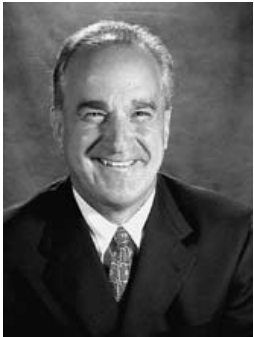


Educator's Column

2012 WBA Student Seminar

By Ken Beno, Chair, WBA Education Committee



The Wisconsin Broadcasters Association (WBA) Student Seminar is set for Saturday, March 3rd at the Marriott West, Madison (Middleton). Jessie Garcia from WTMJ-TV, Milwaukee is the keynote speaker at lunch. Her topic is "Standing Out From the Crowd in a Crowded and Changing Media Environment." Jessie is also featured on a panel in the morning, and will hand out the annual "Student Awards for Excellence" during lunch. The four recipients of the WBA Foundation Scholarships will also be introduced at lunch.

The seminar begins at 9:10 a.m. with introductions and a brief orientation. Students can choose from three of nine options during the morning. Dave Black, from WSUM Radio, Madison, hosts the very popular annual "Campus Stations Discussion." Meghan Kulig, WEAU-TV, Eau Claire and Chandra Lynn, WIBA Radio, Executive Producer "Madison in the Morning" present a session on "Radio and TV News." Joe Daguanno, CEO, Midwest Digital Marketing and Ron Giordan, Communications Director, Office of the State Treasurer talk about "New Media." Mike O'Brien, GM at WCLO/WJVL, Janesville and Vice President of Sales for Bliss Communications moderates a discussion on the "Business of Broadcasting" featuring UW-Madison grad, Allison Jacobsmeier, Clear Channel Radio Milwaukee and Vanessa Younger, WBUW-TV, Madison. Bill Hubbard, UW-Green Bay, formerly WBAY-TV, Green Bay, talks about opportunities in "Broadcast Engineering." Brian Lucas, UW-Whitewater and John Gosz, UW-Stevens Point lead a small group session on "Fund Raising." Mike Schmidt from UW-Green Bay oversees a demonstration of editing using "AVID and Final Cut Pro." Jessie Garcia, WTMJ-TV, Milwaukee and Maryann Lazarski from Cardinal Stritch University discuss "Relationships in the Workplace - Personalities, Egos, and Romance." Operations Manager and Play-By-Play announcer, Gary Douglas from NRG Media, Fort Atkinson and Sports Talk Producer & Badger Volleyball Play-by-Play announcer, Jon Arias from Clear Channel Madison present a session on "Sports."

The schedule for the seminar has a slight change this year. Instead of lunch and the awards at noon, two general sessions will run concurrently one for radio and the other for TV. The radio session is titled "Personality Radio and Show Preparation" and features Chandra Lynn from WIBA, Ken Scott, Program Director, WJVL in Janesville, and Jonathan Little, Vice President of Sales for Troy Research and a member of the WBA Hall of Fame. The topic of the TV session "Multi-Platform Journalism....Can You Do It All." Panelists for the session include Meghan Kulig, WEAU TV and News Reporters, Phil Levin, WMTV, Madison, and Andy Choi, WISC, Madison.

Lunch along with the presentation of the WBA Foundation scholarships, the keynote address, and the "WBA Student Awards for Excellence" concludes the seminar. A drawing for gift cards from Best Buy wraps-up the event.

This outstanding program was made possible through the cooperation of the members of the WBA Education Committee and the financial support of the WBA and the WBA Foundation.