



wisconsin broadcaster

Chair's Column



By Dean Maytag

I kinda like Mark Cuban, even more when I saw this comment by him.. *The future of TV is TV.... Why?, Because they want to watch TV.* In continuing chatter about the demise of TV, the spectrum auction, internet, this truth gets lost.

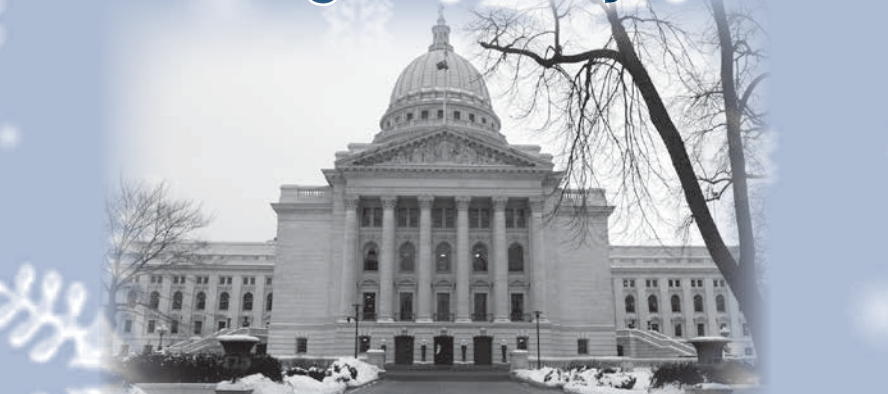
People want to watch TV.

It's easy to paraphrase for radio the *future of radio is Radio.... Why? Because they want to listen to radio.*

The reason is simple; we have terrific broadcasters in Wisconsin. Broadcasters are the "trusted voices" in our communities. We have spent decades building that trust with Wisconsin. They invite us in their homes for entertainment, music, Packer playoff runs, tornado alerts and tragedies. We promote our local communities. Businesses rely on us to tell their stories. We have relationships that no other business or media can match. I recently had a conversation with a politician who said; "I love my local station, it's how I reach my constituents". Broadcasting is his medium of choice. Who else can tell the stories or reach an audience with the trust and credibility that broadcasters bring? No One!

So the next time you read an article, blog or rant about the death of broadcasting. Remember *The future of Broadcasting is broadcasting.*

WBA Holds Board Reception with Governor Walker, Winter Conference & State Legislative Day



Recap - Page 3 (In President's Column)

Highlights:

Board Reception With Governor Walker - Page 6

Winter Conference - Page 7

State Legislative Day - Page 8

State Legislative Reception - Page 9

Job/Career Fair & Special Thanks - Page 10

The Wisconsin Broadcasters Association Cordially Requests You

Save The Date: Saturday, May 4, 2013

Awards for Excellence Gala Dinner & Reception

Exhibition Hall, Alliant Energy Center, Madison

Sponsored By:





2013-2014 OFFICERS

Chair of the Board

DEAN MAYTAG

WISN-TV, Milwaukee

Vice Chair - Radio/Chair Elect

KELLY RADANDT

Woodward Communications

Appleton/Green Bay

Vice Chair - Television

SCOTT CHORSKI

WKBT-TV, La Crosse

Treasurer

JEFF TYLER

Clear Channel Radio, Madison/Milwaukee

Secretary

TOM ALLEN

WKOW-TV, Madison

Immediate Past Chair

BILL HURWITZ

WMCS-AM/WLDB-FM/WLUM-FM, Milwaukee

President & CEO

MICHELLE VETTERKIND, CAE

mvetterkind@wi-broadcasters.org

Vice President - Administration

LINDA BAUN

lbaun@wi-broadcasters.org

44 E. Mifflin Street, Suite 900

Madison, WI 53703

Phone: (608) 255-2600

Toll Free: (800) 236-1922

FAX: (608) 256-3986

Website: www.wi-broadcasters.org

BOARD OF DIRECTORS

DAVID BOOTH

WXOW-TV

La Crosse

GENE PURCELL

WI ECB

Madison

JOSEPH DENK

WFRW-TV

Green Bay

DICK RECORD

Family Radio

La Crosse

NANCY DOUGLASS

WLKG-FM

Lake Geneva

JON SCHWEITZER

Midwest Communications

Sheboygan

DON GRASSMAN

Results Broadcasting

Shawano

CHUCK STEINMETZ

WITI-TV

Milwaukee

KERRY JOHNSON

WMSN-TV

Madison

STEVE WEXLER

Journal Broadcast Group

Madison

SCOTT LOPAS

WTKM AM/FM

Hartford

RICHARD WOOD

Resonant Results

Cottage Grove

LUPITA MONTOTO

WLMV (La Movida)

Madison

VANESSA YOUNGER

WISC-TV

Madison

Ex Officio - NAB Board

ROGER UTNEHMER

DoorCountyDailyNews.com, Sturgeon Bay

Maytag Elected Board Chair

New Officers & Directors Elected At Annual Meeting



Dean Maytag, Director of Broadcast Operations at WISN-TV, Milwaukee assumed the Chair position at the annual meeting during the recent WBA Winter conference.

Dean was born in Iowa and graduated from Iowa State University in English and Telecommunications. His career has taken him from KCAU-TV, Sioux City Iowa, WRAU-TV in Peoria, and in 1978, to WTMJ-TV in Milwaukee, until 1988, when he moved to WISN-TV. You may have run into Dean as chair of MSRC (Media Security and Reliability Council) a Media emergency plan. Interesting facts---Dean went to high school with Bush 43, loves whitewater kayaking, and his golf handicap? woods and irons!! Dean is married to Stephanie, a Milwaukee native, and they have

one daughter Allison.

In the Chair position, Maytag succeeds Bill Hurwitz, WMCS-AM/WLDB-FM/WLUM-FM, Milwaukee, who will remain as ex-officio Past Chair.

With Maytag now in the leadership position on the Board, Kelly Radandt, Woodward Communications, Appleton/Green Bay, was elected Vice-Chair Radio and designated Chair-Elect to succeed Maytag in 2014. Scott Chorski, WKBT-TV, La Crosse, was elected Vice-Chair Television; Jeff Tyler, Clear Channel Radio, Madison/Milwaukee, was elected Treasurer; and Tom Allen, WKOW-TV, Madison, was elected Secretary.

Directors elected for two-year terms are: Director (SE District) - Steve Wexler, Journal Broadcast Group, Milwaukee; Director (SW District) - Nancy Douglass, WLKG-FM, Lake Geneva; Director (NE District) - Joe Denk, WFRV-TV, Green Bay, and Director (NW District) - Dick Record, Family Radio, La Crosse.

Mid-term Directors not facing re-election include: (NW) Dave Booth, WXOW-TV, La Crosse; (NE) Don Grassman, Results Broadcasting, Shawano; and (SE) Scott Lopas, WTKM AM/AM, Hartford.

At-large Directors appointments by the Board included: re-appointing Jon Schweitzer, Midwest Communications, Sheboygan; and appointing Lupita Montoto, LaMovida, WMLV, Madison (previously in the SW Director position); Chuck Steinmetz, WITI-TV, Milwaukee; Rich Wood, Resonant Results, (representing our Associate membership); and Gene Purcell, Educational Communications Board (representing non-commercial broadcasting).

At-large mid-term Director not facing re-election is Vanessa Younger, WISC-TV, Madison.

As Tom Allen was currently mid-term of his SW District Director position and was elected Secretary, Kerry Johnson, WMSN-TV was elected to fulfill the remainder of Allen's unexpired term.

In addition, Roger Utneher, Door County Daily News, Sturgeon Bay, remains on the board as an ex-officio member, per his seat on the NAB Board, according to WBA bylaws.

WBA Board Holds Winter Meeting In Madison

(Following each meeting of the WBA Board of Directors, a summary of their major activities and discussions is reported in narrative form in the Wisconsin Broadcaster. The report is only a summary and official meeting minutes will continue to be kept on file and can be obtained from the WBA office.)

The WBA Board of Directors met on January 22, 2013 at the Concourse Hotel in Madison. Chair Bill Hurwitz presided.

FINANCIAL REPORT: Provided by Treasurer Scott Chorski/Michelle Vetterkind.

* **Year End Financial Balance Sheet:** Summary of 2012 Year End Budget: The 2012 budget approved at the beginning of the year anticipated a \$255,608 operating surplus (\$1,093,679 revenue minus \$838,071 in expenses). This was unusually high for us due to the one time addition of Voter ID Education in NCSA. As of the meeting it is anticipating that actual revenue will be under budget by \$26,461, actual expenses to be under budget by \$17,430 (net effect a -\$9,031 to the budget). Therefore Michelle projects a favorable operating surplus of \$246,577 for year-end (despite the loss of additional revenue originally expected from GAB).

* **Investment Report:** John Benjamin, CFA and Erica Hill, VPO from BMO Global Asset Management presented our investment summary to the Board. Through December 2012, investments are up 12.2 % (compared to a benchmark of 67.51%).

PRESIDENT'S REPORT: Michelle Vetterkind reported on the following:

* **Evening Reception/Winter Conference/State Legislative Day/WBA Social:** Michelle reminded board members to thank members of the Army National Guard when we see them and thank them for their support and partnership. The evening reception for the Board with the Governor will be held in the Ballroom from 5:30-7:30pm.

* **Washington DC Trip:** The DC trip, deadline is January 28th, so please sign up soon. Members

See MINUTES on Page 15

President's Column

By Michelle Vetterkind, CAE



It was great to see so many of you at our Winter Conference/State Legislative Day events on January 22 & 23! Our second year at the Concourse Hotel proved to once again be a success. You'll be happy to know we plan to continue holding our event there in 2014.

Tuesday started out with the Foundation Board Meeting and the Association Board Meeting, followed by a terrific Joint Board

Reception with Governor Walker. The Governor graciously spent the majority of his time mingling with our members and then provided us with an overall address to our group.

Tuesday afternoon also featured "Maximizing Engagement, Discoverability and Profitability with Social Media" presented by Nick Ring of Engaging Social. We received excellent feedback on Nick's session, as there seemed to be something for everyone, including all levels of expertise.

Wednesday started bright and early with our biannual Job/Career Fair where we had close to 150 attendees (in addition to representatives from the 209 stations); which was followed by our "Avoiding Discrimination in Employment Terminations" EEO Session, presented by Rufino Gaytan III and M. Scott Le Blanc from our Wisconsin Legal Counsel, Godfrey Kahn.

This was followed by our Business Luncheon. Our Business Meeting, as always, provided several moments of good natured levity interspersed with our formal business in hearing various Committee reports and watching Chair Hurwitz thank Immediate Past Chair Tom Koser for his years of service to the WBA, and also turn the gavel over to your new WBA Chair, Dean Maytag. Chair Hurwitz also thanked our additional outgoing board members: Malcolm Brett, WI Public TV/Radio; Mike O'Brien, WCLO/WJVL, Janesville; Nancy Stillwell, Madison Media Institute; and Carmelyn Daley, who by WBA bylaws vacated her board seat when she left WFRV-TV, Green Bay. The Business Luncheon also gave us a chance to thank our wonderful (and MOST appreciated) partners, the Wisconsin Army National Guard!

Now - on to the State Legislative portion of the day, which began with our Legislative Briefing. Our guest of honor was Rep. Joel Kleefisch ("one of us" as he's a former broadcaster), who was joyously welcomed by the group as lead sponsor of our Sales/Property Tax Exemption Legislation. A highlight of the briefing was the "role playing" between Rep. Kleefisch and our own State Legislative Chair, Roger Utneher. After everyone received their marching orders, we headed across the street to the Capitol where you, Wisconsin's broadcasters visited 131 offices (there's currently one vacant seat). The day culminated with our Legislative Reception (held at Ovations in the Concourse) giving broadcasters a chance to relax, unwind, and chat with our Elected Officers in a more casual setting.

Kudos to you on a job well done! YOU set up appointments with all 131 Elected Officials (Senate & Assembly). YOU are who our Elected Officials want to hear from. YOU are embedded in their communities - YOU are their conduit to growing every sector of the Economy - YOU help your clients create jobs in their businesses - YOU put more \$\$ into the pockets of those who are hiring. Yes - you literally "covered" the Capitol. YOU should be very proud.

This list of 39 bi-partisan co-sponsors says it all:

CO-SPONSORS (LRB 0146) - 2013-2014 SESSION

ASSEMBLY

Rep. Garey Bies - R
Rep. Ed Brooks - R
Rep. Steve Doyle - D
Rep. Mike Endsley - R
Rep. Brett Hulsey - D
Rep. Andre Jacque - R
Rep. John Jagler - R
Rep. Andy Jorgensen - D
Rep. Fred Kessler - D
Rep. Joel Kleefisch - R (LEAD Sponsor)
Rep. Dan LeMahieu - R
Rep. Cory Mason - D
Rep. Dave Murphy - R
Rep. Steve Nass - R
Rep. Lee Nerison - R
Rep. Al Ott - R
Rep. Warren Petryk - R
Rep. Don Pridemore - R
Rep. Christine Sinicki - D
Rep. Jeff Stone - R
Rep. Patricia Strachota - R
Rep. Scott Suder - R
Rep. Jeremy Thiesfeldt - R
Rep. Paul Tittl - R
Rep. Travis Tranel - R
Rep. Tom Weatherston - R
Rep. Mandy Wright - D
Rep. Josh Zepnick - D

SENATE:

Senator Tim Cullen - D
Senator Glenn Grothman - R (Senate Sponsor)
Senator Rick Gudex - R
Senator Dave Hansen - D
Senator Neal Kedzie - R
Senator Frank Lasee - R
Senator Joe Leibham - R
Senator Luther Olsen - R
Senator Jerry Petrowski - R
Senator Dale Schultz - R
Senator Leah Vukmir - R



On February 1, I was honored to become President/CEO of the WBA Foundation upon John Laabs' retirement on January 31. Stay tuned for more information to be announced in the March issue of the *Wisconsin Broadcaster*.

In the meantime, thank you, as always for your time & support! I know I'm biased, but I truly believe we have the best membership of any of the state broadcasters associations.



Contagious Selling: How to Turn a Connection Into A Relationship That Lasts a Lifetime!

April 17, 2013, Holiday Inn Pewaukee/Milwaukee West
-OR-

April 24, 2013, Holiday Inn, Stevens Point

Registrations Opens at 9:00 AM - Sessions will be from 10:00 AM - 3:30 PM



David Rich
Rich Ideas

People in sales too often approach selling as a transaction instead of a relationship- going in with the intention to sell rather than build a relationship. This engaging presentation will give you the tools for captivating even the toughest customers and then cultivating genuine relationships through the power of being contagious! You will learn:

- \$\$ How selling today is different from any other point in history
- \$\$ How to get prospects to agree to meet
- \$\$ How to instantly connect with anyone
- \$\$ How to sell yourself without sounding self serving
- \$\$ How to "competition-proof" your customers

Workshop Rates

WBA Member \$25

Non-Member \$90

Broadcasting Student \$20

PLEASE NOTE: Because we have to guarantee a meal count, the WBA will not refund any cancellations made after April 3, 2013. *We will also invoice for all "no-shows"*

Registration is available at www.wi-broadcasters.org

Jeff Welton

Nautel Regional Sales Manager
Central US

Tel: 1 902 823 5127
jwelton@nautel.com

Making Digital Radio Work.



Russ Prieve
Erection Manager/
Project Manager
Mobile: (608) 575-2888



Antenna & Tower Service Since 1968

4587 Hwy. TT
Sun Prairie, Wisconsin 53590
www.wave-com.com

PCS
Cellular
Erection
Two Way
Microwave



Phone: (608) 837-9050
Fax (608) 825-9050

WBA Joins In Joint Filing On FCC's Spectrum Auction

The week of January 22, the State Broadcasters Associations of ALL fifty States, including the District of Columbia (AND..OF COURSE – YOUR WBA), joined in filing comments in the FCC's Spectrum Auction rule making. That proceeding is considering rules and procedures under which the FCC will permit television stations to voluntarily surrender their spectrum usage rights, through a reverse or incentive auction process, and share in the proceeds generated by a forward auction during which wireless providers and others will bid for the "surrendered" spectrum as well as for spectrum that has been freed up as a result of "repacking" the spectrum used by television stations nationwide.

Your WBA joined in that filing in order (i) to protect the operations, signal integrity and coverage of the television station members in our State which decide not to participate, or participate unsuccessfully, in the FCC's proposed auction process, and (ii) to help those of you, which may decide to participate in the auction process, to achieve your business objectives.

We expressed concern that the proceeding not materially adversely affect, either near-term or long-term, your television stations by potentially disrupting and diminishing your operations or by altering the established viewing habits and expectations of the people you serve in terms of the timely availability of news, emergency and other informational programming, as well as entertainment programming. As an organization that directly works, on YOUR behalf, with emergency management officials and representatives at all levels of government, we also emphasized your "First Informer" role, urging the Commission to avoid any actions that could potentially impair, on a nationwide, regional, state, county or local level, the effective emergency communications services that you ubiquitously and reliably provide to your communities.

Pointing out the length of time the DTV transition took and the fact Congress has given the Commission until 2022 to complete the auction process, we urged the FCC to take the time necessary to get it right the first time, rather than act simply to get it done. In support of this point, we emphasized that Congress expressly contemplated that successful international coordinations with Canada and Mexico would be conditions precedent to the commencement of the reverse and forward auctions. We also stressed Congress' intent that a station's decision to participate in the reverse auction must be truly "voluntary" which means that every station must have enough information available to it to determine the pros and cons of participating or not in the reserve auction, i.e., likely effects of repacking on its operations and the scope and timing of reimbursement for those stations which do not participate in the reverse auction process, as well as the payment schedule for those stations which successfully participate in that process. With respect to repacking, we took the position that the area and population of every station subject to repacking must remain the same and that any increase in interference must be truly de minimis. We urged the Commission to adopt a very broad list of expenses for which reimbursement would be proper, and to give stations more time to complete any required modifications to their facilities as a result of repacking. We also stressed the importance, from a competitive standpoint, of maintaining the confidentiality of every station which participates in the reverse auction unless such participation is disclosed or authorized by the licensee.

YOUR WBA – here to serve you!

Ruling In Juneau County Case A Victory For Open Government

The Wisconsin Freedom of Information Council, the Wisconsin Broadcasters Association, and the Wisconsin Newspaper Association are pleased to report that the Wisconsin Supreme Court today agreed with their amicus support for *Juneau County Star-Times*, which sought access to billing records produced by a law firm representing Juneau County. The County argued that because its insurer retained the law firm to defend the County, the billing records fell outside the "contractor's records" provision in the Public Records law. That provision affirms the public's right to access records produced by private contractors acting for the government.

The County and the Department of Justice argued for a narrow interpretation of the statute that would have limited the right of access to only those records that a contract between the government entity and the private party expressly required to be produced. Justice Ann Walsh Bradley, who sided with the majority, quoted directly from our brief at oral argument, noting that "the County's interpretation would render the contractor's records provision meaningless, as any authority could easily circumvent it through the simple artifice of avoiding any express requirement to collect or produce records."

The Court refused to open this damaging loophole. The lead opinion, written by Chief Justice Shirley Abrahamson, and a concurrence by Justice Patience Roggensack, jointly reject the notion that governmental actors can enter into contracts with private parties to perform government activity, and then point to those contracts as justification for refusing public access to the records. This is a welcome affirmation of Wisconsin courts' commitment to transparency, open records, and open government.

Sandra Lee Dural



Sandra Lee Dural, age 68, of Park Falls, died on Friday January 18, 2013 at Howard Young Memorial Medical Center in Woodruff. She was born on September 25, 1944 in Ironwood, Michigan, the daughter of Victor and Helmi (Kangas) Maki.

Her early life and schooling were in Ironwood. On February 27, 1965 she married Robert Dural in Ironwood. The couple moved to Park Falls shortly after they were married. Sandy worked as a teachers aide for the Park Falls Elementary School and worked for WNBI/WCQM for many years, starting in sales and working her way to station manager. She was a member of the Park Falls Chamber of Commerce, the Park Falls Ambassadors, Flambeau Red Hat Jewels and the Flambeau Hospital Auxiliary. Sandy was very involved in the community and loved spending time with her family and friends.

She is survived by: (2)children: Robert (Ronda) Dural of Butternut; Lori (Daniel) Linsmeyer of Rhinelander; (3)grandchildren: Skyler Dural and Lukas & Gracie Linsmeyer; (2)brothers: Cliff (Cheri) Maki of Mundelein, IL; Roland Maki of Libertyville, IL; (1)sister: Liola Mazier of Lansing, MI and many nieces, nephews, and other relatives and friends.

She was preceded in death by her parents, her husband Robert in 1999, her brother Bill Maki, and (2)sisters: Lillian Wright and Viola Iacco.

Leader
PRINTING
CO., INC.

Digital & Commercial Printing
Black & White and Color Copies
Mailing Services
UV Coating Services

318B North Main Street
Lake Mills, WI 53551
920-648-6677 • Fax: 920-648-6678
www.leaderprinting.net • print@leaderprinting.net

broadcast gear from people you trust



Shannon Nichols
Sales Manager

2237 South 19th Street,
Tacoma, WA 98405

Main: 1-800-426-8434
Direct: 1-877-564-0561
Cell: 1-253-380-6951
Fax: 1-800-231-7055

www.bswusa.com
email: shannonn@bswusa.com

WBA Board Reception With Governor Walker



Conference Highlights



WBA Legislative Day



WBA Legislative Reception



Job/Career Fair



Special Thanks To.....

**WISCONSIN
NATIONAL
GUARD**

Wisconsin Army National Guard

WBA Conference Committee

Kelly Radandt, Chair,
Woodward Communications
Don Grassman, Results Broadcasting
Steve Lavin, WBAY-TV
Rick McCoy,
Mid-West Family Broadcasting
Jill Sommers, WISC-TV
Jeff Tyler,
Clear Channel Radio
Barb VanDeHei, Bay Cities Radio
Jan Wade, WISN-TV
Kelly Wilde, WKBH-FM
Linda Baun,
Wisconsin Broadcasters Association
Michelle Vetterkind, President & CEO
Wisconsin Broadcasters Association

Speakers

Representative Joel Kleefisch
M. Scott LeBlanc, Godfrey & Kahn, S.C.
Rufino Gaytán III, Godfrey & Kahn, S.C.
Nick Ring, Engaging Social

Service Providers

American Awards & Promotions
Concourse Hotel
Rick Jowett
Leader Printing

Bruce Herzog Obit



Bruce Charles Herzog, age 60, passed away at his residence on Monday, November 12, 2012. Bruce was born in Fond du Lac, WI on September 24, 1952, the only son and middle child born to Charles V. and Helen Jean (Gutsch) Herzog. Bruce attended Dale School, and Roosevelt Junior High in Oshkosh. He was a graduate of Oshkosh High School (class of 1970) where he was active in a cappella choir, band, and stage crew and served as manager of the Oshkosh High baseball team. While in high school, Bruce was a member of the Oshkosh Warriors Drum and Bugle Corps.

After high school Bruce attended Brown Institute in Minnesota, where he earned his first class FCC license. Bruce went on to work primarily as an engineer at radio and television stations in the Midwest (Nebraska, Wisconsin, and Michigan), and in Florida.

Bruce joined the U.S. Army where he served his country for five years on active duty. He joined the Army as a communications specialist mostly making training films but also filming part of President Jimmy Carter's inauguration. The highlight of his military service was serving for three years in Armed Forces Radio in West Berlin, Germany, where he got extra practice in the high school German he learned at Oshkosh High School. He got a part-time job tending bar in a local German tavern. He delighted in being mistaken for a German native and often had to pull out his U.S. military I.D. to show that he was an American citizen and German was his second language.

Following his military service, Bruce returned to Oshkosh to complete a Bachelor's Degree in Radio, TV, and Film at UW- Oshkosh. Bruce enjoyed music, especially 60's folk and country. He often traveled to Nashville to hear up and coming bands. He played guitar and sometimes composed original songs. Despite his many allergies, Bruce loved to be around his sisters' cats and dogs and loved giving them treats. Bruce, like his dad, enjoyed playing cards, especially gin rummy, cribbage, and sheephead. He loved anything electronic and went back to school to become an electronic technician. He built at least 2 computers of his own.

Bruce loved watching sports, especially baseball and football. He followed all the games of the Brewers and Packers. He was especially interested in statistics of the teams. Bruce enjoyed reading, especially westerns. He also enjoyed photography and watching movies. He was a past member of the Elks Club and the Oshkosh Eagles Club.

Although his health declined in recent years, Bruce remained upbeat and never complained about his health condition. He was always willing to help others with his knowledge of electronics. Bruce had a good sense of humor and a hearty laugh to go with it.

Bruce was preceded in death by his parents, Helen Jean and Charles Herzog. He is survived by two sisters: Barbara of Oshkosh and Beverly (Craig Cutbirth) of Champaign, Illinois; and an uncle, aunts and numerous cousins. Bruce's longtime best friend, Clayton (Barb) Hannes of Milwaukee also survives. In lieu of flowers, memorials may be directed to the Herzog Family Fund at the Oshkosh Area Community Foundation.

WBA Sales Training At A Glance

2013 RAB Webinars – a FREE WBA Member Service!

3/14/2013	10:00 AM Central	Ideas for Non-Traditional Advertisers With Alternative Revenue Impact	More money is invested by US companies in promotion than advertising. Companies are waiting for someone like you to help them spend that money. Get new ideas on how you can find those companies and what to present to them.
5/16/2013	10:00 AM Central	Get the Appointment By Using VBR (Valid Business Reason)	It's harder than ever to get appointment with prospects. If you don't have a Valid Business Reason and communicate that clearly, you won't get your foot in the door. Join this webinar and hear how to come up with your VBR.
6/13/2013	10:00 AM Central	Get More Done: Time Management For Sellers and Managers	There's never enough time to get everything done. But successful people find time to become successful. Come learn the 3 most important things America's top billers do on a daily basis.
10/10/2013	10:00 AM Central	Digital Idea Swap	Put on your brainstorming hat and join us as we stimulate your thinking by giving examples of successful digital revenue ideas. Listen and get ready to adapt these ideas to sell your most challenging advertisers and prospects.
12/12/2013	10:00 AM Central	Negotiate the Deal You Want And Makes Your Sales Manager Happy	Never again fall into the mindset of "something beats nothing." Join us to hear the negotiating techniques that put you in the driver's seat with even your toughest clients.



WBA Calendar Of Events

MARCH 2, 2013

WBA Student Seminar
Madison Marriott

MARCH 5 & 6, 2013

WBA DC Trip
Embassy Row Courtyard
by Marriott

APRIL 17, 2013 - Milwaukee

David Rich Sales Workshops
Holiday Inn, Pewaukee

APRIL 24, 2013 - Stevens Point/Wausau

David Rich Sales Workshops
Holiday Inn, Stevens Point

MAY 4, 2013

WBA Awards Gala
Exhibition Hall
Alliant Energy Center, Madison

MAY 14-16, 2013

Walker Broadcast
Management Institute
UW-Madison

JUNE 17-20, 2013

WBA Media Technology Institute
The Osthoff Resort, Elkhart Lake

JUNE 19 & 20, 2013

WBA Summer Conference
The Osthoff Resort, Elkhart Lake

JULY/AUGUST (TBA), 2013

WBA Doug Chickering
Sports Workshop

OCTOBER 8-10, 2013

Broadcasters Clinic
Madison Marriott

JANUARY 22, 2014

WBA Winter Conference
& State Legislative Day
Concourse Hotel, Madison

2013 WBA Foundation Hall of Fame Nominations Open

Use Enclosed Form to Nominate

Notable Broadcasters

The Wisconsin Broadcasters Association Foundation Hall of Fame Committee is currently scheduling the 2013 elections to the Wisconsin Broadcasters Hall of Fame. Therefore, the Hall of Fame nomination process is open effective immediately and will run through Friday, February 15, 2013. Submissions should be made on the official nomination form and sent to the WBA Foundation office. (Note: A nomination form is enclosed with this month's edition of *The Wisconsin Broadcaster*) Honorees selected will be inducted during the WBA's Summer Conference, which will be held June 19 & 20, 2013 at the Osthoff Resort in Elkhart Lake.

(Editors Note: As a reminder, per the change in 2010 to the WBA Bylaws - which was voted on by the General Membership - the Hall of Fame Committee is now under the auspices of the WBA Foundation. The thought process behind the bylaw change was that the mission of the WBA Foundation in relation to historic preservation would better allow for a more in-depth review of the history of broadcasting in Wisconsin when looking at potential Hall of Fame inductees. In addition, the Foundation funds the Hall of Fame. Prior to this bylaw change, the Committee itself was the only item remaining under the auspices of the Association.)

The Wisconsin Broadcasters Hall of Fame was established in 1989 and formally dedicated by then FCC Chairman Alfred Sikes. Its purpose is to honor those individuals who have dedicated their professional lives to the advancement of broadcasting in Wisconsin. Since then, 117 broadcasters have been inducted.

The criteria for consideration for induction into the WBA Foundation Hall of Fame have been established by the WBA Hall of Fame Committee and at least for now, will remain the same under the WBA Foundation. The criteria include a requirement that a broadcaster have a minimum of 15 years of broadcast experience, at least ten of which were in Wisconsin. The criteria also include consideration of an individual's contributions to broadcasting as well as their history of community and statewide service. Individuals may be cited posthumously.

Nominations received in 2011 and 2012 will be included in the committee's deliberations for 2013 selections, under a provision of the committee rules whereby nominations are active for three years. Anyone wishing to check whether an individual has been nominated may inquire at the WBA Foundation office at (800) 236-1WBA or mvetterkind@wi-broadcasters.org.

In addition to those broadcasters already nominated (in the previous two years), the committee invites all WBA members to submit any new nominations to the WBA Hall of Fame Committee no later than February 15.

The Hall of Fame committee will meet after February 15 to consider nominations, and the WBA Foundation will act on the nominations in March.

2013 Walker Broadcast Management Institute

Sign up by April 1 to Get The Reduced Rate Use Enclosed Form to Register...

In 2006, the estate of William R. Walker graciously donated funds to endow the WBA Foundation Management Institute. The gift is the largest single contribution ever received by the Foundation. The Walker Broadcast Management Institute will be held in Madison, May 14-16, 2013. Enrollment is limited to the first 35 applicants. The Institute fee is \$595 for the first two persons from the same company and \$400 for those over three from the same company. A special fee of \$525 will apply to all applications received before April 1st. Fees include the classes and evening presentations, all materials, 3 nights lodging, daytime meals and two evening meals.

The Walker Broadcast Management Institute is now in its 16th year, having completed its first five, 3-year management education cycle in 2012. The 2013 Institute marks the beginning of another 3-year cycle and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

May 14, 2013

Financial Management for Broadcasters

- What are the elements of basic financial statements?
- Where do you find the most useful financial information?
- How do you evaluate that information?
- How do you create a budget plan?

Presented by Thomas A. Walker, president of Mid-West Management, Inc. Tom served as the chief financial officer for more than 25 radio stations under the Mid-West Family Radio umbrella. He has an MBA from UW-Madison and has served as a lecturer for the University's School of Business and as a senior manager for KPMG Peat Marwick. Tom is a graduate of the first 3-year sequence of the Walker Broadcast Management Institute and has developed this Institute's financial management module exclusively for broadcast managers and those preparing for management-level positions in radio and television broadcasting.

May 14, 2013 (evening)

Dinner with group – place to be announced

May 15, 2013

Strategic Thinking for Change Agents – How to do More with Less

- Find the right problem to solve
- Look at old problems in new ways
- Use PitchPerfect Message Strategy™ to find the most powerful thing to say
- Stop the Four Idea Killers before they kill again

Presented by Barry Callen, Barry Callen, marketing strategist, creative author and teacher. His checkered, pre-advertising career has involved many a medium: telethon director, newspaper promotion director, printing salesman and serving as the Number One marketing expert for Askme.com for all but two days of one year. He brings over 20 years of experience as an ad writer and creative director to this module.

May 15, 2013 (evening)

Dinner with group – with speaker (previous speakers have included former Wisconsin Governor Tony Earl, former Congressman Scott Klug and Shirley Abrahamson, Chief Justice of the Wisconsin Supreme Court)

May 16, 2013

How to Work More Effectively with People

- What is emotional intelligence?
- Why is it so important for work teams?
- How do you have a conversation that works?
- How to use your influence and handle conflicts?

Presented by Kathryn Jeffers, author and corporate coach. Kathryn is renowned for teaching people how to interact effectively. She holds a Master's Degree in Communications and consistently rates as one of the top instructors at the UW-Madison School of Business, where she is an adjunct faculty member in Executive Education.

WBA Young Professional's Column

By Alyssa Jensen, Account Executive
Milwaukee Radio Alliance:



Where has the time gone? As I sit here and reflect, I feel excitement that I have rounded a full year at the Milwaukee Radio Alliance and my recent association with the WBA Young Professionals. I've learned a lot in the twelve months I've worked at the MRA, and I know 2013 will be a learning year as well.

I'm no stranger to Media Broadcast; I grew up around it like my fellow young professional JT Koser. Our dads worked together through the years, and have since made their homes in Northern Wisconsin owning and managing radio stations at TKC, Inc.

To come into a large market radio station, I wasn't sure what to expect. It's been a lot to learn and different in so many ways than what I was used to before. Thankfully I've had a great group to learn from and an awesome management team that wants me to succeed. Our whole team had a great year and I'm excited for what 2013 has in store.

I feel excited about diving into the New Year with my team, but I feel very anxious. We're knee deep in first quarter and I ask myself, did I start it out right? How about you? Did you start your first quarter out right?

In preparation to writing this month's article I asked clients and colleagues; what comes to mind at the start of the year? As if they had all convened together, the constant theme was upward climb. January has always been a month for regroup and stagnant growth as we all recover from the holidays. Whether it's that our clients stop advertising or the customers stop shopping, it tends to make the following months feel like an upward battle to breakeven. So in discussion, we've contemplated how to turn January around and end the first quarter strong as we head into February.

Every year, January is the month for resolutions. Did you make any? Were they personal? Maybe even professional? Perhaps you're like me and did both. I had a number of personal resolutions (just like anyone else). But I made professional resolutions so that I can be more successful in 2013. Have been successful at following through on those resolutions?

We work in an industry filled with budgets and goals on a constant basis. As a young professional speaking to colleagues with years of experience I'm sure it's no new surprise to discuss goals and resolutions. But what are you doing differently this year? Albert Einstein once said the definition for insanity is, "doing the same thing over and over and expecting different results" -Again, something I'm sure each one of you have told an employee, colleague, or child at some point in your life. But too often we revert back to old habits, behaviors, or actions. What are clients saying? Is it the same thing as last year?

My goal in this article was to challenge you to think a little harder and search a little deeper for goals or resolutions that can help you be better in 2013. I hope I was successful in that.

Educator's Column

2013 WBA Student Seminar

By Ken Beno, Chair, WBA Education Committee



The Wisconsin Broadcasters Association (WBA) Student Seminar is set for Saturday, March 2nd at the Marriott West, Madison. News anchor Jodi Becker from Newsradio 620 WTMJ is the keynote speaker at the luncheon. Her topic is "Clark Makes Him Super." Jodi is also featured on a panel in the morning and will present the annual "Student Awards for Excellence" during lunch. The four recipients of the WBA Foundation Scholarships will also be introduced at that time.

The seminar begins at 9:10 a.m. with introductions and a brief orientation. Students can choose from three of ten options during the morning. Dave Black, WSUM Radio, Madison and Mike Ferris, Clear Channel Radio, Madison, host the annual "Campus Stations Discussion." Jodi Becker, WTMJ radio; Jason Williams, Door County Daily News; Lane Kimble, Evening News Anchor at WJFW-TV, Rhinelander; and Amanda Tyler, Morning Show Producer at WEAU-TV, Eau Claire, present a session on "Radio and TV News." Joe Daguanno, CEO, Midwest Digital Marketing, and Ron Giordan, Social Media Strategist at Midwest Family Radio, talk about "New Media." Katie Moreno, Entercom Radio, Milwaukee, and Vanessa Younger, WISC-TV, Madison, discuss the "Business of Broadcasting." Bill Hubbard, UW-Green Bay, formerly WBAY-TV, Green Bay; Sawyer Hildebrandt, UW-Madison student and WBA Technology Institute grad; and Russ Awe, Wisconsin Public Television, focus on the operations and installation aspects of the "Broadcast Engineering" profession. A discussion session will be followed by a tour of the WHA-TV remote broadcast truck where the students will see examples of how broadcast studio technology is used for mobile production. The "WBA Young Professionals" will go over their experiences in the work world. Josh Golberg, WWHG Radio, Janesville, and Kyle Deckelbaum, Sports Reporter/Anchor, WKBT, LaCrosse will present a session on "Radio/TV Sports." Justine Stokes, UW-Oshkosh, will conduct a roundtable on "Campus TV Stations" for student leaders at college television and video operations. Students are encouraged to come prepared to discuss their experiences in management, operations, promotions, programming, news, sports, and to share ideas, ask questions, and discuss innovative techniques for running successful TV/video operations. Randall Davidson, from UW-Oshkosh, will examine the legalities and procedures for securing "Underwriting for College Radio and TV stations." Participants will learn how to set up a successful program and how to avoid some pitfalls. Members are encouraged to share their experiences and ideas. "Television Production" is the topic of a panel featuring Matt Cullen, Assignment Editor, WITI-TV, Milwaukee; Scott Berg, Electronics Technician, Academic Technology Services, UW-Green Bay (formerly Newscast Director/Technical Director at WBAY-TV, Green Bay); and Producer, Courtney Ryan, WMTV, Madison.

Prior to lunch, two general sessions will run concurrently, one for radio and the other for television. Both panels will discuss what it takes to "stand-out" when applying for employment and include examples of resume tapes.

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



Brad's national numbers
are disappointing.

Are You Satisfied With Your National Business?

How's your national business? Regional Reps can help.

216-781-0035 • info@RegionalReps.com • www.RegionalReps.com



REGIONAL REPS CORP.
MEDIA SALES REPRESENTATIVES

Teen Day Broadcasting Program

A college radio station, small-town newspaper and big-city broadcast professional have teamed up to create a unique program that transports Wisconsin high school students inside the world of radio.

The first-ever Teen Day Broadcasting Program was presented Sept. 5-Dec. 19 by 91.7 The Edge WSUW-FM, on the University of Wisconsin-Whitewater campus, and the Daily Jefferson County Union in Fort Atkinson.

"We selected area teens, 14 and up, as broadcast team members," said organizer Dan Pettegrew. "Using local music, education and sports activities as homework assignments, Teen Day introduced them to the radio station environment firsthand."

A Fort Atkinson High School graduate, Pettegrew has been employed in the broadcast industry since 1987, mainly in Los Angeles. His resume includes commercial scheduling for the Los Angeles Dodgers Radio Network at Clear Channel Communications and broadcast traffic director for Pacific Public Radio and U.S. International Media.

Alongside WSUW station manager Kyle Johns and Daily Union managing editor Christine Spangler, Pettegrew taught the mechanics of producing radio broadcasts through interviewing, programming, promotion, production, traffic, sales and billing instruction.

For two hours each week, the public library's community room was transformed into a radio studio where the six students wrote interview questions, recorded radio announcements and prepared for their broadcasts.

Sessions included recording promotions for business sponsors; a fieldtrip to WSUW-FM; a Saturday at Busy Barns Adventure Farm, where the teens interviewed state legislative candidates; and recording interviews with and songs by members of Searching for Seas.

They also hosted a Veterans Day Tribute at the American Legion featuring patriotic music and interviews with UW-Whitewater Reserve Officer Training Corps cadets and World War II, Korean War, and Vietnam-era and Gulf War veterans, and did a play-by-play broadcast of a high school boys' basketball game, complete with pre- and post-game coach interviews and a halftime conversation with the Daily Union's sportswriter.



Amanda Gilbert, a freshman from Jefferson, Wis., gets a bit tongue-tied while Dan Pettegrew records her first sponsor promo.



Prior to the final recognition reception, sponsor Rock River Lanes treats Teen Day team members, instructors, friends and family to a game of bowling. Shown above are, left to right: state Rep. Andy Jorgensen and daughter Camryn, Rock River Lanes owner Rick Rector, Amanda Gilbert, WSUW station manager Kyle Johns, instructor Dan Pettegrew, Orion Schuyler, Nate Gilbert and state Rep. Steve Nass.



Posing for a photo during the recognition reception are, left to right: Kneeling — instructor Dan Pettegrew; Standing — WSUW station manager Kyle Johns; Teen Day team members Tyler Czappa, Orion Schuyler, Nate Gilbert and Amanda Gilbert; and Daily Jefferson County Union managing editor Christine Spangler. Not pictured is Alex Scullin.

A closing reception included the presentation of certificates, refreshments and a friendly game of bowling with state Reps. Andy Jorgensen and Steve Nass, both of whom participated in broadcasts earlier in the fall.

"Students should take advantage of hands-on learning opportunities now that will give them an advantage later, when they're looking for a job," Jorgensen, a former radio personality himself, said. "I'm pleased to join Teen Day to help educate our young people and prepare them for the future." While the program is designed to provide career guidance, it also helps the teens hone important life and character skills: teamwork, decision-making, public speaking, interviewing, budgeting, self-confidence, respect, dependability, professionalism and responsibility.

"The students learn what it takes to work in the real world," Spangler said.

Nathan Gilbert of Fort Atkinson is interested in sports broadcasting and hopes to work someday for ESPN. "I am excited about having an opportunity not too many others have had," Gilbert said. "I want to learn what it takes to be successful in the broadcasting field."

Amanda Gilbert of Jefferson also is eyeing a broadcasting career. She and two fellow participants were interviewed about Teen Day on www.blogtalkradio.com's "At Eye Level." "I loved it! It was really cool and (hopefully) gave me a look into my future," she said, calling Teen Day "amazing. 'I'd like to just take in as much as they can teach me,'" she added.

Alex Scullin of Fort Atkinson said she joined Teen Day "to try this broadcasting experience to see if it's right for me." And her goal? "To have my own little podcast radio show."

The Wisconsin Broadcasters Association is excited about Teen Day, too. "Teen Day is a terrific initiative," said WBA President Michelle Vetterkind.

"We fully support the program. It is a great concept and wonderful opportunity for our teens to get involved with the broadcast industry."

Participation is free for teens.

See **TEENS** on **Page 15**



Nate Gilbert interviews World War II veteran Laverne Borchardt during the Veterans Tribute on Nov. 6.



Amanda Gilbert interviews father and son Will and Bill Kirchmayer during the Veterans Tribute on Nov. 6.



Tyler Czappa talks politics with Terry Virgil during a candidate interview at Busy Barns Adventure Farm. Virgil was running as the Libertarian candidate for state Assembly.



After a fellow Teen Day team member came down with a sore throat, Orion Schuyler steps in to do the play-by-play of a Fort Atkinson-Milton high school boys' basketball game.



Nate Gilbert of Fort Atkinson, Wis., holds the microphone as ROTC cadets introduce themselves at the Teen Day Veterans Tribute.



Teen Day team member Alex Scullin of Fort Atkinson, Wis., interviews state Rep. Andy Jorgensen, a candidate for re-election, at Busy Barns Adventure Farm in September.



Orion Schuyler shares his headphones with a young visitor during the Busy Barns Adventure Farm interviews.



Tyler Czappa, left, records music by two members of the Whitewater band Searching for Seas.

MINUTES from page 2

of the Board were encouraged to sign up.

- * **Awards Entries/Awards Gala:** We have 1355 entries for the WBA Awards! An all time record. It also is a record for all state association award programs. The gala is Saturday, May 4 at the Alliant Energy Center in Madison.
- * **Year of the Veteran:** This year we have a new award surrounding the "Year of the Veteran" highlighting veteran's initiatives across Wisconsin. It has met with great support and appreciation from members of the cabinet and State Legislature.
- * **TV License Renewal Webinar:** January 30
- * **Student Seminar:** The Seminar comes up in February at the Madison Marriott West on March 2nd. The agenda includes keynote speaker courtesy of Journal Broadcast.
- * **Sales Training/Workshops:** David Rich will be presenting two workshops for us in April.

LEGISLATIVE REPORTS: Roger Utneher/Michelle Vetterkind reported:

State Legislative Day: Roger & Michelle discussed the events to take place the following day. Michelle read the most current list of co-sponsors. The list is bi-partisan and the list will be updated at the briefing at Wednesday's WBA luncheon ahead of the scheduled calls on the Capitol followed by the reception to follow at the Concourse.

Capitol Group: An e-vote was taken by the Executive Committee on January 4, 2013. The vote surrounded the WBA taking on an outside government relationship group, the Capitol Group, through the end of June to assist in the strategy of getting the sales and property tax exemption bill passed. The deal with them is not to change the face of the WBA on this process but to help us walk through the things they can help us with.

Closed Caption Meeting: Michelle mentioned that she got a call from Senator Farrow's office about closed captioning. Michelle consulted with Leonard Charles from WISC TV and they went to meet with them. They walked Sen. Farrow and his staff through how the system works. The complaint came from the Milwaukee area saying that a report on a shooting in Milwaukee was not captioned.

Juneau County Case: A Win for Open Government: Board member Dick Record reported that The Wisconsin Supreme Court ruled a victory in open records. The issue was over an insurance company claiming ownership of the documents. The Supreme Court ruled the records were open records.

Michelle also added that Representative Kessler had sent her a letter outlining some research he had done regarding the potential impact of proposed changes to Wisconsin's system of awarding electoral votes. The letter was shared with Board Members, also per the recommendation of Ed Hinshaw.

FOUNDATION REPORT:

Dean Maytag reported that the Foundation Board met today. John Laabs officially stepped down with Michelle Vetterkind stepping in as the new President & CEO of the Foundation adding this to her current duties (John's contract expires on January 31). Finance is good, with investments recovering at 13.6%. There was a discussion on term limits to potentially bring in new board members with more diversity potentially. However, history and long term view is important, so that decision was held over. They updated the 5 year plan. Dean's tenure as the Foundation Board liaison is over, with Kelly R. taking over. John Laabs had requested the rights to use current work provided for a book on the history of Wisconsin Broadcasting to develop a book. The Foundation Board granted that right. A plan is in place to meet and discuss the larger goals and direction for the WBA Foundation. The plan is report those findings at the June Meeting.

OLD BUSINESS: Michelle reported:

WBA Saves The Day/Red Cross Partnership Renewal: The WBA partnership agreement has been renewed for its 16th year. The agreement has member stations agreeing to air announcements within 3 days of a disaster. The arrangement has an understanding for the Red Cross that they can come to broadcasters and the WBA when they need assistance.

WBA Long Range Plan/Diversity Update: Michelle outlined aspects of the Diversity area of the WBA Long Range Plan. A meeting will be held in March with Michelle, Lupita and Vanessa along with Kelly to continue with the plan. They will be meeting with Samuel Owens, Professional Development Chair of the Madison Chapter of Black Professionals (Mi-

chelle met with him last week and strongly recommended the follow up meeting).

NEW BUSINESS: Michelle reported:

- * **2013 Proposed Meeting Dates:** The 2013 proposed meeting dates were announced and given to Board Members. Members were asked to put them on their calendars.
- * **2013 Proposed Committee Assignments:** The proposed WBA Committees were outlined for 2013 for review by Board Members.
- * **Appointments of At-Large Seats on WBA Board**
 - * Re-appoint Jon Schweitzer
 - * Appoint Lupita Montoto, Chuck Steinmetz, Rich Wood & Gene Purcell

The WBA Board votes on nominations for the at-large seats recommended by the nominating committee. The general membership votes on the Board seats the next day at the business luncheon. Motions passed unanimously

* **Appointment of 4 WBA Board Representatives to WBA Foundation Board for one-year terms:** (2012 representatives were Dean Maytag, Bill Hurwitz, Nancy Stillwell and Kelly Randandt. Maytag, Hurwitz and Randandt are eligible to succeed themselves, Stillwell is not.) Hurwitz, Maytag and Randandt agreed to continue. Scott Chorksi was asked to take the open seat.

* **Re-appointment to Foundation Board:** Roger U. had made the suggestion that term limits be part of the Foundation Board. After discussion at the Foundation Board meeting, Roger withdrew his proposal but with the understanding that more and diverse people should have the opportunity to participate. At this time Perry Kidder, David Sanks and Bruce Grassman are eligible for new 5 year terms. The WBA Board voted unanimously to approve. Michelle outlined possible structural changes for the Foundation on a short term (transitional) process and discussions which have been had in previous Board and Executive Board Meetings in November and December.

OTHER BUSINESS: Bill Hurwitz/Roger Utneher reported:

Honor Flight: Roger suggested and the Board moved to adopt a resolution that members support the Honor Flight program. Steve Wexler let it be known that a movie has been made about the program and debuted in Milwaukee.

The meeting was held from 3:00 p.m. to 5:00 p.m. and was attended by 20 board members (along with Michelle Vetterkind and Linda Baun from the WBA). There were no absences (as we currently have one vacant board seat). A quorum was present.

Respectfully submitted by
Jeff Tyler, Secretary

TEENS from page 14

while tax-deductible sponsorships cover the \$8,400 budget. However, attracting sponsors has been a big challenge.

Those that signed on at \$700 each Rock River Lanes, 2 Rivers Bicycle and Outdoor and Diversified Personnel Services/Opportunities Inc. received a lot of print, website, radio and event exposure. On WSUW, each got 14 weekly promos (two 15-second spots per day), 30-second underwriting insertion in all broadcast assignments and acknowledgements at the opening and closing ceremonies. That totaled 228 promos per sponsor, not to mention outside media coverage, including in the Daily Union and on its website, www.dailyunion.com.

Spangler said that in addition to fine-tuning the curriculum and signing up next fall's participants, the main task right now is raising funds and finding sponsors.

Donations payable to WSUW (Indicate "Teen Day Broadcasting Program" in the memo) may be sent to: Teen Day Broadcasting Program, P.O. Box 174, Fort Atkinson, WI, 53538.

"Teen Day is a great opportunity, not only for teens, but for WSUW, the *Daily Union*, local businesses and the area at large," Pettegrew said. "We are promoting community journalism."

For more information on Teen Day, call (920) 397-9178 or email teen-daybroadcast@gmail.com. Links to all broadcasts and photos are available on the 91.7 The Edge Teen Day Broadcasting Program Facebook page.



2013 Student Seminar

Saturday, March 2, 2013
Madison Marriott Hotel



Agenda

8:00 AM - 9:10 AM: Registration

9:10 AM - 9:20 AM: Introductions and Brief Orientation

9:20 AM - 10:05 AM: First Breakout Session (Student Chooses Three)

Radio-TV News

Moderator: Sandy Ellis: Jason Williams, Door County Daily News; Jodi Becker, News Anchor, WTMJ Radio, Milwaukee (Last two sessions only); Lane Kimble, Evening News Anchor/Reporter, WJFW, Rhinelander; Amanda Tyler, Morning Show Producer, WEAU-TV, Eau Claire

Young Professionals (YP) in Broadcasting

The WBA YP group will discuss their experiences in the work world.

Sports

Moderator: Brian Lucas (Last two sessions only); Josh Goldberg, Assistant Program Director/Production Director at 105.9 The Hog (sister-station ESPN1380) in Janesville, WI; Kyle Deckelbaum, Sports Reporter/Anchor, WKBT-TV LaCrosse

TV Production

Moderator: Mike Schmidt (First session only in "Sports" room) (Third session in "Business of Broadcasting" room) Matt Cullen, Assignment Editor, WITI-TV, Milwaukee; Scott Berg, Electronics Technician, Academic Technology Services, UW-Green Bay; formerly Newscast Director/Technical Director at WBAY-TV; Courtney Ryan, Producer, WMTV, Madison

The Business of Broadcasting (First two sessions only)

Katie Moreno, Account Executive, Entercom, Milwaukee; Vanessa Younger, Account Executive, WISC-TV, Madison

Campus Radio Stations

Dave Black UW-Madison, General Manager, WSUM, Madison; Mike Ferris, Clear Channel Radio, Madison

Digital Marketing and Social Media: How Killer Content Kicks Assumptions; Joe Dugano, Midwest Family, Madison; Ron Giordan, Social Media Strategist, Midwest Family

Engineering

Where the Magic Happens

Bill Hubbard, Director – Academic Technology Services, UW-Green Bay, formerly WBAY-TV, Green Bay; Sawyer Hildebrandt, UW-Madison and WBA Media Technology Institute graduate; Russ Awe, Wisconsin Public Television

Campus TV Stations

Justine Stokes – UW-Oshkosh

Underwriting

Randall Davidson – UW-Oshkosh

10:05 AM - 10:15 AM: Break

10:15 AM - 11:00 AM: Second Breakout Session (Repeat of Sessions)

11:00 AM - 11:10 AM: Break

11:10 AM - 11:55 AM: Third Breakout Session (Repeat of Sessions)

11:55 AM - 12:05 PM: Break

12:05 PM - 12:55 PM: General Sessions - Radio and TV (Student Attends One)

Radio

(Moderator: Mike O'Brien); Joe Deschler, owner/director of Radio1 Broadcast School; middays/programming consultant for KNEI - Waukon IA; Jodi Becker, News Anchor, WTMJ Radio, Milwaukee; Mike Ferris, Clear Channel Radio, Madison

TV

(Moderator: Maryann Lazarski, Asst. Professor, Cardinal Stritch University and former TV news professional.) Carmelyn Daley, Assistant News Director at FOX6, WITI-Milwaukee and Colin Benedict, News Director at WISC-TV, Madison also will offer advice on what to include on your resume and why web links and e-portfolios are the way to go in showcasing your work.

12:55 PM - 1:00 PM: Break

1:00 PM - 2:40 PM: Lunch; Keynote Address:
"Clark Makes Him Super"

Jodi Becker, News Anchor, WTMJ Radio, Milwaukee; WBA Foundation Scholarships, WBA Student Awards for Excellence

2:45 PM - 2:50 PM: Wrap-Up and Door Prize Drawings

Thank You WBA Education Committee

Ken Beno - Chair

Dave Black, WSUM Radio

Nella Citino, Media Institute

Carmelyn Daley, WITI-TV

Randall Davidson, UW-Oshkosh

Sandy Ellis, UW-River Falls

John Gosz, UW-Stevens Point

Pat Hastings, UW-Madison

Ed Hutchings, (Retired Broadcaster)

Erik Johnson, UW-River Falls

Jack Kapfer, UW-Eau Claire

R. Perry Kidder, (Retired Broadcaster)

Maryann Lazarski, Cardinal Stritch University

Brian Lucas, UW-Whitewater

Dave Meinhardt, UW-Platteville

Mike O'Brien, Bliss Communications

Mark Porubsky, MATC, Milwaukee

Kevin Pulz, Milwaukee Public Television

Mike Schmitt, UW-Green Bay

James Schuh, UW-Stevens Point
(Retired Broadcaster)

Dr. Robert Snyder, UW-Platteville

Nancy Stillwell, Media Institute

Mark Tolstedt, UW-Stevens Point

WBA Liaison - Linda Baun

Registration is available online at www.wi-broadcasters.org