

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

June 11-13, 2026

VAB 89th Annual Summer Convention
Marriott Oceanfront | Virginia Beach, 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

April 23-24, 2026

VAB Best of the Best Session
Charlottesville, VA

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Roanoke, VA

Districts 8, 10 & 11

Todd Bernstein
WJLA-TV
Arlington, VA

David Howard

Salem Media
Arlington, VA

SUMMER WATCH & WIN CHALLENGE

Presented by the VAB & the Ten-Minute Trainer Network (TMTN)

June 17 June 16 – August 29

This summer, your training could earn you more than just new skills... it could earn you prizes! The VAB and the TMTN have teamed up to bring you the Summer Watch & Win Challenge — a fun and easy way to grow professionally and get rewarded!

How It Works

To participate & qualify:

- ✓ Be an active member of TMTN. Scan QR to create account.
- ✓ Watch and complete at least 5 videos on the Network.

Bonus Entry Options:

- 📌 After that, every additional video watched = 1 bonus entry
- 💬 Every community post, like or comment = 1 bonus entry
- 📺 Every live stream attended = 2 bonus entries




SCAN ME

What You Could Win

Thanks to the VAB, you'll be entered to win:

- **\$50 Gift Card** (2 opportunities to win)
- Ten-Minute Trainer swag
- Certificate of participation for completing the challenge

 **Winners will be drawn in early September!**

Make This Summer Count!

Whether you're brushing up on prospecting, motivation, leadership, or customer service — this challenge gives you a reason to press play and stay sharp all summer long.



-2025-
VIRGINIA ASSOCIATION
OF BROADCASTERS
BEST
of the
BEST
Leadership Program

Schedule

Session 1
Exploring Leadership
Styles
October 23-24, 2025
Charlottesville, VA

Session 2
Advocacy &
Government
Relations
March 2-4, 2026
Washington, DC

Session 3
Team Leadership
& Assignment of
Case Studies
April 23-24, 2026
Charlottesville, VA

Session 4
89th Annual
Summer Convention
Case Study
Presentations
June 11-13, 2026
Virginia Beach, VA

We are proud to announce the thirteenth class of the VAB's Best of the Best Leadership Program.

This eight-month program is designed to provide each participant with the maximum opportunity for professional and personal growth, while broadening their network base in an interactive environment. Candidates must have a minimum of two years experience in the broadcasting industry and be nominated by their station's general manager. Up to 15 applicants will be selected to participate in this unique program.

Why participate in the Best of the Best Leadership Program?

- ▶ Build leadership skills
- ▶ Develop a diverse business network
- ▶ Meet legislative officials and become an advocate for your industry
- ▶ Prepare for challenges facing the broadcasting industry

There is a required time commitment from both the participant and their employer. Please take a moment to review the calendar and ensure that it is compatible with your schedule. Attendance at each session—from start to finish—is mandatory!

If you are interested in expanding your leadership potential, please submit the following materials by **Friday, August 15, 2025**:

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

The selection committee will meet in late August and notifications will be made in early September. If selected, the application fee of \$25 (small market), \$50 (medium market) or \$75 (large market) will be due on October 31, 2025.

If you have questions regarding the application or selection process, please contact Christina Sandridge at (434) 326-9815 or christina.sandridge@easterassociates.com.

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.*



Story Telling

FROM NUMBERS TO NARRATIVES: WINNING SALES WITH STORY

by Jennifer Lane | July 24, 2025 | Written By Jessica Bennett

Let's talk about storytelling, because whether you're brand new to media sales or you've been doing this for twenty years, one thing stays true: numbers alone don't win hearts.

It's easy to default to stats. First-time sellers might lead with audience demographics, and veterans may pull out years of ratings. But those numbers, by themselves, rarely spark a real connection. What does? Framing the pitch around your client's story, their goals, their challenges, and their desire to stand out in a crowded market.

The moment you cast the client as the hero of the story, everything shifts. You become the guide. Maybe you're new and leaning on a great case study about a coffee shop that boosted foot traffic with a morning show sponsorship. Or maybe you're a seasoned pro sharing how a retailer saw online sales jump 15% after a custom streaming campaign. In both cases, the message is the same: our media tools help the hero win.

And great stories need scenes. Describe the commuter flipping on the radio with coffee in hand or a listener tuning in to a local

artist spotlight on a Saturday night. Help your client see and hear their message coming to life. When they can imagine real people engaging with their brand, you've already made the sale more personal.

But don't skip the conflict. That's what gives the story its stakes. Remind newer sellers that attention spans are short and digital ads are easy to scroll past. Remind veterans that even the best campaigns get tired without fresh energy. That tension is what sets the stage for your station to be the solution, the turning point in the story.

And then you move into action. Invite them to the next step. Maybe it's a small test campaign or a creative brainstorm. You're not pitching inventory. You're co-writing the next chapter with them.

Mastering this isn't about memorizing a script. It's about collecting real stories, sharing them with heart, and making each client feel like they're the protagonist in something bigger. That's how we move from selling spots to building partnerships that last.

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

HOW THE ONE BIG BEAUTIFUL BILL ACT MAY IMPACT EMPLOYERS

By Anessa Abrams and Rachel Saady-Saxe

On July 4, 2025, President Trump signed into law a bill entitled “An Act to provide for reconciliation pursuant to Title II of H. Con. Res. 14”, generally referred to as the One Big Beautiful Bill Act (“OBBBA”). The OBBBA will impact numerous workplace and employment requirements and opportunities. This Article highlights some of the most significant areas impacted by the OBBBA.

Key Workplace and Employment-Related Tax Provisions

No Tax on Certain Overtime and Tips: Among the oft-discussed provisions introduced by the OBBBA are the income tax deductions for overtime and tip compensation. These deductions are temporary, applying only to the 2025 through 2028 taxable years. See the IRS Fact Sheet, available [here](#).

Both overtime pay and tips remain subject to existing payroll and state income tax requirements. Therefore, employers must be aware of both federal and state law when determining the appropriate deductions from employee wages, although the IRS is required to modify the procedures regarding wage withholding for taxable years beginning after December 31, 2025, to take into account these deductions. Further, employers must report qualified overtime as a separate line item on employees’ IRS Form W-2s, and employers must report tip income and tip recipients’ jobs.

Reduced Reporting Threshold for Non-Employee Compensation: The threshold for reporting payments made by employers, in the course of their trade or business, after December 31, 2025, to independent contractors and other payees increases to \$2,000 from \$600. Employers will have reduced reporting burdens but must update their accounting systems.

Changes and Impacts of New Benefits Provisions

The OBBBA ushers in multiple tax-related changes in employee benefits, many of which present opportunities for employers to improve benefit offerings, but some of which present potential challenges to employers. We discuss provisions which may require immediate attention, below.

Permanency of Tax Credit for Paid Family Leave: The OBBBA makes permanent the federal income tax credit for employers offering paid family and medical leave (“PFML”), originally enacted under the 2017 Tax Cuts and Jobs Act. The credit, which now will extend past 2025, applies to wages paid during PFML-covered leave. The OBBBA also permits employers to receive the credit for PFML provided to employees who have been employed for at least six months, rather than the previously required 12 months. However, the OBBBA now requires employees to be customarily employed for at least 20 hours per week in order to qualify for the credit.

Permanency of Tax Exclusion for Employer Payment of Student Loans: For employers paying student loans on behalf of their employees, the up to \$5,250 federal income tax exclusion for certain payments made under an educational assistance program is made permanent

and, for taxable years beginning after 2026, is subject to an inflation adjustment. Employers must update their accounting systems accordingly.

Tax Exclusions for Bicycle Commuting and Moving Expenses

Eliminated: Effective for tax years beginning after December 31, 2025, the OBBBA permanently eliminates certain incentivizing tax exclusions for bicycle commuting reimbursement and moving or relocation expenses. Employers must update their accounting systems.

The OBBBA and Government Agencies

The OBBBA also increases the annual budget for Immigration and Customs Enforcement (ICE) from \$9.13 billion to \$170 billion. This means employers will likely see an increase in immigration enforcement activity, including more frequent and rigorous I-9 audits and enforcement actions. The bill also increases certain immigration fees. For more information on these fees, please see the USCIS alert, [USCIS Updates Fees Based on H.R. 1](#).

Impact on Artificial Intelligence

The House version of the OBBBA initially included a 10-year moratorium on state-level laws regulating AI models and systems, and automated decision systems (ADS). Negotiations ultimately led to a scaled-down proposal with a five-year pause, but in a near-unanimous vote, the Senate chose to remove the AI provision entirely from the OBBBA.

While this effort to stymie state AI regulation failed, efforts continue to temper local oversight. As the regulatory landscape continues to evolve, employers should take proactive steps to mitigate risk and ensure responsible AI use in the following ways: (1) design compliance systems and policies with built-in flexibility, recognizing that this space will remain highly active and dynamic; (2) conduct regular audits of AI tools, both internally and through vendor partnerships; and (3) maintain meaningful human oversight in discretionary employment decisions.

The Bottom Line

Employers must be aware that the OBBBA will change (and, in some cases, has already changed) certain aspects of how they conduct business and lead employees. Certain tasks, like contacting accounting vendors to update systems and revising employee handbooks, should be undertaken immediately. Preparing for any agency investigations and devising AI policies must be given consideration. The OBBBA will affect employers in many ways, and forward-thinking will be the best way to ensure compliance.

If you have any questions regarding the issues discussed in this Article, 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.

“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) 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. 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.

Newscast Video Editor Lynchburg, VA	Full Time	News	WSET-TV	7/30/2025
Part Time News Reporter Charlottesville, VA	Part Time	News	WINA-AM	7/30/2025
Lifestyle Host Richmond, VA	Full Time	Production	WRIC-TV	7/24/2025
Sales & Marketing Specialist Lynchburg, VA	Full Time	Sales	WSET-TV	7/22/2025
News Producer Richmond, VA	Full Time	News	WRIC-TV	7/17/2025
TV News Video Editor - Part-Time Portsmouth, VA	Part Time	News	Nexstar Media Inc.	7/17/2025
Director of Sales Roanoke, VA	Full Time	Sales	WDBJ-TV	7/16/2025
Weekend Anchor/MMJ Roanoke, VA	Full Time	News	WDBJ-TV	7/16/2025
News Producer Roanoke, VA	Full Time	News	WDBJ-TV	7/16/2025
Fall Sales Intern Roanoke, VA	Part Time	Sales	WDBJ-TV	7/16/2025
Multimedia Journalist - Danville Danville, VA	Full Time	News	WSET-TV	7/14/2025
Digital Sales Executive Hampton, VA	Full Time	Sales	Lockwood Broadcast Group	7/9/2025
Digital Media Executive Roanoke, VA	Full Time	Sales	WDBJ-TV	7/8/2025
Account Executive Charlottesville, VA	Full Time	Sales	Lockwood Broadcast Group	7/8/2025
News Producer Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	7/8/2025
Master Control Operator Charlottesville, VA	Full Time	Production	Lockwood Broadcast Group	7/8/2025
Reporter/Multi-Media Journalist Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	7/8/2025
Sports Anchor/Reporter Charlottesville, VA	Full Time	On Air	Lockwood Broadcast Group	7/8/2025