



EDUCATOR'S COLUMN

WBA Student Seminar Sets Attendance Record

By Ken Beno, WBA Education Chair

WBA Education Committee, Chair Awesome information...I learned a lot. It motivated me to do better... I learned a lot more about the business as a whole...Great perspectives on how we can have a big impact on the industry... I received valuable tips on how to get into the business other than traditional ways. Those were just a few of the student comments following the 2010 WBA Student Seminar on Saturday, March 6th at the Madison Marriott. The seminar set an attendance record of 202 students. The increase can be attributed to the hard work of the WBA Education Committee in putting together an outstanding program featuring UW-River Falls graduate, Boyd Huppert, award winning reporter from KARE-TV in Minneapolis. Other factors were the promotion done by all of the Wisconsin educators to encourage their students to attend, and the financial support from the WBA in helping to pay for hotel rooms for students who traveled from distant areas around the state. I have the pleasure of being the chair of this active and hard working group of educators and commercial broadcast professionals.

In the morning, Huppert along with Bill Mallinson, Placement Director, Madison Media Institute; Jeff VerVoort, Director of Human Resources at Morgan Murphy Media, WISC-TV, Madison; and Mike O'Brien, GM, WCLO/WJVL, Janesville, Vice President of Sales - Bliss Radio Division presented a workshop titled "You Got the Interview..Now Get the Job." Perry Kidder, WFRV-TV, Green Bay and Maryann Lazarski from Cardinal Stritch University moderated. One student summed up the session as "very informative about job interviewing and the application process."

The second portion of the morning consisted of smaller groups in breakout sessions titled "You Got the Job. Here's What to Expect." The panelists above were joined by Amy Pflugshaupt, Anchor/Producer, WSAW-TV, Wausau; Martha Boehm, WEAUTV, La Crosse Bureau; UW-Eau Claire alum Meghan Kulig, Noon News Anchor, WEAU-TV, Eau Claire and Mike Ferris, Clear Channel Madison FM Operations Director.

The afternoon luncheon was highlighted by Huppert's keynote address titled "Let's Stop Insulting Our Viewers, and We Might Just Save Television News," the presentation of the WBA Foundation Scholarships to four recipients, and the seventh annual Student Awards for Excellence. Following lunch, students had their choice of three of seven panels. Topics included: "Campus Stations Discussion," "New Media," "The Business of Broadcasting," "Radio and TV News," "Seven Habits of Highly Effective Storytellers," "Sports Play-By-Play," and "A Journalist's Road Map to Wisconsin's Courts."

In addition to the morning panelists, thanks to Dave Black, WSUM-FM, Madison; Kyle Geissler, News Flow Editor, Janesville Gazette/WCLO/WJVL; Lindsay Wood Davis, President of Broadcast Management Strategies; Greg Powers, Lake Land College, Mattoon, Illinois; and James Friedman, Attorney, Godfrey and Kahn, Madison for giving up a portion of their Saturday to present informative afternoon workshops. On behalf of the Education Committee, I would like to thank Linda, Michelle, and Mandy for making the seminar a success.