

WBA Co-Sponsors Wisconsin Emergency Management Association Conference

By Gary Timm, Wisconsin EAS Chairman, Journal Broadcast Group

On October 29, WBA again co-sponsored the Wisconsin Emergency Management Association (WEMA) Annual Conference in Madison. Our co-sponsorship gives us the opportunity to staff an information table, this year featuring handouts on DTV and HD Radio, MSRC, EAS, and our Broadcaster ID Card. This is an excellent opportunity every year for WBA to renew relationships with our Emergency Management partners. Our table this year was staffed by Gary Timm of Journal Broadcast Group and Leonard Charles of WISC-TV3 in Madison. Gary and Chuck are members of the Wisconsin EAS Committee, an important bridge between broadcasters and emergency management. Discussion topics at our table ranged from the upcoming Next Generation EAS to the ever-present Digital TV transition questions. Other WBA members attending the conference were Joe Bauer from WMVS-TV and Dean Maytag from WISN-TV, both from Milwaukee. Dean was a speaker at one of the breakout sessions, talking about Wisconsin's Media Security and Reliability Council (MSRC) program. Our WBA table was located this year right in the attendee registration foyer, so we received a lot of foot traffic. This day-long conference was definitely worth our time, and WEMA President Ben Schliesman thanked us heartily for our attendance and co-sponsorship again this year. WEMA also had a booth at the Exhibit Reception during the WBA's 2008 Summer Conference.