



**wisconsin
broadcaster**

Your WBA - ALWAYS There For You . . .

SPECIAL EDITION

FALL 2010

**GET SOCIAL
WITH YOUR**



**wisconsin
broadcasters
association**

**FOLLOW US
NOW ON**



Facebook User
Wisconsin Broadcasters
Association



Twitter User
MVetterkind

**Check Out
WBA's Website at . . .
www.wi-broadcasters.org**



WBA 2011 Events WBA's 60th Anniversary

**We Have Renewed Local Broadcast Sales For 2011 -
More FREE Sales Training For WBA Members!!!!
To Include EXPANDED LBS Services & Offerings**

**THROUGH 2011... WBA Sales Training - Local Broadcast Sales (LBS)
(360+ on-demand video training modules - minimum of 25 NEW Topics)
FREE!!! FREE!!! FREE!!!! (for WBA Members)**

**MORE WBA Sales Training - Local Broadcast Sales (LBS) WEBINARS
Complete Access To The Following: 4 different series to include 3
webinars each: Digital Sales, Sales, New Hires, Management
FREE!!! FREE!!! FREE!!!! (for WBA Members)**

JANUARY 26, 2011
WBA Winter Conference &
State Legislative Day
Monona Terrace, Madison

July/August (TBA), 2011
WBA's Doug Chickering - WIAA
Sports Workshop

MARCH 1 & 2, 2011
WBA DC Trip
WBA DC Trip (Call on Congress)

OCTOBER 11-13, 2011
Broadcasters Clinic (Engineers)
Madison Marriott

MARCH 5, 2011
WBA Student Seminar
Madison Marriott

MAY 7, 2011
WBA Awards Gala Reception/
Dinner/Presentations
Madison Marriott

MAY 10-12, 2011
Walker Broadcast
Management Institute
UW-Madison

MAY 11, 2011
Graduate Institute, *UW-Madison*

JUNE 22 & 23, 2011
WBA Summer Conference
(and 60th Anniversary Celebration)
*Grand Geneva Resort,
Lake Geneva*

WBA Hotlines

**Madison Legal Hotline
Godfrey Kahn
Call 1-800-362-2664**

**Washington D.C.
Legal Hotline
ShawPittman
Call 1-202-663-8266 or
1-202-663-8167**

**WBA 24 Hour Toll-Free
Engineering Hotline
Call 1-877-275-7020**

Your WBA Serving YOU!

In The Last 12 Months, YOUR WBA Has....

For the first time ever - offered FREE Sales Training to WBA Members thru Local Broadcast Sales (LBS) via on-demand Video, Broadcast Sales Webinars, and Digital Sales Webinars.

Jumped on the Social Media Bandwagon - your WBA is now on Facebook and Twitter.

As part of the WBA Foundation, debuted the Virtual Wisconsin Museum of Broadcasting.

Formed a Legislative Liaison Committee in an effort to maximize our grassroots efforts on the state level with a WBA member liaison in each State Senate District.

Continued to achieve RECORD WBA membership - 98% of all Wisconsin broadcast stations are members.

For the first time, offered our biennial Election Law Workshop as a Webinar making it available, on demand, throughout the year.

As part of the WBA Foundation, offered the R. Perry Kidder Broadcast News Resource Center - an online resource for broadcast news reporters, producers, photographers, and News Directors. The goal in creating it was to gather together in one place resources unique and particular to Wisconsin.

Co-sponsored an ATSC Digital Television Seminar for broadcast engineers.

Successfully assisted in lobbying for the Wisconsin Whistleblower Protection Act, which was signed into law in June.

Received a record number of 918 entries in the WBA Awards Program, which featured New Rules, New Categories, New Media, News Operation of the Year, and Station of the Year. The Awards Gala was also a success with over 300 attendees.

Held an Awards Forum - attended by a wide range of members - to solicit advice on improving what we already have in our Awards Program.

Formed an Ad Hoc Advocacy Committee and compiled WBA Broadcast Localism Experiences & Ideas for member stations.

Continued our free legal services for our members with Legal Hotline Services provided by our Washington counsel, ShawPittman, and by our Madison counsel, Godfrey Kahn.

Offered a WBA Engineering Internship Grant Program as well as an Engineering Fellowship Grant Program in conjunction with the WBA Foundation to assist with the development of future engineers as well as providing continued education for senior engineers.

Sponsored Broadcasters Clinic - the Midwest's only regional engineering conference. This three-day event, held in October, brings in close to 350 Broadcast Engineers, and nearly 70 Vendors/Exhibitors from several surrounding states.

Continued sponsorship, through the WBA Foundation, of RMP seminars throughout the state whereby students can become certified as RMPs (Radio Marketing Professionals) through the Radio Advertising Bureau, providing our stations with potential sales people. As a result, over 250 Wisconsin college students are now RMP's.

Continuously monitored and lobbied on State & Federal issues as we strive to serve, protect and promote the Broadcast Industry in Wisconsin.

Continued our WBA Broadcaster Emergency Personnel ID Program with Wisconsin's Dept. Of Justice, which allows radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep the transmitter on the air. 138 cards have been issued to more than 150 stations.

Through the WBA Foundation, sponsored two debates - Gubernatorial and U.S. Senate.

Hosted a record attendance of 202 at the WBA's Annual Student Seminar. We also received a record number of 162 entries in our WBA Student Awards For Excellence.

Held two Annual Conferences - a Winter meeting in Madison and a Summer meeting in Wisconsin Dells, which featured NAB President & CEO Gordon Smith.

Held our Annual State Legislative Day, which featured a briefing, legislative calls at the State Capitol, and a Legislative Reception.

Co-sponsored the WEMA (WI Emergency Management Association) Convention.

Continuously updated & maintained WBA's Assistance Action Plan For EEO Compliance, in which the WBA helps member stations achieve compliance under the FCC's EEO regulations.

Held two "Nondiscrimination & Outreach In Hiring" Sessions which were held in conjunction with the WBA's Winter & Summer Conferences to assist our members with EEO Credit.

Had the largest state delegation as we took 35 WBA directors and members to Washington, DC, to call on Congress and to host the Wisconsin Congressional Delegation Reception to discuss important industry issues relating to Performance Tax, Retransmission Consent, Broadcast Spectrum, SHVERA, Shield Law, Emergency Preparedness, and the Fairness Doctrine.

Through the WBA Foundation, offered the annual 3-Day Walker Broadcast Management Institute. We also held our annual Graduate School Session, in conjunction with the Institute, for those who have already graduated from the program. As of May, 2010, 73 broadcast managers have graduated from the 3-year module.

As part of NASBA (the National Alliance of State Broadcast Associations), supported the 6th National Summit on EAS and Emergency Communications, WBA President & CEO Michelle Vetterkind serves on the NASBA EAS Committee.

Through the WBA Foundation, sponsored the WBA College Radio News Network, believed to be the first of its kind, which is designed to offer student journalists and broadcasters from around the state a feed service.

Inducted five Wisconsin broadcasters (Mike Gousha, Bruce Grassman, John Hoffland, John Laabs, and Earle Terry) into our Hall of Fame, bringing the total number of inductees to 108.

Continued our ever-popular Job Bank where all job notices we receive are posted on the WBA website which is linked to a National Job Bank, posted in our monthly newsletter, and also forwarded to all broadcast educators in the state.

Renewed the WBA Alternative Inspection Program so that stations can have their stations inspected by FCC-trained engineers before applying for renewal of their station licenses - currently 217 Wisconsin Radio stations and 22 Wisconsin TV stations are protected.

Represented Wisconsin at the National Amber Alert Conference and continued our shared leadership with the Department of Justice of Wisconsin's Amber Alert Child Abduction Plan. Since the program's inception in 2003, we have had 20 Amber Alerts with the successful recovery of 28 children.

Renewed "WBA Saves The Day", an agreement with the American Red Cross to help raise funds and awareness for major Red Cross disaster relief efforts in the state.

Continuously updated & maintained a list of recruitment referral sources, including organizations and groups whose membership includes significant participation of women and minorities, to help our stations with their EEO recruitment efforts.

Coordinated two Job/Career Fairs which were held in conjunction with the WBA's Winter & Summer Conferences.

Offered WBA's Broadcast Internship Program, as another way to help our member stations with EEO compliance, in addition to acting as a "clearinghouse" to assist broadcast students in finding internships.

Awarded \$9,971.00 in educational support grants, through the WBA Foundation, to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software, and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting.

Provided our members with a 24-hour Engineer's Hotline.

Hosted the Annual WBA Doug Chickering - WIAA Sports Broadcasting Workshop at Lambeau Field.

Updated our Public Service Announcement Guide that stations can refer people to on our website.

Published an updated annual WBA Directory and continued to publish *The Wisconsin Broadcaster*, our monthly newsletter.

Through the WBA Foundation, awarded \$6,000 in scholarship monies to students who are interested in pursuing a career in the field of broadcasting.