupert Cutler

Radio (Large Market): 2nd place, WKJS-FM/WKJM-FM, Y-ME Teen Impact Through Positive Music

Radio (Medium Market): 1st place, WQMZ-FM, Interview with Pastor Hart

Radio (Medium Market): 2nd place, WWSA-AM/FM, Valley Cares for Kids 2024 - Addyson' Story

Radio (Small Market): 1st place, WMBG-AM, Making a Difference Monday-The Lemon Project

Radio (Small Market): 2nd place, WFLO-AM, The Farmville Spotlight: Nash Osborn & Food

Radio (Non-Commercial/Public): 1st place, WNRN-FM, Hear Together

Radio (Non-Commercial/Public): 2nd place, WEHC/WISE-FM, The Health Wagon

## BEST HUMAN INTEREST SERIES TELEVISION

TV Commercial (Large Market): 1st place, WTKR-TV, 2024 News 3 Everyday Hero award winners

TV Commercial (Large Market): 2nd place, WTVR-TV, Anything is Possible: HARP Program

TV Commercial (Small Market): 1st place, WCAV-TV, Winter Wander Sights and Sounds

TV Commercial (Small Market): 2nd place, WLSL-TV, Solutionaries

TV (Non-Commercial/Public): 1st place, WBRA-TV, Artistic Encounters: Meet the Artist

TV (Non-Commercial/Public): 2nd place, PBS Appalachia, Hometowns/The Coalfields of SWVA

## BEST RADIO PERSONALITY OR TEAM

Radio (Large Market): 1st place, WNOR-FM, Rumble in the Morning FM99

Radio (Large Market): 2nd place, WGH-FM, Eagle Morning's with Steve & Karen

Radio (Medium Market): 1st place, WCVL-FM, Tom Morgan & Uncle Pauly

Radio (Medium Market): 2nd place, WGRX-FM, Bill Michaels in the Morning

Radio (Small Market): 1st place, WMBG-AM, Ken Goodfellow's Top of the Morning Show

Radio (Small Market): 2nd place, WLNI-FM, The Morningline

Radio (Non-Commercial/Public): 1st place, WTJU-FM, Late Night with Ike

Radio (Non-Commercial/Public): 2nd place, WHRV-FM, Can Do

## BEST MORNING SHOW TELEVISION

TV Commercial (Large Market): 1st place, WRIC-TV, Good Morning Richmond

TV Commercial (Large Market): 2nd place, WVBT-TV, WAVY News 10 Today on FOX 43

TV Commercial (Small Market): 1st place, WSET-TV, Good Morning Virginia

TV Commercial (Small Market): 2nd place, WLSL-TV, Virginia Today

## BEST PUBLIC SERVICE/COMMUNITY EVENT RADIO

Radio (Large Market): 1st place, WAFX-FM, 28th Annual Mayflower Marathon Food Drive

Radio (Large Market): 2nd place, WKJS/WKJM-FM, Fatherhood Month Diaper Giveaway

Radio (Medium Market): 1st place, WQMZ-FM, Valentines for the Troops

Radio (Medium Market): 2nd place, WKAV-AM, Food For Friends

Radio (Small Market): 1st place, WLNI-FM, M4K Lynchburg

Radio (Small Market): 2nd place, WJMA/WOJL-FM, WJMA Cares for Kids Toy Drive

Radio (Non-Commercial/Public): 1st place, WNRN-FM, Community Connection

Radio (Non-Commercial/Public): 2nd place, WTJU-FM, Cville Puzzle Hunt

## BEST PUBLIC SERVICE/COMMUNITY EVENT TELEVISION

TV Commercial (Large Market): 1st place, WTVR-TV, Walk for Wishes

TV Commercial (Large Market): 2nd place, WTKR-TV, Champions League Game

TV Commercial (Small Market): 1st place, WFXR/WWCW-TV, Hunger to Hope Initiative

TV Commercial (Small Market): 2nd place, WLSL-TV, Home For Good

TV (Non-Commercial/Public): 1st place, WBRA-TV, Santa's Winter Wonderland

TV (Non-Commercial/Public): 2nd place, PBS Appalachia, The Prairie Preacher/Community Events

## BEST STATION PROMOTION/CONTEST RADIO

Radio (Large Market): 1st place, WNOR-FM, FM99's Annual Christmas Wish Campaign

Radio (Large Market): 2nd place, WTVV-FM, Men @ Work Monday's

Radio (Medium Market): 1st place, WUUZ-FM, 2K Non-Shitty Father's Day

Radio (Medium Market): 2nd place, WAKG-FM, Kris Kringle Cash

Radio (Non-Commercial/Public): 1st place, WFOS-FM, Time Machine Radio Montage

Radio (Non-Commercial/Public): 2nd place, WNRN-FM, Rocktober

# WINNERS OF THE 88TH ANNUAL VIRGINIA ASSOCIATION OF BROADCASTERS AWARDS ANNOUNCED



## BEST STATION PROMOTION/CONTEST TELEVISION

TV Commercial (Large Market): 1st place, WTKR-TV, We Follow Through Trailer  
TV Commercial (Large Market): 2nd place, WWBT-TV, 10 On Your Side Holiday Promos 2024  
TV (Non-Commercial/Public): 1st place, WBRA-TV, Santa's Winter Wonderland  
TV Commercial (Small Market): 1st place, WFXR/WWCW-TV, Thankful for the Little Things - Thanksgiving Campaign  
TV Commercial (Small Market): 2nd place, WSLS-TV, Blue Ridge Games

## BEST IN INVESTIGATIVE REPORTING RADIO

Radio (Non-Commercial or Public): 1st place, WMRA-FM, Virginia Cuts Essential Patient Care Software  
Radio (Non-Commercial or Public): 2nd place, WEHC/WISE-FM, Are My Votes Counted

## BEST IN INVESTIGATIVE REPORTING TELEVISION

TV Commercial (Large Market): 1st place, WTVR-TV, Charles Byers Investigation  
TV Commercial (Large Market): 2nd place, WTKR-TV, News 3 Investigates: Unclaimed Property  
TV Commercial (Small Market): 1st place, WSET-TV, Gone in 13 Seconds  
TV Commercial (Small Market): 2nd place, WSLS-TV, Michael Brown Speaks

## OUTSTANDING NEWS SERIES RADIO

Radio (Large Market): 1st place, WFIR-AM, Four Truths Recovery  
Radio (Medium Market): 1st place, WSWA-AM/FM, Spotlight on Valley Agriculture  
Radio (Medium Market): 2nd place, WZRV-FM, See Something Say Something  
Radio (Non-Commercial/Public): 1st place, WHRO-FM, First Baptist Church Williamsburg  
Radio (Non-Commercial/Public): 2nd place, WMRA-FM, The little log house and the search for Edmund Cabell  
Radio (Small Market): 1st place, WMBG-AM, This Week in Williamsburg

## OUTSTANDING NEWS SERIES TELEVISION

TV Commercial (Large Market): 1st place, WWBT-TV, Data Driven  
TV Commercial (Large Market): 2nd place, WTVR-TV, Gaston at 20: The Unforgettable Flood  
TV Commercial (Non-Commercial/Public): 1st place, WBRA-TV, What it Takes to Honor the Greatest Generation  
TV Commercial (Small Market): 1st place, WSLS-TV, Health Watch  
TV Commercial (Small Market): 2nd place, WSET-TV, Next Stop

## OUTSTANDING NEWSCAST RADIO

Radio (Large Market): 1st place, WFIR-AM, Government Shutdown Team Coverage - December 2024  
Radio (Large Market): 2nd place, WNOR-FM, NASA's stranded astronauts  
Radio (Medium Market): 1st place, WSWA-AM/FM, WSWA News December 20th  
Radio (Medium Market): 2nd place, WTON-AM, WTON Local News First  
Radio (Small Market): 1st place, WFLO-AM, The Call Flo Show - Morning Connection in Farmville  
Radio (Small Market): 2nd place, WMBG-AM, Marketcast  
Radio (Non-Commercial/Public): 1st place, WHRV-FM, WHRV Newscast

## OUTSTANDING NEWSCAST TELEVISION

TV Commercial (Large Market): 1st place, WTVR-TV, 6pm Newscast  
TV Commercial (Large Market): 2nd place, WAVY-TV, WAVY News 10 at 6pm  
TV Commercial (Small Market): 1st place, WSLS-TV, WSLS 10 News  
TV Commercial (Small Market): 2nd place, WHSV-TV, WHSV Outstanding Newscast

## OUTSTANDING SPORTS COVERAGE RADIO

Radio (Large Market): 1st place, WVSP-FM, The Scott Jackson Show  
Radio (Medium Market): 1st place, WAKG-FM, NASCAR Noise  
Radio (Medium Market): 2nd place, WINA-AM, Luke Neer's Monologue on Tony Bennett's Retirement  
Radio (Small Market): 1st place, WMBG-AM, Martin in the Morning's Sports  
Radio (Small Market): 2nd place, WKQY-FM, 5th Quarter Show with Dan & Joey  
Radio (Non-Commercial or Public): 1st place, WEHC/WISE-FM, Emory & Henry Football

## OUTSTANDING SPORTS COVERAGE TELEVISION

TV Commercial (Large Market): 1st place, WTVR-TV, Prince George Football: Changing the Culture  
TV Commercial (Large Market): 2nd place, WAVY-TV, Friday Night Flights  
TV Commercial (Small Market): 1st place, WSET-TV, Football Friday Finale  
TV Commercial (Small Market): 2nd place, WSLS-TV, WSLS 10 Sports  
TV (Non-Commercial/Public): 1st place, WBRA-TV, What it Takes to Bring World Class Cycling to Virginia

## BEST PUBLIC AFFAIRS PROGRAM RADIO

Radio: 1st place, WHRV-FM, WHRO Weekly Edition  
Radio: 2nd place, WFLS-FM, In the Community: Spotsylvania County Sheriff's Office

## BEST PUBLIC AFFAIRS PROGRAM TELEVISION

TV: 1st place, WTKR-TV, Loss of Innocence/Child Abuse in Hampton Roads  
TV: 2nd place, WWBT-TV, Black History Month Special

**CONGRATULATIONS TO ALL  
OF OUR WINNERS!**

## ANTENNA FOR SALE?

The WKDE-FM (Altavista) tower was hit by lightning and their antenna was destroyed. They are currently operating at low power with a substitute antenna. If anyone has a used 3-bay antenna in good condition that you are interested to sell, please contact Elizabeth Hoehne at (434) 369-5588.

# VAB 88TH ANNUAL SUMMER CONVENTION HONOREES



CHARLOTTESVILLE, Va. (June 20, 2025) - The Virginia Association of Broadcasters awarded five outstanding Virginia citizens and a Norfolk radio station on Friday, June 20th for their contributions to broadcasting in the Commonwealth.

Recipients were presented with the awards during the 88th Annual Summer Convention Awards Banquet held at the Marriott Virginia Beach Oceanfront Hotel. The presentation preceded the Annual Virginia Broadcast Station Awards, which recognizes excellence in broadcasting at member television and radio stations (please see separate release).

## 2025 C.T. LUCY DISTINGUISHED SERVICE AWARD

*Named for the founder of the VAB, the C.T. Lucy Distinguished Service Award honors a broadcaster who spent a significant part of his or her career at one or more Virginia broadcast properties and who has become a leader in the state's broadcast industry.*



### Carol Ward, WAVY-TV / WVBTV-TV, Portsmouth, VA

Carol Ward is Vice President and General Manager of WAVY (NBC), WVBTV (FOX43), CW Hampton Roads, WAVY+, and their associated digital platforms—including WAVY.com—serving the Hampton Roads region of Virginia and Northeastern North Carolina. Since her appointment in March 2017, Carol has led these operations with a strong vision for innovation, journalistic integrity, and community service.

A veteran of the television industry with 36 years of experience, Carol has built a distinguished career rooted in leadership, strategic growth, and service. From 2012 to 2017, she served as Director of Sales for WAVY, WVBTV, and all digital properties, driving record-breaking revenue and market share growth. Her earlier roles include General Sales Manager positions at KIRO (Seattle) and WNCN (Raleigh), with additional leadership roles at WFLA (Tampa), WATL (Atlanta), and both KMGH and KUSA (Denver). Carol is a past Chair of the Virginia Association of Broadcasters and remains an active voice in the

Commonwealth's broadcast industry. Her commitment to service extends far beyond her station walls—she currently serves on the Board of the American Diabetes Association, is a Trustee Member of the Hampton Roads Chamber, and has previously served on the boards of the American Heart Association, United Way, and JDRF. Her personal and professional legacy reflects the spirit of the C. T. Lucy Distinguished Service Award: a broadcaster deeply committed to industry excellence, civic leadership, and the communities she serves. Carol and her husband, Rich, have been married for 31 years. They are proud parents to daughters Ali and Kaleigh, son-in-law Kevin, and grandparents to Reagan. Their family also includes two dogs, Murphy and Finley, and two "granddogs," Cooper and Wrigley.

## 2025 J. JERRY FREEMAN ENGINEERING AWARD

*The J.J. Freeman Engineering Achievement Award honors those who have made an outstanding contribution to broadcasting and who have shown technical knowledge, dedication, dependability and leadership in broadcast engineering affairs.*



### Bill Sewell, WTKR-TV, Norfolk, VA

Bill Sewell is the Director of Engineering at WTKR & WGNT in Norfolk, Virginia. A native of Louisville, KY, he fell in love with TV news while working in college as a part-time production assistant at WAVE-TV (NBC, Gray Media). He attended the University of Louisville, where he graduated with a degree in MIS in 2002. At some point along the way, he realized that his interests in both broadcast production and computer science could actually merge

into a career. He transitioned into the engineering & IT department at WAVE in 2001, eventually moving to Norfolk to take the Chief Engineer position at WTKR in 2010. He is an alumnus of the

2017 VAB Best of the Best class and is the current president of the Society of Broadcast Engineers, chapter 54. He and his wife of twenty years, Melanie, have three children—Sam, 16; Griffin, 12, and Maisy, 10.

## 2025 GEORGE A. BOWLES, JR. BROADCAST JOURNALISM AWARD

*The George A. Bowles, Jr. Award is presented to a reporter or news director who is distinguished in the field of broadcast news, has longevity in Virginia broadcasting, is respected by peers and exhibits enthusiasm for his or her work and the community.*



### Frank Jones, WWBT-TV / WUPV-TV, Richmond, VA

Frank Jones serves as the News Director at WWBT-TV in Richmond and has held that position for more than a decade. He joined the station in 1992 after spending three years at WJHL-TV in Johnson City, Tennessee where he served as a reporter, anchor, fill-in weather talent and producer. When he joined WWBT in the early 90's, the station only aired about three-and-a-half hours of news per day. Under his leadership, the station now produces 13 hours of news per day for WWBT, CW Richmond and Fox Richmond in addition to content on its digital platforms.

During his tenure, Jones has led his team through some of the most defining news events over three decades including 9/11, 24 hours of coverage during Hurricane Isabel and Tropical Storm Gaston, the removal of Confederate statues in Richmond, and who could forget the Covid 19 pandemic. Under his leadership, his team has earned numerous awards, including here at the Virginia Association of Broadcasters, AP Awards, multiple Emmy awards and numerous Edward R. Murrow Awards including

the National Murrow for Overall Excellence in 2018. Most recently WWBT's Investigative team won a prestigious headliner award. Beyond newsroom success, Jones is passionate about mentoring the next generation of journalists, helping many young reporters grow into strong newsroom leaders and on-air talents. He graduated from the University of Tennessee with honors earning a Bachelor of Science in Communications.

## 2025 BROADCAST ADVERTISING HALL OF FAME

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



### Eather White, WAVY-TV, Portsmouth, VA

Eather White is a proud Portsmouth native, a devoted mother of two sons, and a loving grandmother to four grandchildren. She has a brother, a sister-in-law, two daughters-in-law, and a significant other. For over five decades, she has been a cornerstone of WAVY-TV, dedicating an extraordinary 52 years to the station and the broadcast advertising industry.

Eather began her career in traffic, entering the field when every aspect of the job was manual—long before the digital systems of today. Through constant change and rapid technological evolution, she adapted with grace and resilience, rising to the role of Traffic Manager and becoming an indispensable force behind the scenes.

Over the years, Eather has managed billions of dollars in advertising, both political and commercial, with unmatched precision and strategy. Her expertise has saved the station millions in revenue, ensuring that every commercial spot is maximized and no opportunity is left behind. From election cycles to Olympic broadcasts, she has expertly navigated high-stakes, high-pressure

seasons with calm, focus, and professionalism. Her accolades are numerous: a three-time Circle of Excellence Award winner and multiple-time Employee of the Month, Eather is known for her work ethic, leadership, and unshakable commitment. She has been the steady hand through times of transition, staffing shortages, system upgrades like Wide Orbit, and even moments of personal and professional loss—always ensuring that the station runs smoothly and efficiently. Often called the “rock” of her department, Eather is admired for her integrity, mentorship, and unwavering loyalty. She leads with heart and inspires those around her through her dedication, adaptability, and quiet brilliance behind the scenes. Eather White exemplifies excellence in broadcast advertising. Her contributions have not only driven the success of WAVY-TV but have also helped shape standards of professionalism across the industry

## 2025 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 provides exemplary local community service.*



### La Selecta Radio, Norfolk, VA

La Selecta is southeastern Virginia's only full-time Hispanic radio station. Broadcasting in Spanish at 103.3 FM / 1050 AM, it provides music, news, events and social media content, with a passionate commitment to public service. La Selecta first went on the air over two decades ago as an AM station and in 2017, it began simulcasting on FM. In 2020, long-time La Selecta announcers Ricardo Alegria and Jhirber Galva formed Dos Media, Inc. and assumed management of the station. This step fulfilled their dream of running their own radio station and centering it even further on the wellbeing of the community. Three years later, Dos Media officially acquired La Selecta, with Alegria and Galva still at the helm. They continue to host daily programs in addition to leading the organization.

Under Dos Media, La Selecta has built new studios in its home base of Norfolk, expanded the station staff, and added further events and initiatives to serve and engage with the community. The public has responded enthusiastically, embracing the enhanced programming as well as La Selecta's app and digital platforms -- the station's Facebook page has earned over five million views. Alegria and Galva say their success is about more than just the station. In making their dream come true, they hope to inspire others to reach for the stars, too. VAB will make a generous donation to La Selecta's non-profit of choice, and they have chosen the following Latinos in Virginia Empowerment Center (LIVE) whose goal is to ensure no Latino feels it is safer to continue suffering domestic or sexual abuse than it is to seek help and empowers Virginia's Latinos to break free from violence. [Click here](#) to learn more.

## 2025 CAREER ACHIEVEMENT AWARD

*The Career Achievement Award recognizes extraordinary dedication, impact, and excellence in the broadcasting industry and celebrates individuals whose work has shaped the landscape of media and inspired generations to come.*



### Mike Arlo, WNOR/WAFX, Chesapeake, VA

Mike Arlo has entertained and informed Hampton Roads listeners for an impressive 50 years! His journey in radio began with the launch of “Arlo On Your Radio” on FM99 WNOR in early 1975. Over the years, Arlo has become a beloved figure in the community, known for his vast knowledge of Rock and Roll, his infectious enthusiasm, and his distinctive handlebar mustache. In 1996, he made a move to sister station 106.9 The Fox WAFX, where he continued to share his passion for music and connect with his audience. Arlo's roots run deep in Hampton Roads, where he has spent his entire life. Coming from a military family, he understands the values of service and dedication. Arlo himself served in the Navy Air Reserve from 1966 to 1972. Throughout his career, Arlo has been actively involved in various charitable organizations, including the March of Dimes, the American Heart Association, St. Jude's, and the SPCA. His involvement in WNOR's “Rock and Roll Up Your Sleeve” annual blood drive for the American Red Cross and his unwavering support for the 3 area Foodbanks, particularly through the FM99 and 106.9

The Fox Mayflower Marathon Food Drive, highlight his dedication to making a positive impact. Among Arlo's career highlights is his involvement in the Living Flag celebration in 1991, where thousands of Hampton Roads' residents gathered at Mt. Trashmore to create a Living Flag to honor the troops serving in the Gulf War. Arlo is a pioneer in various areas of radio, including his own pre-MTV video show on local television, and he is an original cast member on the long-running Dr. Madblood late-night TV show. Beyond his professional achievements, he enjoys spending time tinkering in his garage and woodshop, where he can unleash his creativity and craftsmanship. Nature hikes and photography allow him to connect with the beauty of the outdoors, while gardening provides a peaceful and rewarding pastime. Arlo finds excitement in the fast-paced world of NASCAR racing. Arlo's family is a cornerstone of his happiness. He has been happily married to his wonderful wife Lauren for over three decades. Together, they have raised two daughters, Monique and Brigitte, and two beloved fur children, Keagan and Noel.



# 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.*





# SUCCESS STARTS HERE

**Final Call: P1 Plus Starts Monday | Qualifies for EEO Prong 3 Credit!**

 **PROGRAM STARTS JULY 7TH**

 **ONE-ON-ONE COACHING**

 **REAL-WORLD ASSIGNMENTS**

 **PROVEN RESULTS**

## Last Chance to Register!

The next session of P1 Plus kicks off Monday, July 7th, and there's still time for your station to enroll a new seller that is fully paid for by the VAB!

This 7-week virtual onboarding program is built specifically for sellers with less than 2 years of experience, and it doesn't just develop talent, it also qualifies for a Prong 3 EEO credit for participating stations.

### Fully funded by the VAB

- Instructor-led
- Built for broadcast sales success

If your members have a new hire, now is the time to get them started!

**[REGISTER HERE](#)**

**[LEARN MORE: P1PLUS.COM](#)**



**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.

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## 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](mailto:aabrams@fordharrison.com) or [rsaady-saxe@fordharrison.com](mailto:rsaady-saxe@fordharrison.com). Of course, you can also contact the FordHarrison attorney with whom you usually work.



# ***“Be There”***

## Marketing Campaign



### VAB Members:

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, we are thrilled to launch the VAB **“Be There” Campaign!**

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](http://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. For our campaign to be successful, we need member participation!

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](http://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.

### Sales and Marketing Representative

Altavista	Part Time	Sales	WKDE-AM	7/1/2025
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### Production Director/Ross OverDrive Operator

Richmond, VA	Full Time	Production	WRIC-TV	7/1/2025
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### Corporate Support Manager

Roanoke	Full Time	Sales	WVTF-FM and Radio IQ	6/28/2025
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### Future Focus Intern - Gray TV

Richmond, VA	Hourly	News	Gray Television	6/27/2025
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### Director/Master Control Operator

Roanoke, VA	Full Time	Production	WDBJ-TV	6/26/2025
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### Media Advisor

Charlottesville, VA	Full Time	Sales	WINA-AM	6/25/2025
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### WAVY Unpaid Sports Intern, Fall 2025

Portsmouth, VA	Part Time	News	Nexstar Media Inc.	6/23/2025
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### WAVY Unpaid Sales & Marketing Intern, Fall 2025

Portsmouth, VA	Part Time	Sales	Nexstar Media Inc.	6/23/2025
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### WAVY Unpaid Production Intern, Fall 2025

Portsmouth, VA	Part Time	Production	Nexstar Media Inc.	6/23/2025
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### WAVY Unpaid Newsroom Intern, Fall 2025

Portsmouth, VA	Part Time	News	Nexstar Media Inc.	6/23/2025
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### WAVY Unpaid Hampton Roads Show Intern, Fall 2025

Portsmouth, VA	Part Time	Production	Nexstar Media Inc.	6/23/2025
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### WAVY Unpaid Digital Intern, Fall 2025

Portsmouth, VA	Part Time	News	Nexstar Media Inc.	6/23/2025
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### WAVY Unpaid Promotions Intern, Fall 2025

Portsmouth, VA	Part Time	Promotion	Nexstar Media Inc.	6/23/2025
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### WAVY Unpaid Broadcast Engineering Intern, Fall 2025

Portsmouth, VA	Part Time	Engineering	Nexstar Media Inc.	6/23/2025
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### Sales & Marketing Associate

Lynchburg, VA	Full Time	Sales	WSET-TV	6/23/2025
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### Advertising Account Executive

Richmond, VA	Full Time	Sales	WRIC-TV	6/17/2025
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### News Editor/Photographer

Roanoke, VA	Full Time	News	WDBJ-TV	6/16/2025
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### Digital Content Manager

Roanoke, VA	Full Time	News	WFXR-TV	6/9/2025
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