



EDUCATOR'S COLUMN

Preview Of The 2011 WBA Student Seminar

By Ken Beno, WBA Education Chair



Even though the 2011 WBA Student Seminar is over six months away, members of the WBA Education committee are hard at work planning another informative conference. The seminar is set for Saturday, March 5, 2011, at the Madison Marriott. Last year's seminar had a record attendance of over 200 students; hopefully, that record will be broken in 2011.

The keynote speaker is Marquette grad and award winning TV news reporter Jason DeRusha from WCCO-TV, Minneapolis. Before coming to WCCO-TV, Jason spent three years as a reporter at WISN-TV in Milwaukee. Prior to that, he anchored the weekend news at KWQC-TV in Davenport, Iowa, reported for WREX-TV in Rockford, Ill. and interned at "ABC World News Tonight" in New York.

Breakouts discussing; "Campus Stations," "Marketing the New Media," "The Business of Broadcasting," and "Radio and TV News" are a few of the topics for the morning sessions. UW-Eau Claire grad, Sarah Rasmussen the evening news anchor at WJFW-TV, Rhinelander and Lawrence University alum, Susie Taylor, Sales and Marketing Manager for Channel 3000, will appear on two of the panels.

During the luncheon a keynote address by Jason is scheduled along with the presentation of the WBA Foundation Scholarships to four recipients, and the eighth annual WBA Student Awards for Excellence. Following lunch, two general workshops are planned.

The next meeting of the WBA Education Committee is scheduled for early this fall to discuss specifics of the conference.