

# Your WBA Serving YOU!

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

Achieved record WBA membership as we welcomed 17 new members to the WBA: 98% of all Wisconsin broadcast stations are members.

Throughout the DTV Transition, assisted Wisconsin TV stations and the public as part of WBA's highly successful DTV Awareness Campaign.

Published WBA Political Coverage 2008 (a sampling of the many ways that Wisconsin radio & television stations serve as a Political Forum for the public) which was handed out during the WBA State Legislative Day and the WBA DC Trip.

Experienced a day in the life of the Wisconsin Army National Guard as part of the first-ever WBA Media Lift.

As part of the WBA Foundation, debuted 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.

Continued our free legal services for our members with Legal Hotline Services provided by our Washington counsel, ShawPitman, 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.

Co-sponsored a National Guard Media Day "Boot Camp" for Broadcast Journalists.

Joined Governor & First Lady Doyle at the Executive Resident with our Board of Directors for an evening of open exchange between the Governor and Wisconsin Broadcasters.

Sponsored Broadcasters Clinic - the Midwest's only regional engineering conference. This three-day event, held in October, brought in over 100 Broadcast Engineers, and 53 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 100 Wisconsin college students are new RMP's.

Received a record number of 865 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 nearly 300 attendees.

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: 142 cards have been issued to more than 160 stations.

Hosted a record attendance of 185 at the WBA's Annual Student Seminar and sponsored the WBA Student Awards For Excellence.

Held two Annual Conferences - a Winter meeting in Madison and a Summer meeting in Elkhart Lake, which also featured a day-long Engineers Session.

Held our Annual State Legislative Day, which featured a keynote luncheon a briefing, legislative calls at the State Capitol, and a Congressional 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 Job/Career Fairs and 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.

Took 36 WBA directors and members to Washington, DC, to call on Congress and to host the Wisconsin Congressional Delegation Reception to discuss important industry issues.

Continued WBA's Publicity News Release Distribution Service to assist the public with reaching the correct person(s) at a station.

Through the WBA Foundation, offered the annual 3-Day Walker Broadcast Management Institute and our annual Graduate School Session. As of May, 2009, 67 broadcast managers have graduated from the 3-year module.

As part of NASBA (the National Alliance of State Broadcast Associations), sponsored the 5<sup>th</sup> National Summit on EAS and Emergency Communications, WBA President Michelle Vetterkind is 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 (Tommy Lee Bychinski, the father/son team of Charlie & Mike Kearns, R. Perry Kidder, and Paul LeSage) into our Hall of Fame, bringing the total number of inductees to 103.

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 very important 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 232 Wisconsin Radio stations and 23 Wisconsin TV stations are protected.

Brought in sales trainer Chris Lytle to present "Selling in Times of Great Change" in Milwaukee and Stevens Point.

Worked with our WBA Legislative Committee in an effort to more actively involve our membership in the WBA's legislative efforts.

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 18 Amber Alerts with the successful recovery of 23 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.

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

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 \$10,120.00 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 Miller Park.

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

Offered a Fall Sales Workshop featuring Lindsay Wood Davis, Holland Cooke, and Merritt Mattson for Sales & Programming.