

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



Virginia Association of Broadcasters



@VABTweets

- 2 87th Annual Summer Convention
- 3 2024 Best of the Best Leadership Session
- 4 2024 Best of the Best Class Features
- 5 Ford Harrison Legal Article
- 6 P1 Learning: Mental Health Awareness Month
- 7 VAB Job Bank

UPCOMING EVENTS

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

September 12-13, 2024

VAB Board Retreat
Farmington Country Club
Charlottesville, VA

October 24, 2024

VAB Small Market Radio Roundtable
Omni Hotel
Charlottesville, VA

October 24-25, 2024

VAB Best of the Best Session
Residence Inn
Charlottesville, VA

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Lynchburg, VA
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Charlottesville Radio Group
Charlottesville, VA

Districts 6 & 9
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WSLS-TV
Roanoke, VA
Barbara Sewell
Three Rivers Media
Wytheville, VA

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



87TH ANNUAL SUMMER CONVENTION

JUNE 20-22, 2024

**Marriott Oceanfront
Virginia Beach, VA**

Follow the seagulls, let the shoreline lead you and plan to meet us on the coast...you are not going to want to miss out on this nautical time! You're invited to join **VAB UNDER THE SEA** at the VAB 87th Annual Summer Convention taking place June 20-22, 2024 at the **Marriott Virginia Beach Oceanfront Hotel!**

Registration is now open. [Click here](#) to register and view the Convention agenda. Our first speaker session will be on Thursday afternoon, awards banquet celebration on Friday evening, and the Convention will conclude with breakfast on Saturday morning. A block of rooms has been reserved for the nights of Thursday, June 20

through Saturday, June 22. In order to receive the convention rate of \$299 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 Sunday, May 19, 2024 or until the group block is sold-out, whichever comes first.

Should you have any questions or concerns, please contact Laura at (434) 326-9813 or email, laura.lake@easterassociates.com.



VAB BEST OF THE BEST LEADERSHIP SESSION

THE 2024 VAB BEST OF THE BEST CLASS GATHERED IN CHARLOTTESVILLE ON APRIL 26TH 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 of their research during their team presentations on Friday, June 21st at the Summer Convention in Virginia Beach!

Members of this year's class include: Anissa Turner Randolph, Urban One/Radio One; Ashlynn Hostetler, Harrisonburg Radio Group; Ashton Sosnowski, WSET-TV; Chelsea Church, WHSV-TV; Cherrie

Foster, WVEC-TV; Dan Schutte, CBS19/WCAV-TV; David Craft, WAVY-TV; Hannah Brackett, WWBT-TV; Ivy Sheppard, WEHC-FM; James Forrest, New River Radio Group; Jessica Wetzler, WRIC-TV; Jo Anne Lindholm, Tidewater Communications; Julie Koehrer, Charlottesville Radio Group; and Laura Haemker, WRLH-TV

Special thanks to our alumni mentors: Hannah Bocks, WTKR-TV; Stephanie Cooke, WAVY-TV; Andrew Eckard, WRIC-TV





VAB BEST OF THE BEST CLASS FEATURES



Laura Haemker
Sales Manager
WRLH-TV • Richmond, VA

• **Where did you grow up/go to school?**

I grew up in Chesterfield, which is a suburb of Richmond. I went to school as a Broadcast Major at Virginia Tech and was on the VT News during my time there.

• **What was your first job in broadcasting?**

I worked for Radio Disney for 12 years in every position at the local level in Richmond including voice work. I also managed the Houston Radio Disney station.

• **What is your career goal?**

I want to do any job where I can be a leader and help customers, clients, and employees be successful.

• **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**

I want to take away how to be a better leader by using the gifts I have been given. I also enjoy the relationships being built with others.

• **What do you like to do in your free time?**

I love live music so you can often find me seeing local bands as well as attending concerts and festivals. I am a foodie and enjoy trying new foods as well.

• **If you could have dinner with somebody from the past, present or future who would it be and why?**

I LOVE Matthew McConaughey! I would love to have dinner with him to listen to his stories as well as his insight on how to be successful and lead a fun life.



Jo Anne Lindholm
Senior Marketing Specialist
Tidewater Communications
Chesapeake, VA

• **Where did you grow up/go to school?**

I grew up in Annandale, VA and went to Annandale High School.

• **What was your first job in broadcasting?**

Account Executive in 1996 at WGH-FM in Norfolk/Virginia Beach

• **What is your career goal?**

I have been lucky enough to build a career in the broadcast industry over the last 28 years. My goal is to continue to help business owners

brand and build their business by being a true partner by listening and advising them.

• **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**

The connections with the amazing people in my class and learning from them. Getting fresh new ideas that I can take back to my team.

• **What do you like to do in your free time?**

I love to paint and read, working in the yard, and getting my hands dirty. Taking my dog Zeus for walks to the beach and parks. Spending time with loved ones. I also have a small boutique in The Painted Tree in Virginia Beach called Blue Door Vintage/Home.

• **If you could have dinner with somebody from the past, present or future who would it be and why?**

My dad who I lost in 2011, just to talk to him and hug him one more time. I miss him every day.



Hannah Brackett
Digital Sales Manager
WWBT-TV • Richmond, VA

• **Where did you grow up/go to school?**

Grew up in Chesterfield County, VA, and studied at the University of Richmond.

• **What was your first job in broadcasting?**

Started as a Sales Assistant while still in night classes to finish my degree.

• **What is your career goal?**

Work hard, stay kind, and learn something new each day.

• **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**

I am excited to learn from peers' what strategies they are finding effective to build and support resilient teams and prioritize mental health in their departments/stations.

• **What do you like to do in your free time?**

I love to read, try new foods, and spend time in nature.

• **If you could have dinner with somebody from the past, present or future who would it be and why?**

Emily Dickenson and Louisa May Alcott dinner party would be the dream. It would be amazing to meet two queer literary heroes--and just imagine the gossip they could share about contemporaries!

FEDERAL TRADE COMMISSION ISSUES FINAL RULE BANNING MOST NONCOMPETE AGREEMENTS

By Anessa Abrams and
K. Maxwell Bernas

On April 23, 2024, the Federal Trade Commission (FTC) issued its long-awaited final rule, banning virtually all noncompetition agreements between employers and workers. Just as the ink dried, the first lawsuit (of several anticipated cases) challenging the final rule was filed, and now many employers are left to wonder what to do next. The final rule goes into effect 120 days after it is published in the Federal Register.

What the Final Rule Does

The FTC determined that an employer entering into a noncompetition agreement with any worker after the effective date of the final rule (120 days after the final rule's publication in the Federal Register) violates Section 5 of the FTC rule. This includes noncompetition agreements contained in equity plans, severance agreements, and stock option agreements.

The FTC rule also prohibits employers from enforcing noncompetition agreements existing after the effective date of the final rule against workers who are not "senior executives" (defined below). Employers also must provide notice to workers with existing noncompetes that they are no longer enforceable—similar to what California state law already requires. The FTC has provided a form of this notice in the final rule.

To the extent enforcement of an existing noncompete is not barred by the final rule, state law related to the enforcement of such agreements is not superseded by the final rule. In other words, any existing noncompetes not banned under the final rule will still be required to comply with state law to be enforceable.

What the Final Rule Does Not Do

The final rule does not prohibit employers from entering into or otherwise enforcing other agreements with workers such as nonsolicitation agreements, nondisclosure/confidentiality agreements, or return of property agreements. However, the final rule recognizes that those types of agreements could be so overly broad that their practical effect creates a noncompete (particularly when the practical effect prohibits the worker from being employed in certain jobs). Employers may also still seek to hold departing employees responsible for violations of state law regarding misappropriation of trade secrets or misuse of computer systems.

The final rule does not prohibit certain noncompetes related to the sale of a business.

The final rule does not prohibit employers from enforcing existing noncompetes against "senior executives." A senior executive is defined as a worker who was in a "policy making" position and earned at least \$151,164 annually. Because that term is not defined by the rule, we expect that if this final rule becomes law, what is or is not "policy making" will be much debated in the court system for years to come.

Virginia's Restrictions on Non-Compete Agreements

Previously in 2020, then Virginia Governor Ralph Northam signed legislation passed by the Virginia legislature which prohibits Virginia employers from enforcing non-compete agreements against low-wage employees. Specifically, Virginia's law defines a "low-wage employee" as an employee whose average weekly earnings, calculated by dividing the employee's earnings during the period of 52 weeks immediately preceding the date of termination of employment by 52, or if an employee worked fewer than 52 weeks, by the number of weeks that the employee was actually paid during the 52-week period, are less than the average weekly wage of the Commonwealth as determined pursuant to subsection B of § 65.2-500 of the Virginia Code.

Additionally, Virginia's law permits a low-wage employee to bring a civil action against any former employer or other person that attempts to enforce a covenant not to compete against them. Under this scenario, Virginia Courts have jurisdiction to void any covenant not to compete with a low-wage employee and to order all appropriate relief, including enjoining the conduct of any person or employer, ordering payment of liquidated damages, and awarding lost compensation, damages, and reasonable attorneys fees and costs. This law also makes the payment of reasonable attorneys' fees and costs - including expert fees - mandatory against "a former employer or other person who attempts to enforce a covenant not to compete against such plaintiff." In addition, Virginia law prohibits an employer from taking any adverse action "against a low-wage employee for bringing a civil action pursuant to this section" and requires that employers post notice of this law within their workplace facilities.

Employer Considerations

The FTC final rule has already been challenged in the court system, and we expect more lawsuits to be filed in the coming weeks. Thus, it is possible a federal judge could enjoin the final rule from taking effect before the 120-day period ends. In the interim, employers are advised to review their existing agreements to ensure that those other existing, post-employment covenants are strong, yet narrowly tailored to protect their legitimate business interests, including the protection of confidential information and customer goodwill.

If you have any questions regarding the FTC's final rule or Virginia's Non-Compete law, please contact Anessa Abrams, partner in our Washington, DC office, or Max Bernas, counsel in our Atlanta, Georgia office at (404) 888-3884 or by email at aabrams@fordharrison.com or kmbernas@fordharrison.com.

Mental Health Awareness Month

Make Your Mental Health a Priority!



by Delta Wilson | Apr 26, 2024

Mental Health Awareness Month: A Time to Prioritize Your Wellbeing

Mental health is no longer a taboo topic at work. Thankfully, we've moved beyond that. However, while we're better at supporting colleagues, are we neglecting our own mental well-being?

This Mental Health Awareness Month, let's dedicate some focused time to ourselves. Consider it an investment – after all, prioritizing your mental health is crucial for overall happiness and productivity.

Are You Feeling the Strain?

Take a moment to check in with yourself. Are you struggling to concentrate on tasks? Is your sleep suffering? Do you find yourself easily irritated or even experiencing outbursts? Are you withdrawing from social interactions or feeling unusually fatigued?

These could be signs your mind is calling for a break. Don't be alarmed! [There are numerous resources available to help](#). These symptoms, though often ignored, can signal bigger issues like burnout, anxiety, or depression. Addressing them early can get you back on track, boosting your productivity and relationships. While you should definitely seek professional help if you are feeling depressed or burnt out, there are also steps you can take to improve your mental health on your own.

Let's explore some self-care strategies to recharge your mental battery.

Self-Care: Essential Tools to Care for Your Mind

Self-care isn't a luxury, it's a necessity. Just like your body needs healthy food and exercise, your mind needs self-care to function at its best. Here are a few ways to replenish your mental reserves:

- **Get Active:** Exercise isn't just about physical fitness, it elevates your mood and improves sleep. Find an activity you enjoy, whether it's disc golf, yoga, or even learning the latest dance craze.
- **Embrace Creativity:** Art is a powerful tool for processing emotions, both positive and negative. Explore painting, writing, music, or any creative outlet that resonates with you. Remember, it's about the process, not creating a masterpiece!
- **Connect with Your Support System:** Humans are social creatures. Make time for friends and family, even if it's just a quick chat or a shared activity. Feeling connected reminds you you're not alone.
- **Journaling:** Sometimes your brain gets stuck on repeat. Journaling helps clear your head. Grab a notebook, or even a grocery list – whatever works for you!

Taking care of your mental health is as vital as taking care of your physical health. Listen to your mind and don't hesitate to make changes when feeling overwhelmed. Remember, a healthy and happy you is a more productive and fulfilled you.

For more tips on taking care of your mental health, check out our "[Mental Health Awareness](#)" catalog on the Ten-Minute Trainer Network.

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.

Director/Master Control Operator (TMP)

Roanoke, VA Full Time Production WDBJ-TV 4/29/2024

Full Time Media Advisor

Chesapeake, VA Full Time Sales Saga Communications 4/25/2024

Part-Time Studio Technician

Portsmouth, VA Part Time Production Nexstar Broadcasting Inc. 4/25/2024

Client Services and Traffic Coordinator

Richmond or Charlottesville Full Time Sales WHAN-AM 4/24/2024

Photographer/Video Editor

Richmond, VA Full Time News WRIC-TV 4/24/2024

TV News Video Editor - Part-Time

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 4/23/2024

Multimedia Journalist / Reporter

Roanoke, VA Full Time News WFXR-TV 4/22/2024

Multimedia Advertising Sales Executive

Roanoke, VA Full Time Sales WFXR-TV 4/22/2024

Program Director / On Air Talent

Charlottesville, VA Full Time On Air Monticello Media LLC 4/22/2024

Marketing Associate

Lynchburg, VA Hourly Sales WSET-TV 4/19/2024

Multi-Media Account Executive

Hampton, VA Full Time Sales Lockwood Broadcast Group 4/19/2024

Television Account Executive

Portsmouth, VA Full Time Sales Nexstar Broadcasting Inc. 4/18/2024

Assistant News Director

Lynchburg, VA Full Time News WSET-TV 4/18/2024

TV News Video Editor - Part-Time

Portsmouth, VA Part Time News WAVY-TV 4/12/2024

Account Executive - Media Strategist

Arlington, VA Full Time Sales WAVA-FM 4/12/2024

Promotions Director

Arlington, VA Full Time Promotion WAVA-FM 4/12/2024

Television Reporter

Richmond, VA Full Time News WRIC-TV 4/11/2024

TV News Video Editor

Portsmouth, VA Full Time News WAVY-TV 4/10/2024