

# SHENANDOAH TO THE SHORELINE, KEEPING YOU CONNECTED.



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## UPCOMING EVENTS

### October 24-25, 2024

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

### October 29, 2024

VAB Small Market Radio Roundtable  
Omni Hotel | 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

### 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

#### CHAIR

Kym Grinnage  
WWBT-TV / WUPV-TV  
Richmond, VA

#### CHAIR ELECT

Mark Kurtz  
CBS19 / WCAV-TV / WVAW-TV  
Charlottesville, VA

#### SECRETARY/TREASURER

Jaimie Leon  
WSLS-TV  
Roanoke, VA

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Michael Clark  
WLQM-FM / WJZU-AM  
Franklin, VA

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Norfolk, VA

#### Carol Commander

WAFX-FM / WNOR-FM / WJOI-AM  
Chesapeake, VA

#### Kathy Yevak

WSKY-TV  
Hampton, VA

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Summit Media  
Richmond, VA

#### Jayne Swain

Virginia Public Media  
Richmond, VA

#### Steve Blanchard

WRIC-TV  
Richmond, VA

#### District 5

George Kayes  
WSET-TV  
Lynchburg, VA

#### Garrett Klingel

Charlottesville Radio Group  
Charlottesville, VA

#### Districts 6 & 9

Ben Oldham  
WFXR-TV / WWCW-TV  
Roanoke, VA

#### Districts 8, 10 & 11

Todd Bernstein  
WJLA-TV  
Arlington, VA

#### David Howard

Salem Media  
Arlington, VA



# MEET THE VAB BEST OF THE BEST 2025


The selection committee is pleased to announce the 2025 class of the Virginia Association of Broadcasters Best of the Best Leadership program. Over the next eight months, these professionals will be provided with the opportunity to build leadership skills, develop a diverse business network, meet legislative leaders and advocate for their profession, while preparing for challenges facing the future of the broadcast industry. The VAB will be featuring these members in upcoming issues of the newsletter. Congratulations Class of 2025!



**Nathan Crawford**  
Executive Producer  
WWBT-TV  
Richmond



**Sarah Curbelo**  
Media Advisor  
Harrisonburg Radio Group  
Harrisonburg



**Nathan Sparks**  
On Air/Digital Content Director  
New River Radio Group  
Radford



**Alex de Montbel**  
Senior Creative Services Producer  
CBS-19  
Charlottesville



**Patrick Tonkinson**  
Promotions Manager  
WTKR-TV  
Norfolk



**GeNienne Samuels**  
Evening News Anchor  
WTVR-TV  
Richmond



**Caleb Peek**  
News Anchor/Producer  
WHSV-TV  
Harrisonburg



**Samantha Amadei**  
Assistant Sales Manager  
WSKY-TV  
Hampton



**Reba Bloom**  
Production Manager  
WVEC-TV  
Norfolk



**Niyah Coles**  
Integrated Marketing Specialist  
Radio One  
Richmond



**Rob Clarke**  
Local Sales Manager  
WRIC-TV  
Richmond



**Whitney Tedford**  
Account Executive  
Charlottesville Radio Group  
Charlottesville



**Mike Booth**  
Promotions Manager  
WAVY-TV  
Portsmouth



**Sonja Morrell**  
Marketing Director/On-Air  
WNOR/WAFX  
Chesapeake

# VAB RADIO ROUNDTABLE

TUESDAY, OCTOBER 29TH

9:30 am - 3:00 pm  
OMNI HOTEL

212 RIDGE MCINTIRE RD  
CHARLOTTESVILLE

## *Winning Sales Strategies for Today's Local Media*

Kelli Frieler  
Founder & CEO, Vibrant Impact

## Group Discussion Topics

Content/Programming (Broadcast & Digital)

Sales/Commerce (Broadcast & Digital)

Open Ideas & Discussion Sharing

*Join us for a networking dinner  
on Monday evening!  
Overnight accommodations available.*



VIRGINIA ASSOCIATION OF BROADCASTERS  
SEND YOUR RSVP TO [LAURA.LAKE@EASTERASSOCIATES.COM](mailto:LAURA.LAKE@EASTERASSOCIATES.COM)

250 WEST MAIN STREET, SUITE 100, CHARLOTTESVILLE VA 22902  
434.977.3716 | [VABONLINE.COM](http://VABONLINE.COM)





# WLQM-FM Honored with Pete Clark Award



The community came together on September 21st to honor, remember and continue the fight against cancer during the Relay For Life of Franklin/Southampton 2024 held at Barrett's Landing Park.

Real Country 101.7 was honored to receive the Pete Clark Award, which is given annually to a business or organization that contributes significantly to our local Relay.

"I was honored to accept the "Pete Clark Award" last night at Relay for Life on behalf of my entire team at Real Country 101.7.

This award was named after my Dad and recognizes a business or organization that contributes in a meaningful way to the Franklin Southampton Relay for Life. At an early age Dad instilled in me the importance of contributing to our community. I would like to think he would be proud of the work we continue doing to honor his legacy."

Michael Clark, Owner/General Manager,  
WLQM-FM/WJZU-AM, Franklin  
(Immediate VAB Past Chair)

## 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

Our Board of Directors recently met for their annual retreat, filled with productive and insightful discussions about the industry and association. We had some fun along the way, too!



*VAB sponsored a group of students from James Madison University School of Media Arts & Design who attended the Republican & Democratic Conventions and provided stories. Some of those students joined us to share their experiences and future plans!*



*Stephen Barnard, winemaker at Keswick Vineyards shared his expertise and talents during a special wine pairing dinner.*



*Thank you to Stephen Hayes (WTVR-TV, Richmond) and Carol Ward (WAVY-TV, Portsmouth) for their dedication to the VAB Board and broadcasting industry.*



# 2024/2025 Career Fair Season is Underway!

VAB is on the road over the next few months attending college/university career fairs to promote summer internship and broadcast career opportunities. The highlight is our Be There campaign 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.





# 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**

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**Tuesday, December 3rd**  
**5:30 p.m. - 7:00 p.m.**

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

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

**202 Social House**  
**(Speakeasy)**  
**202 Market Street SE**  
**Roanoke, 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](mailto:laura.lake@easterassociates.com)

# FEDERAL DISTRICT COURT BLOCKS FTC'S NONCOMPETE RULE

By Anessa Abrams and  
Rachel Saady-Saxe

A noncompete agreement is a contractual agreement that prevents an employee from competing with their employer after their employment ends. The Federal Trade Commission ("FTC") promulgated a Final Rule on April 23, 2024, banning noncompete agreements. The Rule was quickly challenged, and United States District Judge Ada Brown recently set aside the FTC Noncompete Rule. Judge Brown's ruling prohibits enforcement nationwide, and, as such, the FTC Noncompete Rule is no longer a concern. While this is a victory for employers using noncompete agreements with current and former employees, Judge Brown's decision does not necessarily mean your company's noncompete agreements and other restrictive covenants are valid and enforceable. We expect continued scrutiny by the courts of the enforceability of these agreements and more state restrictions on these agreements in the future.

## Consideration for Virginia Employers:

Virginia law prohibits noncompete agreements for "low-wage employees," as defined by Virginia Code. In Virginia, the 2024 annual salary threshold for non-compete agreements is \$73,320, which is based on an average weekly wage of \$1,410. For employees who are not considered low wage, the Virginia Supreme Court has established guidelines for determining the validity of a noncompete agreement. The burden is on an employer to show the restraints within the noncompete are: 1) no greater than necessary to protect its legitimate business interests; 2) not unduly harsh or oppressive in curtailing an employee's ability to earn a livelihood; and 3) reasonable in light of sound public policy. The reasonableness of the noncompete provision turns on a variety of factors, including the duration, geographic area, and extent of activities covered.

## What should employers do now?

Review your restrictive covenants at least annually to make sure they are valid and enforceable in Virginia and consider whether you absolutely need a true noncompete provision or whether you can better protect your company's interests with well-tailored nonsolicitation provisions. Restrictive covenant agreements should be narrowly drafted to protect your confidential information and other legitimate business interests. Remember, the shorter the

term and the smaller the geographic region, the more likely the restriction will be enforced.

Consider doing away with "all customers" and "all employees" language in your nonsolicitation clauses and limit those clauses to only those customers or employees with whom the employee worked or about whom they received confidential information.

Review your off-boarding and IT procedures to make sure you have a plan in place when an employee departs to protect your customer relationships and your confidential business information.

If you have any questions regarding non-compete agreements or your employment contracts in general, please contact Anessa Abrams, partner in our Washington, DC office at (202) 719-2029 or by email at [aabrams@fordharrison.com](mailto:aabrams@fordharrison.com), or Rachel Saady-Saxe, Associate in our Washington, DC office at (202) 719-2015 or by email at [rsaady-saxe@fordharrison.com](mailto:rsaady-saxe@fordharrison.com).



# MOTIVATION



LOADING...

by Jennifer Lane | September 13, 2024

## Staying Motivated When You Don't Feel Like It

We've all been there: waking up in the morning, feeling unmotivated, and wondering how we'll make it through the day. Whether you're facing burnout, stress, or just a slump, losing your motivation can happen to anyone. But staying motivated, even when you don't feel like it, is crucial for both your work performance and personal well-being. So, how can you push through when it feels like you've hit a wall, and why is it worth it?

### Why Motivation Matters

#### 1. Consistent Progress Leads to Success

Even if you're not at your best every day, maintaining a level of consistency is key to long-term success. Small steps taken daily, even when you're not feeling it, add up over time and help you build momentum. It's not about perfection; it's about progress.

#### 2. Work as a Source of Fulfillment

While it may not always seem like it, work can bring a sense of purpose and fulfillment. Staying motivated helps you find meaning in your tasks, creating a sense of accomplishment that spills over into other areas of your life.

#### 3. Building Resilience

Motivation is a skill, and like any other skill, it can be strengthened. Learning to stay focused on your goals, even when you're tired or disheartened, builds mental toughness and resilience that will serve you well in future challenges.

#### 4. Improved Work-Life Balance

It may seem counterintuitive, but staying motivated at work can help you create a better balance in your life. When you're focused on your tasks and being productive, it leaves you with more time and energy to spend on the things you love outside of work.

## Tips to Stay Motivated When You Don't Feel Like It

- 1. Break Down Big Tasks** If you're feeling overwhelmed, large tasks can seem impossible to tackle. Break them down into smaller, manageable steps. Start with something easy, and you'll often find the momentum to keep going.
- 2. Set Boundaries to Protect Your Energy** One of the reasons people lose motivation is burnout. If you find yourself exhausted, it's likely time to set some boundaries. This might mean taking breaks throughout the day, saying no to additional projects, or making sure your workday ends at a reasonable time. Protecting your energy is key to long-term motivation.
- 3. Reconnect with Your 'Why'** Ask yourself why you started in the first place. What is the bigger purpose behind your work? Whether it's providing for your family, helping others, or working towards personal goals, reconnecting with the reason behind your work can reignite your passion.
- 4. Celebrate Small Wins** Often, we're so focused on big goals that we forget to celebrate the small victories along the way. Recognizing these accomplishments, no matter how small, can give you the motivation boost you need to keep going.
- 5. Find Balance Through Activities You Love** Staying motivated isn't just about work—it's also about finding balance. Make time for hobbies, exercise, or relaxation. These activities can recharge you, making it easier to approach your work with renewed energy.
- 6. Practice Self-Compassion** It's okay to have off days. When motivation slips, don't beat yourself up. Practice self-compassion and allow yourself to rest if you need it. Sometimes, taking a step back is the best way to regain your drive.

### The Importance of Balance

Ultimately, staying motivated and finding balance in your life go hand in hand. If you're feeling disconnected from your work, it may be because there's a lack of balance between your personal and professional life. Prioritize self-care, ensure you're taking time for yourself, and focus on progress rather than perfection.

When you allow yourself to recharge and maintain perspective, you'll find that motivation becomes easier to sustain. Staying driven isn't about always feeling enthusiastic; it's about continuing to show up and finding balance along the way.

## How to Submit to the VAB Job Bank

Jobs that are posted 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>Multi-Media Account Executive</b> Hampton, VA	Full Time	Sales	Lockwood Broadcast Group	10/2/2024
<b>Digital Media Sales Coordinator</b> Virginia Beach, VA	Full Time	(Other)	WGH-AM	10/1/2024
<b>Part-Time Board Operator/Air Talent</b> Chesapeake	Part Time	On Air	Saga Communications	9/25/2024
<b>News Editor/Photographer</b> Roanoke, VA	Full Time	News	WDBJ-TV	9/24/2024
<b>Sales Account Executive</b> Richmond, VA	Full Time	Sales	WRIC-TV	9/13/2024
<b>Content Producer</b> Lynchburg, VA	Hourly	News	WSET-TV	9/13/2024
<b>Sales Assistant</b> Richmond, VA	Full Time	Sales	WRIC-TV	9/10/2024
<b>Production Assistant (PT)</b> Roanoke	Part Time	Production	WFXR-TV	9/4/2024
<b>K92 Afternoon On-Air Talent</b> Roanoke, VA	Full Time	On Air	WLK-FM	8/28/2024
<b>Full Time Announcer</b> KINGSPORT, TN	Full Time	Sales	Holston Valley	8/26/2024
<b>MMJ/Reporter</b> Norfolk, VA	Full Time	News	CW 27	8/21/2024
<b>Anchor / MMJ</b> Norfolk, VA	Full Time	News	CW 27	8/21/2024
<b>Newscast Director</b> Lynchburg, VA	Full Time	Production	WSET-TV	8/16/2024
<b>Marketing Associate</b> Lynchburg, VA	Full Time	Sales	WSET-TV	8/14/2024
<b>Sales &amp; Marketing Consultant</b> Lynchburg, VA	Full Time	Sales	WSET-TV	8/14/2024
<b>Programmer</b> Charlottesville, VA	Full Time	Business / Admin	Monticello Media LLC	7/29/2024
<b>Multimedia Advertising Sales Executive</b> Roanoke, VA	Full Time	Sales	WFXR-TV	7/26/2024
<b>Meteorologist</b> Roanoke, VA	Full Time	News	WDBJ-TV	7/19/2024