

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



Virginia Association of Broadcasters



@VABTweets

- 2 VAB Radio Roundtable
- 3 87th Annual Summer Convention
- 4 2024 Best of the Best
- 5 Ford Harrison Legal Article
- 6 P1 Learning: Seal the Deal
- 7 VAB Job Bank

**UPCOMING EVENTS**

**March 4-6, 2024**

NAB State Leadership Conference • Washington, DC

**April 3, 2024**

Small Market Radio Roundtable  
Omni Hotel • Charlottesville, VA

**April 25-26, 2024**

VAB Best of the Best Session  
Residence Inn • Charlottesville, VA

**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

**CHAIR**  
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WLQM-FM/WJZU-AM  
Franklin, VA

**CHAIR ELECT**  
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WWBT-TV  
Richmond, VA

**SECRETARY/TREASURER**  
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CBS19/WCAV-TV/WVAW-TV  
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WAVY-TV/WVBT-TV  
Portsmouth, VA

**ASSOCIATE ADVISORY**  
Vacant

**PRESIDENT & CEO**  
Douglas F. Easter  
Charlottesville, VA

**Districts 1, 2 & 4**  
Carol Commander  
Saga Communications  
Chesapeake, VA  
Adam Chase  
WTKR-TV  
Norfolk, VA  
Kathy Yevak  
WSKY-TV  
Hampton, VA

**Districts 3 & 7**  
Stephen Hayes  
WTVR-TV  
Richmond, VA  
Jayme Swain  
Virginia Public Media  
Richmond, VA

**District 5**  
George Kayes  
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

# VAB RADIO ROUNDTABLE

WEDNESDAY, APRIL 3RD

9:30 am - 3:00 pm  
OMNI HOTEL

212 RIDGE MCINTIRE RD  
CHARLOTTESVILLE

## Incorporating Artificial Intelligence in Small Market Stations & More!

Paul Jacobs, VP/General Manager,  
Jacobs Media

### Group Discussion Topics

Content/Programming (Broadcast & Digital)  
Sales/Commerce (Broadcast & Digital)  
Open Ideas & Discussion Sharing

*Join us for a networking reception  
on Tuesday evening!  
Overnight accommodations available.*



THE VIRGINIA ASSOCIATION OF BROADCASTERS

SEND YOUR RSVP TO [CHRISTINA.SANDRIDGE@EASTERASSOCIATES.COM](mailto:CHRISTINA.SANDRIDGE@EASTERASSOCIATES.COM)

250 WEST MAIN STREET, SUITE 100, CHARLOTTESVILLE VA 22902

434.977.3716 | [VABONLINE.COM](http://VABONLINE.COM)

Mark your calendars to join us at  
**VAB'S 87TH ANNUAL  
SUMMER CONVENTION,**  
taking place June 20-22, 2024 at the  
Marriott Virginia Beach Oceanfront Hotel!

One of the highlights of the Convention is the annual awards banquet. **The Virginia Association of Broadcasters Station Awards Program** is sponsored annually by the VAB to recognize outstanding achievement by Virginia radio and television broadcasters. This competition was established to encourage the highest standards of reporting, community service, and production creativity. It brings the ultimate prize of peer recognition to members of the broadcast industry in Virginia.

Click [HERE](#) for a full list of all categories.

**AGAIN this year, you are now able to submit entries online!**

Click [HERE](#) to begin uploading your entries! If your station created an account last year, it's still active. If not, click register to create your station(s) account. If you need to reset your station password, please let us know. Once you have logged in you will be directed the VAB page where the Call for Entries details resides. Then you will click the blue Entry Form button and submit away! **Reminder it is one entry, per category, per station allowed and please be sure to register your station(s) in the correct market division.**

**Entries are due by Friday, April 12, 2024.** Award winners will be announced at the awards banquet on Friday, June 21st.

If you are planning on submitting an entry for the Outstanding Newscast category, please note that it should have aired on your station during a regularly scheduled time period on either Wednesday, December 13, 2023 OR Friday, December 15, 2023.

Should you have any questions or concerns, please call Christina Sandridge in the Association office at (434) 326-9815 or email [christina.sandridge@easterassociates.com](mailto:christina.sandridge@easterassociates.com).



# VAB BEST OF THE BEST CLASS FEATURES



## Julie Koehrer

Asst Program Director & On-Air  
Charlottesville Radio Group • Charlottesville, VA

- **Where did you grow up/go to school?**  
The “Chicagoland” area is where I grew up and went to school. I did my undergrad at Columbia College Chicago in the South Loop of the city.
- **What was your first job in broadcasting?**  
My first paycheck actually came from an Internship I had with Jonathan Brandmeier at 97.9 The Loop in Chicago, but my first full time gig was as an overnight on-air personality for Rock 108 out of Waterloo, IA.
- **What is your career goal?**  
I oscillate between being an Operations Manager and actually owning my own radio station
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**  
The connections and new experiences.
- **What do you like to do in your free time?**  
Traveling
- **If you could have dinner with somebody from the past, present or future who would it be and why?**  
Brene Brown. I feel like I could learn so much from her.



## Cherrie Foster

Account Executive  
WVEC-TV • Norfolk, VA

- **Where did you grow up/go to school?**  
I was raised in Chesapeake, VA, enjoying the advantages of a location in the Southside of the Hampton Roads area. It’s conveniently close to both the Virginia Beach oceanfront and bay beaches while being just a short drive from the mountains, offering the best of both coastal and mountainous environments.
- **What was your first job in broadcasting?**  
My role in broadcasting started as an Account Executive at WTVZ in Norfolk, VA. I was completely new to the industry. I underwent a four-week training at their headquarters before stepping into the field to start working!
- **What is your career goal?**  
I strive to transition from my current role as an Account Executive to a management position. I’m eager to take on greater responsibilities, contribute strategically to the station’s success, and lead a team towards achieving our collective goals.
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**  
I look forward to learning valuable skills such as effective communication, exploring further into my leadership style and how to adapt to various situations, and gaining additional knowledge that will enhance my leadership capabilities.
- **What do you like to do in your free time?**  
During my leisure time I enjoy taking walks on the beach to mentally unwind, going on paddle boarding adventures with my two boys, and exploring thrift shops to discover unique vintage household items and chic fashion gems.
- **If you could have dinner with somebody from the past, present or future who would it be and why?**  
If I had the opportunity to have dinner with someone from the past, it would be with my Nana. She lived in Indiana, so we weren’t as close as I wished we were. She was a woman of resilience and determination, with fire in her soul who was always drawn to a dance floor and playing cards up until the age of 103. I’d love the chance to hear her life story and tell me all about her vintage collection of mini porcelain high heels she left behind.

# THE FOURTH CIRCUIT COURT OF APPEALS ISSUES RULING EMPHASIZING THE PLAINTIFF'S BURDEN IN WAGE DISCRIMINATION AND RETALIATION CASES

By Anessa Abrams and  
K. Maxwell Bernas

Recently in *Noonan v. Consolidated Shoe Company*, No. 21-2328 (4th Cir. 2023), the United States Court of Appeals for the Fourth Circuit issued a ruling reinforcing the need for proper comparators in wage discrimination cases. The Court also emphasized that it is the employee's burden to prove an adverse action in order to support a retaliation claim.

## Background

In 2016, Lynchburg, Virginia based shoe distributor Consolidated Shoe hired Ashley Noonan as a Content Marketing Coordinator. When Consolidated Shoe hired Noonan, she asked for a starting salary of \$46,000 but the parties eventually agreed to \$39,000. Right before Noonan was hired, Consolidated Shoe's graphic designer left the job. To fill this vacancy, Noonan was assigned some of the graphic design responsibilities with a coworker's assistance. After Noonan assumed these graphic design responsibilities for a period of time, Consolidated Shoe hired Matt Wiese as the Company's Senior Graphic Designer. Consolidated Shoe offered Wiese a starting salary of \$45,000, however, the parties agreed to \$68,000 after Wiese forwarded a paystub showing a \$66,430 salary at his then-current position.

In 2019, a co-worker at Consolidated Shoe found Wiese's paystub and shared it with Noonan. In response, Noonan confronted her supervisor Kristina Petrick, asking for a raise and alleging that she was being subjected to sex discrimination based on compensation. Noonan also alleged Petrick threatened to fire her upon receipt of her complaint since "knowing a coworker's pay was a fireable offense." Consolidated Shoe commenced an internal investigation which found that there was no sex discrimination in compensation. The investigation further determined Wiese was paid more because of his greater job duties, experience, and skills. Noonan ultimately received a salary increase in December 2019 before the circumstances of the COVID-19 pandemic forced Consolidated Shoe to let go of Noonan and Wiese in June 2020. At the time of separation, Wiese was issued a letter of recommendation after he agreed to a separation agreement. Since Noonan refused the terms of the separation agreement, she was ineligible for the letter of recommendation.

## The U.S. District Court For The Western District of Virginia Grants Summary Judgment in Favor of Consolidated Shoe

Following her termination, Noonan filed suit in the U.S. District Court for the Western District of Virginia asserting claims under Title VII and the Equal Pay Act. Noonan alleged that she suffered sex-based wage discrimination. She also alleged she was subjected to retaliation when Petrick allegedly threatened her employment, "hollowed out her job responsibilities" after she complained of perceived discrimination, and refused to provide her with a letter of recommendation at the time of separation. Noonan sought to show wage discrimination by comparing her wages to those of Wiese, her alleged male comparator. Noonan did not allege that her termination was retaliatory.

Consolidated Shoe moved for summary judgment and the District Court granted summary judgment in its favor. In granting the motion for summary judgment, the Court held that Wiese, a Senior Graphic Designer, had a meaningfully different role at the company than Noonan, a Content Creator and Part-Time Photographer. Thus, because the two did not perform similar jobs, Noonan could not rely on Wiese as a comparator to show wage discrimination. The Court also determined that Noonan's allegations that she was subjected to retaliation when Consolidated Shoe threatened her employment, "hollowed out her job responsibilities" and refused to provide her with a letter of recommendation upon termination, failed to qualify as adverse actions.

## The Fourth Circuit Court of Appeals Affirms Summary Judgment in Favor of Consolidated Shoe

Noonan appealed the District Court's grant of summary judgment in favor of Consolidated Shoe to the Fourth Circuit Court of Appeals. On appeal, Noonan abandoned her argument that Wiese's job was similar and instead alleged a broader theory that women at Consolidated Shoe were categorically paid less than men. Affirming the decision, the Fourth Circuit analyzed the job duties of the male comparator relative to the duties of Consolidated Shoe's female employees. The Fourth Circuit determined that not only was the male employee's graphic designer job dissimilar to Noonan's photography and marketing job, but it was also dissimilar to the jobs of all the female employees in the department. Thus, the Court declared that "[w]hat [the plaintiff] cannot show by comparing herself to one dissimilar male employee, she can't show by comparing that same male co-worker to two other dissimilar employees either." The Court further rejected Noonan's argument that women at Consolidated Shoe were categorically paid less than men and that men were paid in accordance with "the local industry standard." The Court emphasized that Noonan's faulty comparator analysis based on dissimilar job duties failed to raise an inference of discrimination. Moreover, the Court made clear that an adverse action was needed in order to support a retaliation claim.

## Considerations For Virginia Employers

The Fourth Circuit is comprised of Maryland, Virginia, West Virginia, North Carolina, and South Carolina, thereby making the decision in Noonan binding on Virginia's District Courts. The analysis in Noonan provides clarity and reinforces the burden plaintiffs must meet in proving employment discrimination and retaliation. Moreover, it demonstrates the importance for employers to carefully review and set pay rates based on nondiscriminatory business reasons.

If you have any questions regarding the Equal Pay Act or Title VII, 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](mailto:aabrams@fordharrison.com) or [kmbernas@fordharrison.com](mailto:kmbernas@fordharrison.com).

# Help your team SEAL THE DEAL



[P1PLUS.COM/P1-PLUS-SIGN-UP](https://P1PLUS.COM/P1-PLUS-SIGN-UP)

Exciting news awaits! We have invested in the P1 Plus seller training program presented by P1 Learning. This is your golden opportunity to enroll your new sellers, those with less than 2 years of experience, and empower them to embrace their role.

**Immerse your team in top-notch courses designed to revolutionize their approach:**

- **Goal Management:** Uncover the secrets to mastering commission-based income. We demystify the steps your sellers need to not only meet but surpass their income goals within the first year!
- **Time Management:** Arm your Account Executives with the indispensable tools to conquer their daily challenges. From reaching out to new prospects to managing active accounts and follow-ups, our program ensures they meet and exceed all goals effortlessly.

The journey begins with classes kicking off on **Monday, March 18th**. And as a valued member of this association, you have an exclusive opportunity to elevate your team's success. [Enroll Your Seller Now!](#)

## 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](http://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.

### P/T Board Operator/Air Talent

Chesapeake, VA Part Time Production WAFX-FM 2/28/2024

### Support Coordinator

Richmond, VA Full Time Business / Admin SummitMedia, LLC 2/26/2024

### WSIG Morning Show Host

Harrisonburg, VA Full Time On Air WSIG-FM 2/20/2024

### Morning / Noon Anchor

Roanoke, VA Full Time News WFXR-TV 2/16/2024

### Weekend Anchor/Reporter

Richmond, VA Full Time News WRIC-TV 2/15/2024

### Traffic Anchor/Reporter

Portsmouth, VA Full Time News WAVY-TV 2/14/2024

### Weekend Anchor/MMJ

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### WAVY Unpaid Sales & Marketing Intern, Summer 2024

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### WAVY Unpaid Production Intern, Summer 2024

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### WAVY Unpaid Newsroom, Summer 2024

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### WAVY Unpaid Hampton Roads Show, Intern, Summer 2024

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### WAVY Unpaid Digital Intern, Summer 2024

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### WAVY Unpaid Promotions Intern, Summer 2024

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### WAVY Unpaid Broadcast Engineering Intern, Summer 2024

Portsmouth, VA Contracted/As Needed News WAVY-TV 2/12/2024

### Chief Engineer

Charlottesville, VA Full Time Engineering Lockwood Broadcast Group 2/9/2024

### Sales Account Executive

Richmond, VA Full Time Sales WRIC-TV 2/8/2024

### Sales Manager

Portsmouth, VA Full Time Sales WAVY-TV 2/8/2024

### Media Local Sales Assistant

Portsmouth, VA Full Time Sales WAVY-TV 2/8/2024