



wisconsin broadcaster

Chair's Column



By Bill Hurwitz

What a fabulous time to be an over the air broadcaster! If you were at the WBA Awards Gala Saturday evening, May 5th in Madison you would have seen, and heard the best array of television and radio work ever. Your fellow broadcasters (all in Black Tie and Formal attire) looked fantastic. Michelle and her staff put on a show that would have had the New York broadcasters envious of our production. Thanks again to our friends at the Wisconsin National Guard for their support and partnership of the event, it was "over the top again". Please put the Awards Gala on your calendar for next year at the Alliant Energy Center – Exhibition Hall on Saturday, May 4, 2013 in Madison.

Five broadcasters will be inducted into the prestigious WBA Hall of Fame this month. A hearty congratulations goes out to Jill Geisler, Joe Dorsey, Howard Dahl, Roger Utnehmer and Greg Bell. You wouldn't find 5 more qualified individuals joining the Hall that have contributed to the excellence in broadcasting than the aforementioned. Again, a hearty congratulations to each and every one!

Our summer conference starts June 20 at the Radisson Convention Center in beautiful La Crosse. Michelle and her staff have worked very hard to put a productive agenda together and to their credit, it's full of education, information and excitement. The summer convention will feature the annual golf outing, a Social Media Seminar, Job/Career Fair and EEO session (important to all of us) on Wednesday, June 20. Thursday covers media technology, IT networking, a session on Contagious Leadership, how to balance work and home and much, much more. It's been 16 years since we've been to La Crosse, that in and of itself will make this year's convention a great reason to be there!

And lastly, and of equal importance ... as you all know, this is license renewal year for Radio broadcasters in WI. If you did not see the back page of the May *Wisconsin Broadcaster* you need to get a copy. Michelle has listed FCC – related renewal deadlines for Wisconsin radio and television stations. It's well worth reading!

Hope to see you at the conference ...

Take Me Out To The Ballgame...

WBA's 2012 Doug Chickering Sports Workshop

Brewers vs. Cincinnati Reds, Wednesday, August 8, 2012
Miller Park, Milwaukee

Opening Session/Time TBA....

Lunch – with traditional ballpark fare
Milwaukee Brewers vs. Cincinnati Reds
1:10 p.m. – ?????

Registration Fees:
WBA Member \$45.00;
Non-Member \$90.00
(Includes sessions, continental breakfast, lunch, and in-field game ticket)



Availability will be first-come, first-served
(as we have a limited number of game tickets).

Registration Information will be sent out shortly. You will also be able to register online at www.wi-broadcasters.org

The WBA's Doug Chickering - WIAA Sports Workshop is underwritten by the Oakley-Lindsey Foundation as part of their 6-year \$30,000 pledge to the WBA Foundation.

Last Chance . . .

to Sign up for
the WBA's
Summer
Conference

(See pages 4-11)



Wisconsin Radio Stations!

License Renewal Announcements are to begin airing on June 1.

Visit the www.wi-broadcasters.org
to find the text for the announcements



2012-2013 OFFICERS

Chair of the Board

BILL HURWITZ

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

Vice Chair - Television/Chair Elect

DEAN MAYTAG

WISN-TV, Milwaukee

Vice Chair - Radio

KELLY RADANDT

*Woodward Communications
Appleton/Green Bay*

Treasurer

SCOTT CHORSKI

WKBT-TV, La Crosse

Secretary

JEFF TYLER

Clear Channel Radio, Madison/Milwaukee

Immediate Past Chair

TOM KOSER

*WAQE-AM/FM & WJMC-AM/FM/
WKFX-FM, Rice Lake*

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

TOM ALLEN

WKOW-TV

Madison

LUPITA MONTOTO

WLMV (La Movida)

Madison

DAVID BOOTH

WXOW-TV

La Crosse

MIKE O'BRIEN

WCLO/WJVL

Janesville

MALCOLM BRETT

WI Public TV/Radio

Madison

DICK RECORD

Family Radio

La Crosse

CARMELYN DALEY

WFRV-TV

Green Bay

JON SCHWEITZER

Midwest Communications

Sheboygan

NANCY DOUGLASS

WLKG-FM

Lake Geneva

NANCY STILLWELL

Media Institute

Madison

DON GRASSMAN

Results Broadcasting

Shawano

STEVE WEXLER

Journal Broadcast Group

Milwaukee

SCOTT LOPAS

WTKM AM/FM

Hartford

VANESSA YOUNGER

WISC-TV

Madison

Ex Officio - NAB Board

ROGER UTNEHMER

DoorCountyDailyNews.com, Sturgeon Bay

EAS/CAP Update June 30 Deadline!

By Gary Timm, EAS Chair, Wisconsin

The EAS headline this month is the June 30 deadline when broadcasters will be required to have equipment installed to receive EAS alerts in the Common Alerting Protocol (CAP) format. Also by that date, stations must have their EAS-CAP unit connected to the Internet and monitoring the FEMA EAS CAP feed. Contact your EAS-CAP unit manufacturer for instructions on configuring your unit for monitoring the FEMA CAP feed. FEMA has been sending Required Weekly Test (RWT) messages on this CAP feed, so stations should be receiving these FEMA tests if their unit is configured properly. While not specifically required in the FCC rules, stations would be wise to log these RWTs on their FCC EAS Log to demonstrate that they are properly set up to receive CAP alerts as the FCC rules require on June 30. Just a reminder that Wisconsin does not presently have its own CAP feed, so there is no additional state CAP feed to be monitored. For the present time, Wisconsin will route its CAP alerts through the FEMA CAP feed.

Thanks to all the stations that responded to WBA's survey asking about stations that do not have a broadband Internet connection and thus intend to apply for an FCC waiver from having EAS CAP equipment. We were happy to see that only a handful of stations intend to pursue the waiver. Those stations must reapply for the waiver every six months, and are still required to maintain their over-the-air legacy EAS monitoring - as are all other stations.

A reminder for station engineers - there will be an EAS CAP update session at the WBA Summer Conference Engineering Workshop at 1:15 p.m. on Wednesday, June 20, 2012. In addition to the EAS CAP deadline occurring only 10 days after the session, we will cover other things that have changed as a result of the latest FCC EAS rule changes. Is your EAS Encoder Attention Signal length now set to 8 seconds exactly? Come and see what else you need to know about IPAWS, NN, EAT and more.

Want To Sponsor A Hole at the WBA Golf Tournament?

It's only \$150!

Contact Michelle at the WBA

mvetterkind@wi-broadcasters.org



Leader

PRINTING

CO., INC.

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

*Serving WBA
Over 25 Years*

*LEADER BUILDING
Fast
Turnaround*

*In Business
40 Years*

318B North Main Street • Lake Mills, WI 53551

920-648-6677 • Fax: 920-648-6678

www.leaderprinting.net

print@leaderprinting.net

President's Column



By Michelle Vetterkind, CAE

For those of you who were at the WBA Awards Gala on May 5, I'm fairly sure you will agree with me that this was, by far, our most successful Awards program and Gala so far.

Record attendance

Record entries

The online process – and while, yes, there were a few glitches for us to work on for next year, overall, it received a very favorable response, as compared to our former process of mailing everything in, etc.

However, I'd like to take you back with me – quite a few years, to 2005 – when the event you saw the night of May 5 – was one man's vision. That man would be Lindsay Wood Davis. As LWD (as we, in the WBA office, fondly call him) has quite the broadcast background – many of you know him from his years as a radio station owner here in WI, as Executive Vice President of the RAB or in his current role as a nationally known management and sales consultant. And...many of you know him as the "voice behind the WBA Awards montage" (which he's done since we changed the format of the Gala about 5 years ago). You also might have seen him this past Gala handing the awards to the presenters (along with Liz & Mandy from the WBA office). But...LWD's involvement runs much deeper than that when it comes to the WBA Awards Program.

I've asked LWD to provide me with some of the highlights from HIS perspective so that I may share them with you in this column.

The contemporary WBA Awards program has come an extremely long way from its roots of years ago. Up until midway through the decade of the 2000's (OK, what are YOU calling that decade?), the WBA Awards for Excellence were restricted to a static list of Radio and TV awards for individual effort, given out during the WBA Winter meeting luncheon. In late 2004, Michelle Vetterkind and John Laabs asked me to join the Awards Committee and bring to the WBA some of the ideas for Awards programs that I had either seen or developed myself for other states or enterprises.

In Fall of 2005, at the same WBA Board meeting where Michelle was named the WBA's new Executive Director, I presented the Board a memo suggesting the following changes:

- 1) A "Station of the Year" competition for Radio and TV stations.
- 2) A sliding scale points program, based on both entering and winning individual categories.
- 3) A Gala Awards presentation and banquet.
- 4) Greatly improve A/V production values at the awards presentation.

Though the Awards Committee was on-board with all of these suggestions, they were hesitant to propose a complete rewriting of the awards program, fearing pushback from the Board. So it was a pleasant surprise when WBA Board member Tom Walker responded to our ideas with, "Well, if we're going to make all these changes, then I think we should redo the whole thing and have a 21st century Awards program." The rest of the Board concurred and the Awards committee was charged with developing this entirely new program.

Many months and many meetings passed; a new program was born. In 2006, it was announced that the Awards for that year would be entered in a wide variety of brand new categories, among them new awards for personalities, morning and evening newscasts, weathercasts and New Media. These would be joined by cumulative awards for Station of the Year and News Operation of the Year by market size in both Radio and TV. Everything would be presented at a standalone event in May.

Over time, the basic concepts behind the WBA program have morphed into the nation's leading State Broadcast Awards competition. We promised at the very beginning not to let the program become static. New Media has really expanded, we've added new categories in Radio and TV, changed others, and split Radio into separate Music and News and Talk sections. The committee works hard every year to keep the WBA Awards for Excellence fresh, balancing the changes in our industry with what we feel good broadcasters should be doing for their listeners, viewers and users. Co-chair Tom Bier and the other committee members take the WBA program seriously and, with the expertise, good humor and tenacious work of the WBA staff, we look forward to keeping the WBA Awards for Excellence contest and Gala exciting, fun, and worthwhile annual events.

It has been fun watching the baby grow...LWD

I think you'll all join me when I say....Thank you for your vision, LWD.

I hope to see you all at the WBA Summer Conference. Thank you, as always, for your time & support!

WBA Holds Board Meeting in Milwaukee

(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 May 2, 2012 at the City Club/Wisconsin Club. Chair of the Board Bill Hurwitz presided. Introductions were made, with a special welcome to new WBA Board Member, Lupita Montoto.

FOUNDATION REPORT:

David Sanks and John Laabs from the WBA Foundation were present to brief the Board on the Foundation's Long Range Plan as requested by the Board. There are 4 major areas in the LRP. 1) Historical Preservation. This includes the Hall of Fame members for 2012 induction at the Summer Convention. Catch up on the video backlog of the Hall of Fame members for the online Hall of Fame. Debuted the Sports Broadcast section of the online museum. 2) Education. They have established the Educational Ventures committee to expand the education options for other areas besides management as done with the Walker Institute. The first venture involves the WBA Media Technology Institute. The WBA Board voted in January to offer a WBA Media Technology Institute and fund the instructional portion. The one unanswered question that remained at that point was "to what extent do we subsidize the attendance portion". After the vote at the WBA's January Board Meeting, Vetterkind, knowing the Foundation had a similar goal in their long-range plan (to increase the pool of broadcast engineers), approached Laabs as to if the Foundation would want to play a part. Laabs then approached Duke Wright of Midwest Communications, who agreed to provide a sponsorship of \$5,000 to subsidize the attendance portion, bringing the all-inclusive rate for the three nights, four days, down to \$399 per person. 3) Public Affairs: Committee held its first meeting and will meet again with the WBA Young Professionals Committee next week. Formed an Advisory Group to review the practices surrounding how WBA has done and will go forward with political debates. The Advisory Board conducted a random drawing between the 5 TV stations from around the State which had not been represented on the debate panel. Laabs was given direction to ensure that those stations would have the first chance to be represented. John also secured 2 sponsors for \$10,000 each for the debates. The Debate will be on May 25th. John referred to an email sent from a TV General Manager, which stated he saw the WBA Debate as competing with a WBA member potentially organizing a debate. A letter drafted by Laabs and President Vetterkind was sent back to this member addressing his concerns. Advisory Committee member Dean Maytag maintained that the WBA Debate is open to all WBA members to carry, however, the WBA Foundation and WBA always encourage any of its members to conduct their own debates. 4) Fundraising: A group was established and met in April. That was followed up by another conference call to further vet out some of the ideas brought up at the first meeting. There were 3 major groupings of ideas. (Group A) An idea to promote the LPGA event across membership by voluntarily promoting the event at Kohler. Members would receive 4 tickets in exchange for running the outlined 12 commercials. The Foundation will receive \$12 a ticket for every ticket sold online when the purchaser uses the promo code, WBAF. (Group B) Other ideas from this committee included a golf outing/tournament, or joining with a current event as the benefiting group. A circus event. A concert event. Members of the committee

See *MINUTES* on page 25



Wisconsin Broadcasters Association

2012 Summer Conference

June 20-21, 2012 Radisson Hotel, La Crosse



Wednesday, June 20

WBA Media Technology Institute Sessions: See WBA Engineering Day material (page 9)

8:00 AM: Shot Gun Start at Annual Golf Tournament *Separate Registration Required*



Cedar Creek
2600 Cedar Creek Lane
Onalaska, WI 54650



Marlys Lindstrom
Golf Coordinator

8:00 AM - 6:30 PM: Registration

Registration Sponsored By:  ARBITRON

8:00 AM - 4:45 PM: WBA Engineering Day Sessions (page 8)

9:00 AM - 2:00 PM: WBA Social Media Session (page 10)
Social Media Session Sponsored By:



2:00 PM - 4:00 PM: Job/Career Fair

Job/Career Fair Sponsored By: 

4:00 PM - 5:00 PM: EEO Session
**Discrimination Law for Broadcasters -
Legal Issues and Effective Strategies to Prevent Unlawful
Discrimination During the Employment Relationship**



Moderator:
Bill Hurwitz
Milwaukee Radio Alliance

You have received an internal complaint alleging unlawful discrimination - now what? The federal Equal Employment Opportunity Commission processed a record number of discrimination charges over the past two years, and Wisconsin's Equal Rights Division is also facing a staggering numbers of complaints. Your job as a manager is to proactively prevent unlawful discrimination and to fully respond to any complaints alleging discrimination. But, how?



C. Wade Harrison
Godfrey Kahn



M. Scott LeBlanc
Godfrey Kahn

Join us for an interactive session that will explore the laws that prohibit discrimination, provide real-life case examples that illuminate real-world challenges, and identify practical best practices that can be incorporated into your daily managerial roles.

5:00 PM - 7:30 PM: Exhibit Reception *Exhibit Reception Sponsored By:*



7:30 - 10:00 PM: Dinner and Entertainment

Dinner Sponsored By:





Wisconsin Broadcasters Association 2012 Summer Conference

Thursday, June 21

7:30 AM - 7:00 PM:

Registration

Registration Sponsored By:



8:00 AM - 9:15 AM:

Business Breakfast

Business Breakfast Sponsored By:

Journal Broadcast Group & Newsradio 620 WTMJ



Scott Chorski
WKBT-TV
La Crosse



Bill Hurwitz
Milwaukee Radio
Alliance



Jeff Tyler
Clear Channel Media &
Entertainment



Michelle Vetterkind
WBA President & CEO

9:00 AM - 12:00 PM:

WBA Media Technology Institute Session: IT/Networking Fundamentals (page 9)

9:30 AM - 10:00 AM:

Economic Update

Economic Update Sponsored By:

BMO  Financial Group



Tim Foht
M&I, A part of BMO
Financial Group Representative



Erica Hill
M&I, A part of BMO
Financial Group Representative

9:30 AM - 12:00 PM: Morning Session

Contagious Leadership & How to Click with Everyone Every Time!



David Rich
Rich Ideas

What is it that makes one person wildly successful while another, though they may work harder, keeps spinning their wheels with little to show for their efforts? Why does someone excel while others flounder in mediocrity? Why do some people seem to effortlessly attract success? What's the difference between interacting and connecting? The answer is "clicking." Today's customer (and prospective customer) is the more demanding, knowledgeable, and less loyal than any time in history. If you want to succeed, you must do more than contact them, you must connect with them. In short, you must "click." And fast. Studies show that rapport is established in as little as seven seconds. People who click have been described as having "something about them." In this inspirational session, based on David's book by McGraw-Hill, you'll learn what is that "something" and how "clicking" can be the ultimate competitive advantage. Attendees will learn:

- How today's customer is different from 15 and 25 years ago
- Why excellent customer service is no longer good enough
- Why motivation and attitude matter



Moderator:
Bill Hurwitz
Milwaukee Radio Alliance



Wisconsin Broadcasters Association 2012 Summer Conference

Thursday, June 21 (continued)

- How to use your voice as a persuasion tool and connect immediately
- How to competition proof your clientele

Management deals with policies and procedures. Leadership deals with people. Management says follow me because "I am the boss." Leadership says "Follow me because I will help you grow." Management is rules driven; leadership is inspiration driven. In this inspirational session, you will learn the qualities that are needed to lead today's "what's in for me" generation and the qualities that all good leaders have in common.

12:15 PM - 2:15 PM: Keynote Lunch
Keynote Lunch Sponsored By:



Stephanie Klett
Secretary of Tourism
Wisconsin Department of Tourism



Moderator: Jeff Tyler
Clear Channel Media &
Entertainment

1:30 PM - 3:30 PM: WBA Media Technology Institute Session: Chief Operator. FCC/FAA Rules (page 9)

2:30 PM - 4:00 PM: Afternoon Session



Mike McKinley
Alive! Alive! Associates

The Great Balancing Act – Work and Home

People talk about balancing their work and home, but is it really achievable? People who say that they never carry problems between work and home will lie about other things! The reality is that what happens at home and what happens at work are inextricably mixed. The art of balancing the demands of work and home takes ongoing attention and a commitment to adapt to changing needs. We'll address topics such as:

- What's your job anyway?
- Setting your environment and standards
- Managing change in your life and work
- Becoming more effective – using your time well
- Hints for better relationships
- Keeping yourself motivated – staying out of the pits
- Setting priorities – doing the things you like and fitting it all together
- McKinley's Memories – what I've learned the hard way



Moderator:
Bill Hurwitz
Milwaukee Radio Alliance

Life is a rollercoaster, not a train track.

Join Mike for this entertaining, fast moving, interactive session as we work together to get the most out of life.

3:30 PM - 4:30 PM: WBA Media Technology Institute Session: Safety/Security in broadcasting (page 9)

4:30 PM - 5:00 PM: WBA Media Technology Institute: Wrap-up, Q & A (page 9)



Wisconsin Broadcasters Association 2012 Summer Conference

Thursday, June 21 (continued)

4:00 PM - 5:00 PM: Legislative Update *Legislative Update Sponsored By:*



Ann West Bobeck
National Assoc. of Broadcasters



Roger Utneher
WBA State Legislative Chair



Michelle Vetterkind
WBA President & CEO

All Breaks Sponsored By: Wisconsin NATIONAL GUARD

Thursday Evening, June 21

6:30 PM - 7:30 PM: Hall of Fame Reception
Reception Sponsored By MADISON MEDIA INSTITUTE
College of Media Arts

7:30 PM - 8:30 PM: Hall of Fame Dinner
Hall of Fame Dinner Sponsored By:



8:30 PM - 9:30 PM: Hall of Fame Presentations
Master of Ceremonies



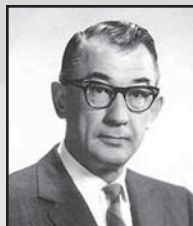
John Laabs
President & CEO WBA Foundation



2012 Hall of Fame Inductees



Greg Bell



Howard Dahl



Joe Dorsey



Jill Geisler



Roger Utneher



Wisconsin Broadcasters Association 2012 Summer Conference Engineering Day Agenda

Wednesday, June 20

8:00 AM - 6:30 PM Registration
8:40 AM - 4:30 PM Engineering Sessions

8:40 AM: Opening Remarks, Michelle Vetterkind, WBA President & CEO

8:45 AM Session: **Spectrum Changes: Future Coexistence in the White Spaces**



Dave Mendez
Shure

As changes to the UHF TV spectrum reach further clarification, make certain that you have the most up-to-date information regarding the FCC Reallocation of wireless spectrum, the technologies involved, and how it may affect your wireless products in the future. Topics include a review of the 700MHz reallocation, "whitespaces" topic, geo-location database and licensing, and new technology that may help avoid or reduce potential interference in the future.

9:30 AM Session: **Protecting Yourself in the White Space**

Leonard will cover the purpose and development of the White Spaces Database and present a step by step tutorial on how you can get your station's wireless devices registered into the database.



Leonard Charles
Television Wisconsin

10:15 AM: Break

10:30 AM Session: **There's an App For That!**
Chris will discuss the many apps available for iPhones, iPads, and Androids that help in the everyday life of the Engineer. The session will discuss technical apps as well as other "practical" apps that will help you get through the day.



Chris Tarr
Entercom

11:15 AM Session: **Bandwidth Management**
Learning more about the process of measuring and controlling the communications on a network to avoid congestion which affects the network performance.



Greg Dahl
Second Opinion
Communications, Inc.

12:00 PM:

Lunch

Lunch Sponsored By:



1:15 PM Session: **EAS/CAP... 10 Days to the Deadline**

Aside from needing EAS/CAP equipment, what else is changing on June 30, 2012 that broadcasters need to know about? Gary will bring us up to date on all things EAS, CAP, IPAWS, NN, EAT and more.



Gary Timm
WI SECC Chair

2:00 PM Session: **Single Points of Failure**

Many stations have only one antenna system, as you know, but each rf plant has many single points of failure. Adding more gear is not always the best answer. In some cases adding more insurance for business interruption provides the financial security the station owner needs. Looking at several low power solutions and aux antenna systems will be covered in this talk.



Richard Wood
Resonant Results

2:45 PM: Break

3:00 PM Session: **Ramifications of Fewer Broadcast Engineers**

As fewer engineers do more work with less backup and resources, issues of legalities and hazards are on the rise. This session will look at the cause and effect of this real world situation.



Jeff Welton
Nautel

3:45 PM Session: **CALM Act (Calm Down It's OK)**

"CALM down, it's OK" will take you through a review of the government actions leading to the Commercial Advertisement Loudness Mitigation (CALM), Act. We will look at audio processing, monitoring and logging. This will include audio processing for both live audio and file based audio. Finally, we will review some real world data we have gathered.



Scott Michaels
Heartland Video
Systems, Inc.

4:30 PM: End of Sessions

5:00 PM: Exhibits and Reception



WBA Media Technology Institute

June 18 - 21, 2012

Radisson, La Crosse, WI

*Underwritten by the Wisconsin Broadcasters Association
& Midwest Communications*

Practical, instructional courses for prospective, beginning, and current broadcast/media engineers

3 days of instructional content, 1 day of technical seminars/equipment exhibition as part of the WBA Summer Engineering Conference. Handouts are provided for most sessions.

Day 1 is designed as a general introduction to the profession and is most suitable for prospective and beginning engineers. The first half of the day discusses the business model of broadcasting, how engineering/technical support fits in to the station structure, explains the skill set required for success in the field, and how “traditional” engineering is now only a part of the skill set required. A typical day in the career of a broadcast/media engineer is discussed, along with the interactions among various departments in the traditional radio/TV station structure.

Following a break for lunch, the afternoon sessions are dedicated to a general description of radio and television studio design, and well as program distribution and delivery. Engineering roles in development, construction, and modification of these facilities will be emphasized.

The final Day 1 session will discuss in detail the changes in workflow, responsibilities, and job functionality that follow from the increasing digitization of both radio and television facilities.

Day 2 is completely devoted to an in-depth survey of RF fundamentals for radio and television. The instruction begins with basic atomic/electrical theory, and proceeds to detailed discussion of the development of the art and science of RF generation, including telegraphy, AM and AM Directional, FM, and Television VHF and UHF. Antenna theory is also included, as is a demonstration of typical test and measurement equipment used in diagnosis and repair of RF systems. The session concludes with a discussion of the IBOC digital radio platform and the 8VSB digital television transmission standard.

Day 3 is spent in attendance at the annual WBA Summer Engineering Conference. This day-long event begins with multiple technical presentations by vendors and clients, features an afternoon engineering luncheon, and then concludes with more technical presentations. Following the final presentation, there is an Engineering reception, with technical exhibits and discussions with equipment vendors, followed by an informal dinner.

Day 4 features a morning presentation dedicated exclusively to IT/Network fundamentals for radio and television, progressing from a demonstration of IT networking through more advanced areas of IP management and network design as typically seen in radio/TV facilities. Following lunch, the afternoon session includes three modules: FCC Rules/Chief Operator Duties for radio/TV; Safety/Security for Engineers and the general public; and concludes with a general Q&A session about the broadcast/media engineering profession.

\$399 - Full Registration - Includes: 3 Nights Hotel (Monday, Tuesday, Wednesday), 3 Days at the WBA Media Technology Institute, All Materials, 1 Day WBA Summer Conference Engineering Session, WBA Summer Conference Exhibitor's Reception and Dinner, Meals (Monday: Lunch/Welcome Reception; Tuesday: Continental Breakfast/Lunch (Dinner on Own); Wednesday: Continental Breakfast/Lunch/Exhibit Reception/Dinner; Thursday: Continental Breakfast/Lunch)

Soda Breaks each day

\$200 - Monday Only - Includes: 1 Day at the WBA Media Technology Institute, All Materials, Lunch, Welcome Reception (cash bar) and Soda Breaks

\$200 - Tuesday Only - Includes: 1 Day at the WBA Media Technology Institute, All Materials, Continental Breakfast, Lunch and Soda Breaks

\$200 - Thursday Only - Includes: 1 Day at the WBA Media Technology Institute, All Materials, Continental Breakfast, Lunch and Soda Breaks

To register contact the WBA

WBA SOCIAL MEDIA SEMINAR

June 20, 2012, Radisson Hotel, La Crosse

AGENDA

*Presented by
Engaging Social*



Nick Ring

9:00 AM - 10:30 AM: Social Media Overview

- Recap of WBA Winter Conference Social Media Seminar
- What Social Networks you should be using & why
- Social Update & Frequency Guidelines
- EdgeRank and its effect on the audience you reach
- How to get more Engagement
- Using Facebook Insights

10:30 AM - 11:00 AM: What has changed with Social Media in the last few months?

- Facebook Timeline for Brand Pages
- Including Pinned Posts, Tab Changes, Admin Setting Changes and Cover Photo Rules and Restrictions
- Pinterest
- It's exploded – but how should you use it?
- Twitter
- General overview of how radio and TV stations can effectively use Twitter to engage their audience.

11:00 AM - 11:45 AM: Promoting Social Media & Social Media Policies

- Promoting Social Media on your website
- Using Social Plugins and Buttons to drive traffic
- Social Media Policies for Social Media Promotion
- Can I use the Facebook or Twitter Logo? What about Screenshots of my Facebook Page or Twitter
- Profile? How can I promote my Social Media properties online and offline?
- Social Media Policies
- Updated Social Media Policies and what they mean for broadcasters
- Examples of what you can and cannot do on Facebook and Twitter

11:45 AM - 12:45 PM: Panel/Q&A

- Ask fellow radio and TV stations as well as Engaging Social questions about how you can get the most out of Social Media

12:45 PM - 2:00 PM: Breakout Sessions

- Bring your laptops! Get your questions ready! We're here to help you implement things like social plugins and buttons to promote your social properties, make sure your settings are correctly set and answer any specific questions you have related to your social properties.

Sponsored by  **CUMULUS**
MEDIA NETWORKS



Wisconsin Broadcasters Association 2012 Summer Conference

Thank You Committee Members

Thank You WBA Conference Committee

Don Grassman, Results Broadcasting

Jan Wade, WISN-TV

Steve Lavin, WBAY-TV

Kelly Wilde, WKBH-FM

Kelly Radandt, Woodward Communications

Michelle Vetterkind, WBA President & CEO

Jill Sommers, WISC-TV

Linda Baun, WBA Vice President

Jeff Tyler, Clear Channel Media & Entertainment

Thank You Conference Engineering Program Committee

Leonard Charles, Television Wisconsin, Inc.

Bill Hubbard, UW-Green Bay

Kent Aschenbrenner, Milwaukee Public TV

Vern Killion

Steve Brown, Woodward Communications, Inc.

Keith Kintner, UW-Oshkosh

Mark Burg, Grant Media LLC

Gary Mach

Gordon Carter, Professional Audio Services

Jason Mielke, WCLO/WJVL

Greg Dahl, Second Opinion Communications, Inc.

Matt Sperling, WKBT-TV

Clif Groth, New Radio Group

Kevin Ruppert, WISC-TV

Tom Smith

Linda Baun, WBA

Thank You Social Media Committee

Jake Anderson, WXOW-TV/WQOW-TV

Neal Oberg, WKBT-TV

Aaron Barrett, Woodward Radio Group

Thomas Swigert, WISN-TV

Kyle Geissler, WCLO Radio



The WBA would also like to thank "The one and only Dick Record" for his gracious sponsorship of the WBA/WBA Foundation Board Reception/Dinner on Tuesday night.

Summer Conference Hotel Deadline May 27

To reserve a Hotel Room at the Radisson Hotel, you have until May 27
* Call 1-608-784-6680 and mention that you are with the WBA
to receive the reduced rate.

Wisconsin Broadcasters

Five Named To

By John Laabs

WBA Foundation President & CEO

Walter Damm, Dick Dudley, Haydn Evans, Willie Forrest, Earl Gillespie, Ben Hovel, Eddy Jason, Joe Kileen, Ben Laird, Harold McCarty, Morgan Murphy, Bruce Wallace. Believe it or not, it's a Who's Who list, but who are they?

They are the very first Wisconsin Broadcasters Hall of Fame class, inducted in 1989! The Wisconsin Broadcasters Association Foundation was founded that year, and its first big project was creation of our Hall of Fame. The Foundation's purpose, under one of its main goals of historic preservation, was to honor those broadcasters who devoted their careers to broadcasting and its development in Wisconsin and to recognize their outstanding service to broadcasting, their communities, and their state.

Since 1989, 112 outstanding broadcasters have been honored with Hall of Fame inductions. Inductees are chosen each year from among nominations by WBA members. Broadcasters who have been inducted into the Hall of Fame include managers, personalities, engineers, reporters and those broadcasting pioneers who were at once all of the above. The only criteria is at least a fifteen-year career in the broadcast industry, at least ten of which were served in Wisconsin along with consideration of service to the industry and their communities. The 2012 inductees will be: Greg Bell, Howard Dahl, Joe Dorsey, Jill Geisler, and Roger Utnehmer (see profiles)

In October, 1989, Alfred C. Sykes, then Chairman of the Federal Communications Commission, came to Wisconsin to formally dedicate a Hall of Fame display, including plaques honoring the inductees, at the State Historical Society of Wisconsin Library in Madison. In 2010, due to remodeling of the SHSW facility, the display was removed and is now in storage awaiting a suitable new permanent display site.

The Wisconsin Broadcasters Hall of Fame does have a permanent, virtual display at the online Wisconsin Museum of Broadcasting which debuted in 2009 at www.wisconsinbroadcastingmuseum.org where the Wisconsin Broadcasters Hall of Fame Gallery is one of our major attractions.

Besides our annual inductions, which feature a commemorative video for each inductee, the Foundation is currently working on a long term project to complete such commemorative videos for all Hall of Fame members. The use of videos at the induction ceremonies did not begin until 2004, leaving a backlog of over 78 videos of which 25 have now been completed. With a number of WBA member TV stations graciously donating post production facilities and editors, we are able to produce such videos for between \$1,000 and \$1,250 each. Any and all

See **HOF** on page 25



Greg Bell

After graduating from the Brown Institute, he began his career as a copywriter/announcer at KQAQ radio, Austin, Minnesota in 1972. He moved to Wisconsin and WDOR radio, Sturgeon Bay in 1974, where he began a twenty year stint in radio sales and sales management. In 1978, he moved to WIZM-AM/FM in La Crosse, followed by a year in sales management in Burlington, Iowa before moving to WHBY/WAPL in Appleton in 1983. He served the remainder of his career there, becoming station manager in 1993 then general manager in 1995. In 2000, Woodward Communications, the parent company of the Appleton stations, as well as radio stations in Iowa, promoted him to Vice President of Broadcast Operations. During his time in Appleton, he oversaw power change increases for his two flagship stations and led the effort to acquire additional stations with the Appleton cluster eventually consisting of seven stations. His industry service includes eight years on the Board of Directors of the Wisconsin Broadcasters Association, serving as its Chairman of the Board in 2003.



Howard Dahl

His thirty-one year broadcasting career began in 1939 when, after receiving his master's degree in foreign relations from the University of Chicago, he joined his family's radio station, WKBH in La Crosse as a foreign affairs reporter. In 1943, he became President and General Manager of WKBH. In 1954, he put La Crosse's first television station, WKBT-TV, on the air and was its first President and General Manager. He led both of those stations until his retirement in 1970. He was active in church affairs in La Crosse and served sixteen years on the Board of Directors of Viterbo College in La Crosse. In 1981, he received the Pope John XXIII Award for lay service to Viterbo College. He also served on the Board of Directors of the Wisconsin Broadcasters Association and was President of the Association in 1968-69.

Hall Of Fame

Hall Of Fame



Joe Dorsey

His 55-year radio broadcasting career began in 1946, when he joined Armed Forces Radio near the end of his three-year U.S. Army service. From 1947 to 2001, he was the most revered voice in Milwaukee radio, serving at WEMP and WOKY. He was most famous for a sixteen year run, from 1947 to 1963, with his show “Wire Request” where fans would request songs for their sweethearts or special occasions with Western Union telegrams. This early use of the social media of the day was so popular that the original one hour show evolved into a five hour show. During his nearly thirty years at WEMP, he also hosted the “Play Ball” show, interviewing baseball players prior to Milwaukee Braves games from 1953 to 1965. He moved to WOKY radio in 1976, first hosting a Sunday evening talk show and then his own music show, “Love and Stuff” from 1987 to 1993. He closed out his career with a ten year stint as host of “Dixieland with Dorsey” from 1991 to 2001. In 1992, Milwaukee listeners voted him “The Best Radio Voice in Milwaukee”.



Jill Geisler

One of Wisconsin’s preeminent broadcast news directors, she began her journalism career at WISC-TV in Madison while still a student at the UW-Madison in 1971. After receiving her journalism degree in 1972, she served two years there as a news and sports reporter before shifting to WITI-TV in Milwaukee, where she served 5 years as a news reporter. In 1978, WITI-TV made her the first woman news director at a major market television station in the country and she served in that capacity for twenty years. In 1998, she joined the faculty of the Poynter Institute, the renowned news and news management training entity, serving over fifteen years there. She has authored two books on news leadership and general management. Among the honors she received were the Oldfield Distinguished Service Award from the Radio and Television Digital News Association, the Silver Circle Lifetime Achievement Award from the National Academy of Television Arts and Sciences and the Distinguished Service in Journalism Award from the University of Wisconsin-Madison.



Roger Utnehmer

His career spanned over 35 years in radio broadcasting as a general manager and station owner. He began his career in 1977, as the general manager of WATK radio, Antigo. In 1981, he put WRLO-FM, Antigo on the air and later acquired WERL-AM/FM, Eagle River in 1985, WNBI-AM/FM in Park Falls and WOMA-FM, Algoma in 1993. While divesting himself of those stations, except WOMA-FM, he later built three more FM stations to join WOMA, renamed WBDK, in serving Door and Kewaunee counties – WRLU, WRKU and WSBW. His career was marked by extraordinary service to his industry and fellow broadcasters. He served a total of sixteen years on the Wisconsin Broadcasters Association Board of Directors, including Chairman of the Board in 2007. He also served ten years on the Board of Directors of the Wisconsin Broadcasters Association Foundation. He was a longtime member of the unique International Radio Idea Bank, a group of 100 radio managers from throughout the United States, Canada and Australia, designed to be a peer sharing and consulting group for its radio managers.

Hall Of Fame Inductees

1989

Walter Damm
 Richard Dudley
 Haydn Evans
 William Forrest
 Earl Gillespie
 Ben Hovel

1990

Gerald Bartell
 Sidney Bliss
 Thomas Bolger
 George Comte
 Charles Dickoff

1991

Edward Allen, Jr.
 Robert Bodden
 Harold Engel
 Jack Krueger

1992

Gordon Hinkley
 Les Leonard
 Jack Stiehl

1993

Ronald Bornstein
 Jack Gennaro

1994

Roger LeGrand
 Ralph Evans

1995

Jack Hackman
 Roger Russell

1996

Howard Gernetzke
 John McCullough

1997

Rosa B. Evans
 Larry Clark

1998

Jean Gitz Bassett
 Howard Emich
 Jim Tomlin

1999

Woods O. Dreyfus
 Joe Laughlin

Eddy Jason
 Joseph W. Killen
 Ben A. Laird
 Harold McCarty
 Morgan Murphy
 Bruce Wallace

George Frechette
 Nathan Goetz
 Charles Hanson
 William E. Walker

Tony Moe
 Irene Buri Nelson
 Elmo Reed

Arnie Strope
 Don Wirth

Bart Kellnhauser
 Joe Moen

Jim Irwin
 Bob Uecker

William R. Walker
 Carl Zimmermann

Jack Severson
 Bernie Strachota

Bill Haig
 Andy Spheeris

Jim Wulliman
 Mark Zelich

Jack Lee
 Terry Shockley

Larry Busse
 Dr. Ruane Hill

Bob Barry
 Bob Dailey
 Lee Davis

Ed Hinshaw
 Henry Lippold

Chuck Ramsay
 Jim Schuh

Jack Baker
 Terry Baun
 Phil Fisher

Elizabeth Murphy Burns
 Walter John Chilsen

Don Borchert
 Lee Sherman Dreyfus

Bob Bosold
 Mike Elliott

Willie Davis
 Terry Havel

Tommy Lee Bychinski
 Charlie & Mike Kearns

Mike Gousha
 Bruce Grassman
 John Hoffland

Eddie Doucette
 Terry Kelly

Greg Bell
 Howard Dahl
 Joe Dorsey

2000

Duke Wright

2001

Dick Record
 Dr. Robert Snyder

2002

Don Seehafer
 Ray Wiater

2003

Tom Shanahan
 Bob Southard

2004

Susan Knaack
 Dave Raven

2005

Glen Loyd
 Ted Moore

2006

Marty Green

2007

James Hoyt
 Bill "Mann" Rittman

2008

Jonathan Little
 Mike McCormick

2009

R. Perry Kidder
 Paul LeSage

2010

John Laabs
 Earle Terry

2011

Laurin Jorstad
 LeRoy Wolniakowski

2012

Jill Geisler
 Roger Utnehmer

Walker Broadcast Management Institute Adds 15 More Graduates

And Conducts Annual Graduate School Session

The 2012 Walker Broadcast Management Institute, held May 15-17, was a success with a record number of 30 broadcasters taking part. Additional broadcasters attended the 8th Annual Graduate School Session. The Institute - the first of its kind sponsored by a state broadcasters association, was held on the campus of the University of Wisconsin-Madison in conjunction with the UW School of Business. We were thrilled to have 15 more graduates this year from the 3-year module, bringing our total number of graduates up to 91.

Graduate and Institute attendees came together on Wednesday afternoon for a "Branding in Broadcasting" session, presented by Erica Gruen, prior to a reception & dinner at the UW's Fluno Center. This was followed by a discussion between WBA Foundation President John Laabs and Terry Ludeman (former Chief Labor Economist for the State of Wisconsin and Chief of the Governor's Office of Economic Advisors) on "Future Economic Trends". As always, a special highlight of the event was when this year's Institutes graduates of the 3-year module were also recognized with the traditional leather briefcase.

This year's 3-day Management Institute spent full days on the following topics: Creativity, Managing Your Stress Before It Manages You, How To Spring The Time Trap, and Marketing.

We would like to extend our deepest appreciation to the estate of William R. Walker which graciously donated funds to endow the WBA Foundation Management Institute. The gift is the largest single contribution ever received by the Foundation.

Report

Class of 2000

Mary Jo Berner, WERL/WRJO
Tom Bier, WISC-TV
John Laabs, WBA
Bob Miller, WKOW-TV/Discover Mediaworks
David Sanks, WISC-TV
Sandy Shockley, Shockley Communications
Terry Shockley, Shockley Communications
Tom Walker, Mid-West Family Radio
Jen Winiger, *Madison Magazine*

Class of 2001

Ken Beno, Lake Land College
Leonard Charles, WISC-TV

Class of 2002

Wilfred Tremblay, WSUW-FM

Class of 2003

Greg Bell, Woodward Communications
Bob Dailey, WCLO/WJVL
James Hodges, WBKV/WBWI
Brian Howell, *Madison Magazine*
Dayton Kane, Woodward Communications
Michelle Vetterkind, WBA
Jolene Neis, Mid-West Family Radio
Pat O'Neill, Mid-West Family Radio
Kelly Radandt, Woodward Communications
Scott Robert Shaw, Family Radio
George Smith, WSUP-FM
Ted Waldbillig, Mid-West Family Radio

Class of 2004

Dave Black, WSUM-FM
Carmelyn Daley, WISC-TV
Tim Etes, WRJN/WEZY
Steve Lavin, WEAU-TV, WBAY-TV
Scott Lopas, WTKM AM/FM
Barb Renbarger, WEAU-TV

Class of 2005

Scott Chorski, WKBT-TV
Jason Effinger, WMTV-TV, WEAU-TV
Steve Scadden, WISC-TV

Class of 2006

Steve Brown, Woodward Communications
Randy Hawke, Mid-West Family Radio
John Hunt, Mid-West Family Radio
Kevin Kavanaugh, Family Radio
Al Lancaster, WSAW-TV
Kristy Nix, Family Radio
John "Sly" Sylvester, Mid-West Family Radio
John Wanie, Woodward Communications

Class of 2007

Nan Blom Roach, WISC-TV
Tim Bremel, WCLO/WJVL
Joe Calgano, Woodward Communications
Don Rosen, WRJN/WEZY
Ken Scott, WCLO/WJVL
Jeff VerVoort, WISC-TV
Tom Yunt, Woodward Communications

Class of 2008

Joe Daguanno, Mid-West Family Radio
Dave Doetsch, Mid-West Family Radio
Glen Gardner, Mid-West Family Radio
Jim Gifford, Mid-West Family Radio
Brian Michaels, Family Radio
Geoff Shields, WMTV-TV
Rick Trautschold, Mid-West Family Radio

Class of 2009

Cindy Taerud-Forkes, WKBT-TV La Crosse
Amy Ziebell, Mid-West Family Radio
Ritchie Baumann, Mid-West Family Radio
Jason McCutchin, Mid-West Family Radio
Len Clark, Learfield Communications
Sue Ramsett, WSAW-TV Wausau
Scott Huber, WSUX Radio
Theresa Timm, Family Radio
Corri Moran, Family Radio
Linda Baun, WBA
Mary Anne Drewek, Woodward Communications
Don Grassman, Results Broadcasting

Class of 2010

Mike Kornemann, *Madison Magazine*
Colin Benedict, WISC-TV
Susie Taylor, Channel 3000
Ty Shea, WISC-TV
Sandi Schmidt, Woodward Communications
Greg Lawrence, Woodward Communications

Class of 2011

Kevin Ruppert, WISC-TV, Madison
Paul Layendecker, Mid-West Family Radio
Bob Buchholtz, Mid-West Family Radio

Class of 2012

Jill Shiroma, WISC-TV
Eric Voight, Results Broadcasting
Dave Edwards, Woodward Communications
Steve Fisher, Woodward Communications
Pam Jahnke, Mid-West Family Broadcasting
Rex Charger, Mid-West Family Broadcasting
JD Garfield, Mid-West Family Broadcasting
Jim Leach, Mid-West Family Broadcasting
Jen O'Brien, Mid-West Family Broadcasting
Jean Taylor, Mid-West Family Broadcasting
Howard Gloede, Mid-West Family Broadcasting
John Huff, KWWL-TV
Bridget Breen, KTIV-TV
Dave Booth, WXOW-TV
Jeff Thelen, WSAW-TV



WBA Awards Gala . . . A Night To Remember



A record number of 343 broadcasters and guests attended the WBA's Awards for Excellence Gala, which took place on Saturday evening, May 5th at the Madison Marriott.



A special thank you to the following for helping make the event a success:

SPONSOR

Wisconsin Army National Guard

MASTER OF CEREMONIES

Michelle Vetterkind, WBA President & CEO
Dean Maytag, Vice Chair - TV - Chair Elect
WISN-TV, Milwaukee

PRESENTERS

(Representing 2010 Station of the Year Winners)

Lisa Klein & Mark McPherson, WKBT-TV
Eric Franke & Susan Siman, WISC-TV
Susan Kim & Vince Vitrano, WTMJ-TV
Elwood & Roxanne Steele, WAPL-FM
Nancy Douglass & Dave Michaels, WLKG-FM
Amy Hudson & Kathryn Vaughn, WMGF-FM
Tim Bremel & Stan Stricker, WCLO-AM
Bruce Grassman & Eric Voigt, WTCH-AM
Jodi Becker & Jon Byman, WTMJ-FM



VIDEO MONTAGE & TECHNICAL SUPPORT

Andy Garcia Productions, Studio Gear

THE MAN WITH THE GOLDEN VOICE

Lindsay Wood Davis,
Broadcast Management Strategies

PHOTOGRAPHS

Bill Hurwitz, WBA Chair, Milwaukee Radio Alliance
Tom Koser, WBA Immediate Past Chair,
Koser Radio Group
Rick Jowett, WBA Photographer

AWARDS COMMITTEE

Tom Bier, WISC-TV
Jo Daguanno, Mid-West Family Broadcasting
Nancy Douglass, WLKG-FM
Andrew Felix, WEAU-TV
Kyle Geissler, WCLO-AM
Scott Robert Shaw, Family Radio Group
Lori Waldon, WISN-TV
Lindsay Wood Davis,
Broadcast Management Strategies

A DAPPER GENTLEMAN & WBA STAFF

Lindsay Wood Davis,
Broadcast Management Strategies
Linda Baun, WBA Vice President
Liz Boyd, WBA NCSA/PEP Coordinator
Mandy Endicott, WBA Administrative Assistant



2011 News Operation of the Year Awards

Television



LARGE MARKET
WITI-TV Milwaukee



MEDIUM MARKET
WISC-TV Madison



SMALL MARKET
WKBT-TV La Crosse

2011 Station of the Year Awards

News and Talk Radio



LARGE MARKET
WTMJ-AM Milwaukee



MEDIUM MARKET
WHBY-AM Appleton



SMALL MARKET
WBEV-AM Beaver Dam

Music Radio



LARGE MARKET
WLUM-FM Milwaukee



MEDIUM MARKET
WAPL-FM Appleton



SMALL MARKET
WLKG-FM Lake Geneva

Television



LARGE MARKET
WITI-TV Milwaukee



MEDIUM MARKET
WISC-TV Madison



SMALL MARKET
WKBT-TV La Crosse



2011 WBA Television Award Winners

Television Award Winners Large Market Television

SPOT NEWS

- 1st Place: WTMJ-TV, Capitol Chaos
- 2nd Place: WISN-TV, Germantown Crash
- 3rd Place: WISN-TV, Bluff Collapse

MORNING NEWSCAST

- 1st Place: WISN-TV, Budget Battle AM
- 2nd Place: WITI-TV, Fox 6 WakeUp News - 2/2/2011
- 3rd Place: WTMJ-TV, The Big Blizzard

EVENING NEWSCAST

- 1st Place: WISN-TV, Collective Bargaining Showdown
- 2nd Place: WISN-TV, Blizzard 2011
- 3rd Place: WTMJ-TV, TODAY'S TMJ4 Live at 10

NEWS WRITING

- 1st Place: WISN-TV, Dog Tags Returned
- 2nd Place: WITI-TV, Autism Dog Helper
- 3rd Place: WITI-TV, Honor Flight

HARD NEWS/INVESTIGATIVE

- 1st Place: WISN TV, Sex Offender Loophole
- 2nd Place: WISN TV, Sleeping Dispatcher
- 3rd Place: WTMJ TV, Big Bonuses

SERIES OR DOCUMENTARY

- 1st Place: WITI-TV, Wisconsin's Most Wanted
- 2nd Place: WISN-TV, Right to Die
- 3rd Place: WTMJ-TV, Dahmer Week

FEATURE

- 1st Place: WITI-TV, Miller Park Sax Player
- 2nd Place: WTMJ-TV, Titanic Baby
- 3rd Place: WITI-TV, Deaf Teller

BEST LIVE ON-SCENE REPORTING

- 1st Place: WTMJ-TV, Charles Benson Compilation
- 2nd Place: WITI-TV, Mike Lowe Composite
- 3rd Place: WDJT TV, Pickle Jar Robbery

BEST CONTINUING COVERAGE

- 1st Place: WITI-TV, Budget Battle
- 2nd Place: WTMJ-TV, Bus Bullies
- 3rd Place: WITI-TV, Recall Elections

BEST USE OF NEWS VIDEO

- 1st Place: WITI-TV, Junk Parade
- 2nd Place: WITI-TV, Air Guitar
- 3rd Place: WDJT-TV, Underwater Fishing

SPORTS REPORTING

- 1st Place: WITI-TV, Big Guy Hats
- 2nd Place: WISN-TV, Edith and Aaron
- 3rd Place: WTMJ-TV, Marco Rivera

SPORTSCAST

- 1st Place: WITI-TV, Jen Lada Composite
- 2nd Place: WITI-TV, Tom Pipines Composite
- 3rd Place: WDJT-TV, Evan Fitzgerald Composite

BEST USE OF SPORTS VIDEO

- 1st Place: WISN-TV, Playoff Battle
- 2nd Place: WDJT-TV, Trash Talk
- 3rd Place: WITI-TV, Tough Mudder

WEATHERCAST

- 1st Place: WISN-TV, Weather Watch 12, 2/1/2011
- 2nd Place: WTMJ-TV, Brian Gotter
- 3rd Place: WITI-TV, Vince Condella Composite

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WITI-TV, Prostate Cancer Screening
- 2nd Place: WISN-TV, Made in Wisconsin
- 3rd Place: WTMJ-TV, Community Baby Shower 2011

SPECIALTY PROGRAMMING

- 1st Place: WITI-TV, Season of Giving
- 2nd Place: WITI-TV, Fox 6 Blitz
- 3rd Place: WISN-TV, Season to Celebrate

EDITORIAL/COMMENTARY

- 1st Place: WITI-TV, Ted's Take #2
- 2nd Place: WITI-TV, Ted's Take #1
- 3rd Place: WTMJ-TV, What's Hot

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WDJT-TV, Just 10 Minutes 2011 Campaign
- 2nd Place: WISN-TV, Experience Image Campaign
- 3rd Place: WISN-TV, AM Image Summer Campaign

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WTMJ-TV, The TODAY'S TMJ4 Community Baby Shower
- 2nd Place: WISN-TV, "Save These Faces" Facebook Campaign
- 3rd Place: WTMJ-TV, UPAF Ride for the Arts

BEST COMMERCIAL

- 1st Place: WTMJ-TV, First Stage Children's Theater Jingle Bells Batman Smells!
- 2nd Place: WTMJ-TV, Pick 'n Save Weather Calendar
- 3rd Place: WDJT-TV, Ernie Von Schledorn

MADISON MADNESS

- 1st Place: WTMJ-TV, Capitol Chaos
- 2nd Place: WISN-TV, Madison Madness
- 3rd Place: WITI-TV, Budget Battle

Medium Market Television

SPOT NEWS

- 1st Place: WISC-TV, Downtown Fire
- 2nd Place: WMTV-TV, Senators Flee Wisconsin
- 3rd Place: WMTV-TV, Young Brothers Murdered

MORNING NEWSCAST

- 1st Place: WKOW-TV, Wake Up Wisconsin - April 6, 2011
- 2nd Place: WBAY-TV, Action 2 News This Morning, 4/11/2011
- 3rd Place: WKOW-TV, Wake Up Wisconsin - June 30, 2011

EVENING NEWSCAST

- 1st Place: WISC-TV, News 3 at 6
- 2nd Place: WBAY-TV, Action 2 News at Five
- 3rd Place: WGBA-TV, Best Newscast

NEWS WRITING

- 1st Place: WISC-TV, House Concert
- 2nd Place: WBAY-TV, Pricey Potty
- 3rd Place: WLUK-TV, Patriotism

HARD NEWS/INVESTIGATIVE

- 1st Place: WLUK-TV, Where are the Jobs?
- 2nd Place: WISC-TV, Facebook Photos
- 3rd Place: WKOW-TV, Friends You Can't Trust

SERIES OR DOCUMENTARY

- 1st Place: WHA-TV, Wisconsin's Nazi Resistance: The Mildred Fish-Harnack Story
- 2nd Place: WLUK-TV, Inmates on the Job
- 3rd Place: WLUK-TV, Packers-Vikings Rivalry in Jeopardy

FEATURE

- 1st Place: WKOW-TV, The Road To Fame: Whitney Mann
- 2nd Place: WISC-TV, Social Media Romance
- 3rd Place: WISC-TV, Kidney Donation

BEST LIVE ON SCENE REPORTING

- 1st Place: WMTV-TV, Chris Woodard Live Reporting
- 2nd Place: WISC-TV, David Douglas Compilation
- 3rd Place: WLUK-TV, Soldier's Daughter

BEST CONTINUING COVERAGE

- 1st Place: WMTV-TV, Heroin Epidemic
- 2nd Place: WISC-TV, Recall Walker
- 3rd Place: WMTV-TV, Fallout Recall

BEST USE OF NEWS VIDEO

- 1st Place: WMTV-TV, Concealed Carry
- 2nd Place: WGBA-TV, Business of Hunting
- 3rd Place: WLUK-TV, Maple Syrup Tradition

SPORTS REPORTING

- 1st Place: WISC-TV, Cancer Inspires Team
- 2nd Place: WKOW-TV, Overcoming Life's Curveballs
- 3rd Place: WMTV-TV, Remembering Madi

SPORTSCAST

- 1st Place: WKOW-TV, Jake Zimmermann
- 2nd Place: WISC-TV, News 3 Sports
- 3rd Place: WMTV-TV, NBC 15 Sports

BEST USE OF SPORTS VIDEO

- 1st Place: WMTV-TV, When We Were Kings
- 2nd Place: WISC-TV, Zip Line Adventure
- 3rd Place: WLUK-TV, The Boys of Fall

WEATHERCAST

- 1st Place: WISC-TV, Karin Swanson
- 2nd Place: WGBA-TV, Cameron Moreland
- 3rd Place: WMTV-TV, David George, Weather

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WISC-TV, Time For Kids: Recipe for Health
- 2nd Place: WKOW-TV, Jefferson Awards
- 3rd Place: WISC-TV, Hands on Hearts

SPECIALTY PROGRAMMING

- 1st Place: WKOW-TV, Wisconsin vs. Nebraska Pregame Special
- 2nd Place: WISC-TV, Rose Bowl Extra
- 3rd Place: WLUK-TV, Fox 11 Packers Family Night

EDITORIAL/COMMENTARY

- 1st Place: WLUK-TV, Answering Your Emails
- 2nd Place: WLUK-TV, Losing a Legend
- 3rd Place: WISC-TV, Editorial: Walker's Budget

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WKOW-TV, Left Out in the Cold (27 Storm Track Winter Campaign)
- 2nd Place: WISC-TV, News 3 MARCH MADNESS
- 3rd Place: WISC-TV, NEWS 3 Everywhere You Are

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WKOW-TV, Art Fair on the Square
- 2nd Place: WMTV-TV, Blooming Butterflies
- 3rd Place: WMTV-TV, Madison Symphony Orchestra

BEST COMMERCIAL

- 1st Place: WISC-TV, Century House
- 2nd Place: WISC-TV, Hitter's Sportsplex
- 3rd Place: WKOW-TV, Camera Company "I Can Do It"

MADISON MADNESS

- 1st Place: WISC-TV, Madison Madness
- 2nd Place: WMTV-TV, Political Fallout
- 3rd Place: WMTV-TV, Political Firestorm

Small Market Television**SPOT NEWS**

- 1st Place: WKBT-TV, Tornado Coverage
- 2nd Place: WSAW-TV, Wood County Storms
- 3rd Place: WAOW-TV, Merrill Tornado

MORNING NEWSCAST

- 1st Place: WSAW-TV, Sunrise 7 - July 21, 2011
- 2nd Place: WSAW-TV, Sunrise 7 - April 11, 2011
- 3rd Place: WKBT-TV, News 8 This Morning - Superbowl Celebration

EVENING NEWSCAST

- 1st Place: WAOW-TV, Live at Five 11/9/2011
- 2nd Place: WEAU-TV, WEAU 13 NEWS AT 6 5/6/2011
- 3rd Place: WKBT-TV, News 8 at 6: Tornado Aftermath

NEWS WRITING

- 1st Place: WQOW-TV, Cempendium Part 3: Playing With Fire
- 2nd Place: WEAU-TV, Cole's Community
- 3rd Place: WSAW-TV, A Day He'll Never Forget

HARD NEWS/INVESTIGATIVE

- 1st Place: WKBT-TV, Service and Sacrifice: Welcome Home!
- 2nd Place: WAOW-TV, Bullying
- 3rd Place: WQOW-TV, The Job Search

SERIES OR DOCUMENTARY

- 1st Place: WAOW-TV, Honor Flight
- 2nd Place: WKBT-TV, Freedom Honor Flight
- 3rd Place: WSAW-TV, Cold Case

FEATURE

- 1st Place: WSAW-TV, Christmas for Kayleigh
- 2nd Place: WEAU-TV, Refuge Farms Rescue and Sanctuary
- 3rd Place: WAOW-TV, Purple Heart

BEST LIVE ON SCENE REPORTING

- 1st Place: WSAW-TV, Amy Pflugshaupt
- 2nd Place: WKBT-TV, Lou Hillman: Tornado Coverage
- 3rd Place: WSAW-TV, Liz Hayes

BEST CONTINUING COVERAGE

- 1st Place: WKBT-TV, In Search Of: Service and Sacrifice
- 2nd Place: WSAW-TV, Merrill Tornado
- 3rd Place: WAOW-TV, Fleet Farm Bell Ringers

BEST USE OF NEWS VIDEO

- 1st Place: WKBT-TV, One Last Shot
- 2nd Place: WKBT-TV, Restoring History and Faith
- 3rd Place: WQOW-TV, The Con Con

SPORTS REPORTING

- 1st Place: WKBT-TV, Seneca: Winning after Heartbreaking Loss
- 2nd Place: WKBT-TV, Schultz Takes Long Road to Softball Success
- 3rd Place: WAOW-TV, Natalie Decker NASCAR

SPORTSCAST

- 1st Place: WSAW-TV, NewsChannel 7 Sports - Dale Ryman
- 2nd Place: WKBT-TV, News 8 Sports - 3/6/2011
- 3rd Place: WEAU-TV, Sportscast - 3/1/2011

BEST USE OF SPORTS VIDEO

- 1st Place: WKBT-TV, Behind Enemy Lines
- 2nd Place: WSAW-TV, Ultimate Fighting Brothers
- 3rd Place: WSAW-TV, Gone in 10 Seconds - Heartbeat of a Champion

WEATHERCAST

- 1st Place: WSAW-TV, Mike Breunling
- 2nd Place: WAOW-TV, Wake Up Wisconsin - Justin Loew
- 3rd Place: WKBT-TV, Stormteam Meteorologist Michelle Poedel

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WQOW-TV, Kids in Need
- 2nd Place: WKBT-TV, Steppin' Out in Pink
- 3rd Place: WSAW-TV, Help Merrill

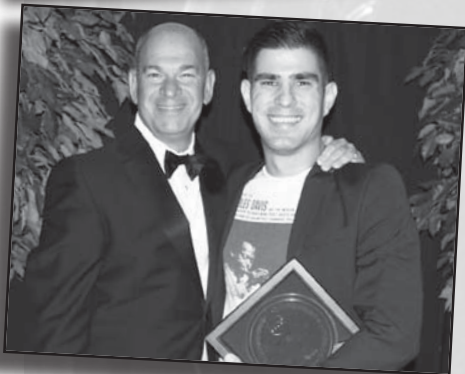
SPECIALTY PROGRAMMING

- 1st Place: WAOW-TV, Honor Flight Special
- 2nd Place: WKBT-TV, Assignment Education: Changes and Challenges
- 3rd Place: WAOW-TV, Jefferson Awards

EDITORIAL/COMMENTARY

- 1st Place: WQOW-TV, Free & Easy
- 2nd Place: WEAU-TV, Packin' for Perfection





PROMOTIONAL ANNOUNCEMENT

1st Place: WKBT-TV, Winter Commitment
2nd Place: WQOW-TV, Mobile Site Weather 2011
3rd Place: WSAW-TV, NewsChannel 7 Mobile Technology

PUBLIC SERVICE ANNOUNCEMENT

1st Place: WXOW-TV, La Crosse Sports Commission Golf Show 2011

2nd Place: WKBT-TV, Big Muddy Run
3rd Place: WSAW-TV, Vote

BEST COMMERCIAL

1st Place: WKBT-TV, Sue Kolve's Holiday 2011 Tires

2nd Place: WKBT-TV, CP Association Skilled 30
3rd Place: WXOW-TV, Piggy's - Closed Course

MADISON MADNESS

1st Place: WQOW-TV, Madison Protests
2nd Place: WEAU-TV, Capitol in Crisis
3rd Place: WSAW-TV, Madison Madness: A Central Wisconsin Perspective

*News & Talk Radio
Award Winners*

**Large Market Radio -
News and Talk**

SPOT NEWS

1st Place: WI Public Radio, Merrill Twister
2nd Place: WTMJ-AM, The Blizzard of 2011
3rd Place: WTDY-AM, Capitol Standoff

HARD NEWS/INVESTIGATIVE

1st Place: WUWM-FM, Project Milwaukee: Southern Connections (Newsroom Reports)
2nd Place: WTMJ-AM, Heroin in the Suburbs
3rd Place: WTMJ-AM, 911 Response Times

FEATURE

1st Place: WI Public Radio, Packers' Music
2nd Place: WUWM-FM, MLB Looks to the Forest Service
3rd Place: WI Public Radio, Northwoods Baseball

BEST NEWSCAST

1st Place: WTMJ-AM, Wisconsin's Morning News
2nd Place: WUWM-FM, WUWM Morning Newscast - March 2
3rd Place: WTDY-AM, Deana Wright

BEST USE OF AUDIO IN RADIO NEWS

1st Place: WI Public Radio, Snowmobiles on Water
2nd Place: WTDY-AM, Republicans Under Siege
3rd Place: WTMJ-AM, Fishing Has No Boundaries

NEWS WRITING

1st Place: WUWM-FM, Farmland Preservation Faces Uncertain Future
2nd Place: WTMJ-AM, Lucy at Arlington
3rd Place: WI Public Radio, Postal Closings

**BEST LIVE ON-SCENE
REPORTING**

1st Place: WTMJ-AM, A Fire and Shots Fired
2nd Place: WTDY-AM, Inside Senate Chambers

BEST CONTINUING COVERAGE

1st Place: WUWM-FM, Recall Fever
2nd Place: WI Public Radio, Supreme Court Altercation
3rd Place: WI Public Radio, Iron Ore Mine Proposal

BEST RADIO SHOW (9AM-5AM)

1st Place: WTDY-AM, Everything at Noon
2nd Place: WTMJ-AM, Mid-Day with Charlie Sykes
3rd Place: WTDY-AM, Everything at Five

BEST MORNING SHOW (5AM-9AM)

1st Place: WI Public Radio, Joy Cardin Show, 12/31/2011
2nd Place: WTMJ-AM, Wisconsin's Morning News
3rd Place: WTDY-AM, Sly in the Morning

SPORTSCAST

1st Place: WTMJ-AM, Wisconsin's Morning News Sports

SIGNIFICANT COMMUNITY IMPACT

1st Place: WTMJ-AM, Kids2Kids Christmas

SPECIALTY PROGRAMMING

1st Place: WUWM-FM, Lake Effect Weekend: 9/11 Tenth Anniversary

EDITORIAL/COMMENTARY

1st Place: WUWM-FM, The Latino Vote
2nd Place: WUWM-FM, Incident in Sherman Park
3rd Place: WTDY-AM, Sly in Sixty Seconds

PROMOTIONAL ANNOUNCEMENT

1st Place: WTDY-AM, Sly in the Morning
2nd Place: WTMJ-AM, Breaking News
3rd Place: WI Public Radio, One-Day Wednesday Promo

BEST COMMERCIAL

1st Place: WTMJ-AM, Fish Tale

BEST HUMOROUS COMMERCIAL

1st Place: WTMJ-AM, Hometown Hyyello!
2nd Place: WSSP-AM, You/Her 3rd Place: WTMJ-AM, It's ME, Mom

**MOST ENTERTAINING CLIENT-
RECORDED COMMERCIAL**

1st Place: WSSP-AM, Nice Ash Cigar MADISON MADNESS
2nd Place: Wisconsin Uprising: A series of daily news reports from the ground
3rd Place: WTDY-Madison

**Medium Market Radio -
News and Talk**

SPOT NEWS

1st Place: WTAQ-AM, Tornado Sunday
2nd Place: WHBL-AM, Explosion at Adell Co-op
3rd Place: WSAU-FM, Brokaw Mill Closes

HARD NEWS/INVESTIGATIVE

1st Place: WFDL-FM, Crossing the Line
2nd Place: WFDL-FM, Officer Down
3rd Place: WAYY-AM, Protests

FEATURE

1st Place: WTAQ-AM, Reporter vs. Food
2nd Place: WRJN-AM, Stay Away Mr. President
3rd Place: WAYY-AM, Cambodia School

BEST NEWSCAST

1st Place: WHBL-AM, Noon News July 28
2nd Place: WTAQ-AM, 5:30 am News
3rd Place: WTAQ-AM, WTAQ's 1 o'clock News

BEST USE OF AUDIO IN RADIO NEWS

1st Place: WTAQ-AM, Zippin Pippin
2nd Place: WCLO-AM, No Need for a Warrant
3rd Place: WCLO-AM, Shop with a Cop

NEWS WRITING

1st Place: WCLO-AM, Remembering the Fallen
2nd Place: WCLO-AM, Rally to Recall
3rd Place: WTAQ-AM, Super Toilet

BEST LIVE ON-SCENE REPORTING

1st Place: WFDL-FM, Officer Down
2nd Place: WTAQ-AM, Tornado Live
3rd Place: WHBY-AM, Erik Walden in Court

BEST CONTINUING COVERAGE

- 1st Place: WCLO-AM, Race Relations
 2nd Place: WCLO-AM, City Council Clash
 3rd Place: WHBY-AM, A Change in Appleton's Top Cop

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WHBY-AM, The Philcast Christmas Show
 2nd Place: WTAQ-AM, Jerry Bader Show
 3rd Place: WHWC-FM, Spectrum West

BEST MORNING SHOW (5AM-9AM)

- 1st Place: WHBY-AM, WHBY Morning Show – Dec. 20, 2011
 2nd Place: WTAQ-AM, Mike, Matt & the Morning News
 3rd Place: WCLO-AM, Southern Wisconsin's Morning News

SPORTSCAST

- 1st Place: WHBY-AM, WHBY 7:25 Sports with Bill Scott
 2nd Place: WTAQ-AM, WTAQ Sports
 3rd Place: WSAU-FM, WSAU Sports

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WHBY-AM, Appleton East vs. Appleton West – Dec. 16, 2011
 2nd Place: WHBY-AM, Xavier vs. Marinette – Oct. 22, 2011 – Justin Hull/Tom Nieses
 3rd Place: WOMT-AM, The Miracle at Municipal

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WTAQ-AM, Families of Children with Cancer
 2nd Place: WCLO-AM, WCLO Ringing & Bringing 2011

SPECIALTY PROGRAMMING

- 1st Place: WTAQ-AM, 9-11 Memorial
 2nd Place: WOMT-AM, WOMT 2011 Holiday Parade
 3rd Place: WJOK-AM, Father Dan Farley Tribute Show

EDITORIAL/COMMENTARY

- 1st Place: WSAU-FM, Conley Commentary – Brokaw Mill
 2nd Place: WTAQ-AM, Radical Times
 3rd Place: WCLO-AM, AI's Sports Commentary

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WTAQ-AM, Packers Play Here
 2nd Place: WCLO-AM, Radio Gets Results – Elsberry's
 3rd Place: WCLO-AM, Radio Gets Results – Alter Metal Recycling

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WHBY-AM, B.A.B.E.S. Respite Counseling Disco Night
 2nd Place: WCLO-AM, Rock County Cancer Coalition
 3rd Place: WCLO-AM, Rock County 4H

BEST COMMERCIAL

- 1st Place: WRJN-AM, Mt. Pleasant Renaissance School
 2nd Place: WTAQ-AM, Two Men & a Truck
 3rd Place: WSCO-AM, Snagg – Gun Show Rev.

BEST HUMOROUS COMMERCIAL

- 1st Place: WHBY-AM, Ace Hardware of Appleton/Carstens Ace – Craftsman Quality Repairs
 2nd Place: WSCO-AM, Recovery Room – Bus Trip
 3rd Place: WCLO-AM, AWS: Pro Bag Wrestling

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WHBY-AM, Hoffman – Spot #3
 2nd Place: WTAQ-AM, Apex
 3rd Place: WHBY-AM, Larry's Piggly Wiggly – Familiar Faces: Stephanie Tetak

MADISON MADNESS

- 1st Place: WCLO-AM, WCLO Madison Madness
 2nd Place: WTAQ-AM, Madison Madness
 3rd Place: WFDL-FM, Collective Partisanship

Small Market Radio - News and Talk**SPOT NEWS**

- 1st Place: WTCH-AM, Japan Earthquake Interview
 2nd Place: WWIS-FM, Summer Storm Tears Through Black River Country
 3rd Place: WJMT-AM, Tornado Governor Tour

HARD NEWS/INVESTIGATIVE

- 1st Place: WBEV-AM, Fountain Inn Tavern Controversy
 2nd Place: WJMT-AM, Pine Ridge
 3rd Place: WACD-FM, City of Antigo Budget Solution, Both Sides

FEATURE

- 1st Place: WTCH-AM, Shawano Midnight Run FAIL
 2nd Place: WWIS-FM, Old Rustic Mill Memories
 3rd Place: WBEV-AM, Recall Puff Piece

BEST NEWSCAST

- 1st Place: WJMT-AM, Noon News 4/11/2011
 2nd Place: WTCH-AM, WTCH Local Newscast
 3rd Place: WHYB-FM, Newscast – 7/29/2011

BEST USE OF AUDIO IN RADIO NEWS

- 1st Place: WBEV-AM, Spouting Off on the Fountain Inn
 2nd Place: WBDK-FM, Dispatch Center Swamped
 3rd Place: WJMT-AM, Boys Return Home

NEWS WRITING

- 1st Place: WJMT-AM, Tornado
 2nd Place: WACD-FM, Unified School District of Antigo Referendum
 3rd Place: WBDK-FM, Senior Stress

BEST LIVE ON-SCENE REPORTING

- 1st Place: WJMT-AM, Tornado Command Post
 2nd Place: WTCH-AM, Shawano Fire Scene
 3rd Place: WWIS-FM, On-the-Scene in Irving: Storm Damage

BEST CONTINUING COVERAGE

- 1st Place: WBEV-AM, Dan Thiel Gross Injustice
 2nd Place: WJMT-AM, Merrill Tornado
 3rd Place: WACD-FM, White Lake School Building Referendum

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WTCH-AM, Sports Wrap with Brad Williams
SPORTSCAST

- 1st Place: WTCH-AM, WTCH Sportscast – 11/4, 12/1 and 12/26, 2011
 2nd Place: WWIS-FM, Monday Morning Quarterback
 3rd Place: WHYB-FM, Sportscast – 8/2/2011

BEST SPORTS PLAY-BY-PLAY

- 1st Place: WSFQ-FM, Wausaukee vs. Crivitz
 2nd Place: WHYB-FM, Menominee Football
 3rd Place: WJMT-AM, State Basketball – 3/18/2011

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WRJO-FM, Rayala Resignation
 2nd Place: WRJO-FM, Holperin/Simac Forum
 3rd Place: WACD-FM, Crusade for Kids

SPECIALTY PROGRAMMING

- 1st Place: WHYB-FM, Our Town - McCreary
 2nd Place: WBEV-AM, Tribute to Veterans

EDITORIAL/COMMENTARY

- 1st Place: WJMT-AM, It's Your Fault
 2nd Place: WBDK-FM, Armed Standoff Resolved Peacefully
 3rd Place: WBDK-FM, Doctor Deserves Nobel Prize





PROMOTIONAL ANNOUNCEMENT

- 1st Place: WHYB-FM, Swap Shop
- 2nd Place: WBEV-AM, John & Bill Morning Show
- 3rd Place: WJMT-AM, WJMT Tornado Promo

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WWIS-FM, Jackson County Youth Theater Anti-Bullying
- 2nd Place: WBEV-AM, Pitch, Hit & Run
- 3rd Place: WBDK-FM, Adopt-A-Soldier PSA

BEST COMMERCIAL

- 1st Place: WJMT-AM, A Bad Morning
- 2nd Place: WTCH-AM, Lakeview QuickMart – "Deer Hunting"
- 3rd Place: WHYB-FM, Cruisin' Oldies

BEST HUMOROUS COMMERCIAL

- 1st Place: WBEV-AM, Senor Fernando Powersports
- 2nd Place: WTCH-AM, Lakeview Quickmart – "Halloween Chicken"
- 3rd Place: WHYB-FM, Cozzy's

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WBEV-AM, Dr. Jay & Dr. Tom Doctor Christmas Carols
- 2nd Place: WBEV-AM, Schaeffer Soft Water Fairytale
- 3rd Place: WACD-FM, Antigo Zumba Fitness

MADISON MADNESS

- 1st Place: WBEV-AM, The Fitzgerald's Backyard
- 2nd Place: WWIS-FM, Rep. Radcliffe is at Work
- 3rd Place: WHYB-FM, Madison Madness

Music Radio Award Winners Large Market Radio - Music

BEST MORNING SHOW (5AM-9AM)

- 1st Place: WLDB-FM, Jane & CV in the Morning
- 2nd Place: WLUM-FM, Kramp and Adler Morning Show
- 3rd Place: WRNW-FM, Connie & Curtis

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WRNW-FM, Riggs Random Radio Show
- 2nd Place: WYMS-FM, Rhythm Lab Radio
- 3rd Place: WLDB-FM, Julie Davidson Mid-Days

INFORMATION BLOCK

- 1st Place: WYMS-FM, Milwaukee Film Festival a Insider

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WJQM-FM, Joplin Water Drive
- 2nd Place: WRNW-FM, Make a Wish with Connie & Curtis
- 3rd Place: WMAD-FM, WMAD Operation Toy Drive Concert

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WLUM-FM, Vodka Soaked Tampons
- 2nd Place: WMGN-FM, Magic 98 Dallas Promo
- 3rd Place: WYMS-FM, Milwaukee Film Festival Volunteers

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WMGN-FM, Magic 98 Bob Sports Promo
- 2nd Place: WRNW-FM, New Fall Season of NOW (series)
- 3rd Place: WIBA-FM, WIBA FM CCR Groundhog's Day

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WMGN-FM, Yes I will Wisconsin Dot Com

BEST COMMERCIAL

- 1st Place: WKLH-FM, WKLH Recruitment
- 2nd Place: WLDB-FM, Hi, It's Me – Fiat 500
- 3rd Place: WLDB-FM, Best Beer Moment

BEST HUMOROUS COMMERCIAL

- 1st Place: WXSS-FM, Get on the Fast Track
- 2nd Place: WMYX-FM, Mindful Movements
- 3rd Place: WOLX-FM, Incredible Egg, Dude

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WMMM-FM, Overheard at Pasqual's
- 2nd Place: WMMM-FM, Overheard at Pasqual's Bar

BEST ARTIST INTERVIEW

- 1st Place: WLDB-FM, John Tesh Christmas
- 2nd Place: WYMS-FM, Studio Milwaukee: The Hold Steady
- 3rd Place: WMYX-FM, Jennifer Lopez

BEST STATION EVENT PROMO

- 1st Place: WHQG-FM, WHQG Combat Hunger
- 2nd Place: WRNW-FM, "GNow Gnomes Gone Gwild"
- 3rd Place: WYMS-FM, 88Nine Radio Milwaukee's Halloween Bash

BEST STATION MUSICAL PROMO

- 1st Place: WIBA-FM, WIBA FM Workforce Music Hour
- 2nd Place: WMGN-FM, Paul McCartney Promo
- 3rd Place: WLUM-FM, FM 102.1 Smells Like the 90's Pre-Superbowl Weekend

BEST CLIENT EVENT PROMO

- 1st Place: WKLH-FM, WKLH Green and Gold Cave

BEST ORIGINAL FEATURE

- 1st Place: WLUM-FM, Missed Connections: Penis Mustache
- 2nd Place: WYMS-FM, Louder Than a Bomb at the Milwaukee Film Festival/ Make a Difference Week 7
- 3rd Place: WLDB-FM, 2:30 Trivia with Julie Davidson

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WLUM-FM, FM 102.1's Fake After Christmas Tree Sale Remote

BEST SPECIALTY PROGRAMMING

- 1st Place: WYMS-FM, Tremaine Hawthorne, Youth Leader at Gilda's Club, Part 2/ Safe Streets, Healthy Kids Week 8
- 2nd Place: WYMS-FM, Tremaine Hawthorne, Youth Leader at Gilda's Club/Safe Streets, Healthy Kids Week 8
- 3rd Place: WLDB-FM, After Breast Cancer Diagnosis (ABCD) Our Call-to-Care Radiothon

MADISON MADNESS

- 1st Place: WLUM-FM, FM 102.1 Fight Hard Weekend

Medium Market Radio - Music

BEST MORNING SHOW (5AM-9AM)

- 1st Place: WBCV-FM, Trav and Christy in the Morning
- 2nd Place: WFDL-FM, WAKE UP!
- 3rd Place: WIXX-FM, The Murphy in the Morning Show

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WBCV-FM, Afternoons with Casey
- 2nd Place: WDEZ-FM, The Duke Ranch – Joe Cassidy
- 3rd Place: WJVL-FM, WJVL's Justin Brown in the Afternoon

INFORMATION BLOCK

- 1st Place: WAPL-FM, Channel 5 News Update – You Can't Make It Up File
- 2nd Place: WIFC-FM, Mosinee Police Standoff

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WAPL-FM, Rock for Kids Radiothon – Emmet's Story
 2nd Place: WYTE-FM, Y106.5 Tops \$100,000 for CMN!
 3rd Place: WFDL-FM, RELAY RADIO 2011

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WGTD-FM, The Live WGTD Radio Theater's 50th Anniversary Broadcast
 2nd Place: WAPL-FM, Afternoon Road Show Veterans Salute
 3rd Place: WBCV-FM, Who Pooped And Peed On The Bank?

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WIXX-FM, Katy Perry Ticket Fairy
 2nd Place: WAPL-FM, WAPL Mobile App (HAL 2001)
 3rd Place: WAPL-FM, Passport to Rock – U2 (The Charlie Sheen Interview)

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WAPL-FM, Movember PSA
 2nd Place: WIXX-FM, WIXX-JDRF Walk

BEST COMMERCIAL

- 1st Place: WBCV-FM, BLING IT AROUND AGAIN
 2nd Place: WDEZ-FM, Mullins Cheese Good Deal
 3rd Place: WDEZ-FM, Rib Mountain Glass

BEST HUMOROUS COMMERCIAL

- 1st Place: WDLB-AM, PK Auto "It's the Most Likely Time"
 2nd Place: WZOR-FM, Erickson Auto Trim – Christmas Whoopie
 3rd Place: WKSZ-FM, Sound World of Green Bay – The Rematch

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WTCX-FM, Pig Knife Throw
 2nd Place: WAPL-FM, Darbo Stone & Brick – Heat & Glo #1
 3rd Place: WCHK-FM, J. Anthony Jewelers – Top Ten

BEST ARTIST INTERVIEW

- 1st Place: WTCX-FM, Erik Turner of Warrant
 2nd Place: WIFC-FM, Ace of Cakes "Duff Goldman"
 3rd Place: WKSZ-FM, Chuck Farrar Interview

BEST STATION EVENT PROMO

- 1st Place: WAPL-FM, Rick and Len Two Putz Golf Classic
 2nd Place: WKSZ-FM, Bras Across the Fox

BEST STATION MUSICAL PROMO

- 1st Place: WAPL-FM, Zeppelin – Scorpions – Pearl Jam - Ozzy 2
 2nd Place: WOZZ-FM, Scary Terry's Saturday Nightmare
 3rd Place: WAPL-FM, Skynyrd – Floyd – Nirvana - Aerosmith

BEST CLIENT EVENT PROMO

- 1st Place: WZOR-FM, Monster Trucks XL
 2nd Place: WJVL-FM, WVJL – Diamond Center Valentine
 3rd Place: WOZZ-FM, Pop Evil Live at Bruiser's

BEST ORIGINAL FEATURE

- 1st Place: WGTD-FM, The Seventh Season of the Live WGTD Radio Theater
 2nd Place: WAPL-FM, A Boy Named Suh
 3rd Place: WAPL-FM, Rockin' Apple Tundra Talk

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WYTE-FM, Pat and AJ with Randy Travis at Hodag
 2nd Place: WOZZ-FM, Rock 94.7 Rock Fest Reports
 3rd Place: WTCX-FM, GAMEPLAN/D. BISHOP

BEST SPECIALTY PROGRAMMING

- 1st Place: WOGB-FM, WOGB's 36 Hours of Christmas
 2nd Place: WYTE-FM, Y106.5 Raises \$100,000 for CMN Kids

MADISON MADNESS

- 1st Place: WAPL-FM, State of the Steele Rockers Union Address

Small Market Radio - Music**BEST MORNING SHOW (5AM-9AM)**

- 1st Place: WLKG-FM, Michaels in the Morning
 2nd Place: WCYE-FM, PJ in the Morning
 3rd Place: WGLR-FM, WGLR's Big Show with Rob Spangler

BEST RADIO SHOW (9AM-5AM)

- 1st Place: WLKG-FM, Saturday at the 70's
 2nd Place: WCYE-FM, Ben Merritt Show
 3rd Place: WCOW-FM, Mike in the Midday

INFORMATION BLOCK

- 1st Place: WLKG-FM, 9AM News – Madison Madness
 2nd Place: WLST-FM, NOON NEWS BLOCK
 3rd Place: WLKG-FM, 9AM News Break

SIGNIFICANT COMMUNITY IMPACT

- 1st Place: WCYE-FM, The Yellow Ribbon Project
 2nd Place: WGLR-FM, 2011 WGLR Holiday Auction
 3rd Place: WKFX-FM, Burger King & VFW Unmet Needs Program

BEST USE OF AUDIO (NON-NEWS)

- 1st Place: WLKG-FM, 9/11 Anniversary Promo
 2nd Place: WLKG-FM, We Got Him!
 3rd Place: WCOW-FM, A Soldiers Letter

PROMOTIONAL ANNOUNCEMENT

- 1st Place: WLKG-FM, Memorial Day Weekend Promo
 2nd Place: WAQE-FM, Star Summer Promo
 3rd Place: WLKG-FM, 96 Days of Summer Promo

PUBLIC SERVICE ANNOUNCEMENT

- 1st Place: WRJO-FM, WRJO/Upward Bound Program
 2nd Place: WCOW-FM, Drive Away Hunger
 3rd Place: WCOW-FM, Randina, Tyson, Walker

BEST COMMERCIAL

- 1st Place: WXYM-FM, WXYM – Boyers Furniture "Hunting"
 2nd Place: WCQM-FM, Ailing Business
 3rd Place: WPVL-FM, WPVL-FM Fashion Touch Cleaners – Dinner Party

BEST HUMOROUS COMMERCIAL

- 1st Place: WRJO-FM, Christmas is for Kids
 2nd Place: WCQM-FM, Ghost Bustin' Appliances
 3rd Place: WLKG-FM, Jim's Auto Body – Viagra Spoof

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

- 1st Place: WLKG-FM, Hoss's Hometown Fudge – Animal Whisperers
 2nd Place: WQPC-FM, Junipers Rap

BEST ARTIST INTERVIEW

- 1st Place: WCQM-FM, A Mary-Full Christmas
 2nd Place: WCYE-FM, Classic Country Sunday Night Interviews
 3rd Place: WGLR-FM, WGLR – A Little Bit Country, A Little Bit Older (Marie Osmond Surprise Birthday Call)

BEST STATION EVENT PROMO

- 1st Place: WCOW-FM, Lady A - Lounge
 2nd Place: WCOW-FM, CMA Party 2011
 3rd Place: WLST-FM, CAT CASH





BEST STATION MUSICAL PROMO

- 1st Place: WLKG-FM, New Music on Lake 961 – August 2011
- 2nd Place: WAQE-FM, Year-End Beat Mix
- 3rd Place: WLKG-FM, New Music on Lake 961 – September 2011

BEST CLIENT EVENT PROMO

- 1st Place: WJMC-FM, Countryfest Friday
- 2nd Place: WKFX-FM, Rockfest Friday Lineup
- 3rd Place: WKFX-FM, Clear Lake Firefest – Lynyrd Skynyrd

BEST ORIGINAL FEATURE

- 1st Place: WLKG-FM, Looking Back at the Bucks with Eddie Doucette
- 2nd Place: WCOW-FM, Moo Crew Country Music News
- 3rd Place: WJMQ-FM, Wolf River Sturgeon Shuffle

BEST LIVE ON-SITE BROADCAST REMOTE

- 1st Place: WCOW-FM, COW97 at Country Fest 2011
- 2nd Place: WCYE-FM, Oneida County Relay for Life
- 3rd Place: WKFX-FM, Rina's Sewing Center – Mail Order Bride

BEST SPECIALTY PROGRAMMING

- 1st Place: WCQM-FM, Deer Hunting on the Radio?
- 2nd Place: WCOW-FM, Dierks Bentley Concert Announcement
- 3rd Place: WJMQ-FM, New London Girls Basketball State Championship Game

MADISON MADNESS

- 1st Place: WLKG-FM, Madison Madness Montage

**New Media Award Winners
BEST WEBSITE FOCUSED ON JOURNALISM**

- 1st Place: WMTV-TV, NBC 15 Online
- 2nd Place: WITI-TV, fox6now.com
- 3rd Place: WISN-TV, WISN.com

BEST NON-NEWS WEBSITE

- 1st Place: WXMM-FM, FM929COUNTRY.com
- 2nd Place: WZOR-FM, RAZOR947.com
- 3rd Place: WAPL-FM, www.wapl.com

BEST NICHE WEBSITE

- 1st Place: WLUK-TV, OnPolitix
 - 2nd Place: WISC-TV, Downtownmadison.channel3000.com
 - 3rd Place: WMTV-TV, Moms Everyday
- BEST SPECIAL WEB PROJECT**
- 1st Place: WSAW-TV, Cold Cases
 - 2nd Place: WISC-TV, Blizzard 2011
 - 3rd Place: WKOW-TV, Walker's Budget Battle Page

BEST USE OF USER-GENERATED CONTENT

- 1st Place: WSAW-TV, April 10th Tornado
- 2nd Place: WYMS-FM, Milwaukee Remixed
- 3rd Place: WMTV-TV, Madison Funnel Cloud

BEST INNOVATION

- 1st Place: WYMS-FM, 88Nine RadioMilwaukee Use with Location-Based Stories via Broadcast
- 2nd Place: WISC-TV, Capitol Protests
- 3rd Place: WTMJ-TV, NewsBurst!

BEST USE OF SOCIAL MEDIA

- 1st Place: WYTE-FM, Pat and AJ in the Morning
- 2nd Place: WYMS-FM, 88Nine RadioMilwaukee's Facebook/Twitter/Other Social Networks
- 3rd Place: WAPL-FM, Movember Campaign

MULTIMEDIA AD/PROMOTIONAL CAMPAIGN

- 1st Place: WISN-TV, Save These Faces
- 2nd Place: WKOW-TV, Scared of Santa Contest
- 3rd Place: WDEZ-FM, WDEZ Money4Music

BEST ONLINE PERSONALITY

- 1st Place: WISC-TV, Jessica Arp
- 2nd Place: WITI-TV, Vince Condella
- 3rd Place: WEAU-TV, Meghan Kulig

BEST LIVE ON-SITE ONLINE COVERAGE

- 1st Place: WISC-TV, Freakfest 2011
- 2nd Place: WOZZ-FM, Rock 94.7's Rock Fest Blog
- 3rd Place: WisconsinEye, WisEye Live On-Site Online Coverage

MADISON MADNESS

- 1st Place: WISC-TV, Capitol Protests/Recall Coverage
- 2nd Place: WQOW-TV, Walker's Budget Battle
- 3rd Place: WKOW-TV, Madison Madness: Walker's Budget Battle Page

**CONGRATULATIONS TO ALL OF THE
2011 WBA AWARDS FOR EXCELLENCE WINNERS!
PLEASE JOIN US NEXT YEAR AT OUR NEW LOCATION
Saturday, May 4, 2013 Exhibition Hall, Alliant Energy Center, Madison**

MINUTES from page 3

will visit with a Madison promoter to see if there is validity to the idea of an event that could generate revenue for WBAF. (Group C) Explored ideas of donations from members, matched by stations. Creating various levels of contributors. Solicit Hall of Fame members, graduates of the Management Institute and Board Members of the WBA and WBAF Boards. Laabs sought ideas from the Board on solicitation of member stations and employees. Board members suggested some companies prohibit employee contributions. Add a voluntary check off with WBA membership dues to add an amount for WBAF contribution. After discussion a motion was made to allow a WBA Dues check off for the WBAF in the fall of 2012. Motion passed unanimously.

FINANCIAL REPORT:

Treasurer Chorski gave the following report: Summary of January - March 2012: When adjustments are made for timeliness of receipts or payments, the Operations report would show Revenues under projections by approx. \$2,250 and Expenditures are under budget by approx. \$3,063. At this point, then, the net effect would be that overall Operations are approx. +\$813 to budget. * not taking into account the NCSA/PEP line (will be discussed later in the minutes). In addition, thru March, investments are up 7.2 %.

PRESIDENT'S REPORT:

Michelle Vetterkind reported on the following:

- * Next Board Meeting. The next meeting is Tuesday, June 19th at the Radisson La Crosse. 3:30 p.m. Joint Board reception/dinner will follow that evening.
- * National Guard Business Summit. Station visits from the WI Army National Guard are underway. Thank you for the warm welcomes they are receiving from members on these visits.
- * WBA Young Professionals. They have met three times so far. This is new "organization" formed as a result of the WBA's Long-Range Plan, designed to get more people, deeper into the station model, involved in the WBA and having the WYP members spreading the word on a career in broadcasting. One of their ideas already implemented was to send the WBA Newsletter electronically to more people in the station. They will be providing a Committee report at the WBA's Summer Conference.
- * Live Code Test/CAP Update. The test went well, for the most part. The WBA did this in conjunction with Minnesota broadcasters who also ran one of these at night. The WBA will explore doing a night test in the future. Vetterkind also reminded stations to turn in national test results (only 60% of stations nationwide have turned in results).
- * NAB President & CEO Contract Extension/NASBA Executive Committee. The NAB President agreed recently to a new 5 year term.

LEGISLATIVE REPORTS:

STATE

- * WBA Legislative Day. The day went well. Sales/Property Tax Exemption was the main topic for discussion.
- * Sales/Property Tax Exemption Report. The effort resulted in significant impact in a short period of time. The impact made and the process proved to invigorate contact and communication between WBA members and the State Legislature. Vetterkind reported the successes we have as a result of the effort. She also stated that this had been a very beneficial process in her first year as the lead state lobbyist for the WBA.
- * WBA Weekly Address. The Governor requested that, while he's a candidate, the addresses be turned over to Republican Leadership. This eliminates the Equal Opportunity concern, as long as no one giving the Addresses (on either side) is a candidate. Vetterkind mentioned the Addresses have provided great public affairs publicity for the WBA in the State Legislature and amongst the Lobbying/Legislative Community.
- * Vetterkind also distributed handouts on the most recent LUC information, along with information on the various recall candidates/elections within the State.

FEDERAL

- * WBADC Trip. The 2012 event was very successful. Vetterkind reported that the NAB was able to secure a new sponsor and we will have the Newseum again for the Tuesday night Reception for next year's event. Next year's date is March 5 & 6, 2013. The House & Senate are expected to both be in session. Chair Hurwitz encouraged Board members to attend. Vetterkind provided Board members with issue updates from a federal level.

- * NAB – Meeting with FCC Chair Genachowski. In a meeting between NASBA leaders (including Vetterkind) with the FCC Chair at the NAB resulted in, the FCC Chair is dedicated to electronic public file. Vetterkind reported that she felt NASBA was able to make some headway on two issues, including text to speech and also Cable Override in relation to EAS.
- * License Renewal Information. Information was included in the packet of information to the Board.
- * August Recess – Meetings. From the WBA Executive Committee meeting earlier in the day, Vetterkind suggested that an effort be made to contact our Members of Congress for meetings during the August Recess (including Senator Ron Johnson).

OLD BUSINESS:

- * Special Edition Update. Vetterkind reviewed the concept for new and current board members. Due to the turn of events, and the deviation in terms of the proposed format, etc. from where we were when the concept was originally proposed and the Board voted on it, as well as the event not taking place on April 1, as anticipated, the concept of the event has been tabled and the sponsorship rescinded. The money allocated (as per WBA's November, 2011 Board Meeting) will be saved for now.
- * WBA Media Technology Institute. Vetterkind reviewed that the Association Board had voted at their January '12 meeting to implement and fund the educational component of this initiative. Vetterkind then approached Laabs, as this fit within the auspices of the Foundation's Long-Range Plan, as well. John Laabs contacted Duke Wright of Midwest Communications who agreed to underwrite a significant part of the attendance portion of the event allowing us to keep the cost down. Linda Baun added the importance of having the Board get the word out on to grow attendance for the Technology Institute.
- * WBA Activities (Student Seminar, Lytle Webinar/Levy Sales Workshops). Baun reported the Student Seminar was very successful. Close to 200 students attended. The Committee has already met on next year's event. Both the Lytle Webinar and Levy sessions were well received and attended.
- * Awards – Entries/Gala. Baun reported that we have received a record 1200 entries and also anticipate a record crowd for the Gala. Baun reports very few changes in the Awards process next year but improvements in the online submission process.

NEW BUSINESS:

NCSA/PEP Update.

- * Voter ID Education. There may be some adjustments due to a projected shortfall from the GAB contract due to the injunction of Voter ID. Vetterkind has been able to sell some additional time while still holding GAB's unused time. Worst case scenario, we would still anticipate a significant operating surplus if nothing else changes.
- * Wisconsin Army National Guard. Vetterkind reported on the status of the 2012 Army National Guard Contract. The State Associations are discussing a potential lobbying effort in support of the funding for the NCSA/PEP Guard Program, with anticipated cuts in National funding. The board moved to support the efforts, if it comes to fruition. Vote was unanimous.
- * Long Range Plan (June Meeting). Board will be reviewing the LRP at the June meeting.

OTHER BUSINESS: None

Tom Allen moved to adjourn, seconded by Nancy Douglass. Chair Hurwitz adjourned the meeting at 1:55pm

The meeting was held from 11:30 a.m. to 1:55 p.m. and was attended by 18 board members (along with Michelle Vetterkind & Linda Baun from the WBA) with 3 excused absences. A quorum was present.

Respectfully submitted by Jeff Tyler, Secretary

HOF from page 12

financial contributions toward this project would be greatly appreciated!

In the meantime, I hope to see you all at 2012 Hall of Fame induction dinner at the Radisson Hotel in La Crosse on Thursday, June 21. The event will begin with the Hall of Fame Reception at 6:30 p.m., with a banquet in honor of the inductees at 7:30 p.m., and the inductions following at 8:30 p.m.

GET SOCIAL WITH YOUR



FOLLOW US NOW ON

- Facebook
Wisconsin Broadcasters
Association
- Twitter
MVetterkind

WBA Hotlines

Madison Legal Hotline
Godfrey Kahn
Call 1-800-362-2664

Washington D.C.
Legal Hotline
ShawPittman
Call 1-202-663-8266 or
1-202-663-8167

WBA 24 Hour Toll-Free
Engineering Hotline
Call 1-877-275-7020

Check Out

WBA's Website at ...
www.wi-broadcasters.org



Visit:
www.radiorocksmypHONE.com
for tools to promote
FM Chip adoption

R. Perry Kidder
BROADCAST NEWS
RESOURCE CENTER
– Live, Online!

www.kidderbnrc.org

Don't forget to take advantage
of this terrific offering.

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

Can Your Essential Personnel Get Through To Your Transmitter And Keep You On Air In An Emergency?

In 2007, an agreement was reached between your WBA and the Wisconsin Department of Justice to issue Broadcaster Emergency Personnel ID cards. This is a great benefit available to all WBA member stations. These cards are issued to Radio and Television station transmitter engineers, to aid them in crossing police lines in times of disaster to keep the transmitter, and your station, on the air. For areas involved in MSRC, these ID cards can also be used by the engineers reporting to the local Emergency Operation Center (EOC) during times of disaster, as requested by local officials.

The Broadcast Emergency Personnel ID program has proven to be one of our most popular member benefits with 134 cards having been issued. Once your card is issued, it remains valid for one year. Worried about the renewal process? No need to, renewal will be as simple as verification of continued employment with the General Manager of your station.

Go to the WBA website at www.wi-broadcasters.org. You'll find the the Individual Station Agreement Form / ID Card Request Form under "Emergency Planning". The Station Manager must sign the Agreement/Request Form, and mail it to WBA.

A JPEG picture for each ID should be emailed to WBA at the address provided on the form.

Don't be left in the dark, have your station sign up for the WBA's Wisconsin Broadcaster Emergency Personnel ID Card Program.

WBA EEO Dissemination List

We Need Your Assistance....

Please Send Us Your Updates.....

We are in the process of updating our EEO Dissemination List, which is posted for you, our members on our website at www.wi-broadcasters.org. We solicit updates annually, and also make changes when notified throughout the year.

In order to make the updating of this list as accurate and efficient as possible (there are currently close to 600 entities on the list), we ask you for your assistance by providing to us the following:

If you know of additions to the original list you sent to us, please forward them on to us. Include (as much as possible) the name, address, phone number, fax number, e-mail address and contact person.

Please check the current list on our website before sending us any corrections or additions. PLEASE DO NOT AUTOMATICALLY SEND US A COPY OF YOUR WHOLE LIST. You will find the current list at www.wi-broadcasters.org under the members only tab. (If you need your member password, just contact the WBA). Then Click on Equal Opportunity and the EEO Download.

We also encourage you to alert us if you find out that the contact information for a particular organization has changed and to provide us with updated information.

Information for his update can be sent to Mandy Endicott, Administrative Assistant at the WBA at: 44 E. Mifflin St. #900, Madison, WI 53703 or mendicott@wi-broadcasters.org.

Thank you for your time & cooperation!

Educator's Column Jump Around...Jump Around!

Mike O'Brien, Janesville General Manager
VP Bliss Communications Radio Division
and WBA Education Committee Member

One difference between watching a Badger game on television, or listening on the radio, and attending a game, is the opportunity to join in a raucous rendition of "Jump Around" by House of Pain.

"Jump Around" serves as an apt metaphor for our industry the past 20 years...and an excuse for the random ideas ahead. And yes, "Jump Around" hit the charts in 1992. Complete lyrics notwithstanding, the refrain from this song is fun, energizing, and unifying.

Let's consider some aspects of change that fit those descriptions.

I just returned from the Walker Broadcast Management Institute. Many thanks to Tom Walker & family, John Laabs--WBA Foundation, and coordinator, Joan Gillman.

Our class of 29 broadcasters jumped around in our pursuit of creativity in the workplace, managing stress and time, marketing, and economics in our local area. All this was discussed against the backdrop of technical evolutions that are changing the landscape away from conventional broadcasting to narrowcasting to defined user groups.

It was an opportunity to work "on our business" rather than "in our business."

So, here are a few notes and quotes to ruminate on:


- * Get off the gadgets for awhile. Take time to stop and think. You're smarter than your smartphone.
- * Thinking is not a matter of getting the right answer. Treat thinking like a sport. You try and you enjoy trying, and by trying you improve. --D. Edward, Mind Power.
- * Play only happens when people feel they have control over their lives. --B. Shaver
- * Make mistakes faster. --A. Grove
- * Keep moving (beyond current systems). The market reinforces success. Resist it. Allow failure and immigration to be part of your practice. --B. Mau
- * Innovation is the process of creating and realizing value from that which is new.
- * Lovemarks are the future beyond brands, loyalty beyond reason! Lovemarks are built with emotional connections to the consumer utilizing mystery, sensuality, and intimacy. --E. Gruen (Is your station branded with Lovemarks in your marketplace? Learn more at www.lovemarks.com)
- * A brand is a stereotype that customers (listeners/viewers/advertisers) have of our stations.
- * Dissatisfaction is the gap between expectations and delivery. What core competencies are needed to deliver on your brand image? --L. Gorchels
- * The demand from CEO's is for foresight rather than hindsight, for innovators, not tacticians, and for marketing strategists, not marketing planners. --N. Kumar

The overall message was simply said, yet difficult to achieve...prepare for multiple futures!

Technology will take us in many interesting new directions. Yet, it can be fun, energizing, and unifying.

More than ever, it's time to get in the game with fellow students and "Jump Around, Jump Around!"


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



wave
COMMUNICATIONS INC.

Antenna & Tower Service Since 1968

PCS
Cellular
Erection
Two Way
Microwave



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

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

Your WBA Joins In Viewability Ex Parte Letter

On behalf of your WBA and 45 other State Broadcasters Associations, an Ex Parte Letter from counsel was recently filed with the FCC strongly urging the Commission to retain its so-called "Viewability Rule" and extend its life for at least another three years. That rule requires cable systems, that offer a hybrid digital and analog service as distinguished from a digital only service, to insure that all of their subscribers have the ability to view on their analog television sets all must-carry stations.

We argued that millions of cable subscribers continue to rely upon analog cable service; that 31% of all TV households do not have a digital receiver; that more than 20% of all cable subscribers receive only analog service; that millions more of digital cable subscribers rely upon analog to some extent; and that 40% of all television broadcast stations elected or defaulted to must-carry status. We also pointed out that unaffiliated television stations as well as those affiliated with smaller networks like CW Television Network and MyNetworkTV - along with all of their locally-originated, unique and diverse programming - would be the most at risk if the Viewability Rule were allowed to expire.

The Ex Parte Letter asserted that the Viewability Rule is the product of a statutory mandate; that it has operated exactly as intended and that we were not aware of any complaints from television stations or of any waivers sought by cable operators. It was also argued that if the Commission were to allow the Viewability Rule to lapse in circumstances where, as here, the statutory mandate remained, the Commission would unnecessarily, and we submitted improvidently, risk causing widespread confusion and misunderstandings among consumers, cable operators and television stations that would likely lead to complaints and potentially to litigation seeking enforcement of the statutory provision upon which the Viewability Rule is grounded.



Are you a Proud Member of the WBA?

We have Decals, Graphics and Taglines ready for you to help you promote it!

Just contact the WBA office

2012 Sales Training At A Glance (Webinars)

Thursday, June 28	ROR vs ROI (RAB)
Thursday, August 9	Budgeting Strategy & Tactics For A Successful 2013 (RAB)
Thursday, November 8	Co-op and Manufacturer Funded Advertising (RAB)



WBA Calendar Of Events

JUNE 18-21 2012

WBA Media Technology Institute
Radisson Hotel, La Crosse

JUNE 20-21, 2012

WBA Summer Conference
Radisson, La Crosse

AUGUST 8, 2012

WBA's Doug Chickering
Sports Workshop
Miller Park

OCTOBER 9-11, 2012

Broadcasters Clinic
Madison Marriott

JANUARY 23, 2013

WBA Winter Conference
Concourse Hotel, Madison

MARCH 2, 2013

WBA Student Seminar
Madison Marriott

MARCH 5 & 6, 2013

DC Trip
Embassy Row Courtyard
by Marriott

MAY 4, 2013

WBA Awards Gala
Exhibition Hall
Alliant Energy Center, Madison

MAY 14-16, 2013

Walker Broadcast Management
Institute