

WBA Board Holds Meeting In Milwaukee

(Following each meeting of the WBA Board of Directors a summary of their major actions and discussions is reported in narrative form in the Wisconsin Broadcaster. The report is only a summary and official meeting minutes will continue to be kept on file and can be obtained from the WBA Office.)

The WBA Board met on November 6 at the Country Springs Hotel in Waukesha/Milwaukee. Chairman of the Board Tom Walker, Mid-West Family Broadcasting, presided.

Financial Report:

For January - September, 2007, we showed an operating position of approximately +\$13,896 revenues to expenses. The M&I Investment Trust report showed that year-to-date investments were up by 5.85%.

President's Report:

1. **Broadcasters Clinic/Copywriters Workshop.** WBA Vice President Linda Baun reported on the success of these events.
2. **WEMA Conference/Sponsorship:** Vetterkind reported that WBA was asked to co-sponsor the WEMA Conference, which took place on October 31, 2007.
3. **WisconsinEye Liaison Committee:** We have formed a committee to look into ways that our member stations can potentially work together with WisconsinEye to promote the myriad of ways that broadcasters serve the public interest.
4. **Awards Gala:** The Awards Gala which will be held Saturday, April 5, 2008 at Monona Terrace. The event will be \$59 per person.
5. **Winter Conference/Board Meeting/Agenda:** The upcoming Winter Conference, which will take place January 23 & 24, 2008.
6. **Amber Alert Updates:** Vetterkind recapped actions taken at the recent Amber Alert Annual Meeting to ensure that broadcasters are able to get information in a more efficient manner, as well as the possibility of having regional meetings with the Department of Justice and broadcasters to address questions/concerns and to better educate each other on our roles.

Legislative Reports:

State:

WBA Lobbyist Bob Welch reported on the following: Video Franchise Bill: Non-Degradation of Signal and Must Carry/Retransmission; Sales Tax on Advertising;

Direct to Consumer Advertising; Amber Alert; various Freedom of Information items; XM/Sirius Merger; Candidate Air Time; as well as a potential of an HD Equipment Tax Exemption. We also discussed holding a breakfast in the Wausau area with new Senate Majority Leader Decker, as well as holding a similar breakfast with Speaker Huebsch.

Federal:

WBA President Michelle Vetterkind distributed a detailed list of the many issues that we are currently monitoring and provided verbal updates on each. Vetterkind verbally went into further detail on Internet Streaming; Reporter Shield; White Space Issues; and Performance Tax: Pro-Broadcaster Legislation. Vetterkind also highlighted information on NABPAC (formerly TARPAC), and encouraged members to consider donating to this worthwhile cause.

Old Business:

1. The WBA's Long-Range Plan was updated and finalized.
2. NCSA/PEP Report: Vetterkind showed everyone the gift that we will be sending to the NCSA/PEP contacts at our stations later this month, and reported on the increase in funds provided to us for 2008 by the Army National Guard. The Board gave the approval for us to once again double-up (for our regular program) in the first quarter. This was a practice which began a few years ago when it is an election year and we do not sell October. Vetterkind noted that at the time of the Board Meeting, she has 12 more week that she is able to sell, and the remainder are all sold.
3. DTV Awareness:
 - a. WisconsinHDBroadcasting.com: Vetterkind thanked Doug Kiel (and Guyanne Taylor and Willie Garrett from WGBA-TV) for their help on our promotional spot for the website. The spot will be sent to

all TV stations in November (there will also be a similar radio spot, which will mention HD Radio being on the website).

b. DTV Midwest City Tour Chicago November 28

c. Wisconsin DTV Awareness News Conference in the State Capitol: The Board discussed a potential of holding such an event on Tuesday, February 19, 2008. The News Conference could potentially highlight a converter box demonstration, side-by-side demos of Analog vs. Digital, speakers on the DTV transition, and literature to educate consumers. We are currently working on the logistics.

d. Regional DTV Awareness Meetings The Board also discussed having a booth at the State Fair and potentially Summerfest, as well.

New Business:

1. Legal Counsel: The Board proposed that we extend our agreement with Pillsbury Winthrop ShawPittman for the next two-years.

2. 2008 Slate of Officers (nominations): Vetterkind shared the recommendations that were received as a result of the survey to the general membership in regards to our 2008 Slate of Officers. The Nominating Committee will meet via conference call in late November.

Other Business:

1. Commitment 2008 Initiative: Maytag shared WISN-TV's idea of a student driven political web page on WISN.com as part of its "Commitment 2008" political coverage.

The meeting was held from 11:05 a.m. until 2:30 p.m. and was attended by 13 board members with 5 excused absences.