

VAB's Best of the Best Leadership Program Application

Please return the following to christina.sandridge@easterassociates.com no later than Friday, August 15, 2025:

- ▶ Completed application
- ▶ Letter of recommendation from your sponsor/employer
- ▶ Electronic head-shot photograph
- ▶ Copy of your resume



Personal Information

Name (as you prefer to be called) _____
Company _____
Business address _____
City _____ State _____ Zip _____
Business phone _____ Cell phone _____
Evening phone _____ Email _____
No. of years in the industry: _____ (Two years minimum required)

Station Manager Information

Name _____
Company _____
Business address _____
City _____ State _____ Zip _____
Business phone _____ Cell phone _____
Evening phone _____ Email _____

General Manager Signature

Date

Employment

What is your present position with this company? _____
List major duties/responsibilities in present position: _____

Education / Experience

continued

Involvement

List your current and previous involvement in the broadcasting industry.

Name of Organization	Position	Dates

Knowledge of the Industry

What do you believe are the 5 most pressing issues facing the broadcasting industry today?

Select one issue and discuss why this is a pressing issue and your approach to implement changes.
(Please attach your write up to the application. Up to 200 words)

How are you the Best of the Best?

What makes you an ideal candidate for this program?

Please consider leadership achievements, future plans and both professional and community goals.
(Please attach your write up to the application. Up to 200 words)

Attendance Policy

Each participant is expected to attend 100% of all functions sponsored by the VAB Best of the Best Leadership Program. All participants are expected to attend each session from beginning to end. Arriving late to a session, leaving early from a session or missing any portion of a session may be considered an absence. The curriculum committee will review all late arrivals and early departures to determine if they should be considered a full absence. Active participation in group planning meetings is also expected of all participants. You are expected to complete all assignments on a timely basis and participate at a high level, as measured by your attendance and activity level.

Travel expenses for each session will be covered by the Virginia Association of Broadcasters.

Payment and Acceptance Policy

The application fee for the VAB's Best of the Best Leadership Program is \$25 (small market), \$50 (medium market) or \$75 (large market). If accepted into the program, the fee is due by October 31, 2025. If no payment has been received by the payment deadline, an alternate participant will be chosen as a replacement. Participants who wish to withdraw after submitting payment must do so in writing.

- ☐ I have read the **Attendance Policy** for the VAB's Best of the Best Leadership Program.
- ☐ I have read the **Payment and Acceptance Policy** for the VAB's Best of the Best Leadership Program.

Signature

Date