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UPCOMING EVENTS

September 12-13, 2024

VAB Board Retreat
Farmington Country Club | Charlottesville, VA

September 17, 2024

VAB Regional Meeting (Charlottesville)
Common House | 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

November 19, 2024

VAB Regional Meeting (Richmond)
Bartizan | Glen Allen, VA

December 3, 2024

VAB Regional Meeting (Abingdon)
Martha Washington Inn | Abingdon, VA

December 4, 2024

VAB Regional Meeting (Roanoke)
202 Social House | Roanoke, VA

March 4-6, 2025

NAB State Leadership Conference | Washington, DC

June 19-21, 2025

VAB 88th Annual Summer Convention
Marriott Oceanfront Hotel | Virginia Beach, VA

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WLQM-FM/WJZU-AM
Franklin, VA

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WWBT-TV
Richmond, VA

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Charlottesville, VA

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Chesapeake, VA
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WTKR-TV
Norfolk, VA
Kathy Yevak
WSKY-TV
Hampton, VA

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

District 5
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WSET-TV
Lynchburg, VA
Garrett Klingel
Charlottesville Radio Group
Charlottesville, VA

Districts 6 & 9
Jaimie Leon
WLSL-TV
Roanoke, VA
Barbara Sewell
Three Rivers Media
Wytheville, VA

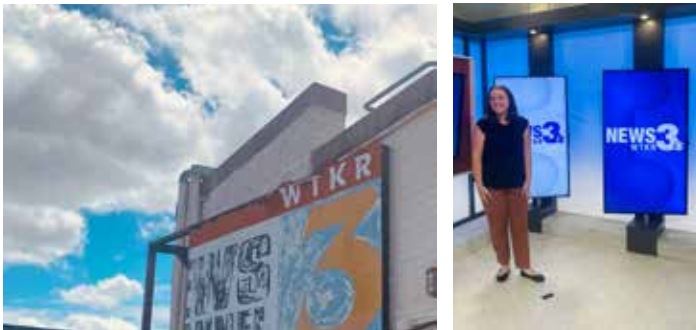
Districts 8, 10 & 11
Todd Bernstein
WJLA-TV
Arlington, VA

SUMMER INTERN SPOTLIGHT



Daniella Self

Intern for WTKR-TV, Norfolk, VA



"I'm grateful for this opportunity. WTKR News 3 is a welcoming station that aims to help those entering the broadcasting field hone their skills and learn what it takes to work in a fast-paced environment. While I have only been at my internship for three weeks, I have gained knowledge from assignment editors, reporters, and photojournalists. I am excited to learn more from producers and the digital media team in the upcoming weeks. One thing that has stuck with me is the mentality to persevere. Whether it is following a lead or recording standups, keep moving forward. I cannot wait to see what else I will learn from those at WTKR News 3.



Alexis Washington

WAVY-TV, Portsmouth, VA



WAVY-TV 10 has been the best experience. I was the production intern for The Hampton Roads Show. When I first walked in the studio, I thought I wanted to be a reporter. My mind was juggling between careers, but reporter has always been on the top of my list. I did a couple of stand ups when I shadowed reporters in the field, but did not get that excitement I wished for. It wasn't until I got my groove working in the HRS studio. I floor direct and manage guests for the lifestyle show. I helped the producer write scripts and created monitors. The control room became my best friend. For the midday news show, I ran teleprompter and sat with the directors. My favorite part was learning how to run the robotic cameras at the station. Technology is advancing and it's fascinating to see it coralte to news. I could go on and on about my time at WAVY. Everyone I came in contact with did not look at me as an intern, but a future co-worker. I am very grateful that I had an opportunity to work and discover my career path.

Virginia Association of Broadcasters Launches “Be There Virginia” Campaign



FOR IMMEDIATE RELEASE

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Distinct marketing initiative shines light on broadcasting industry careers and positive impact on local communities.

CHARLOTTESVILLE, Va. – (July 23, 2024) - [The Virginia Association of Broadcasters](#) (VAB) is thrilled to announce the launch of their [“Be There Virginia” campaign](#), an exciting marketing initiative aimed at recruiting talented individuals for various roles within local television and radio stations; increasing public awareness of the industry’s impact on local communities; and demonstrating the industry’s continued relevance in the current media landscape.

This campaign serves as a proactive strategy to increase public awareness of the impact of local television and radio stations on local communities and to engage the next generation and seasoned veteran on-air talent, engineers, camera operators, producers and more, fostering a vibrant and diverse broadcasting community across the Commonwealth.

The “Be There Virginia” campaign seeks to inspire and attract individuals passionate about the broadcasting industry and making a difference in their local communities. As technology continues to evolve and create new opportunities, the campaign aims to connect eager professionals with rewarding careers in the dynamic field of local broadcasting.

“The VAB and our Board of Directors are incredibly proud to kick off this campaign that will equip the younger generation with an important awareness of a dynamic, exciting and meaningful career in local media,” said Michael Clark, the owner and general manager at WLQM-FM/WJZU-AM, and current VAB Chair.

With a focus on promoting inclusivity, creativity and community engagement, the “Be There Virginia” campaign invites individuals from all backgrounds and experiences to explore the exciting prospects available in Virginia’s local broadcasting landscape.

As part of the campaign, Clark says one major goal is to bring awareness to all of the career possibilities in local media, including behind-the-scenes positions such as writers, engineers, advertising specialists, music directors and more.

“By emphasizing the importance of on-air talent, technical expertise and creative vision, this important campaign aims to showcase the numerous fulfilling career paths within the industry that make a real impact in our local communities,” Clark said.

For more information on the “Be There Virginia” campaign or to find out more about the endless opportunities to make a real impact in your community by choosing a career in Virginia local media, please visit betherevirginia.com.

About Virginia Association of Broadcasters

For 80 years, the Virginia Association of Broadcasters has been dedicated to advancing broadcasting while providing valuable services for their members. The association’s areas of focus include consultant advice, education, government affairs, EEO recruitment, and promoting radio & TV advertising to Virginia businesses. To learn more about the association, visit vabonline.com.



WE ARE PROUD TO ANNOUNCE THE TWELFTH CLASS OF THE VIRGINIA ASSOCIATION OF BROADCASTERS BEST OF THE BEST LEADERSHIP PROGRAM!

This eight-month program is designed to provide participants with the opportunity to build leadership skills, develop a diverse business network, meet legislative leaders, become an advocate for the broadcast industry, and prepare for the future challenges facing the industry.

If you are interested in expanding your leadership potential, or have an employee who would benefit from the program, please submit the application and supporting materials by Friday, **August 16, 2024**. Click [here](#) to download the flyer for more information and here to download the application.

If you have any questions, please contact Christina Sandridge at (434) 326-9815 or christina.sandridge@easterassociates.com.

WE ARE THRILLED TO ANNOUNCE THE CHOSEN MENTEE AND MENTOR FOR THE VAB'S MENTORING AND INSPIRING WOMEN IN RADIO PROGRAM!

Congratulations to our mentee Ivy Sheppard at WEHC & WISE FM in Emory and a big thank you to our mentor, Brittney Jackson with Urban One/Radio One in Richmond!

"Absolutely honored! This is an exciting new program in partnership with two organizations that I hold close to my heart (VAB & MIW) and we are thrilled to have you as the very 1st mentee. Congratulations Ivy!"

Brittney Jackson, Director of Integrated Marketing at Radio One/Urban One (Richmond)



"I'm so excited! Thank you! VAB is such a wonderful resource. Who knew that there is a rock-n-roll group of women dedicated to mentoring and inspiring in the best of all mediums?! I can't wait to share, collaborate, and learn with Brittney!"

Ivy Sheppard, General Manager at WEHC-FM / WISE-FM (Emory)



LEARN MORE

ABOUT THE MENTORING AND INSPIRING WOMEN IN RADIO PROGRAM

Share Your Stories!

We want to know what your station(s) have been up to lately as well to be able to share our members photos and stories.

Do you have any standout employees, exciting new projects you're taking on, community service initiatives, or other future big plans?

We want to share your stories on VAB's social media pages (Facebook, LinkedIn, X, and Instagram). Some might even make their way into the news. It's a great chance to put a spotlight on the good work happening in our industry.

Please take a moment to fill out this Survey Form to let us know!
We're genuinely excited to hear from you and to share the diverse and impactful stories from the VAB community.

[CLICK HERE](#)

TO FILL OUT THE SURVEY

U.S. SUPREME COURT HOLDS THAT PLAINTIFFS ONLY NEED TO SHOW "SOME HARM" AS A RESULT OF A TRANSFER

By Anessa Abrams and James D. Handley

Background:

For employees to successfully bring a claim against their employer for an alleged discriminatory transfer, they had to show the transfer was based on a discriminatory reason and resulted in a "significant" employment disadvantage. That changed earlier this year with the Supreme Court's decision in *Muldrow v. City of St. Louis, Missouri*. In *Muldrow*, the Court rejected the "significant harm" test, for the more lenient "some harm" standard. In other words, to succeed on a discriminatory transfer claim under Title VII, an employee now must show only that "some harm" resulted from the transfer.

Title VII of the Civil Rights Act of 1964, as amended, prohibits an employer from "fail[ing] or refus[ing] to hire or to discharge any individual, or otherwise discriminate against any individual with respect to [their] compensation, terms, conditions, or privileges of employment, because of such individual's race, color, religion, sex, or national origin." While transfer is not specifically mentioned in the statute, courts nearly unanimously have held it falls within Title VII's "otherwise discriminate" clause. Until recently, however, the severity of the harm resulting from the transfer generally needed to be "significant."

Supreme Court Decision:

In *Muldrow*, the plaintiff, Jatonya Clayborn Muldrow, was a plainclothes police officer employed by the St. Louis Police Department in its Intelligence Division. Because of this assignment, she had a regular Monday to Friday work week, was a deputized member of the FBI Task Force, had FBI credentials, and was granted a take-home car. A new commander replaced Officer Muldrow with a male officer, and Officer Muldrow was transferred to the patrol division. There, she was required to wear a uniform, no longer had a set schedule, and lost her FBI credentials, status, and car. She suffered no loss of wages or rank and remained a supervisor. Muldrow sued the city for gender discrimination based on her transfer. The District Court held that the harm suffered by Officer Muldrow was not "significant," and granted summary judgment to the city. The appellate federal court affirmed, holding that because the transfer "did not result in a diminution to her title, salary, or benefits," Muldrow did not suffer a "materially significant disadvantage."

However, the Supreme Court rejected the requirement that there be a "significant harm," adopting a standard that a transfer must, instead, cause "some harm" to "an identifiable term or condition of employment." Emphasizing Title VII's language,

specifically the terms "discriminate against" "with respect to" the "terms and conditions" of employment, the Court reasoned these terms, taken together, only require a litigant to prove differential treatment, i.e., worse treatment, that causes injury – one that is a "'disadvantageous' change in an employment term or condition." The Court noted Title VII does not use the word "significant," nor does it quantify how "much worse" one must be treated to be protected by Title VII. The Court explained that irrespective of its holding, a litigant must still "show some injury," that the injury "concern the terms and conditions of [] employment," and that the employer "acted for discriminatory reasons." As to the latter, the Court stressed that a less harmful act may not be suggestive of discriminatory intent.

Considerations For Virginia Employers:

Although decided under Title VII, the *Muldrow* decision will be equally applicable to other federal anti-discrimination statutes, such as the Age Discrimination in Employment Act and the Americans with Disabilities Act. Many employers, like St. Louis in *Muldrow*, had previously successfully defended lawsuits on the grounds a transfer, absent a change in salary, benefits or other tangible employment benefits, is not actionable. By relaxing the standard, *Muldrow* makes it easier for employees to prevail in discriminatory transfer cases. Under *Muldrow*, the lesser and nontangible effects of a transfer, such as a less favorable office, different work schedule, a new supervisor, or new work assignments, may now be actionable if they result in "some harm." As the Supreme Court did not define the limits or meaning of "some harm," it remains to be seen how other federal courts will interpret its meaning. However, employers should assume that defending discriminatory forced transfer claims will likely be harder under this new standard. As a result, before transferring an employee, employers should conduct a risk assessment to determine whether such a move creates "some harm" and could result in a discriminatory transfer claim.

If you have any questions regarding the *Muldrow* opinion or discrimination claims in general, please contact Anessa Abrams, partner in our Washington, DC office at (202) 719-2029 or by email at aaabrams@fordharrison.com, or James D. Handley, counsel in our Washington, DC office at (202) 719-2045 or by email at jhandley@fordharrison.com.

Sports Marketing

Tapping into the Passion



by Speed Marriott

by Jennifer Lane | Jul 9, 2024

Sports is a product unlike any other. It's not just about selling sponsorships, promotions, or merchandise; it's about tapping into the raw, unfiltered emotions that bind us to our teams, our athletes, and the very spirit of competition.

At P1 Learning, we have the privilege of working with the Tampa Bay Rays and their radio network affiliates. One of my favorite exercises with their team of media marketers is a simple icebreaker: Tell me your baseball story.

It doesn't matter if you were a Little League legend or just played catch in the backyard with your kid. Everyone has a story, a memory that ties them to the sport in a deeply personal way.

The responses are always amazing. Grown adults, hardened marketing pros, get teary-eyed as they share stories they haven't thought about in years. This is the power of sports. It transcends demographics and psychographics. It's about selling the passion, the connection, the shared experience.!

Why Sports Marketing is Unique

- **Emotional Resonance:** Sports evoke powerful feelings – joy, pride, disappointment, even heartbreak. A well-crafted marketing campaign can harness these emotions, forging a deep bond between fans and the team.
- **Shared Identity:** Being a fan is about belonging to something bigger than yourself. Sports marketing taps into this sense of community, creating a shared identity that extends beyond the field.
- **Nostalgia and Tradition:** Sports are steeped in history and tradition. Marketing campaigns that celebrate this heritage can resonate deeply with fans, evoking memories, and nostalgia.
- **The Thrill of the Unknown:** Every game is a new story waiting to be written. This unpredictability keeps fans engaged, and marketing campaigns can capitalize on this excitement.

So, what's your sports story? Let's celebrate the passion that makes sports such a powerful force in our lives.

Play Ball!

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.

Programmer

Charlottesville, VA Full Time Business / Admin Monticello Media LLC 7/29/2024

Multimedia Advertising Sales Executive

Roanoke, VA Full Time Sales WFXR-TV 7/26/2024

Media Executive

Roanoke, VA Full Time Sales WDBJ-TV 7/26/2024

TV Photojournalist

Portsmouth, VA Full Time News Nexstar Broadcasting Inc. 7/23/2024

Meteorologist

Roanoke, VA Full Time News WDBJ-TV 7/19/2024

Sales & Marketing Consultant

Richmond, VA Full Time Sales WSET-TV 7/18/2024

Digital Content Producer

Portsmouth, VA Full Time News Nexstar Broadcasting Inc. 7/18/2024

Evening News Anchor

Portsmouth, VA Full Time News Nexstar Broadcasting Inc. 7/11/2024

WAVY Unpaid Sports Intern, Fall 2024

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 7/10/2024

WAVY Unpaid Production Intern, Fall 2024

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 7/10/2024

WAVY Unpaid Newsroom Intern, Fall 2024

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 7/10/2024

WAVY Unpaid Hampton Roads Show Intern, Fall 2024

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 7/10/2024

WAVY Unpaid Digital Intern, Fall 2024

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 7/10/2024

WAVY Unpaid Broadcast Engineering Intern, Fall 2024

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 7/10/2024

Account Executive

Charlottesville, VA Full Time Sales Lockwood Broadcast Group 7/9/2024

News Producer

Charlottesville, VA Full Time News Lockwood Broadcast Group 7/9/2024

Production Assistant

Charlottesville, VA Full Time Production Lockwood Broadcast Group 7/9/2024

Master Control Operator

Charlottesville, VA Full Time Other Lockwood Broadcast Group 7/9/2024