



Newsletter

Virginia Association of Broadcasters

May 2011

Kids Dance to Curb Childhood Obesity

Childhood obesity is being called an epidemic in the U.S., with nearly one in three children overweight. Michelle Obama is working with schools across the country to curb the trend with a new "Let's Move - Flash Workout" campaign.

To promote the initiative, 600 middle schools across the country (as well as schools in Canada and Japan) performed the routine to a Beyonce music video at the exact same time via webcast on May 3, 2011.

There were fourteen participating schools in Virginia, one of those schools was Henley Middle in Crozet, VA. Kids at Henley practiced for more than two weeks before the "big" day ... at recess, at lunch, even at home.

"It's a PE teacher's dream that their students go home and exercise!" rejoiced Tessa Pehanick, Henley's Health and Physical Education teacher. Pehanick explained that all 780 students plus teachers and staff exercised during the webcast. "Students were given a choice to either perform the dance routine or walk the track and soccer fields on school grounds." ❖



74th Annual VAB Summer Convention Heads to Virginia Beach

For the 4th year in a row, the VAB is happy to announce that the registration fee to attend the Summer Convention will be \$0 (that's zero!). In addition, the VAB would like to offer all convention attendees staying at the Hilton a total of \$200 in "VAB Bucks" that can be used towards your overnight accommodations and redeemed upon check out from the Hilton. (VAB Bucks = \$100 credit per room per night at the Hilton.) In order to properly plan for all meals at the hotel, please register by Wednesday, June 15th! Registration is available online at www.vabonline.com.

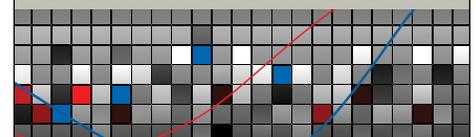
Member registration includes a welcome reception on Thursday, full breakfast buffet on both Friday and Saturday mornings and refreshment breaks as well as the Awards Reception and Banquet on Friday evening!

Speakers will include Tom Conway, Senior Consultant for Jim Doyle & Associates; Gordon Borrell, CEO of Borrell Associates and Graeme Newell, President of 602 Communications. ❖

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Steve Newberry to Receive National Radio Award

Steve Newberry, president and chief executive officer (CEO) of Commonwealth Broadcasting Corporation, will receive the National Radio Award during the Radio Show Luncheon held Friday, September 16. The luncheon will take place during the 2011 Radio Show, jointly produced by the National Association of Broadcasters (NAB) and Radio Advertising Bureau (RAB), September 14-16 in Chicago.

"For over 25 years as an owner and operator, Steve Newberry's enthusiasm for radio and exemplary leadership abilities have been acknowledged and respected by radio executives nationwide," said NAB Executive Vice President of Radio John David. "We welcome Steve as the latest recipient of the National Radio Award, and look forward to honoring him for his dedication to the Radio profession."

Newberry has held leadership positions in broadcasting that range from chairman of the Authority for Kentucky Educational Television (KET) to his current position as president and CEO of Commonwealth Broadcasting Corporation. In this capacity, Newberry oversees 22 radio stations with facilities throughout Kentucky. Additionally, Newberry serves as joint board chairman of the NAB, and is a member of the board of directors and executive committees for RAB. Previously Newberry was president of the Kentucky Broadcasters Association (KBA), and in 2009 was the recipient of the KBA's prestigious Distinguished Kentuckian Award.

In addition to his broadcast activities, Newberry is a member of the board of directors of Citizens First Bank. He served as executive director of the Glasgow-Barren County Industrial Development Economic Authority (IDEA), and for many years chaired that organization. He also served as president of the Glasgow Rotary Club, twice chaired the local United Way campaign and was a member of the board of directors of the Glasgow-Barren County Boys and Girls Club.

Each year the National Radio Award honors an individual who is an outstanding leader in the radio industry. Previous National Radio Award recipients include Charles Warfield, Ed Christian, Bruce Reese, Jerry Lee, David Kennedy, John Dille, Lowry Mays, Jeff Smulyan, Bill Stakelin, and Erica Farber, among others. ❖



"For over 25 years as an owner and operator, Steve Newberry's enthusiasm for radio and exemplary leadership abilities have been acknowledged and respected by radio executives nationwide."

House Remains Wary on Public-Safety Spectrum

Lingering concerns about plans to create a nationwide emergency-communications network for public safety were aired on Wednesday at a hearing held by the House Energy and Commerce Communications and Technology Subcommittee.

At issue is the so-called D-block, a slice of spectrum that first responders want to add to existing frequencies they control to double the size of the proposed network. Proponents say the network could help avoid the types of glitches that hampered the responses to the September 11, 2001, terrorist attacks and to Hurricane Katrina in 2005, when emergency workers had difficulty communicating across agencies and jurisdictions.

The state-of-the-art broadband network would rely on superfast 4G technology to enable swift downloads of streaming video and law-enforcement databases, and could eventually accommodate Internet-based voice communication.

Public-safety groups have growing support for the plan in the Senate, where Commerce Committee Chairman Jay Rockefeller, D-W.Va., has tentatively scheduled a June 8 vote on legislation that would give the frequencies to first responders for free.

But in the House, prominent Republicans want the D-block auctioned off to raise an estimated \$3 billion to help offset the network's construction costs, estimated at \$6 billion to \$20 billion over the next decade. Even subcommittee ranking member Anna Eshoo, D-Calif., raised concerns about funding. "Looks like we're going to be picking up the tab on this, so we have to pay attention to the costs," she said.

Former Energy and Commerce Chairman Joe Barton, R-Texas, said a lack of spectrum is not the challenge for public safety. Instead, he said, the problem appears to be "a lack of funding at the local level" that can ensure interoperable communications.

Subcommittee Chairman Greg

Walden, R-Ore., agreed, also suggesting that emergency organizations may not be using the extensive number of frequencies they've already been granted.

"We have provided public safety with nearly 100 megahertz of spectrum for their exclusive use," Walden said. "Public safety has more spectrum than the vast majority of wireless providers."

Despite that sentiment, some Republicans hinted that they're willing to seek compromise in an effort to resolve the impasse over the D-block, which has dragged on for years. Energy and Commerce Chairman Fred Upton, R-Mich., said there's a need for a "bipartisan plan that gets us to the finish line." Walden added, "We should continue to examine better ways of creating a public-private partnership."

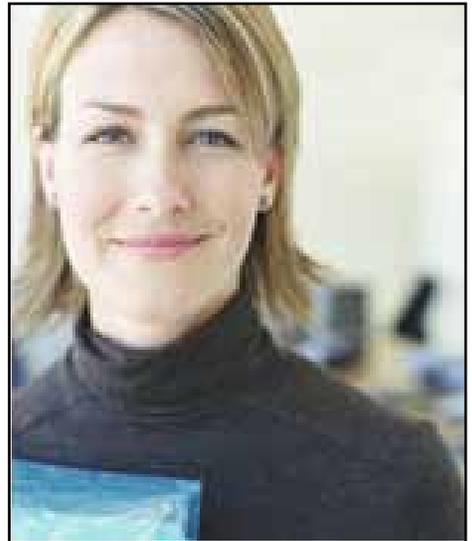
Henry Waxman of California, the ranking Democrat on Energy and Commerce, said Congress should have public-safety legislation ready for President Obama's signature before Sept. 11, which will be the 10th anniversary of the attacks, "as a tribute to the brave first responders who risked their lives to save others."

Meanwhile, Rockefeller said that revenue from an upcoming auction of television airwaves (which stations are expected to voluntarily relinquish in exchange for a cut of the auction proceeds) would help pay for the public-safety network.

The senator also said additional money would be available to cover the hefty price tag. "States will get funds for planning grants for infrastructure development. Just as first responders pay to use commercial networks, they will pay to use this one," Rockefeller said in a statement.

Senate aides close to the situation said on Tuesday that the West Virginian will have the backing of the panel's ranking Republican, Sen. Kay Bailey Hutchison, R-Texas, for next week's vote. ❖

Article courtesy of David Hatch from The National Journal.



Happy New Year ... we are in a new year with new ideas! Time to take advantage of your **FREE** training with P1 Selling. We have added over 50 new classes.

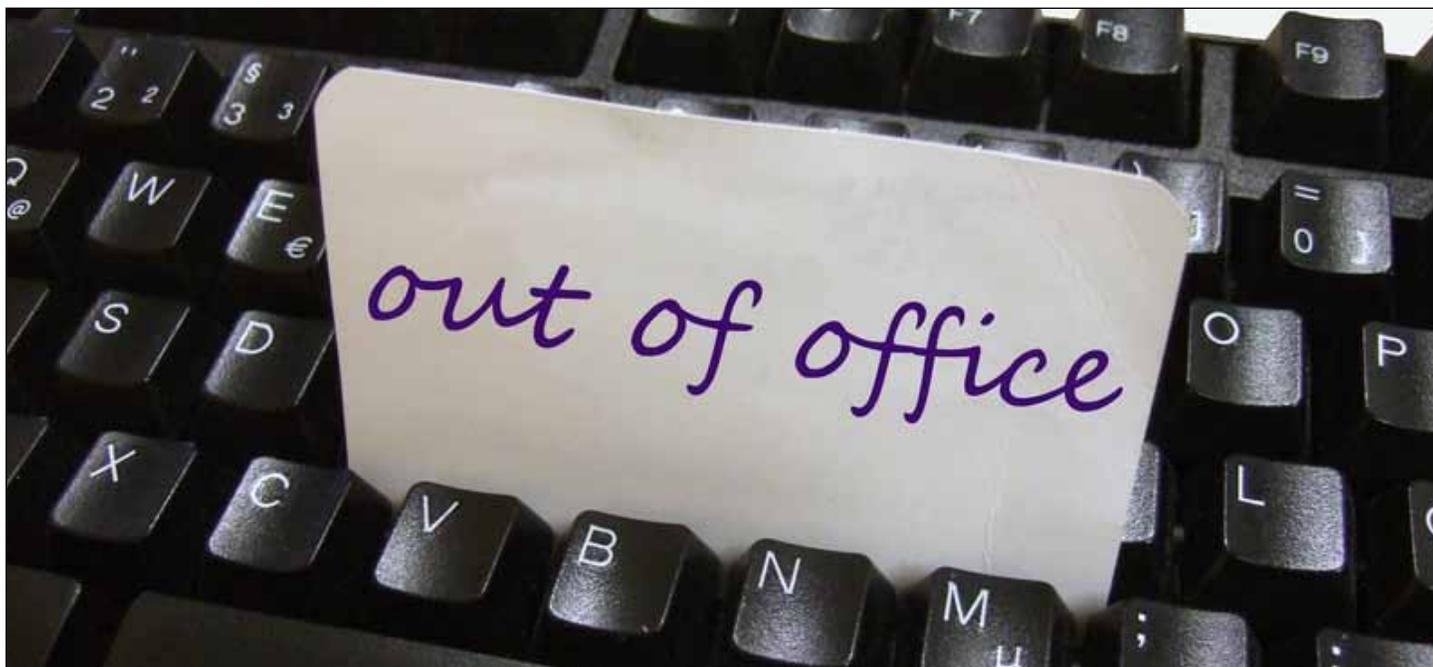
- Successful Sales Meetings: Building the Perfect Sales person
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- Building Great Sales Relationships
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- Administrative Training: Workplace Ergonomics

If one of your resolutions was to make more money, then resolve to take more training. **It's free and waiting for you to log on.** We train everyone at your station, from the receptionist to the GM and everyone in between. Let us tailor a curriculum just for you.

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Employer Leave of Absence Policies with Automatic Termination Provision Under Challenge by the EEOC



By John G. Kruchko and Kathleen A. Talty

Employers commonly extend to employees different types of leaves of absence from work for medically-related reasons. Leaves of absence can vary in duration from one to three months or longer and the duration of the leave is usually dependent on the type of medical condition that the employee is experiencing. Generally, these leave of absence policies provide that, at the expiration of the stated duration of the leave period, if the employee is still medically unable to return to work, the employee is automatically separated from the employer's payroll. Employers view the administration of such leave policies as an equitable way to manage employees who are medically unable to work for an extended period of time. Moreover, the decision to separate the employee from the employer's payroll at the expiration of the leave period is considered by employers as a reasonable way to ensure that inactive status employees do not remain on the payroll for indefinite periods. However, employers will now need to reexamine their leave of absence policies to ensure that the policies do not run afoul of the Equal Employment Opportunity Commission ("EEOC").

According to the EEOC, inflexible leave policies ignore the "individualized analysis" and reasonable accommodation requirements of the Americans with Disabilities Act ("ADA") and are, thus, in violation of the ADA. In advancing this position, the EEOC has filed a number of class action lawsuits in recent years, challenging the legality of such leave policies. In a number of these cases, the EEOC has won substantial monetary awards against employers who utilized "inflexible" leave of absence policies.

One of the first cases filed by the EEOC in which it challenged an employer's leave of absence policy was against Sears, Roebuck and Company. This matter initially came before the EEOC when a terminated Sears' employee filed an employment discrimination charge alleging disability discrimination. However, the EEOC contended that, during the course of its investigation into the individual claim of disability discrimination, it uncovered hundreds of other employees who had been treated the same way. Based on the investigation, the EEOC expanded the reach of the case from the single employee to a class action and subsequently filed a class action lawsuit against Sears.

In the class action lawsuit, the EEOC argued that the Sears' workers' compensation leave exhaustion policy violated the ADA because Sears automatically terminated employees after 12 months of leave instead of making a case-by-case determination whether a reasonable accommodation might have allowed employees to return to work. Ultimately, Sears, while denying any liability, entered into a three-year consent decree with the EEOC and agreed to pay \$6.2 million dollars and to take certain remedial measures. The remedial measures agreed to by Sears included revising the company's leave policy to provide for, among other things, notice to the employees on leave of their right to request reasonable accommodation at least 45 days before the leave expired. The consent decree further required that Sears train its employees regarding the ADA and to post a notice of the consent decree at all Sears' locations.

In another class action lawsuit filed by the EEOC against a Chicago-based grocery company, the EEOC alleged that the company had an illegal policy and practice of terminating

employees with disabilities at the end of medical leaves of absence instead of bringing them back to work with reasonable accommodations. In this case, the company agreed to pay \$3.2 million to former employees in order to settle the lawsuit.

More recently, the EEOC has filed a major class action against UPS, alleging that its leave of absence policy violated the ADA. In this lawsuit, the EEOC is arguing that UPS discriminated against a class of individuals with disabilities by maintaining an inflexible 12-month leave policy that did not provide for reasonable accommodation and, instead, provided for immediate termination at the conclusion of the leave if the employee was unable to return to work. The EEOC is seeking compensation for past and future monetary losses, as well as punitive damages and other relief.

These recent and substantial monetary settlements and pending EEOC lawsuits strongly suggest that employers must examine their leave of absence policies to determine whether they contain provisions the EEOC could find to be "inflexible." The EEOC's challenge to employers' leave policies is largely premised on the contention that a leave policy that requires automatic termination of an employee fails to assess each employee's situation on an individualized basis, which the ADA requires.

It is advisable, therefore, that policies that contain provisions directing automatic termination of employees at the expiration of a stated period be amended. This advice applies to an employer's standard leave of absence policy, as well as the company's Family and Medical Leave Act ("FMLA") policy.

The leave policies should also include language that represents a flexible approach to an employee's employment opportunities when the leave period ends, thereby demonstrating the employer's commitment to engage in an "interactive dialogue" with the employee when discussing reasonable accommodation requests. The employer's and the employee's participation in the interactive dialogue should be thoroughly documented by the employer.

Employers might also want to consider developing a system of notification and follow-up with employees who are out on leave. This notification system should include, among other matters, communication to the employee about his/his status while on leave, the period of the leave and the dates for follow-up contacts. ❖

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John G. Kruchko is a Partner with the Management Labor & Employment Law Firm of Kruchko & Fries in McLean, Virginia; Kathleen Talty is a Senior Counsel with the Firm. For more information, please contact Mr. Kruchko at (703) 734-0554 or Ms. Talty at (410) 321-7310 or JKruchko@KruchkoandFries.com, or KTalty@KruchkoandFries.com. This article is published for general information purposes, and does not constitute legal advice.

Groups Ask FCC to Block Wireless Merger as Deadline Looms

The Federal Communications Commission is facing a cascade of public comments on AT&T's proposed merger with T-Mobile.

More than 25,000 filings had been submitted by late May, with more than 10,000 pouring in just one day alone. All formal petitions to block the \$39 billion merger are due on May 31st.

As of May 27th, 17 such petitions to deny were listed online, but it is unclear how many of those represent formal requests. One petition has the signatures of 2,647 people from around the country.

Free Press communications director Dave Saldana said his group plans to file a formal petition by Tuesday and FCC officials expect more by the deadline. Sprint, the No. 3 wireless provider in the United States, is expected to file a hefty petition.

AT&T and T-Mobile's owner Deutsche Telekom have until June 10th to respond and then opponents get another crack at it until June 20th. More informal public comments can continue throughout the process.

Thousands of the public comments have been channeled through a website set up by the advocacy group Free Press. The site allows users to enter personal information then directly posts the comment to the FCC's electronic filing system. Users can customize their statement, but most simply post the suggested one-paragraph message:

"AT&T's takeover of T-Mobile would stifle choice and innovation in the market, harm consumers, and lead to higher prices and fewer jobs nationwide. Don't let AT&T put our mobile future at risk. Please stand with me and reject such reckless consolidation of the mobile industry."

Saldana said he is pleased with the number of people who have used the website and said the number of comments indicate significant opposition to the merger.

"AT&T and T-Mobile are trying to convince people that letting one of the most expensive national carriers devour one of the least expensive will somehow be good for customers, but the number of people who have visited our site and written to the FCC to oppose the merger shows that fairy tale just isn't going to fly," he said.

But not all the public comments have been form letters, nor have they all expressed opposition to the deal. At least nine governors have written the FCC in support of the merger.

"Our state is a sea of small towns and rural communities, with islands of population and commerce in Upstate, Midlands, and Lowcountry," wrote Gov. Nikki Haley, R-S.C. "For the vast majority of our residents, this expanded investment in mobile broadband is a game-changer."

Other support has come from a range of groups, including the National Medical Association, which concluded that the merger is the "best and fastest way" to bring new wireless technology to more Americans. ❖

Article courtesy of Josh Smith with the National Journal.

MAY JOB BANK

SUBMIT JOBS

Submit to VAB Newsletter:

- Please e-mail the listing directly to marci.malinowski@easterassociates.com.
- Be sure to include your station ID or company name, information on how the applicant can apply and where to send the applications materials.

Submit to the Online Job Bank:

- Go to www.vabonline.com

Account Executive/ Digital Marketing Expert Harrisonburg, VA

My 95-5, Real Country 96.9 and ShenandoahDeals.com are looking for a digital marketing expert who can help sell our multiple platforms. If you're interested in the exciting fields of broadcasting and advertising, this is an excellent opportunity for someone with one to two years sales experience or a recent college graduate; especially if digital platforms are an area of interest. Duties include but not limited to: Overseeing the ShenandoahDeals.com program and maintaining relationships with business and consumer clients of the program; Developing a complete knowledge of the company's digital assets and the ability to explain and pitch them to current and prospective advertisers; Create sales presentations that highlight the features and benefits of our properties; Prospect for and develop new advertising clients for the radio stations. The right candidate will have an upbeat and outgoing personality, the ability to work independently, and be motivated and eager to learn. They'll also either have a working knowledge of digital marketing OR a strong aptitude to pick up the concepts quickly. Benefits include health/dental, paid vacation and 401k. Submit your resume and cover letter to: mike@969wsig.com. EOE.

Morning Technical Director Charlottesville, VA

The Technical Director has the responsibility to direct and technical direct live newscasts and recorded productions as assigned. At least 1 year of previous technical directing experience is required. The desired candidate will possess strong communication skills, the ability to calmly lead a production crew during a fast-paced, changing newscast, and a cooperative attitude. The candidate must be self-directing, self-motivating, and able to work well with a diverse group of people. The willingness to learn and perform other duties as needed is essential. Previous experience with Ross Switchers, ENPS, Inca Studio Inscribe, and Photoshop a plus. Flexible availability during weekends and holidays required. EOE.

Writer/Producer Roanoke, VA

Under the supervision of the News Director, the Writer/Producer is responsible for writing, editing, producing, and directing (when possible) on-air promotions, including promos for all evening news broadcasts, image promos and ID's for on-air talent, PSA's, and any special

events promoted by the organization. In addition, the Writer/Producer is responsible for ensuring that all necessary promos are sent to Master Control on time, and that expired promos are taken out of circulation. Occasionally assists with creative services on commercial shoots and edits. 40 hours per week. Candidate should have strong organizational skills; ability to work as part of a team; ability to work with minimal supervision; ability to use a personal computer; ability to use non-linear editing equipment; ability to use Microsoft Word; basic understanding of Master Control; ability to shoot on-air quality video. Emphasis in creative writing courses or strong creative writing ability with two years experience working in a television broadcasting environment and two years experience in a marketing environment. Apply online at wsls.com, and have your demo reel and resume ready. Pre-employment screenings required. EOE.

Video Editor PT Lynchburg, VA

The Video-Journalist position, with emphasis on Editing, is primarily responsible for gathering news by recording satellite and other remote transmissions, editing videotape of news, sports, and special features. The individual should be familiar with effective camera shooting techniques so they can shoot news stories, when needed. This person must display high journalistic standards and understand that the video credibility of the news operation is his/her responsibility with regard to stories that he or she may edit. The individual must be a good communicator, work well with others, and take direction from management regarding job performance and shooting/editing style and technique. Advanced Education in the field of Broadcast Journalism or equivalent broadcasting work experience. Valid Virginia Driver's license within 30 days of employment with acceptable driving record. Knowledge of journalistic standards as they relate to on-air presentation of news stories. Accurate and comprehensive writing skills. Ability to act and react appropriately on camera. Ability to maintain professional personal appearance. Ability to lift and transport standard camera equipment. Available to travel overnight to off-site locations, including foreign destinations, for extended periods of time, if needed. Access to an automobile if needed for transportation. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588, or apply in person at WSET-TV, 2320 Lang-

horne Road, Lynchburg, VA 24501 from 8:30 a.m. to 5:30 p.m., Monday through Friday. No phone calls please! EOE.

Promotion Writer/Producer Norfolk, VA

WVEC 13News, the Belo ABC affiliate in Norfolk VA has an immediate opportunity for a Promotion Writer/Producer. If you are passionate about creating promotional spots that get noticed, and want to play an integral role in shaping the creative brand of this station, we want to hear from you. You'll write and produce compelling daily topicals, TSR's and image promos while working directly with the news department and our award-winning creative team. You must be a self-motivated team player with working knowledge of Final Cut Pro and After Effects. Web Content management and an aptitude for social media is a definite plus. Email your resume and a link to your best work to cspruill@wvec.com or send resume and demo dvd to: WVEC 13News Attn: Chuck Spruill 613 Woodis Avenue Norfolk, VA 23510. EOE.

Creative Services Director Roanoke, VA

WDBJ7, the CBS affiliate in Roanoke, VA, is searching for a creative services director who can be a key leader at a legacy television and digital media company. We are looking for someone who can use research to develop and execute a plan to retain a dominant position and even grow market share on television and digital platforms. You're essentially running our in-house ad agency so you have to know how to manage a business and how to generate creative solutions in a challenging marketing environment. You will also be responsible for budgeting and overseeing commercial production in addition to managing news topicals and sweeps promotions. This is not a starter job; you have to be able to show that you've had success along these lines. Send cover letter, resume and examples of your creative work to: Human Resources ATTN: Creative Services Director WDBJ Television 2807 Hershberger Road Roanoke, VA 24017 Or email: jobs@wdbj7.com. EOE.

Account Executive - Deals Roanoke, VA

We are looking for an Account Executive to sell an innovative program that promotes local businesses to local consumers through a special "daily deal" on WDBJ7.com. You will be responsible for developing and maintaining this deals program from businesses within the local market. WDBJ7 is looking for a person with a proven record of successful sales, a positive attitude, and an excellent work ethic. Must have a valid driver's license with a good driving record. Pre-employment background and drug screen required. Send cover letter and resume to: HR Manager Account Executive Position WDBJ Television 2807 Hershberger

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Road Roanoke, VA 24017 OR email: jobs@wdbj7.com. EOE.

Account Executive Roanoke, VA

WDBJ7 is looking for a dynamic Account Executive with strong negotiation and presentations skills to grow an established account list, develop new direct business, and increase web sales. College degree preferred. Minimum of three years broadcast sales or equivalent experience preferred. Must be self-motivated with a proven track record of success. Must have a valid driver's license with a good driving record. Background and pre-employment drug screen required. Send cover letter and resume to: HR Manager Account Executive Position WDBJ Television 2807 Hershberger Road Roanoke, VA 24017 OR email: jobs@wdbj7.com. EOE.

News Reporter Roanoke, VA

WDBJ, the CBS affiliate in Roanoke, VA, is looking for an energetic and talented news reporter. Must have a strong on-air presence, excellent news judgment, and solid reporting skills. Ideal candidate is a strong writer with the ability to contribute to all platforms. Must be able to meet deadlines and work well under pressure. Previous reporting experience required. Must have a valid driver's license with a good driving record. Pre-employment background and drug screen required. Send cover letter, resume, and a DVD demo to: HR Manager Attn: News Reporter Position 2807 Hershberger Road Roanoke, VA 24017. EOE.

Managing Web Editor FT Lynchburg, VA

Managing Web Editor, with emphasis on web managing and digital news production, will oversee WSET.com and be responsible for ensuring that high quality content is published in an accurate and timely manner. The Managing Web Editor is responsible for developing all aspects of WSET-TV's online presence. In addition to news gathering, writing, creating graphics, editing and proofreading site content, the Managing Web Editor will also work with WSET-TV's social media sites, live streaming, video, mobile platforms, and apps and work with the News, Programming, Marketing/Promotions and Sales departments on various projects. The Managing Web Editor will also perform other related duties as assigned by the Director of News. Advanced Education in the field of Broadcast Journalism or equivalent broadcasting work experience. Demonstration of skills by performance in audition or aircheck, supported by references and pre-employment interviews. Valid Virginia Driver's license within 30 days of employment with acceptable driving record. Knowledge of journalistic standards as they relate to on-air presentation of news stories. Accurate and comprehensive writing skills. Ability to act and react appropriately on camera.

Ability to maintain professional personal appearance. Ability to lift and transport standard camera equipment. Available to travel overnight to off-site locations, including foreign destinations, for extended periods of time, if needed. Access to an automobile if needed for transportation. Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588, or apply in person at WSET-TV, 2320 Langhorne Road, Lynchburg, VA 24501 from 8:30 a.m. to 5:30 p.m., Monday through Friday. No phone calls please! EOE.

Morning Newscast Producer Charlottesville, VA

The Charlottesville Newsplex has an opportunity for a morning newscast producer. The ideal candidate is currently working in a television or radio newsroom, is a strong writer, knows ENPS and has excellent time management and organizational skills. You must have a solid grasp of current events and a positive attitude. You'll work with an established, energetic and friendly anchor team in a newsroom that values creativity and personality. Charlottesville is a vibrant, sophisticated small city close to mountains and beaches. Qualified candidates will be required to take a writing test. Please email your cover letter, resume, references and examples of your work to Jim.Hanchett@Newsplex.com or mail them to Jim Hanchett, News Director, The Charlottesville Newsplex, 999 2nd Street SE, Charlottesville, VA 22902. EOE.

Sports Director Charlottesville, VA

The Charlottesville Newsplex has an immediate opening for a sports director. You will lead the three-person team at the Flagship Stations for University of Virginia Sports. You will anchor weeknights and produce content for all of our platforms. You will produce and anchor our UVa sports specials, our UVa football pre-game shows and our weekly high school football show. Your reel and resume must demonstrate that you've anchored for at least three years, are a storyteller and not a scores and highlights jockey and that you can shoot, edit, produce, write and engage our viewers through social media. Charlottesville is a sports-minded and vibrant small city. Valid driver's license and good driving record required. Send DVD's, cover letter and resume to Jim Hanchett, News Director, Charlot-

tesville Newsplex, 999 2nd Street SE, Charlottesville, VA 22902. Emailed links get first look: Jim.Hanchett@Newsplex.com. EOE.

Receptionist / Customer Support Representative FT Lynchburg, VA

Welcome and assist customers (advertisers, viewers, and co-workers); provide information to customers as requested; operate company phone system with voice mail; direct incoming items and packages; sort and stamp mail; maintain lobby appearance and security; and perform administrative and clerical functions for General Manager; Directors of Administration, Human Resources, News and Promotion, Finance, Sales, Operations and Engineering; and other staff members as assigned. Formal education equivalent to a high school diploma with three (3) years of receptionist and/or customer service experience. Knowledge of technical equipment including copiers, faxes, postage machines, computers, printers, and scanners, including proficiency in the use of Word, Excel, Outlook Express, and Internet Explorer. Knowledge of business correspondence formats and guidelines. Good composition, proofreading, and editing skills. Ability to accurately type 45 words per minute. Ability to plan and organize work, work under pressure to meet deadlines and maintain confidentiality. Ability to be generally aware of programming and news developments that might impact inquiries from customers. Must be an outgoing, friendly, courteous, and articulate individual who enjoys working with people and effectively assisting customers with phone, walk-in, and in-house inquiries by providing information requested. Must possess excellent communication and social skills. Must be flexible, capable of multi-tasking, and capable of working effectively in a team atmosphere. APPLICATION PROCEDURE: Please apply in writing to Director of Human Resources, WSET-TV, P. O. Box 11588, Lynchburg, VA 24506-1588, or apply in person at WSET-TV, 2320 Langhorne Road, Lynchburg, VA 24501 from 8:30 a.m. to 5:30 p.m., Monday through Friday. No phone calls please! EEO/M/F.



74th Annual
Summer Convention

VIRGINIA ASSOCIATION OF BROADCASTERS

June 23-25, 2011

Hilton Virginia Beach Oceanfront
Virginia Beach, Virginia



Virginia Association of Broadcasters **LEGAL REVIEW**

June 1 License Renewal: Post-Filing Announcements Reminder

By Stephen Hartzell

As you know, 2011 is a license renewal year for all Virginia radio stations. All Virginia radio stations should have filed their FCC license renewal applications (and accompanying EEO report on FCC Form 396) by June 1, 2011. Also, non-commercial Virginia radio stations should have filed biennial ownership reports by June 1. (*The deadline for filing biennial ownership reports for commercial radio stations in Virginia will be November 1, 2011.*) Moreover, stations are required to begin airing post-filing announcements on June 1, 2011.

Review of Critical Dates

Deadlines relevant to the renewal process for Virginia radio stations:

- * Post-Filing Announcements must be broadcast on June 1, June 16, July 1, July 16, August 1, and August 16, 2011.
- * Post-Filing Announcement Certifications must be placed in the Public File by August 23, 2011.
- * Immediately following the filing of a renewal application for an FM translator station, a Post Filing Public Notice must be published for the FM translator station in a daily, weekly, or biweekly newspaper of general circulation in the community or area served by the FM translator station. If there is no newspaper published or having circulation in the community or area served by the translator, you should discuss with your communications counsel an appropriate means to provide the required notice to the public, such as posting the notice in the local post office or other public location.
- * Deadline for public to file a Petition to Deny is Sept. 1, 2011.
- * Current licenses expire October 1, 2011. (A station's authority to operate is automatically extended while its renewal application is on file with the FCC and under review.)

Dates/Times of Broadcast for Post-Filing Announcements

Post-filing announcements must be broadcast on each of the following days in 2011: June 1, June 16, July 1, July 16, August 1, and August 16. Three of these six post-filing announcements must air 7 a.m.-9 a.m. and/or 4 p.m.-6 p.m. Of the remaining three announcements, one must air between 9 a.m. and noon, one must air between noon and 4 p.m., and one must air between 7 p.m. and midnight. Stations sometimes schedule one or two extra post-filing announcements in an effort to anticipatorily make good any announcements that are preempted for any reason.

Post-Filing Certificate of Broadcast. A certificate of broadcast of the post-filing announcements must be signed and placed in each station's public inspection file after the last announcement is broadcast on August 16, 2011, and no later than August 23, 2011. The post-filing announcement certificate is not filed with the FCC.

Content of the Post-Filing Announcements. The text of the required post-filing announcements is prescribed by the FCC. Each station's post-filing announcement should read as follows:

On [INSERT DATE OF LAST LICENSE RENEWAL GRANT], [INSERT STATION CALL SIGN] was granted a license by the Federal Communications Commission to serve the public interest as a public trustee until October 1, 2011. Our license will expire on October 1, 2011. We have filed an application for renewal with the FCC. A copy of this application is available for public inspection during our regular business hours. It contains information concerning this station's performance during the last eight years. Individuals who wish to advise the FCC of facts relating to our renewal application and to whether this station has operated in the public interest should file comments and petitions with the FCC by September 1, 2011. Further information concerning the FCC's broadcast license renewal process is available at [INSERT STREET ADDRESS OF STATION'S MAIN STUDIO WHERE PUBLIC FILE IS MAINTAINED] or may be obtained from the FCC, Washington, D.C. 20554.

FM Translator Post-Filing Newspaper Public Notice

On [INSERT DATE THAT RENEWAL APPLICATION IS FILED], [INSERT FM TRANSLATOR LICENSEE NAME] filed an application with the Federal Communications Commission for renewal of license of FM Translator station [INSERT FM TRANSLATOR CALL SIGN], which is licensed to serve [INSERT NAME OF COMMUNITY OF LICENSE]. The station transmits from [INSERT LOCATION OF TRANSMITTER SITE] on channel [INSERT FREQUENCY OR CHANNEL NUMBER], with an effective radiated power of [INSERT EFFECTIVE RADIATED POWER]. The station rebroadcasts [INSERT NAME AND COMMUNITY OF LICENSE OF FULL-POWER STATION BEING REBROADCAST], which operates on a frequency of [INSERT FULL-POWER STATION'S FREQUENCY OR CHANNEL NUMBER]. Individuals who wish to advise the FCC of facts relating to the renewal application and to whether this FM translator station has operated in the public interest should file comments and petitions with the FCC by September 1, 2011, by writing to FCC, Washington, DC 20554.

Stations Should File on Time

Remember, late-filed, incomplete, or inaccurate license renewal applications may lead to significant enforcement action, including monetary fines and even the loss of a license. In fact, when a station files its license renewal application late, it subjects itself to the possibility of incurring two separate FCC fines: one for unauthorized operation and one for the failure to timely file a required form. ❖

This Legal Review should in no way be construed as legal advice or a legal opinion on any specific set of facts or circumstances. Therefore, you should consult with legal counsel concerning any specific set of facts or circumstances.

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