

# **WBA Student Seminar, One of the Best**

**Ken Beno, Chair  
WBA Education Committee**

Very informative...Good variety....Enjoyed it very much....I learned a lot...Met some great people in the business; Great session topics; Positive overall experience learning from people in TV/Radio business; those were just a few of the student comments following the 2008 WBA Student Seminar on Saturday, February 16th at Madison Marriott. The seminar set an attendance record of 160 students. The increase can be attributed to the hard work of the WBA Education Committee in putting together an outstanding program featuring the Senior Executive Vice President, Primetime, CBS, Los Angeles, Kelly Kahl who gave the keynote address "TV 2008 – An Earthquake in the Media Landscape." Another factor was the financial support that came from the WBA in helping to pay for hotel rooms for students who traveled from distant areas around the state. I have the pleasure of being the chair of this active and hard working group of educators and commercial broadcast professionals.

Evaluations showed that students were very pleased with the overall program. In the morning, Kelly explained the "Nuts and Bolts of Scheduling TV Programming" and Tim Scott from WIBA, Madison, Lee Rayburn of Madison's Progressive Talk, 92.1, the MIC and Fletcher Keyes and Adam Elliot from WOLX, Madison presented a workshop on what it takes to put together a radio show.

The afternoon luncheon was highlighted by the presentation of the WBA Foundation Scholarships to four recipients and the fifth annual Student Awards for Excellence. Entries for the Student Awards for Excellence set a record of 161 which was up over 20% from last year. Lunch received the highest rating ever! Following lunch, Students had their choice of three of the six panels. Topics included: "What's Expected in Your First Job"... "Radio/TV Sales"... "Campus Radio Stations"... "Radio/TV News"... "Radio/TV Sports Reporting" and "New Media." Overall, the seminar received a 9 on a 10 point scale.

On behalf of the Education Committee, I would like to thank Michelle, Linda, Mandy, and Liz for making the seminar a success. Of course, a BIG THANK YOU to all the panelists who gave up their Saturday to help students. The Education Committee has set Saturday, March 7, 2009 for the next WBA Student Seminar at the same location as this year.