



Educator's Column



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Over the last few years, I have had the opportunity to serve on the WBA Education Committee. As the only non-educator in the group, I have had the unique opportunity to see the work of the committee from a different point of view. The experience has formed some impressions. I am struck by the dedication and professionalism of the educators involved. They give significant time and talent to develop and grow the young adults committing themselves to our profession. Over the years I have been impressed by many of the students I have met through WBA. Now I know why. I realize the quality of these young people did not just happen. Educators like Ken Beno and the members of your Education Committee are committed to providing all Wisconsin Broadcasters [with] a great pool of talent to draw from. Had I not been part of the many meetings, conference calls, student awards, job fairs and seminars, I could easily take for granted much of their work and the results they produce.

In many ways these educators are the front line in the challenge to feed the best and brightest into our business. They do their work quietly and effectively with little recognition or fanfare. Had I not agreed to step out of my normal comfort area and accept an assignment to this committee, I would have never fully appreciated the work they do on our behalf. So here is my ask... Next time you see a member of the Education Committee give them a pat on the back. If you can, get involved in their work by participating in a student seminar or job fair, judge awards or scholarship applications or reach out to the committee with your ideas and support. Do what you can to develop the future leaders of our business. The Education Committee members are just one example of the many members serving on WBA committees that make our association great. Be part of the greatness and enjoy the rewards of giving to your chosen profession.