

**SHENANDOAH TO THE SHORELINE,
KEEPING YOU CONNECTED.**



Virginia Association of Broadcasters



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UPCOMING EVENTS

December 6, 2023

VAB Richmond Regional
Urban Roost/Lunch.Supper
Richmond, VA

March 4-6, 2024

NAB State Leadership Conference
Washington, DC

May 2, 2024

VAB Best of the Best Alumni Event
Richmond, VA

June 20-22, 2024

VAB 87th Annual
Summer Convention
Marriott Oceanfront Hotel
Virginia Beach, VA

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Franklin, VA

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WSET-TV
Lynchburg, VA
Garrett Klingel
Charlottesville Radio Group
Charlottesville, VA

Districts 6 & 9
Jaimie Leon
WSLS-TV
Roanoke, VA

Barbara Sewell
Three Rivers Media
Wytheville, VA

Districts 8, 10 & 11
Todd Bernstein
WJLA-TV
Arlington, VA



Live. Local. Keeping You Connected.



COCKTAILS & CONVERSATIONS



The VAB would like to invite you to join us for an update regarding your Association and its activities as well as a social hour so we can all catch up!

Please join us:

Wednesday, December 6th
5:30 p.m. - 7:00 p.m.

VAB Richmond Regional Meeting
Urban Roost/Lunch. Supper
3023 W Marshall Street
Richmond, VA

We look forward to seeing you all!

Please RSVP to Christina Sandridge at
(434) 326-9815 or christina.sandridge@easterassociates.com



MEET THE 2024 VAB BEST OF THE BEST CLASS



Chelsea Church
Assistant News
Director
WHSV-TV,
Harrisonburg



Ashton Sosnowski
Creative Services
Director
WSET-TV,
Lynchburg



Anissa Turner-Randolph
Promotions Director
Urban One/Radio
One, Richmond

- **Where did you grow up/go to school?**
I grew up in Staunton, Virginia and attended James Madison University. I graduated in 2019 with a degree from the School of Media Arts and Design (SMAD) with a concentration in Journalism and a minor in Communications. GO Dukes!
- **What was your first job in broadcasting?**
I landed my first official broadcast job after a summer internship with CBS19 News in Charlottesville. I was still attending school, so it was only part-time, but I became CBS19's HealthWise Reporter. That's where I met Best of the Best's Dan Schutte! My first full-time job was with WHSV after I graduated from JMU. I was the Augusta County Bureau MMJ. I loved getting the opportunity to work in the community I grew up in. It was familiar, but I still learned so many new things about the place I call home.
- **What is your career goal?** My goal was always to be able to anchor someday. I've gained a lot of experience working at WHSV. In the last four years I was an MMJ, the Weekend Producer/Anchor, Evening Producer/Anchor and now Assistant News Director and Evening Anchor. I guess you could say I'm living the dream!
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**
Because I am only one year into the Assistant News Director role, I have a lot to learn about leading. I feel as though I have a good grasp on news, but managing people is a whole new ball game. In general, I've only been in the industry for 5 years and I've only been in a couple of newsrooms. I'm interested in learning from others who have more experience and see how they operate where they work. I think the Best of the Best program will allow me to gain very valuable skills to be an effective and respected leader.
- **What do you like to do in your free time?** I love spending time with my husband Eddie and my dog Stanley. I also enjoy cozying up with a cup of coffee and a good book. Right now, I'm reading A Court of Silver Flames by Sarah J. Maas.
- **If you could have dinner with somebody from the past, present or future who would it be and why?**
I would love to sit down with Hoda Kotb. I feel like she just exudes such positive energy, and I, of course, would love to hear more about her journalism career.

- **Where did you grow up/go to school?**
I grew up in Charlotte County, Virginia and went to James Madison University! Go Dukes!
- **What was your first job in broadcasting?**
I was a video editor for our 6 and 11pm newscasts.
- **What is your career goal?** I would love to be a corporate manager and oversee marketing for the company.
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**
I want to grow my ability to cater responses to individuals rather than groups, understand more about how others interpret messaging and direction, and learn how others do their jobs and what works at their stations. I'd also love to learn more about the future of the industry and how we can evolve now to stay relevant later.
- **What do you like to do in your free time?** My free time is usually devoted to my two daughters, Harlow and Tinsley (ages 4 and 2). We love going on adventures as a family. I also love reading and I'm in TV, so I love watching TV naturally and when I get a chance to binge a show that's nice.
- **If you could have dinner with somebody from the past, present or future who would it be and why?** I am Royal Family obsessed and have been for a long time, so I'd say either Princess Diana or Queen Elizabeth. Both women made history, had so much on their shoulders, and yet left such an impact on the world. I'd be so curious about how they handled it all.

- **Where did you grow up/go to school?**
In my early childhood years, I moved around a lot due to my father being in the Navy until 2005 where we settled in Virginia Beach, Virginia. That is the place I call home.
- **What was your first job in broadcasting?**
My first job in broadcasting was at iHeart Media in Norfolk Virginia. I was fresh out of school and landed a sales job at some of the most popular radio stations in the Tidewater area. That's where I developed my love for radio.
- **What is your career goal?** I want to work in a major top 10 market. I love marketing and brand management so maybe a regional/corporate marketing position in one of those markets.
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**
I am looking forward to continuing to network with my peers. I am also looking forward to discussing where the industry is going and how the next generation of leaders can make a difference.
- **What do you like to do in your free time?** I am a music head. I love to attend concerts and festivals. I also love the arts, museums, and plays, and spoken word shows. When I am at home, you can find me spending time with my dog and family.
- **If you could have dinner with somebody from the past, present or future who would it be and why?** If I could have dinner with anyone, it would be Issa Rae. She is a powerhouse in the communications industry and truly a role model of mine. Being a millennial black woman, I would love to hear how she got to where she is.

SUMMER INTERNSHIPS



Through the NCSA programs and membership services, the VAB will again offer PAID summer internships during Summer 2024 to college students entering their Junior or Senior year in the Fall of 2024! The internship program is 8 weeks in length and will begin on Monday, June 3, 2024. All interns should plan to work 40-hours per week at \$12.00/hour. A total of 32 students statewide can be selected to participate. We need stations in all markets to volunteer to host an intern.

If you are interested in hosting a VAB intern, please let me know via email, christina.sandridge@easterassociates.com, by February 23, 2024. I will also need to know who the internship coordinator is going to be at your station, his or her phone number, and his or her email address. If your station is selected to participate, the intern assigned to you **MUST** be interviewed by you prior to final commitment. Please be advised that every attempt will be made to place an intern at your station, but unfortunately, we cannot guarantee that we will

receive an application from a student who will be living in your area over the summer!

Please remember: in order for a student to be a VAB intern, he or she must complete the application online - [click here](#) to download - and it must be returned by the deadline date of **February 23, 2024**. I am happy to try to match students to stations, especially if you request a particular student, but that student still needs to complete an application with the VAB.

Only students who are Virginia residents OR a non-resident currently attending an accredited college, university, or community college in the state of Virginia (as well as Elizabeth City State University) are eligible for the Summer Internship Program.

Help the VAB spread the word to students! Please let us know if you would like some sample scripts that can be used as PSA's. We certainly appreciate it!



U.S. DEPARTMENT OF LABOR'S NEW PROPOSED OVERTIME RULE WOULD DRASTICALLY INCREASE THE SALARY THRESHOLD FOR THE WHITE COLLAR OVERTIME EXEMPTION

By John G. Kruchko and
K. Maxwell Bernas

Under a new proposed rule from the U.S. Department of Labor ("DOL"), released on August 30, 2023, more than 3.4 million workers would be newly eligible for overtime pay unless employers pay a much higher salary threshold. Currently, workers who are paid a salary of at least \$35,568 annually and work in a "bona fide executive, administrative, or professional capacity"—often called "white collar" or "EAP" exceptions—are not covered by the federal Fair Labor Standards Act ("FLSA") requirements for employees to receive overtime at a rate of one-and-one-half their regular rate of pay for time worked beyond 40 hours in a week. If adopted, the new proposal—which would be updated every three years—would raise the salary component to over \$55,000 annually, while the highly compensated employee threshold would also be raised from the current threshold of \$107,432 to a higher threshold of \$143,988.

Background:

Under the FLSA, employers are required to pay most employees in the United States at least the federal minimum wage for all hours worked and overtime pay at not less than time and one-half the regular rate of pay for all hours worked over 40 hours in a workweek. The FLSA also allows for a variety of exemptions from minimum wage requirements. These exemptions provide an exemption from both minimum wage and overtime pay for employees employed as bona fide executive, administrative, professional and outside sales employees. To qualify for exemption, employees generally must meet certain tests regarding their job duties and be paid on a salary basis at not less than \$684 per week. Additionally, highly compensated employees performing office or non-manual work and paid total annual compensation of \$107,432 or more (which must include at least \$684 per week paid on a salary or fee basis) are exempt from the FLSA if they customarily and regularly perform at least one of the duties of an exempt executive, administrative or professional employee identified in the standard tests for exemption.

Proposed Rule: The proposed amendments to the DOL's overtime regulations would increase the salary basis test from \$684 per week (\$35,568 annually) to \$1,059 per week (\$55,068 annually). This new salary represents the 35th percentile of weekly earnings of full-time salaried workers in the Southern U.S., which is currently the lowest-wage U.S. Census Region. Similarly, the "highly compensated" exemption under the FLSA would be increased from \$107,432 to \$143,988 annually, which is tied to the 85th percentile of salaried workers nationally. In addition to raising the salary threshold at the time the final rule goes into effect, the proposed rule would automatically update

that amount every three years based on the same earnings data available at the time.

What Happens Now? It is important to note that the DOL's proposed rule is still subject to the notice and comment period for the 60-day period following publication of the proposal. This means that the current proposal could still change between now and when a final rule actually goes into effect. In fact, the DOL has indicated that the current proposed amounts will likely increase by the time a final rule is implemented (estimates are as high as \$60,000 per year for white collar exemptions), as the amounts included in the published proposal are based on data from 2022.

Even once the final rule is published, that is likely not the end of the journey for this proposed change. In 2016, the DOL, under the Obama administration, proposed a similar rule to almost double the salary threshold for white collar exemptions from \$455 per week to \$913 per week. That rule was challenged shortly after its publication, and a federal judge in Texas enjoined the rule from going into effect. The judge held that the drastic increase in salary level proposed by the DOL resulted in overtime status depending predominately on a minimum salary level, thereby supplanting an analysis of an employee's job duties. With this proposal, the DOL is again attempting to nearly double the salary threshold, thus making a legal challenge to the legitimacy of any final rule almost certain.

Considerations For Virginia Employers

Although the impact of any final rule that is ultimately published is likely many months away, it is important for employers to begin thinking through how these changes could impact their businesses. Employers should consider how they would treat any employees who are currently classified as exempt and earning between the current threshold (\$35,568 annually) and the newly proposed threshold (\$55,068 annually). Moreover, in 2022, Governor Glenn Youngkin signed into law HB 1173 (SB 631) which realigns Virginia's overtime obligations and exemptions with those of the federal FLSA. Previously, the Virginia Overtime Wage Act, which became effective in July 2021, included guidance separate from the FLSA's recognized exemptions.

If this proposed rule goes into effect as drafted, employers will have to either raise the affected employees' salaries to meet the new threshold, if they want to maintain the exemption, or convert the employees to non-exempt status, which would require the tracking of hours and payment of overtime for those employees. These changes could have a major impact on labor costs in the coming years.

If you have any questions regarding the DOL's proposed overtime rule or the Virginia Wage Payment Act, please contact John G. Kruchko, partner in our Tysons Corner, Virginia office or Max Bernas, counsel in our Atlanta, Georgia and Tysons Corner, Virginia offices at (404) 888-3884 or by email at jkruchko@fordharrison.com or kmbernas@fordharrison.com.

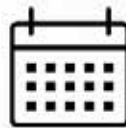


Plus



ENROLL TODAY

Take your seller from “Rookie to Ready” in just 7 weeks!



Next Session Begins
January 8th

P1 LEARNING HELPS TRAIN SELLERS

On January 8, 2024, P1 Learning will host a 7-week training program designed to build the confidence and know-how of your new sales employees (two-year experience or less). Here are five reasons that we think you should register one of your sellers.

1. **1-on-1 Training** – P1 Learning’s trainers have been in the industry for 30+ years and have trained hundreds of up-and-coming sales professionals... with many of them getting their first sales during the P1 Plus program.
2. **Access To 40+ Online Videos** – The online training is state-of-the-art as P1 Learning is constantly revising content to ensure the program is up to date with today’s events.
3. **Real World Assignments** – Forget the busy work as the program includes real-world sales assignments such as building a prospect list and crafting qualified questions for a customer needs assessment. This way, once your sellers have completed the program, they can hit the ground running with usable information.
4. **Mobile Friendly** – With many employees working remotely these days having access to training content from a phone, tablet or laptop is essential.
5. **Satisfies Prong 3 EEO Requirement**

BONUS POINT IT’S FREE! – The VAB has taken care of the bill. All you need to do is register!

The next P1 Plus session begins on Monday, January 8, 2024. To learn more or to reserve a spot for one of your sellers, visit p1learning.com/p1-plus-sign-up

Check out these testimonials from two recent graduates of P1 Plus:



Tyler’s Testimonial



Shelbie’s Testimonial

Barbara Ciara Begins New Chapter



October 16, 2023

Contact: William Varnier
Contact Number: 757-446-1338

Barbara Ciara Begins New Chapter After 50-Year Journalism Career

Norfolk, Virginia. Barbara Ciara, WTKR News 3 Managing Editor, Evening Anchor and Hampton Roads news icon, is leaving broadcast news to begin a new phase of her life. Ciara published her first news article in a college newspaper, which initiated a 50-year career in print and broadcast. She is marking the milestone by refocusing her life goals. Newly engaged, Barbara and her fiancé have plans for world travel.



Barbara Ciara completes a fulfilling career at WTKR News 3 where she started in 2000. Barbara spent the last 43 years in the Hampton Roads spotlight, spending time at WVEC and WAVY before landing at WTKR.

“Not many people in this industry have the opportunity to work at three network affiliates without changing zip codes,” Ciara noted. “I consider myself blessed to have had a challenging career without sacrificing my connection to community.”

Barbara’s journalism spans the globe. She reported from Afghanistan in the aftermath of the September 11th attacks on the World Trade Center. Nearly a decade earlier, Ciara covered Operations Desert Shield/Storm and Operation Enduring Freedom from active military locations in Saudi Arabia and Bahrain. Ciara also provided coverage from GITMO after Cuban refugees escaped communist rule. On the home front, Barbara’s reporting includes investigative journalism and interviews with prominent figures like Presidents Bill Clinton, George W. Bush, and Barack Obama, not to mention, an interview with Oprah Winfrey.

“Barbara’s leadership, presence and legacy will impact our community commitment for years to come,” said Adam Chase, WTKR Vice President and General Manager. “Her panache, sharp wit and contagious laugh will be missed in our newsroom.”

Barbara Ciara served as President for the National Association of Black Journalists from 2007 – 2009 and served a term as President of Unity Journalists of Color, representing Asian, Hispanic, Native American, and Black Journalists. Ciara currently serves on the board of trustees for the National Capital Chesapeake Bay Chapter of the National Academy of Television Arts & Sciences.

Barbara is most proud of her journalism that gives a voice to the voiceless, and has been awarded several Capital Regional Emmys, and nominations. Her most recent Emmy win in 2020 was for the longform documentary “The New Canaan Experiment – Teaching Tolerance”.

Barbara’s last day with WTKR News 3 will be December 1, 2023. Starting December 4, News 3’s Jessica Larche will join Kurt Williams and Patrick Rockey in the afternoon. Blaine Stewart, Erin Miller, Jennifer Lewis, and Myles Henderson will continue to inform and inspire viewers on News 3 This Morning.

About Scripps

The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation’s largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Scripps News and popular entertainment brands ION, Bounce, Defy TV, Grit, ION Mystery and Laff. Scripps is the nation’s largest holder of broadcast spectrum. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

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.

Production Assistant Roanoke, VA	Full Time	Production	WFXR-TV	11/22/2023
Morning / Noon Anchor Roanoke, VA	Full Time	News	WFXR-TV	11/21/2023
Television Account Executive Portsmouth, VA	Full Time	Sales	WAVY-TV	11/20/2023
Editor-in-Chief Harrisonburg, VA	Full Time	News	WSVA-AM/FM	11/17/2023
Administrative Assistant - Sales and Digital Roanoke, VA	Full Time	Sales	WFXR-TV	11/16/2023
Account Executive Richmond, VA	Full Time	Sales	WRIC-TV	11/16/2023
Multimedia Digital Sales Consultant Richmond, VA	Full Time	Sales	WWBT-TV	11/14/2023
Sales Support Roanoke, VA	Full Time	Sales	WDBJ-TV	11/13/2023
Editor-In-Chief Charlottesville VA	Full Time	News	WINA-AM	11/13/2023
News Anchor/Reporter Portsmouth, VA	Full Time	News	WAVY-TV	11/13/2023
Small Market FM Morning Show Host/Program Director Kilmarnock, VA	Full Time	On Air	Two Rivers Communications, Inc.	11/13/2023
Newscast Director Lynchburg, VA	Full Time	News	WSET-TV	11/10/2023
News Director Richmond, VA	Full Time	News	WRIC-TV	11/10/2023
Newscast Producer / Media Producer Portsmouth, VA	Full Time	News	WAVY-TV	11/6/2023
MultiMedia Consultant Roanoke, VA	Full Time	News	WDBJ-TV	11/2/2023
Multimedia Journalist Roanoke, VA	Full Time	News	WDBJ-TV	11/2/2023
News Producer Roanoke, VA	Full Time	News	WDBJ-TV	11/2/2023
Investigative Reporter Portsmouth, VA	Full Time	News	WAVY-TV	11/1/2023
Newscast Associate Producer/Media Producer Portsmouth, VA	Full Time	News	WAVY-TV	11/1/2023