

# SHENANDOAH TO THE SHORELINE, KEEPING YOU CONNECTED.



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## UPCOMING EVENTS

**March 2-4, 2026**

NAB State Leadership Conference  
The Salamander | Washington, DC

**April 23, 2026**

VAB Radio Roundtable  
The Draftsman | Charlottesville, VA

**April 23-24, 2026**

VAB Best of the Best Session  
The Draftsman | Charlottesville, VA

**June 11-13, 2026**

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

**October 15-16, 2026**

VAB Best of the Best Session  
Charlottesville, VA

**CHAIR**  
Mark Kurtz  
CBS19 / WCAV-TV / WVAW-TV  
Charlottesville, VA

**CHAIR ELECT**  
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WSLS-TV  
Roanoke, VA

**SECRETARY/TREASURER**  
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Charlottesville Media Group  
Charlottesville, VA

**PAST CHAIR**  
Kym Grinnage  
WWBT-TV  
Richmond, VA

**ASSOCIATE ADVISORY**  
Vacant

**PRESIDENT & CEO**  
Douglas F. Easter  
Charlottesville, VA

**Districts 1, 2 & 4**  
Carol Commander  
WAFX-FM / WNOR-FM  
Chesapeake, VA  
Kathy Yevak  
WSKY-TV  
Hampton, VA

**Districts 3 & 7**  
Julie Monafó  
Summit Media  
Richmond, VA

**Shuneca Harrington**  
WRLH-TV  
Richmond  
**Steve Blanchard**  
WRIC-TV  
Richmond, VA

**District 5**  
George Kayes  
WSET-TV  
Lynchburg, VA

**Districts 6 & 9**  
Kim Mitchell  
Holston Valley Broadcasting  
Kingsport, TN  
**Ben Oldham**  
WFXR-TV / WWCW-TV  
Roanoke, VA

**Districts 8, 10 & 11**  
Todd Bernstein  
WJLA-TV  
Arlington, VA  
**David Howard**  
Salem Media  
Arlington, VA

# LEGISLATIVE RECEPTION



The VAB hosted our annual Legislative Reception on February 18th at The Tobacco Company in Richmond, bringing together Virginia broadcasters and state leaders for an evening focused on connection, collaboration and the future of local media. We were honored to welcome several Virginia Senators and Delegates, as well as members of their staff. Thank you to everyone who joined us and continues to support strong, local broadcasting in Virginia.



# WFLS-FM (Fredericksburg, VA) Surpasses \$2 Million Raised for St. Jude Children's Research Hospital



Over two days, January 29–30, 2026, 93.3 WFLS hosted its 16th Annual St. Jude Radiothon. Despite significant challenges—including winter weather and the uncertainty surrounding a potential partial government shutdown—the WFLS team raised \$155,927 in support of St. Jude Children's Research Hospital.

Morning Show hosts Jeff Cochran and Grayson Williams anchored the radiothon during morning and afternoon drive times, while Bonnie Miller (Middays) and Sean Quinn (Promotions Director) maintained momentum throughout the workday. The team shared powerful, personal experiences from visits to the St. Jude campus in Memphis, helping bring the hospital's mission to life and inspiring listeners to give.

By the end of the first day, WFLS surpassed a major milestone—exceeding a cumulative total of \$2 million raised over 16 years in support of St. Jude Children's Research Hospital.

"I am incredibly proud of this entire team," said Debbie Patten, Vice President and Market Manager. "Their energy, passion, and drive over two long days were truly inspiring, and a testament to their commitment to the mission of St. Jude."

Patten joined the team on-air during the final hour of Day Two to share the milestone achievement with listeners and celebrate the station's ongoing commitment to St. Jude Children's Research Hospital.

## FOX Richmond WRLH Expands Digital Access with Live Streaming of 7AM and 10PM Newscasts on FOXRichmond.com

RICHMOND, Va. – FOX Richmond WRLH is making it easier than ever for viewers to stay connected to their local news. Beginning now, FOX Richmond is live streaming its weekday 7AM and 10PM newscasts on FOXRichmond.com, giving viewers the flexibility to watch from anywhere, at any time.

This new streaming option allows residents across the greater Richmond area to access trusted local news coverage whether they're at home, at work, or on the go. By expanding its digital presence, FOX Richmond continues its commitment to meeting viewers where they are and delivering timely, relevant news across platforms.

"RVA is always on the move, and we're excited to offer a new way for our community to stay informed wherever life takes them," said Shuneca Harrington, General Manager of FOX Richmond. "Streaming our 7AM and 10PM newscasts live on FOXRichmond.com means our viewers can count on FOX Richmond for local news anywhere they are at those times. This is an important step in making our content more accessible to the people we serve."

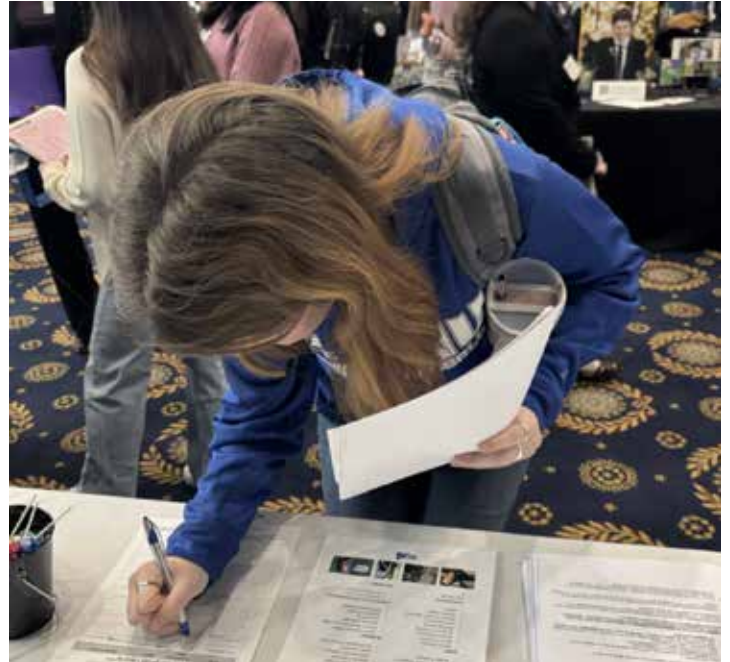
The live streams feature the same trusted FOX Richmond journalists and in-depth local coverage viewers rely on, now available with just a click. Whether catching headlines over morning coffee or tuning in for late-night updates, viewers can stay connected to Richmond-area news without needing a TV.

To watch FOX Richmond's live newscasts, visit FOXRichmond.com during the 7AM and 10PM broadcasts.

# CNU Career Fair



The Virginia Association of Broadcasters was proud to attend the Spring Job & Internship Fair at Christopher Newport University, with Sonja Morrell of Hampton Roads Media Group representing the VAB booth and internship program. The fair boasted an impressive group of 325 students across disciplines from Business and Communications to Computer Science and the Humanities. We were especially encouraged by the strong interest in media and broadcasting careers.



## 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**

Mark your calendars to join us at

# VAB'S 89TH ANNUAL SUMMER CONVENTION,

taking place June 11-13, 2026 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 peerrecognition to members of the broadcast industry in Virginia.

**Entries are based on projects aired between January 1-December 31, 2025 with the sole exception of the Outstanding Newscast Award.**

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 10, 2026.** Award winners will be announced at the awards banquet on Friday, June 12th.

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 17, 2025 OR Friday, December 19, 2025.

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](mailto:christina.sandridge@easterassociates.com).



## TRAIN FOR CHANGE

by Jessica Bennett | Feb 18, 2026

The media landscape continues to shift at a pace that can feel relentless. Layoffs, restructuring, tighter budgets, expanding AI tools, and evolving client expectations have created a climate of uncertainty across our industry. It would be easy to respond by pulling back, waiting for stability, or simply trying to maintain the status quo. However, history shows that the professionals and organizations who thrive during disruption are those who lean in, not those who step back. This is the moment to buckle down and train for change.

When markets tighten and teams become leaner, skill gaps become more visible. Versatility, strategic thinking, and adaptability are no longer optional traits, they are essential. AI is reshaping workflows, data is driving decision making, and consultative selling has become more critical than ever. The expectations placed on media professionals today are significantly different than they were even five years ago. Training equips us not only to meet those expectations, but to exceed them.

There is a natural instinct during uncertain times to conserve resources, including time spent on development. Yet continuous learning is not a luxury, it is a strategic advantage. Ongoing training builds confidence in conversations with clients, strengthens agility when strategies must pivot, and increases individual and organizational value over time. Skills compound, and so does stagnation. The choice to continue learning is ultimately a choice to remain relevant.

That is exactly where the Ten-Minute Trainer Network becomes invaluable. In an environment where time is tight and teams are stretched, short, focused, and practical training modules allow professionals to sharpen skills without stepping away from daily responsibilities. The Ten-Minute Trainer Network delivers consistent reinforcement on the topics that matter most right now, from consultative selling and account growth to navigating evolving revenue conversations. It turns learning into a habit rather than an event, making development manageable, measurable, and immediately applicable.

Training is not a one-time workshop or a box to check. It is a discipline built through repetition, application, reflection, and refinement. Tools like the Ten Minute Trainer Network support that discipline by embedding learning into the rhythm of the workweek. Instead of waiting for annual seminars or large scale events, teams can continuously strengthen their skill sets in small, powerful increments.

Despite everything happening in today's media environment, or perhaps because of it, this is not the time to step away from development. It is the time to recommit to it. As Speed Marriott often reminds us, "Never stop learning." In an industry defined by evolution, that principle is more than encouragement, it is a competitive strategy.

Good luck & Happy Selling!

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

[Click here](#) for the full blog.

# RISING ABOVE 2026 NOW STREAMING



## RISING ABOVE 2026 | SESSION RECORDINGS

The recordings from the Rising Above Virtual Summit are now available for viewing. If you were unable to attend live or would like to revisit specific sessions, you can access the recordings using the link below. Please note that access to these recordings are available for a limited time, so we encourage you to log in and watch soon.

👉 [CLICK HERE](#) to Login / Create Account to view the recordings

- **Active Ten-Minute Trainer Network (TMT) members** can simply log in and claim this free recording bundle. Once logged in, you can view recordings under your library.
- **Non-TMT members** can complete the short form at the link above to create an account and gain access.

If you have any questions or need assistance, the Ten-Minute Trainer Network team is happy to help. Contact them directly at [support@tenminutetrainernetwork.com](mailto:support@tenminutetrainernetwork.com).

# “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

In 2024, we were 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.

# EEOC Rescinds 2024 Enforcement Guidance on Harassment in the Workplace, What's Next?

By Anessa Abrams and Rachel Saady-Saxe

On January 22, 2026, the U.S. Equal Employment Opportunity Commission (EEOC) voted 2-1 to rescind its 2024 Enforcement Guidance on Harassment in the Workplace, which addressed employers' obligations to prevent and respond to workplace harassment and discrimination, including conduct affecting transgender employees and other protected groups.

In voting to rescind the 2024 Enforcement Guidance, the EEOC majority stated that the Guidance constituted an impermissible act of substantive rulemaking under Title VII of the Civil Rights Act of 1964 (Title VII). The Commission majority also cited President Trump's Executive Order "Defending Women from Gender Ideology Extremism and Restoring Biological Truth to the Federal Government," which directed the agency to rescind portions of the 2024 Enforcement Guidance that conflicted with the Executive Order. EEOC Chair Andrea Lucas emphasized, however, that "rescinding this guidance does not give employers license to engage in unlawful harassment," and that the agency continues to be committed to preventing and remedying unlawful workplace harassment. [EEOC Commission Votes to Rescind 2024 Harassment Guidance.](#)

## What the 2024 Enforcement Guidance on Harassment in the Workplace Included

The 2024 Enforcement Guidance was intended to provide employers with a consolidated framework for preventing and addressing unlawful harassment under Title VII. Among other topics, the Guidance addressed:

- Harassment based on sex, including sexual orientation and gender identity;
- The use of names, pronouns, and other workplace conduct that could contribute to a hostile work environment to transgender employees;
- Employer responsibilities to maintain effective antiharassment policies, complaint procedures, and prompt, thorough, and impartial investigations; and
- The importance of training, corrective action, and leadership accountability to prevent harassment before it occurs.

While the Guidance was not binding on courts, it reflected the EEOC's interpretation of Title VII and signaled the agency's enforcement priorities when investigating and litigating discrimination and harassment charges, particularly with respect to recognizing sexual orientation, gender identity, and transgender status as protected classes under Title VII's prohibition of sex discrimination in line with the U.S. Supreme Court's 2020 holding in *Bostock v. Clayton County*.

## Effect of the Rescission

Because the Guidance was not binding on courts, the EEOC's decision to rescind the Guidance does not change the law or employers' legal

obligations. It does, however, represent a change in how the EEOC may view and process charges it receives and future guidance it may issue for employers. Importantly, the EEOC interprets only federal law, meaning rescission of the Guidance has no effect on Virginia law prohibiting discrimination and harassment in the workplace. The Virginia Human Rights Act prohibits discrimination and harassment based on gender identity, with or without regard to the individual's designated sex at birth and actual or perceived sexual orientation. The EEOC's interpretation of Title VII has no bearing on how Virginia's laws are interpreted, administered, or applied.

## Employers' Ongoing Obligations Under Title VII and Bostock

Employers remain obligated to comply with Title VII as interpreted by the courts, including the U.S. Supreme Court's decision in *Bostock*. In *Bostock*, the Court held that discrimination "because of sex" under Title VII includes discrimination based on sexual orientation, gender identity, and transgender status. As a result, employers may not discriminate against, or permit harassment of, any employee—including transgender employees—on these bases.

Under Title VII, employers must:

- Prohibit discrimination and harassment against all employees in the terms and conditions of employment;
- Maintain and enforce antiharassment policies that clearly prohibit unlawful conduct;
- Provide effective mechanisms for reporting complaints;
- Promptly and thoroughly investigate complaints of discrimination or harassment; and
- Take appropriate corrective action when misconduct is identified.

## Employers' Next Steps

The EEOC's rescission of the 2024 Guidance on Harassment in the Workplace reflects a shift in the EEOC's approach to Title VII claims, especially with respect to gender identity and transgender status. Employers, however, should continue to maintain robust anti-harassment policies and practices that protect all employees from unlawful discrimination and harassment as the rescission does not alter employers' obligations to comply with Title VII as interpreted by the courts or with Virginia law.

If you have any questions regarding this Article, please contact the authors, Anessa Abrams, partner in our Washington, DC office, or Rachel Saady-Saxe, an associate in our Washington, DC office, by email at [abramas@fordharrison.com](mailto:abramas@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.

## 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.

<b>Future Focus Intern - Gray TV Summer 2026</b> Richmond, VA	Part Time	News	Gray Television	2/24/2026
<b>Multimedia Journalist - Danville</b> Danville, VA	Full Time	News	WSET-TV	2/23/2026
<b>Digital Manager</b> Virginia Beach, VA	Full Time	(Other)	WGH-AM	2/19/2026
<b>Weather Summer Intern</b> Richmond, VA	Part Time	News	WRIC-TV	2/18/2026
<b>Sales &amp; Marketing Assistant</b> Harrisonburg, VA	Full Time	Sales	Saga Communication	2/12/2026
<b>Photographer/Video Editor</b> Richmond, VA	Full Time	News	WRIC-TV	2/11/2026
<b>Account Executive</b> Hampton, VA	Full Time	Sales	Lockwood Broadcast Group	2/4/2026
<b>News Producer</b> Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	2/4/2026
<b>Meteorologist</b> Charlottesville, VA	Full Time	On Air	Lockwood Broadcast Group	2/4/2026
<b>Master Control Operator</b> Charlottesville, VA	Full Time	Production	Lockwood Broadcast Group	2/4/2026
<b>Reporter/Multi-Media Journalist</b> Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	2/4/2026
<b>Account Executive</b> Charlottesville, VA	Full Time	Sales	Lockwood Broadcast Group	2/4/2026
<b>Anchor/Reporter</b> Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	2/4/2026
<b>Corporate Support Rep.</b> Charlottesville, VA	Full Time	Sales	WVTF-FM and Radio IQ	2/4/2026
<b>Corporate Support Rep.</b> Roanoke, VA	Full Time	Sales	WVTF-FM and Radio IQ	2/4/2026
<b>Digital Media Manager</b> Richmond, VA	Full Time	News	WRIC-TV	2/3/2026
<b>Sports Anchor/Reporter</b> Lynchburg, VA	Full Time	News	WSET-TV	2/2/2026
<b>Media Advisor</b> Chesapeake, VA	Full Time	Sales	Hampton Roads Media Group	1/29/2026