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UPCOMING EVENTS

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

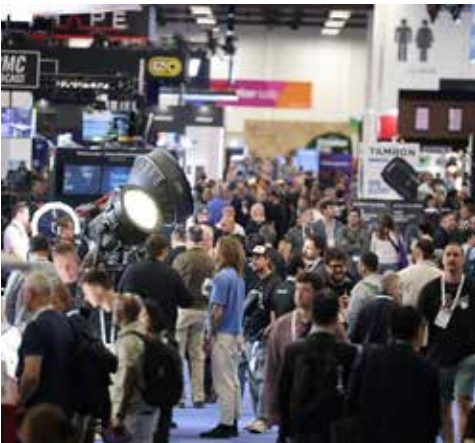
Districts 6 & 9
Kim Mitchell
Holston Valley Broadcasting
Kingsport, TN
Ben Oldham
WFXR-TV / WWCW-TV
Roanoke, VA

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

National Association of Broadcasters SHOW IN LAS VEGAS

The NAB Show Las Vegas brought together thousands of media, broadcasting, and technology professionals from around the world for a dynamic showcase of innovation and industry trends. Held April 18–22, 2026, the event featured cutting-edge advancements in AI, streaming, and content creation, along with hands-on exhibits, expert-led

sessions, and valuable networking opportunities. As one of the largest global gatherings in media and entertainment (over 58K registrants!), the NAB Show provides VAB leadership with sneak peeks at breakthrough technology, new media, innovations in AI, and a lot of networking opportunities with other state executives and our members.





VAB BEST OF THE BEST LEADERSHIP SESSION

THE 2026 VAB BEST OF THE BEST CLASS GATHERED IN CHARLOTTESVILLE ON APRIL 24 FOR THEIR TEAM LEADERSHIP SESSION WITH FACILITATOR JOHN WHITLOW.

After a day of team simulations to work through the stages of team development and leadership, the class was given their team assignments and case study topics.

We look forward to learning from all their research during their team presentations on Friday, June 12th during the Summer Convention in Virginia Beach.

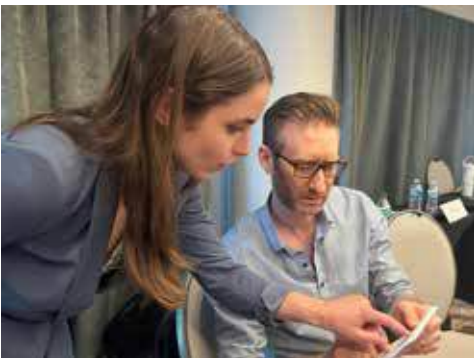
Members of this year's class include:

- Todd Densmore (WWBT-TV)
- MaryCatherine Neal (WRIC-TV)
- Ryan Rutherford (WZRV-FM/WFTR-AM)
- Marshall LeMert (Charlottesville Media Group)
- Amanda Ludwig (WSKY-TV)
- Lindsey West (WRIC-TV)
- Ryan Baker (Monticello Media)

- Eve Rogers (WMBG Radio)
- Jordan Neff (WCAV/WVAW/CBS-19)
- Earlisha Scott (WAVY-TV)
- Jon Sham (WTKR-TV)
- Dave Taylor (Hampton Roads Media Group)
- Kate Capodanno (WDBJ-TV)
- Nathan Fishell (WTVR-TV)
- Sean Quinn (Connoisseur Media)

Special thanks to our alumni mentors:

- Sonja Morrell (WNOR/WAFX)
- Samantha Amadei (Charlottesville Media Group)
- Reba Bloom (WVEC-TV)



VAB RADIO ROUNDTABLE

The Spring Radio Roundtable was held on April 23rd in Charlottesville.

The event featured an enthusiastic and educational presentation from Bob Willoughby, Director of Digital at Lockwood Broadcasting & Author, titled "Six Lessons for Success". We had a great crowd of radio professionals and are already looking forward to our Fall session.

Thank you to all attendees for dedicating your day to the importance of small and medium market radio.

Also, a big thanks to Nancy Hicks with Sweets and Treats by Nancy for designing the delicious microphone and record cookie treats.



89th Annual Summer Convention

----- *Out of the Studio. Into the Wild.*

JUNE 11-13, 2026 | MARRIOTT OCEANFRONT, VIRGINIA BEACH

Journey Out of the Studio & Into the Wild... it's VAB time! You're invited to join **VAB's Safari Adventure** at the 89th Annual Summer Convention taking place June 11-13, 2026 at the **Marriott Virginia Beach Oceanfront Hotel**.

Registration is open! Click [HERE](#) for the draft agenda and [HERE](#) to register online.

Reserve Your Room!

A block of rooms has been reserved for the nights of Thursday, June 11 and Friday, June 12. In order to receive the convention rate of \$309 please call the Marriott Virginia Beach Oceanfront directly today at (757) 937-4200 or use this [special website](#) for VAB. As in past years, the VAB will once again subsidize \$100/per night for two nights if you reserve prior to the room block

filling up. The credit will be reflected at check-out. The VAB Room Block will be available until Wednesday, May 13, 2026 or until the group block is sold-out, whichever comes first.

Should you have any questions or concerns, please contact Jessica at (434) 977-3716 ext. 13 or email, jessica.pinto@easterassociates.com.

Hakuna Matata!



FOR IMMEDIATE RELEASE

April 16, 2026

WFLS-FM Named A Finalist for National Service to Community Award

Fredericksburg, VA — 93.3 WFLS-FM, a Connoisseur Media radio station serving the Fredericksburg region, has been named a finalist for the Service to Community Award (Radio – Medium Market) by the National Association of Broadcasters Leadership Foundation.

The honor is part of the Celebration of Service to America Awards, which recognizes excellence in community service, philanthropy, and impact by local radio and television stations across the country.

WFLS earned this national recognition for its ongoing community initiative, “Wet Nose Wednesday,” a weekly feature dedicated to helping local pets find their forever homes. The segment showcases adoptable animals from area shelters and rescues through engaging in-studio interviews on the WFLS Morning Show with Jeff & Grayson, paired with video content created in-house. These videos are shared across WFLS’s social media platforms and website, significantly expanding visibility and increasing adoption opportunities.

“Wet Nose Wednesday” has become a beloved staple in the Fredericksburg community, connecting listeners with local shelters while making a meaningful impact on animal adoption rates.

“We are incredibly proud of the WFLS team and the impact ‘Wet Nose Wednesday’ has made in our community,” said Debbie Patten, VP/Market Manager of Connoisseur Media Fredericksburg. “While we did not win the award this year, being recognized as a finalist by the National Association of Broadcasters Leadership Foundation is a true honor. But the real reward is seeing these animals find loving homes. This initiative reflects our commitment to serving the Fredericksburg community in ways that truly matter.”

About WFLS-FM

WFLS-FM is the heritage country radio station serving the Fredericksburg, Virginia region and is part of Connoisseur Media. The station is committed to delivering engaging entertainment while making a positive impact in the communities it serves.

Contact Information

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ABC 13 – WSET Main Anchor Noreen Turyn Announces Retirement

Lynchburg, VA – [April 23, 2026] – ABC 13 - WSET today announces the retirement of longtime main anchor Noreen Turyn, marking the close of an extraordinary 36-year career dedicated to serving the communities of Central Virginia.

For more than three decades, Turyn has been a trusted and steady presence in viewers' homes—guiding audiences through breaking news, major community events, and moments of both challenge and celebration. She has become synonymous with reliable, thoughtful journalism in the region.

Throughout her tenure, Turyn demonstrated an unwavering commitment to local storytelling, championing in-depth reporting and investigative journalism that sought truth, accountability, and transparency. Her work not only informed the public but also strengthened the station's bond with the communities it serves.

"Noreen has been a crucial part of our team for decades," said Scott Nichols, News Director at ABC 13 - WSET. "Her dedication to telling meaningful local stories and her steady leadership in the newsroom have set the standard for excellence. While we will miss her tremendously, we are thrilled for her to enjoy a well-deserved retirement. We thank her for the impactful role she has played at this station and in the lives of our viewers."

Beyond her on-air presence, Turyn has been a mentor and guiding force for generations of journalists. Her influence has helped shape reporters and producers, fostering a culture of integrity and professionalism that will continue long after her departure.



"Noreen's tenure here is nothing short of remarkable," said George Kayes, General Manager of ABC 13 - WSET. "Her guidance has been instrumental in developing our newsroom talent, and her impact on our community is profound. She has not only informed our viewers but inspired those who have had the privilege to work alongside her."

As she steps away from the anchor desk, Turyn leaves behind a legacy defined by trust, dedication, and a deep connection to the community she has served for 36 years. Turyn's last day at WSET is July 24th.

ABC 13 - WSET extends its sincere gratitude to Noreen Turyn for her outstanding career and wishes her all the best in retirement.



It's Not A No

It's Not a No—Your Client Just Isn't Confident Yet

by Jessica Bennett | Apr 15, 2026

Let me ask you something, are you running into more “let me think about it” lately?

Not flat-out no's...just hesitation.

Because that's what I'm hearing across the board right now. And honestly, it's not always about your proposal. Most of the time, it's that your client isn't fully confident in their own decision yet.

And here's where it gets tricky.

When that hesitation shows up, the natural instinct is to do more, add options, send more information, follow up again. But if we're being honest, that usually just makes the decision feel heavier for them.

What's working better right now is actually the opposite.

Instead of giving them more to sort through, try simplifying it.

Narrow it down. Be willing to say, “Based on everything you've told me, this is the direction I'd recommend and here's why.”

That kind of clarity stands out more than another proposal with three options.

Also, pay attention to how you're handling the pause. Deals are taking longer right now. That doesn't necessarily mean you're losing it. It usually just means they're working through something on their end they haven't fully said out loud yet.

The sellers who are winning right now aren't pushing harder, they're staying steady. They're present, thoughtful, and clear.

So, if things feel a little slower or more uncertain lately, you're not off track.

You just might need to shift from trying to move the deal forward... to helping your client feel confident enough to move forward themselves.

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.

WORKER CLASSIFICATION IN FOCUS: DOL PROPOSES RULE ON INDEPENDENT CONTRACTOR STATUS

By Anessa Abrams and Rachel Saady-Saxe

On February 26, 2026, the U.S. Department of Labor (DOL) issued a new proposed rule, entitled “Employee or Independent Contractor Status Under the Fair Labor Standards Act, Family and Medical Leave Act, and Migrant and Seasonal Agricultural Worker Protection Act.” The proposed rule seeks to rescind the 2024 Biden-era standard and restore the DOL’s 2021 independent contractor test issued during the first Trump administration.

If adopted, the proposed rule could have significant implications for businesses that rely on independent contractors, including those in home health care, transportation, agriculture, and construction. Unlike employees covered by the Fair Labor Standards Act (FLSA), independent contractors are not entitled to the minimum wage or overtime pay protections of the FLSA, nor are they required to be covered by unemployment or workers’ compensation insurance.

Background

For many years, the DOL did not maintain a formal regulatory standard for distinguishing employees from independent contractors. In 2007, the agency issued Fact Sheet #13, outlining six factors derived from court decisions applying the economic reality test.

The DOL’s first formal rule on worker classification did not arrive until 2021. That rule gave greater weight to two core considerations—employer control and the worker’s opportunity for entrepreneurial gain—while also recognizing three additional factors: the skill required for the work, the permanence of the relationship, and whether the work formed part of an integrated production process.

In January 2024, the Biden administration replaced the 2021 rule and returned to a broader six-factor framework. The Trump administration announced that it would stop enforcing the 2024 rule and begin developing a new regulatory approach, culminating in the proposed rule now under consideration.

If the Proposed Rule is Finalized

Like the 2021 standard, the proposed rule would place primary emphasis on two core considerations: the degree of control over the work and the worker’s opportunity for entrepreneurial gain or loss. The control factor examines who directs the manner and means of the work and the extent of that control. The entrepreneurial opportunity factor considers whether the worker has the ability to influence their own profits or losses through initiative or business judgment. Under the proposal, these two primary factors would be evaluated first and, if both support the conclusion that the worker is an independent contractor, “there is a substantial likelihood that is the individual’s accurate classification.” In general, the rule’s purpose is to identify workers who “as a matter of economic reality, [are] in business for [themselves].”

The rule would also incorporate the secondary considerations recognized in the 2021 rule, including the level of skill required for the work, the permanence of the working relationship, and whether the work performed is part of an integrated unit of the business. If the two core factors result in different conclusions, these secondary considerations are intended to assist in making a determination about a worker’s classification.

As reflected in the proposal’s title, the rule would establish a classification standard not only for the FLSA, but also for the Family and Medical Leave Act and the Migrant and Seasonal Agricultural Worker Protection Act.

What is Next?

The DOL began accepting public comments on the proposed rule on February 27, 2026, and will continue to do so through April 28, 2026. The comment period will allow the agency to evaluate how the proposal may affect both businesses and workers. If adopted, the rule could provide employers with greater clarity regarding worker classification and may result in more workers being treated as independent contractors. Even so, the rule could face legal challenges and scrutiny from other government agencies.

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 aabrams@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.

Digital Producer Richmond, VA	Full Time	News	WRIC-TV	4/15/2026
Multimedia Journalist Lynchburg, VA	Full Time	News	WSET-TV	4/15/2026
PT On-Air Personality Fredericksburg, VA	Part Time	On Air	Connoisseur Media	4/14/2026
Account Executive (Sales) Fredericksburg, VA	Full Time	Sales	Connoisseur Media	4/14/2026
Sales Training Program Summer 2026 Richmond, VA	Part Time	Sales	Gray Television	4/14/2026
Part-Time Sales Advisor Harrisonburg, VA	Part Time	Sales	Saga Communications	4/14/2026
News Intern Richmond, VA	Part Time	News	WRIC-TV	4/13/2026
Sales Account Executive Roanoke, VA	Full Time	Sales	WFXR-TV	4/8/2026
News Producer Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	4/8/2026
Meteorologist Charlottesville, VA	Full Time	On Air	Lockwood Broadcast Group	4/8/2026
Master Control Operator Charlottesville, VA	Full Time	Production	Lockwood Broadcast Group	4/8/2026
Reporter / Multi Media Journalist Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	4/8/2026
Account Executive Charlottesville, VA	Full Time	Sales	Lockwood Broadcast Group	4/8/2026
Anchor/Reporter Charlottesville, VA	Full Time	News	Lockwood Broadcast Group	4/8/2026
Account Executive Hampton, VA	Full Time	Sales	Lockwood Broadcast Group	4/7/2026
Interactive Creative Manager Chesapeake, VA	Full Time	Promotion	Hampton Roads Media Group	4/6/2026
VAB Paid Intern Richmond, VA	Hourly	News	WRIC-TV	4/3/2026
Part-Time Sales Advisor Chesapeake	Part Time	Sales	Hampton Roads Media Group	4/2/2026