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KEEPING YOU CONNECTED.**



Virginia Association of Broadcasters



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**UPCOMING EVENTS**

**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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| <p><b>CHAIR</b><br/>Michael Clark<br/>WLQM-FM/WJZU-AM<br/>Franklin, VA</p> <p><b>CHAIR ELECT</b><br/>Kym Grinnage<br/>WWBT-TV<br/>Richmond, VA</p> <p><b>SECRETARY/TREASURER</b><br/>Mark Kurtz<br/>CBS19/WCAV-TV/WVAW-TV<br/>Charlottesville, VA</p> <p><b>PAST CHAIR</b><br/>Carol Ward<br/>WAVY-TV/WVBT-TV<br/>Portsmouth, VA</p> <p><b>ASSOCIATE ADVISORY</b><br/>Vacant</p> <p><b>PRESIDENT &amp; CEO</b><br/>Douglas F. Easter<br/>Charlottesville, VA</p> <p><b>Districts 1, 2 &amp; 4</b><br/>Carol Commander<br/>Saga Communications<br/>Chesapeake, VA</p> <p>Adam Chase<br/>WTKR-TV<br/>Norfolk, VA</p> <p>Kathy Yevak<br/>WSKY-TV<br/>Hampton, VA</p> | <p><b>Districts 3 &amp; 7</b><br/>Stephen Hayes<br/>WTVR-TV<br/>Richmond, VA</p> <p>Jayne Swain<br/>Virginia Public Media<br/>Richmond, VA</p> <p><b>District 5</b><br/>George Kayes<br/>WSET-TV<br/>Lynchburg, VA</p> <p>Garrett Klingel<br/>Charlottesville Radio Group<br/>Charlottesville, VA</p> <p><b>Districts 6 &amp; 9</b><br/>Jaimie Leon<br/>WLSL-TV<br/>Roanoke, VA</p> <p>Barbara Sewell<br/>Three Rivers Media<br/>Wytheville, VA</p> <p><b>Districts 8, 10 &amp; 11</b><br/>Todd Bernstein<br/>WJLA-TV<br/>Arlington, VA</p> |
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# Lisa Sinclair

December 19, 1950 – January 13, 2024  
Virginia Beach, VA

Lisa Sinclair of Virginia Beach, beloved mother, grandmother (“Mimi”), business leader and friend to so many in the Hampton Roads area passed away peacefully in her sleep on January 13, 2024.

Lisa was born in Pontiac, Michigan on December 19, 1950, to the late Douglas and Mary Merideth, and was the youngest of three daughters, Judy Evangelista and Jackie Minkel. From a young age, Lisa was always a high energy, optimistic, and social person who loved entertaining and being with others.

Upon graduating from Michigan State University, Lisa began her career in radio, selling advertising in Ann Arbor at WAAM-AM. Radio was a perfect career choice for Lisa given her passion for music, while advertising sales, the fuel of commercial radio, suited her ability to connect with others and the community.

Lisa married her former husband Bob Sinclair in 1976 and moved to Virginia Beach, Virginia, immediately becoming a loving mother to three daughters, Samantha, age eight, and twins Sherry and Stacey, age 4, and later an adoring mother to her son, Bob, born in 1983.

Lisa was admired by her colleagues and vast radio family. Respected for her management skills, and her empathy, friendliness, and ability to create and sustain relationships with clients, Lisa was instrumental in helping grow Sinclair Communications from one station, Honey Radio, to five stations in Norfolk (WNIS, Bob FM, US 106.1, 96X, and The Coast) and multiple other stations in additional markets including Richmond, Honolulu, Santa Rosa, and Austin. She was a co-owner of the company and was General Manager of the Norfolk stations from 2001-2017.

One of Lisa’s legacies is the sense of family she created among the radio station staff, allowing employees to bring their babies to work, which started with her son Bob, and continues today. Lisa always enjoyed seeing these children grow up at the stations over the years. She also helped cultivate a work environment where many employees have worked for the company for decades.

Lisa was actively engaged in the business and non-profit

community in Coastal Virginia. She was on the board of the Virginia Association of Broadcasters for years and served as President from 2006-2007. She was active with or served as a board member of many other local arts and charitable organizations including, Virginia Museum of Contemporary Art, The Salvation Army, Virginia Opera, Seton Youth Shelters, Prevent Child Abuse Hampton Roads (Past Board President), The Virginia Symphony and more. Lisa received numerous area honors, including the YWCA of South Hampton Roads Women of Distinction Award, and the Virginian Pilot Women in Business Achievement Award.

Lisa retired in 2017 after more than 40 years in the radio business. Prior to her retirement, Lisa was invited to speak to a women’s business luncheon to share her career experiences. Her message was this, “It’s about finding something that you love, and then doing something that you love. Don’t go to work every day and be bored and unhappy.”

Lisa was a generous and enthusiastic host, talented photographer, voracious reader, formidable Trivial Pursuit player, and frequent traveler, having visited more than 50 countries and all seven continents. Those who knew Lisa, loved Lisa. Her easy-going and charismatic nature made her fast friends.

Lisa is survived by her children, Bob Sinclair, Jr. and daughter-in-law Kristi Sinclair; Samantha and son-in-law Kevin Trainum; Sherry Kistler; Stacey Sinclair and son-in-law Gerald Monk; and eight grandchildren whom she adored - Kennedy, Bobby, Katie, John, Anna, Will, Anna, and Ben.

Lisa’s life will be celebrated with family and friends on February 9 at the Virginia Museum of Contemporary Art, from 4:30 to 6:30. In lieu of flowers, memorial donations can be made to the Southeastern Virginia Chapter of the [Alzheimer’s Association](#). Condolences may be sent to [rememberlisasinclair@gmail.com](mailto:rememberlisasinclair@gmail.com)



# MEET THE 2024 VAB BEST OF THE BEST CLASS



**Ashlynn Hostetler**  
Promotions Director/  
Sales Assistant  
Harrisonburg  
Radio Group  
Harrisonburg, VA

- **Where did you grow up/go to school?**  
I grew up in Fredericksburg, VA, attended Massaponax High School and then James Madison University. Go Dukes!
- **What was your first job in broadcasting?**  
I started with Harrisonburg Radio Group as a Sales Assistant and have moved my way up to Promotions Director of our 8 stations.
- **What is your career goal?** I love radio! Being in management is the ultimate goal, but right now, my goal is to learn more about each position in the radio world from Programming to Engineering to Sales. It's important to me to know the ends and outs of the industry.
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**  
I've already learned so much from our first Best of the Best session, specifically about how others work and how to communicate effectively with people in my own building. I look forward to learning from my Best of the Best classmates and mentors and their experiences in the industry, and I'm hoping to gain life-long connections and friendships.
- **What do you like to do in your free time?** In my free time, you'll probably find me at the park with my pup or at home binge watching Gilmore Girls while I crochet a blanket.
- **If you could have dinner with somebody from the past, present or future who would it be and why?** I would have to choose Melissa McCarthy. She is my idol!



**David Craft**  
Executive Producer  
WAVY-TV  
Portsmouth, VA

- **Where did you grow up/go to school?**  
I went to the same school from first through 12th grade in Norfolk. It was cool because I had some of the same classmates since I was 5 years old. Graduated from James Madison University after that.
- **What was your first job in broadcasting?**  
First job in broadcasting was in my hometown. I got a part time job as the weekend associate producer at the CBS affiliate in Norfolk. Always thought I was lucky that I started in a bigger market and never had to go to another, smaller market first like so many people do.
- **What is your career goal?** Career goal is to stay in broadcast management in Virginia and help tell the stories around me.
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?**  
I'm looking forward to meeting new people and sharing ideas.
- **What do you like to do in your free time?** In my free time I enjoy 4-wheeling on the beach in my Jeep, traveling and being outside.
- **If you could have dinner with somebody from the past, present or future who would it be and why?** My dinner date would be with James Madison. I'm fascinated by his life and legacy. He contributed so much to the beginnings of America.



**Jessica Wetzler**  
Morning Supervising  
Producer  
WRIC-TV  
Richmond, VA

- **Where did you grow up/go to school?**  
I grew up right outside of Richmond, VA and earned my degree in print journalism from Virginia Commonwealth University. However, my journey into journalism was very much off the beaten path. I originally went to school to study marine science at Coastal Carolina University, but my few journalism classes I took (and my dislike for math) quickly had me coming back home to begin my journalism career.
- **What was your first job in broadcasting?**  
My first job in broadcasting was in 2021 when I started as a news producer for WRIC 8News (unless you count when I participated in my elementary school's morning tv program.)
- **What is your career goal?** I do not think it will ever be possible for me to work outside of the news/journalism industry. While I do not know where my career will take me, I know my desire to teach the next generation has never changed. When I am ready to part ways with the bustling newsroom, I want to teach journalism courses at the college level.
- **What are you most looking forward to learning/taking away from the Best of the Best Leadership program?** I am very much looking forward to learning how I can be a better leader and communicate with others better. During the first leadership session, I was able to walk away with a better understanding of how different people like to communicate or be communicated to and learned how to adjust my communication preferences to meet theirs.
- **What do you like to do in your free time?** During my free time I am either working to get my master's degree in integrated communications, or spending time with friends and family.
- **If you could have dinner with somebody from the past, present or future who would it be and why?** I would be thrilled to have dinner with Michael Rezendes. During the time I was considering changing majors, I was fortunate enough to be invited to a journalism conference at Harvard University where Michael Rezendes was the guest speaker. He spoke about his experience working with The Boston Globe and how realistic the movie "Spotlight" was to reality. Seeing that movie in 2015 and then meeting Rezendes in person months later truly sparked the fire that kickstarted my passion for journalism.

# 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](mailto: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. OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION'S NEW REPORTING REQUIREMENT GOES INTO EFFECT IN 2024

By Anessa Abrams and  
K. Maxwell Bernas

Beginning in January 2024, employers in certain high-hazard industries will be required to submit detailed information regarding recordable workplace injuries and illnesses using the U.S. Occupational Safety and Health Administration's ("OSHA") new filing system called Injury Tracking Application ("ITA").

## Details of the New Requirement:

Establishments with 100 or more employees in designated high-hazard industries must electronically submit to OSHA detailed information about each recordable injury and illness entered on their previous calendar year's OSHA Form 300 Log and Form 301 Incident Report. These industries typically have included segments of agriculture, forestry, fishing and hunting, utilities, construction, and manufacturing, among others.

The ITA will begin accepting 2023 injury and illness data on January 2, 2024. The due date to complete the submission is March 2, 2024. The submission requirement is annual. The data that must be submitted includes: the date, physical location, and severity of the injury or illness; details about the worker who was injured; and details of how the injury or illness occurred. Much of the information submitted will be posted on OSHA's public website.

It is estimated that more than 52,000 employers must start complying with the new rule. OSHA estimates that those employers will submit information on more than 750,000 injury and illness cases annually. Fewer than one percent of establishments in the country will be required to submit this additional data. However, the data submitted by those establishments will comprise approximately 30 percent of all reportable occupational injuries and illnesses.

OSHA has posted significant guidance on its website, [www.osha.gov](http://www.osha.gov), including written instructions

and videos. Employers can answer five questions on the website to determine if their business must file a report. OSHA has issued Fact Sheets summarizing the new requirements and protecting personal identifiable information. Under these new requirements, OSHA will use automated information technology to detect and remove any remaining information that could directly identify workers.

## Considerations For Virginia Employers

States with their own federally approved worker safety programs must set up reporting mandates that are identical to or similar to the federal plan. The state plans will be able to use OSHA's website rather than setting up their own submission portals. The Virginia Occupational Safety and Health ("VOSH") Program is part of the Virginia Department of Labor and Industry ("DOLI") which is responsible for the implementation of workplace safety programs in Virginia. Currently, VOSH has adopted the majority of OSHA standards that relate to private sector and state and local government workplace operations. However, VOSH has not yet issued ITA reporting mandates.

While this ITA requirement affects a limited number of employers, it has significant reporting requirements. As the ITA is new, there could be early technical problems with the portal. Covered employers may want to wait until closer to the March 2 deadline before submitting the required data.

If you have any questions regarding OSHA and VOSH's reporting requirements, please contact Anessa Abrams, partner in our Washington, DC office, or Max Bernas, counsel in our Atlanta, Georgia and Tysons Corner, Virginia offices, at (404) 888-3884 or by email at [aabrams@fordharrison.com](mailto:aabrams@fordharrison.com) or [kmbernas@fordharrison.com](mailto:kmbernas@fordharrison.com).



# NEW YEAR, NEW GOALS!

by Delta Wilson | Jan 8, 2024

Have you finished up those New Year's Resolutions? If not, don't stress! I found myself doing some last minute polishing a few days into the New Year, so we're in this together. But, we all know how difficult it can be to keep up with our goals as the year progresses, so go ahead and at least get a few goals on paper (or saved on your phone). Just make sure that you have them listed somewhere where you'll actually see them on a weekly or monthly basis as you'll want to keep yourself in check. In fact, here are some tips to help keep you on track as you move forward...

- 1. Use SMART Goals.** Making a vague list of things you'd like to accomplish can be tempting, but by using the SMART Goal strategy, you are forced to break down your resolutions into manageable daily tasks. Remember, SMART goals are Specific, Measurable, Attainable, Realistic, and Trackable.
- 2. Focus on the Attainable.** We all know how many of our goals we give up on within the first month because we forgot about them, or suddenly they seem too hard to achieve. Rather than focusing on what you'd like to achieve in the entire year, focus in on what you'd like to achieve in one month, or even in one week. If your goal is to reach out to 1,000 new business prospects this year, break it down! That's 84(ish) per month... or 21 per week... or more importantly 4.2 per work day. We can do 2 new outreaches in the morning and another 2-3 after lunch, right? That's attainable!
- 3. Plan Your Breaks.** When you're setting your goals and thinking about all the things you can accomplish this year,

it's easy to feel like you'll never slow down... but we all need breaks. Whether it's blocking out your annual family vacay, or just building in some "me time" to your schedule, remember that we all need mental and physical breaks. View these breaks as a stepping stone to reaching your goals, not a roadblock holding you back.

- 4. Celebrate the Small Stuff.** Every small win you earn is one step closer to your overall goals, so celebrate! Create a tracking system to help you visualize your progress towards your progress. Every time you look at the tracker, it's a small celebration. Choose important milestones along the way to take yourself out to dinner, buy yourself a new gadget, or otherwise treat yo' self for staying on the path to success.
- 5. Adjust as You Go.** As much as we would like to, no one can predict the future. Be ready to adjust your goals as needed. Did you overshoot a little? Back up that goal to something more manageable. Did life throw you an unexpected curveball? Don't throw away the whole plan, just make a new one. Did you reach your goals faster than you thought?! Excellent, make some new goals and get back out there!

If you're looking for more tips on how to stay productive, manage your time, and meet your goal, check out the Manage Your Minutes category on [Ten-Minute Trainer Network](#). And be sure to keep us posted on your progress. Just drop us a note on our Community page, here. Happy New Year!

## 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.

<b>Digital Content Producer</b> Portsmouth, VA	Full Time	News	WAVY-TV	1/22/2024
<b>Commercial Producer/Director</b> Richmond, VA	Full Time	Promotion	WWBT-TV	1/22/2024
<b>Digital Video Producer</b> Portsmouth, VA	Full Time	News	WAVY-TV	1/22/2024
<b>Promotions Director</b> Kingsport, TN	Full Time	Promotion	Holston Valley Broadcasting	1/22/2024
<b>Administrative Assistant - Sales and Digital</b> Portsmouth, VA	Full Time	Production	WAVY-TV	1/12/2024
<b>IT Engineer</b> Richmond, VA	Full Time	Engineering	WWBT-TV	1/12/2024
<b>Weekend Anchor/MMJ</b> Roanoke, VA	Full Time	News	WDBJ-TV	1/11/2024
<b>Digital News Producer</b> Roanoke, VA	Full Time	News	WDBJ-TV	1/11/2024
<b>Meteorologist</b> Richmond, VA	Full Time	News	WWBT-TV	1/10/2024
<b>Account Executive</b> Charlottesville, VA	Full Time	Sales	Lockwood Broadcast Group	1/8/2024
<b>News Producer</b> Charlottesville, Virginia	Full Time	News	Lockwood Broadcast Group	1/8/2024
<b>Production Assistant</b> Charlottesville, VA	Full Time	Production	Lockwood Broadcast Group	1/8/2024
<b>Master Control Operator</b> Charlottesville, VA	Full Time	(Other)	Lockwood Broadcast Group	1/8/2024
<b>Commercial Producer</b> Charlottesville, VA	Full Time	(Other)	Lockwood Broadcast Group	1/8/2024
<b>Account Executive</b> Hampton, VA	Full Time	Sales	WSKY-TV	1/8/2024
<b>Newscast Producer / Media Producer</b> Portsmouth, VA	Full Time	News	WAVY-TV	1/5/2024
<b>Investigative Reporter</b> Portsmouth, VA	Full Time	News	WAVY-TV	1/5/2024
<b>Newscast Associate Producer/Media Producer</b> Portsmouth, VA	Full Time	News	WAVY-TV	1/5/2024
<b>News Anchor/Reporter</b> Portsmouth, VA	Full Time	News	WAVY-TV	1/5/2024