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UPCOMING EVENTS

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

September 21-22, 2026

VAB Board Retreat
Farmington Country Club | Charlottesville, 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
Jaimie Leon
WSLS-TV
Roanoke, VA

SECRETARY/TREASURER
Garrett Klingel
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

National Association of Broadcasters STATE LEADERSHIP CONFERENCE

Best of the Best members, mentors, and Board members spent several days in Washington, DC in early March attending the National Association of Broadcasters State Leadership Conference. The event featured a dynamic mix of programming, including seminars and briefings on the current political climate and key legislative priorities impacting the industry, such as radio

and broadcasting-related bills and efforts to preserve AM radio in vehicles. Attendees also participated in a variety of social and networking events, highlighted by a congressional reception at the Library of Congress, where they had the opportunity to connect with members of Congress, their staff, and fellow broadcasters from across the country.



VAB MEETS OUR REPRESENTATIVES



Board members and the 2026 Best of the Best class members joined broadcasters from across the country on Capitol Hill, meeting with Virginia representatives and key staff to discuss issues impacting the industry.



VAB RADIO ROUNDTABLE

THURSDAY, APRIL 23, 2026

9:30 am - 3:00 pm

The Draftsman | Charlottesville, VA

Six Lessons for Success

Bob Willoughby, Director of Digital
Lockwood Broadcasting & Author

Group Discussion Topics

Sales (Broadcast & Digital)
Management/Leadership
Open Ideas & Discussion Sharing

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



THE VIRGINIA ASSOCIATION OF BROADCASTERS
SEND YOUR RSVP TO JESSICA PINTO, JESSICA.PINTO@EASTERASSOCIATES.COM
250 WEST MAIN STREET, SUITE 100, CHARLOTTESVILLE VA 22902
434.977.3716 | VABONLINE.COM

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.

CALL FOR NOMINATIONS

Entries Due Friday, April 10th!



The VAB is seeking nominations for the following awards, which will be presented at the 89th Annual Summer Convention during the awards banquet on Friday, June 12th in Virginia Beach at the Marriott Oceanfront Hotel.

THE BROADCAST ADVERTISING HALL OF FAME AWARD

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

Nominations for the Advertising Hall of Fame Award should include a brief description of why your nominee deserves this award.

C. T. LUCY DISTINGUISHED SERVICE AWARD

Named for the founder of the VAB, this award honors a broadcaster who spent a significant part of his or her career at one or more Virginia broadcast properties. Candidate should be an individual who has a reputation as an experienced broadcaster and has been a leader in the broadcast industry in Virginia, an active participant in the VAB, and involved in community and/or political service.

Nominations for the C.T. Lucy Award should include a description of why your nominee deserves the award. For example, how has he or she been a leader in the broadcast industry in Virginia? How many years has this person been involved in the VAB? Has he or she been a Director or a member of the Executive Committee? How is the person involved in the community or political service? What has this person contributed back?

GEORGE A. BOWLES JR. AWARD FOR DISTINGUISHED PERFORMANCE IN BROADCAST NEWS

Presented to a broadcast reporter or news director who is distinguished in the field of broadcast news. Candidate must have longevity in Virginia broadcasting and be respected by his or her peers and the local community. This broadcast reporter or news director should exhibit enthusiasm for his or her work, have a commitment to his or her community and have a depth of knowledge & insight apparent in his or her work.

Nominations for the George A. Bowles Jr. Award should include a description of why your nominee deserves the award. For example, is this person well-known on-air in the local market? Does your community connect with this person because of his or her longevity and presence in the market? Why? How is your nominee committed to his or her community?

J. J. FREEMAN ENGINEERING ACHIEVEMENT AWARD

Candidate must be or have been an owner, officer, or employee of any company, subsidiary, or division of a VAB member radio or television station or have been directly in support of broadcasting, including employees of the federal government directly engaged in broadcast engineering work and contract engineers serving VAB member stations. Criteria: technical knowledge, dedication, dependability, a minimum of 10 years experience in broadcasting, leadership in broadcast engineering affairs and outstanding contributions to broadcasting.

Nominations for the J.J. Freeman Engineering Award should include a description of why your nominee deserves the award.

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 continues to provide exemplary local community service. The station that wins this prestigious award will be given a donation from the VAB to award to the charity or non-profit organization of their choice within their community! This is a donation above & beyond what the radio or television station has already provided in community service.

Nominations for the Francis E. Wood Community Service Award should include a description of why the station deserves the award and specific details of recent community service initiatives and contributions.

**Please send your nominations
and supporting material to me at
christina.sandridge@easterassociates.com.**

ROI

RETURN
ON
INVESTMENT

Helping Clients See the Return on Their Advertising Investment

by Jessica Bennett | Mar 13, 2026

One of the most important conversations happening between sellers and advertisers today centers around return on investment. Clients are no longer satisfied simply knowing their message aired or their ad ran. They want to understand how their marketing dollars are impacting their business. For media sellers, this creates an opportunity to shift the conversation from selling advertising space to becoming a true business partner who helps clients measure and understand results.

A strong ROI conversation begins before a campaign ever launches. Instead of starting with products and pricing, successful sellers begin by asking better questions. What does success look like for the client? Are they trying to drive more foot traffic, increase website visits, generate phone calls, or build long-term brand awareness? When sellers and clients clearly define the goal at the beginning, it becomes much easier to measure whether the campaign is working.

Once the objective is clear, sellers can help clients identify simple ways to track progress. This does not always require complicated analytics. Many advertisers can measure results through website traffic, promotional offers, dedicated landing pages, unique phone numbers, POS analytics or by simply asking new customers how they heard about the business. These small tracking methods give sellers real evidence to bring back to the client and help connect advertising activity with business outcomes.

Another powerful way to demonstrate ROI is through consistent follow-up. Too often, campaigns run for weeks without a meaningful conversation about results. Sellers who check in regularly stand out immediately. A quick conversation asking what the client is seeing, what customers are mentioning, and what adjustments might improve performance shows the client that their success matters. It also turns the campaign into a collaborative effort rather than a transaction.

Perhaps most importantly, sellers should help clients understand that marketing works best as a consistent strategy, not a one-time event. The businesses that see the greatest return are usually those that commit to a steady presence in the marketplace. When sellers position advertising as part of a long-term growth plan, they move beyond simply placing ads and begin helping businesses build lasting visibility and customer trust.

When sellers lead these kinds of conversations, something important happens. The discussion shifts away from price and toward value. Clients begin to see the seller not just as someone selling advertising, but as a partner who is invested in helping their business grow. And in today's competitive marketplace, that kind of partnership is what keeps advertisers coming back.

Not a P1 Learning subscriber? Contact VAB today to find out how to sign up! [Click here](#) for the full blog.

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

“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) 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.

NLRB FORMALLY REINSTATES THE 2020 JOINT EMPLOYER RULE

By Anessa Abrams and Rachel Saady-Saxe

The National Labor Relations Board (NLRB) has officially reinstated its 2020 rule (2020 Rule) governing when a company is deemed a joint employer, thereby withdrawing a 2023 rule that was vacated by a federal court in March 2024. The 2020 Rule provides that an employer must exercise “substantial direct and immediate control over one or more essential terms or conditions of employment” to be considered a joint employer with another entity.

Background

In October 2023, the NLRB published a final rule regarding the standard for determining joint employer status under federal labor law (2023 Rule), which was intended to replace the 2020 Rule. Under the 2023 Rule, a joint employer relationship would exist if each employer had an employment relationship with the employees under common law agency principles and the employers shared or co-determined one or more of the employees’ essential terms and conditions of employment. Notably, a joint employer relationship could exist under the 2023 Rule if the putative employer had indirect control over the employees, even if that control was never exercised.

However, in March 2024, a federal court in Texas issued an order vacating the 2023 Rule. As a result of this legal challenge, the 2023 Rule never took effect, and the NLRB continued to apply the 2020 Rule.

Now, in accordance with the federal court’s order, the NLRB performed the ministerial task of revising the joint employer rule to replace the text of the vacated 2023 Rule with the text of the 2020 Rule.

The standard that is applied under the 2020 Rule limits the circumstances in which a business and its affiliates could be deemed joint employers.

Details of the Reinstated Rule

1. An employer may be deemed a joint employer of another employer’s employees if the putative employer possesses and exercises “substantial direct and immediate control” of an essential term or condition of employment.
2. The putative employer will not be considered a joint employer solely on the basis that the entity exercises indirect control or reserved authority over the essential terms and conditions of employment of another employer’s employees.
3. The 2020 Rule identifies eight “essential terms and conditions of employment”, including: wages, benefits, hours of work, hiring, discharge, discipline, supervision, and direction.

The issue of whether two or more employers are considered to be joint employers can have several important legal implications under federal labor law. Some of these key considerations include whether the putative employer has mandatory collective bargaining obligations and liability for unfair labor practices. In short, the existence of a joint employer relationship can impose unanticipated obligations and liabilities upon the putative employer for workers who are not directly employed by such employer.

Although this recent action taken by the NLRB does not change the standard that the NLRB will apply in determining the existence of a joint employer relationship, it does now align the NLRB’s regulation with this standard.

Next Steps:

- Review and audit day-to-day operations and interactions with workers to ensure compliance;
- Evaluate control provisions in existing staffing and vendor contracts to ensure compliance;
- Stay up to date on developments from the NLRB.

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 aaabrams@fordharrison.com or 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. 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.

Showcase Internship Richmond, VA	Part Time	Production	WRIC-TV	3/25/2026
Account Executive Roanoke, VA	Full Time	Sales	WFXR-TV	3/20/2026
News Producer Roanoke, VA	Full Time	News	WFXR-TV	3/20/2026
Media Advisor - Sales and Marketing Charlottesville VA	Full Time	Sales	WINA-AM	3/19/2026
Morning Show Host Charlottesville VA	Full Time	On Air	WQMZ-FM	3/17/2026
Account Executive/Marketing Strategy Lead Richmond, VA	Full Time	Sales	SummitMedia, LLC	3/16/2026
Multimedia Journalist Reporter Richmond, VA	Full Time	News	WRIC-TV	3/13/2026
Program Director - Country Kilmarnock, Va	Full Time	(Other)	Two Rivers Communications	3/13/2026
Content Creator/On-Air Personality Chesapeake, VA	Full Time	On Air	Hampton Roads Media Group	3/11/2026
Weekend Meteorologist Lynchburg, VA	Full Time	News	WSET-TV	3/6/2026
News Producer Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	3/6/2026
Meteorologist Charlottesville, VA	Full Time	On Air	Lockwood Broadcast Group	3/6/2026
Master Control Operator Charlottesville, VA	Full Time	Production	Lockwood Broadcast Group	3/6/2026
Reporter / Multi Media Journalist Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	3/6/2026
Account Executive Charlottesville, VA	Full Time	Sales	Lockwood Broadcast Group	3/6/2026
Anchor/Reporter Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	3/6/2026
Account Executive Hampton, VA	Full Time	Sales	Lockwood Broadcast Group	3/6/2026
Digital Campaign Manager Charlottesville VA	Full Time	Business/Admin	WINA-AM	3/4/2026