

# Your WBA Serving YOU!

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

### Created & Implemented WBA's DTV Awareness Campaign including, but not limited to:

- Market-wide DTV Testing/Education, along with Live, Local Phone Banks
- Market-wide DTV promotional spots
- DTV Mobile Trekker at various venues
- DTV Countdown Series with WisconsinEye
- Regional DTV Awareness Meetings for the Public
- Meetings with U.S. Senate Special Committee on Aging
- News Conference in State Capitol
- WisconsinHDBroadcasting.com - a consumer-oriented website which addresses the transition to DTV, as well as HD Radio.
- Distributed DTV Transition kits to Legislature
- Training for Aging Commission
- Numerous Interviews & Promotions
- DTV Speakers Bureau
- DTV Coalition

Sponsored Broadcasters Clinic - the Midwest's only regional engineering conference, which this year received national recognition in *Radio World* for its stellar itinerary which has been compared to NAB. This three-day event, held in October, is expected to bring in over 220 Broadcast Engineers, and over 70 Exhibitors from several surrounding states. This year, we are proud to host the SBE National Meeting in conjunction with the event.

Implemented WBA's Publicity News Release Distribution Service to assist the public concerned with their news release reaching the correct person(s) at a station.

Set record WBA membership as we welcomed 22 new members to the WBA: Over 97% of all Wisconsin broadcast stations are members.

Received a record number of 848 entries in the all-new WBA Awards Program, which featured New Rules, New Categories, New Media, News Operation of the Year, and Station of the Year. The all-new Awards Gala, emceed by Willie Davis, was a hit with over 300 attendees.

Continually monitored and lobbied on State & Federal issues as we strive to serve, protect and promote the Broadcast Industry in Wisconsin.

WBA Broadcaster Emergency Personnel ID Program with Wisconsin's Dept. Of Justice was featured in *Radio World*. The program allows radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep the transmitter on the air. 141 cards have been issued to more than 150 stations. The program also received International recognition from the Emergency Management Portal in London.

WBA's Annual Student Seminar rated "One Of The Best" with a record 160 students! Featured speaker was former Wisconsin student Kelly Kahl, Senior Executive Vice President of CBS. Also received a record number of 161 entries in our WBA Student Awards For Excellence.

Held two Annual Conferences - a winter meeting in Madison which focused on Diversity and a summer meeting in Sturgeon Bay, featuring sessions for General Managers, Sales Managers, News, Engineers & Programmers, as well as our Associate Members.

Held our second Annual State Legislative Day, which featured a keynote luncheon a briefing, legislative calls at the State Capitol, and a Congressional Reception, where we were addressed by the Governor and Lieutenant Governor, amongst others.

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

Co-sponsored the WEMA (WI Emergency Management Association) Convention. Wisconsin was the first state to implement a MSRC (Media Security Reliability Council) Plan in each market.

Continually 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 "Nondiscrimination & Outreach In Hiring" Sessions which were held in conjunction with the WBA's Winter & Summer Conferences to assist our members with EEO Credit.

Worked with our WBA HD Committee to assist both radio & television members in their transitions to high definition delivery, focusing on the need to inform and educate viewers and listeners about the changes and what they mean for them.

As part of NASBA (the National Alliance of State Broadcast Associations), sponsored the 4<sup>th</sup> National Summit on EAS and Emergency Communications, WBA President Michelle Vetterkind has been named to the NASBA EAS Committee.

Offered a "Converting Cable & Newspaper Advertisers To Broadcast" Workshop for radio & TV account executives and managers.

Continued our free legal services for our members with Legal Hotline Services provided by our Washington counsel, Pillsbury Winthrop ShawPittman, and by our Madison counsel, Godfrey & Kahn.

Took 32 WBA directors and members to Washington, DC, to call on Congress and to host the Wisconsin Congressional Delegation Reception to discuss important industry issues relating to Performance Tax, Localism, the DTV Transition, and Unlicensed Devices in the Television Band.

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.

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 191 Wisconsin Radio stations and 33 Wisconsin TV stations are protected.

Brought in sales trainer Michael Guld to present "How To Become A Million Dollar Media Rep".

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 17 Amber Alert activations with the successful recovery of 24 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.

Continually 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.

Coordinated two Job/Career Fairs which were held in conjunction with the WBA's Winter & Summer Conferences.

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.

Sponsored a Copywriters Workshop, which was conducted by Chris Coyle of the Famous Radio Ranch.

Awarded \$10,334.90 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.

Inducted four Wisconsin broadcasters (Terry Havel, Willie Davis, Jonathan Little, and Mike McCormick) into our Hall of Fame, bringing the total number of inductees to 98.

Continually updated our website at [www.wi-broadcasters.org](http://www.wi-broadcasters.org). You'll find the most up to date information on our: EEO Assistance Action Plan, Job Bank, Calendar of Events, Event Registration, FCC Forms, Political Updates, Member Directory, NCSA/PEP Schedule, College Corner, New Downloads, and much, much more.

Hosted the Annual WBA Doug Chickering - WIAA Sports Broadcasting Workshop in conjunction with WIAA/WIAC Media Day at WIAA Headquarters in Stevens Point.

Through the WBA Foundation, offered the annual 3-Day Walker Broadcast Management Institute for broadcast managers, including the topics of: Financial Management for Broadcasters, Customer Service, and Managing Organizational Change & Managing Motivation. We also held our annual Graduate School Session, in conjunction with the Institute, for those who have already graduated from the program. As of May, 2008, 55 broadcast managers have graduated from the 3-year module.

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

Published an updated annual WBA Directory and continued to publish *The Wisconsin Broadcaster*, our monthly newsletter, the WBA Legal & Resource Guide, and the News Reporters' Legal Handbook.

Through the WBA Foundation, awarded \$8,000 in scholarship monies to students who are interested in pursuing a career in the field of broadcasting.

Sponsored a day-long News Reporters Workshop "Storytelling Is A Team Sport" featuring Boyd Huppert & Jonathan Mallat.

Continued our NCSA/PEP (Public Education Program) to promote awareness of Army National Guard and U.S. Coast Guard Recruiting Efforts, Transportation Safety, Construction Zone Safety, Internet Crimes Against Children, Badger Care Plus, Boating Safety, Hunting Safety, Recycling, Snowmobile Safety, Wisconsin Tourism, and WisconsinEye.