

SHENANDOAH TO THE SHORELINE, KEEPING YOU CONNECTED.



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UPCOMING EVENTS

November 19, 2024

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

December 4, 2024

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

December 5, 2024

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

March 4-6, 2025

NAB State Leadership Conference | Washington, DC

April 2, 2025

VAB Radio Roundtable
Charlottesville, VA

April 24-25, 2025

VAB Best of the Best Session
Charlottesville, VA

June 19-21, 2025

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

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| <p>CHAIR
Kym Grinnage
WWBT-TV
Richmond, VA</p> <p>CHAIR ELECT
Mark Kurtz
CBS19 / WCAV-TV / WVAW-TV
Charlottesville, VA</p> <p>SECRETARY/TREASURER
Jaimie Leon
WSLS-TV
Roanoke, VA</p> <p>PAST CHAIR
Michael Clark
WLQM-FM / WJZU-AM
Franklin, VA</p> <p>ASSOCIATE ADVISORY
Vacant</p> <p>PRESIDENT & CEO
Douglas F. Easter
Charlottesville, VA</p> <p>Districts 1, 2 & 4
Adam Chase
WTKR-TV / WGNT-TV
Norfolk, VA</p> <p>Carol Commander
WAFX-FM / WNOR-FM / WJOI-AM
Chesapeake, VA</p> <p>Kathy Yevak
WSKY-TV
Hampton, VA</p> | <p>Districts 3 & 7
Julie Monafó
Summit Media
Richmond, VA</p> <p>Jayne Swain
Virginia Public Media
Richmond, VA</p> <p>Steve Blanchard
WRIC-TV
Richmond, VA</p> <p>District 5
George Kayes
WSET-TV
Lynchburg, VA</p> <p>Garrett Klingel
Charlottesville Radio Group
Charlottesville, VA</p> <p>Districts 6 & 9
Ben Oldham
WFXR-TV / WWCW-TV
Roanoke, VA</p> <p>Districts 8, 10 & 11
Todd Bernstein
WJLA-TV
Arlington, VA</p> <p>David Howard
Salem Media
Arlington, VA</p> |
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VAB BEST OF THE BEST 2025

Our 2025 VAB Best of the Best class met for their first session on October 25th in Charlottesville. Our facilitator Sharon Fitzpatrick, The Fitzpatrick Group, led the group through the connection between their DiSC style and real-world leadership demands and situations and an actionable path toward more effective leadership. Thank you to the class members for being so dedicated and present for the day. We look forward to our next session together in March in Washington, DC.



VAB RADIO ROUNDTABLE

The VAB Fall Radio Seminar was held on October 29th in Charlottesville with a record number of attendees! Kelli Frieler, Founder & CEO of Vibrant Impact, joined the group and presented Winning Sales Strategies for Today's Local Media. This seminar is always an inspirational day, with lots of great ideas and new concepts developed, when this group of passionate radio broadcasters gather together!

Thank you to all attendees for your participation and to Michael Clark for your continued dedication to this 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



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 to get to know other broadcasters in your market!

Tuesday, November 19th
5:30 p.m. - 7:00 p.m.

Bartizan
(White Oak Room)
4035 Whittall Way
Henrico, VA

Wednesday, December 4th
5:30 p.m. - 7:00 p.m.

202 Social House
(Speakeasy)
202 Market Street SE
Roanoke, VA

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

Martha Washington Inn
(Edith Wilson Room)
150 W. Main Street
Abingdon, VA

We look forward to seeing you!

Please RSVP, for any of the events (please indicate which location), to Laura Lake at (434) 326-9813 or laura.lake@easterassociates.com

SUMMER INTERNSHIPS



Through the NCSA programs and membership services, the VAB will again offer PAID summer internships during Summer 2025 to college students entering their Junior or Senior year in the Fall of 2025! The internship program is 8 weeks in length and will begin on Monday, June 2, 2025. All interns should plan to work 40-hours per week at \$15.00/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 21, 2025. 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!

[Click here](#) to view more information about having an intern at your station, including payment procedures from the VAB to you and from you to your intern, as well as guidelines established by the VAB on implementing a successful internship program at your station.

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 21, 2025**. 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!



PREGNANT WORKERS FAIRNESS ACT OVERVIEW AND REQUIREMENTS

By Anessa Abrams and
Rachel Saady-Saxe

In *EEOC v. Lago Mar Properties, Inc.*, the Equal Employment Opportunity Commission (“EEOC”) alleged Lago Mar violated both the Pregnant Workers Fairness Act (“PWFA”) and the Americans with Disabilities Act (“ADA”) when it terminated an employee shortly after she requested leave to recover from a stillbirth. The parties entered into a three-year Consent Decree. The Consent Decree requires Lago Mar to pay \$100,000 in damages to the former employee, appoint an EEO coordinator, revise its employment policies to ensure employees are provided reasonable accommodations under the PWFA and ADA, and provide trainings to all its employees, as well as report any complaints of discrimination to the EEOC.

The EEOC is aggressively enforcing the PWFA and has filed many lawsuits alleging violations. The Consent Decree entered into by the parties in this case, however, stands as an important reminder that the PWFA is broad in scope and encompasses all facets of pregnancy. As such, it is important for employers to familiarize themselves with its requirements, a brief overview of which is provided below.

What is required?

The PWFA is a federal law that went into effect on June 27, 2023. The Act requires a covered employer to provide a “reasonable accommodation” to qualified employees’ or applicants’ “known limitations” related to, affected by, or arising out of pregnancy, childbirth, or related medical conditions, unless the accommodation will cause the employer an “undue hardship.” To note, “related medical conditions” is construed broadly. The regulation specifically notes “related medical conditions” include, among other things, postpartum depression, lactation and its related conditions, miscarriage, stillbirth, and abortion.

Some examples of reasonable accommodations include:

- Additional, longer, or more flexible breaks to drink water, eat, rest, or use the restroom;
- Leave to recover from childbirth or other medical conditions related to pregnancy or childbirth;
- Changing a uniform or dress code or providing safety equipment that fits; and

- Changing a work schedule, such as having shorter hours, part-time work, or a later start time.

The EEOC also notes that necessary accommodations may change as the employee progresses through their pregnancy, so it is important to maintain a dialogue with the employee. A critical component of the PWFA is that an accommodation can include a temporary suspension of an employee’s essential functions, assuming the inability to perform the functions is “temporary,” the employee could perform the functions “in the near future,” and the inability can be reasonably accommodated.

Considerations for Virginia Employers:

Under the Virginia Human Rights Act (“VHRA”), employers are also required to provide reasonable accommodations to the “known limitations of a person related to pregnancy, childbirth, or related medical conditions, unless the employer can demonstrate that the accommodation would impose an undue hardship.” While this language generally mirrors that of the PWFA, it also requires employers to post employees’ rights to pregnancy-related reasonable accommodations in a “conspicuous location” and to include the relevant information in employee handbooks.

Next Steps:

Employers should continue to familiarize themselves with the PWFA and requirements under the VHRA related to pregnancy and childbirth. Employers should ensure their handbooks include the appropriate policies, and train supervisors on the legal requirements, especially those supervisors who may be likely to receive accommodation requests.



by Jennifer Lane | Oct 1, 2024

Nurturing Client Relationships Before the Year-End Rush

Nurturing client relationships is a vital skill for salespeople seeking long-term success. Quality relationships foster trust, loyalty, and ongoing engagement, ultimately leading to more closed deals. In competitive markets, it's crucial to stand out as a trusted advisor who genuinely cares about your clients' success. Here are practical tips to help you build and strengthen these relationships:

Personalized Check-Ins

- **Thoughtful Messages:** Send personalized emails or messages that reference specific interactions or achievements. This demonstrates your genuine interest and attention to detail.
- **Scheduled Meetings:** Plan regular check-in calls or meetings to maintain a strong connection and stay updated on your client's needs. Consider using video conferencing for a more personal touch.

Providing Value

- **Tailored Resources:** Share valuable content, such as industry reports, trends, or best practices, that directly address your client's specific challenges.
- **Complimentary Services:** Offer free consultations, workshops, or resources that align with your client's goals. This showcases your commitment to their success.

Year-End Reflection and Planning

- **Review and Feedback:** Conduct a year-in-review conversation to discuss achievements, challenges, and gather feedback on your services.
- **Goal Setting:** Collaborate with your clients to set goals for the upcoming year and discuss how you can support their aspirations.
- **Standing Meetings:** Schedule regular meetings for the new year to maintain a consistent connection and ensure ongoing support.

Celebrating Successes

- **Recognition:** Acknowledge your client's achievements publicly or privately to show your appreciation and support.
- **Token of Appreciation:** Send a personalized gift or handwritten note to express gratitude for your client's business.

Practical Tips for Effective Client Relationship Management

- **Active Listening:** Pay close attention to your clients' needs and concerns to build trust and rapport.
- **Consistent Follow-Up:** Follow through on commitments and maintain regular communication to demonstrate reliability.
- **Continuous Learning:** Stay updated on industry trends and best practices to provide valuable insights to your clients.
- **Technology Tools:** Utilize CRM software and other tools to streamline client relationship management tasks and track interactions.
- **Cultural Sensitivity:** Adapt your approach to different cultural contexts and business practices to foster effective relationships globally.

By consistently nurturing your client relationships, you can build a strong foundation for long-term success. Remember to personalize your interactions, provide value, celebrate achievements, and plan for the future. With a focus on building trust and demonstrating your commitment to your clients' success, you'll be well-positioned to thrive in today's competitive market.

Need extra help with renewals and follow-ups? Watch [Service and Renewals](#), [Grade and Upgrade Your Relationships](#), and [The Art of Sales Follow-ups](#) exclusively on the Ten-Minute Trainer Network.

Not a member? [Click here](#) to sign up today for your free exclusive preview.

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. There are currently 16 jobs in the VAB Job Bank.

Part-Time Board Operator/Air Talent

Chesapeake Part Time On Air Saga Communications 10/29/2024

WAVY Unpaid Sports Intern, Spring 2025

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 10/24/2024

WAVY Unpaid Sales & Marketing Intern Spring 2025

Portsmouth, VA Part Time Sales Nexstar Broadcasting Inc. 10/24/2024

WAVY Unpaid Production Intern Spring 2025

Portsmouth, VA Part Time Production Nexstar Broadcasting Inc. 10/24/2024

WAVY Unpaid Newsroom Intern Spring 2025

Portsmouth, VA Part Time News Nexstar Broadcasting Inc. 10/24/2024

WAVY Unpaid Hampton Roads Show Intern Spring 2025

Portsmouth, VA Part Time Production Nexstar Broadcasting Inc. 10/24/2024

WAVY Unpaid Broadcast Engineering Intern Spring 2025

Portsmouth, VA Part Time Engineering Nexstar Broadcasting Inc. 10/24/2024

Digital Strategist

Portsmouth, VA Full Time Sales Nexstar Broadcasting Inc. 10/23/2024

Director of Sales

Richmond, VA Full Time Sales WRIC-TV 10/21/2024

Human Resources / Business Administrator

Roanoke, VA Full Time Business/Admin WFXR-TV 10/16/2024

Digital Reporter

Portsmouth, VA Full Time News Nexstar Broadcasting Inc. 10/14/2024

Master Control Operator

Charlottesville, VA Full Time (Other) Lockwood Broadcast Group 10/7/2024

Account Executive

Charlottesville, VA Full Time Sales Lockwood Broadcast Group 10/7/2024

Reporter/Multi-Media Journalist

Charlottesville, VA Full Time News Lockwood Broadcast Group 10/7/2024

Chief Engineer

Charlottesville, VA Full Time Engineering Lockwood Broadcast Group 10/7/2024

Meteorologist/Reporter

Charlottesville, VA Full Time News Lockwood Broadcast Group 10/7/2024

Multi-Media Account Executive

Hampton, VA Full Time Sales Lockwood Broadcast Group 10/2/2024

Digital Media Sales Coordinator

Virginia Beach, VA Full Time (Other) WGH-AM 10/1/2024