

Educator's Column

WBA Student Seminar Sets Attendance Record

Ken Beno, WBA Education Committee, Chair

I liked the whole seminar...Very interesting & good information... Made great connections... .Fun & informative every year... Great advice... Loved it, great... Excellent, we learned a lot; those were just a few of the student comments following the 2009 WBA Student Seminar on Saturday, March 7th at the Madison Marriott. The seminar set an attendance record of 185 students. The increase can be attributed to the hard work of the WBA Education Committee in putting together an outstanding program featuring UW-Stevens Point graduate, Andy Kubitz, Vice President, Program Planning and Scheduling for CBS Television, Los Angeles. 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.

Evaluations showed that students were very pleased with the overall program. In the morning, Kubitz appeared on a panel on "How to Wow Your Future Employer" along with former WBA Chair, Roger Utnehmer, and Jenny Revels, HR Director for Bliss Communications. Randall Davidson, Director of Radio Services, UW-Oshkosh, Mike Ferris, Clear Channel Madison FM Operations Director, and Cynthia Schuster, Producer for Wisconsin Public Radio presented a workshop on what it takes to put together a radio show. Manager of Online Solutions at Discover Mediaworks, Todd Maahs outlined the "Evolution & Use of Video Online." Chris Long from WisconsinEYE gave details on student involvement in the production of packages for the statewide TV program. The afternoon luncheon was highlighted by Kubitz's keynote address on "The State of TV Today, Given the Economic and Political Situation," the presentation of the WBA Foundation Scholarships to four recipients, and the sixth annual Student Awards for Excellence. Following lunch, students had their choice of three of seven panels featuring alumni from Wisconsin Universities. Topics included: "What's Expected in Your First Job"... "Radio Sales"... "Campus Radio Stations"... "TV News"... "TV Sports Reporting"... "Weathercasting," and "New Media." Overall the seminar received high marks. On behalf of the Education Committee, I would like to thank Linda, Michelle, and Mandy for making the seminar a success. Of course, a BIG THANK YOU to all the panelists who gave up their Saturday to help students.

***Thank you to the following for making the
WBA's 2009 Student Seminar a Success...***

Keynote Speaker

Andy Kubitz, Vice President, Program Planning Scheduling for CBS Television

How to "Wow Your Future Employer"

Andy Kubitz, Vice President, Program Planning Scheduling for CBS Television

Roger Utnehmer, President and CEO, DoorCountyDailyNews.com

Jenny Revels, Human Resource Director, Bliss Communications

The Evolution & Use of Video Online

Todd Maahs, Manager of Online Solutions, Discover Mediaworks

Putting Together a Radio Show

Randall Davidson, Director of Radio Services, UW-Oshkosh, (College Radio)

Mike Ferris, Clear Channel Madison FM Operations Director

(Commercial Programming and Show Prep)

Wisconsin College TV News Magazine

Chris Long, WisconsinEye

Claudia Looze, WisconsinEye

Meredith Clanfield, UniversityEye

Campus Stations Discussion

Dave Black UW-Madison – WSUM, Madison

New Media – Streaming/Webcasts/Podcasts

Nick Ring / Director, Internet, Integrated Marketing & Online Sales. Clear Channel Online

Music & Radio, Madison

The Business of Broadcasting

Roger Utnehmer, President and CEO, DoorCountyDailyNews.com

Radio/TV News and the WBA College Radio Network

Stephanie Luisier, WSAW-TV Anchor, Wausau

Natalie Sparacio, WAOW-TV, Wausau "Wake Up Wisconsin" Anchor

Ron Giordan, Asst News Director, WKOW-TV, Madison

Weathercasting

Luke Sampe, Meteorologist, WJFW-TV, Rhinelander

What's expected on the First Job

Margo Spann, WSAW-TV, Wausau

Bridgett Fargen, WJFW-TV Reporter, Rhinelander

Chris Eckert, formerly WAOW-TV, Wausau

Andy Kubitz, CBS

Sports Reporting

Matt Thompson, WJFW-TV, Rhinelander

Education Committee and Moderators

Ken Beno, Chair

Dave Black, WSUM Radio, UW-Madison

Nella Citino, Madison Media Institute

Randall Davidson, UW-Oshkosh

Sandy Ellis, UW-River Falls

Tim Etes, WRJN/WEZY

John Gosz, UW-Stevens Point

Pat Hastings, UW-Madison

Ed Hutchings, Madison Media Institute

Jack Kapfer, UW-Eau Claire

Perry Kidder, WFRV-TV

Maryann Lazarski, Cardinal Stritch University

Brian Lucas, UW-Whitewater

Thomas Notton, UW-Superior

Mike Schmitt, UW-Green Bay

James Schuh

Nancy Stillwell, Madison Media Institute

Tang Tang, UW-Oshkosh

Mark Tolstedt, UW-Stevens