



YOUR WBA Serving YOU!

In the last 12 months YOUR WBA has:

- ✓ Joined a Coalition, of 31 strong and diverse trade and business associations, created to repeal Wisconsin's Personal Property Tax.
- ✓ Updated the WBA Honor Flights Spots to target Korean War Veterans. Continued to host www.wisconsinhonorflight.org (the one-stop shop for all six Wisconsin Honor Flight Hubs).
- ✓ Hosted Poynter Institute's Sensemaking Summit for news reporters/journalists.
- ✓ Took a lead role in the 2015-2016 Congressional Session (working with Senator Johnson, Chair of the Senate Homeland Security Committee, and Speaker Ryan) in helping to get the IPAWS (Integrated Public Alert and Warning System) Modernization Act signed into law.
- ✓ Sponsored the Broadcasters Clinic, a three-day award winning and nationally renowned event held in October attracting more than 300 Broadcast Engineers, Vendors and Exhibitors from 24 states. The Broadcasters Clinic was recognized in 2016 by the National SBE as the "Best Regional Convention or Conference".
- ✓ Continued our shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. WBA President & CEO Michelle Vetterkind provided a Message of Partnership at the Wisconsin Missing Persons Remembrance Ceremony at the State Capitol.
- ✓ Received a record number of entries (1688) in the WBA Awards for Excellence Program. The 2016 Awards Gala had record attendance with over 400 attendees. Our Social Media Correspondent rocked the house, with almost 1,000 tweets, huge Facebook engagement and 1,550 unique Livestream views of the Station of the Year presentations.
- ✓ Co-sponsored the Reporting on Religion Journalism Conference, a national conference held at UW-Madison.
- ✓ Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes the Monday Morning Memo, access to the Jacobs Media Webinars and contributions to the *Wisconsin Broadcaster*, highlighting digital/social/mobile and trends in digital media.
- ✓ Published the *Wisconsin Broadcaster*, our bi-monthly newsletter and implemented the WBA Video Update on the alternate months.
- ✓ Offered a WBA Mentorship Program (initiated by the WBA's Young Professionals Focus Group).
- ✓ Worked with the Wisconsin Women's Council and the Wisconsin Newspaper Association on a local government transparency initiative to recognize units of local government that provide easy access to information on public officials and public meetings through their official websites.
- ✓ Worked with our advisory teams lead by WBA board members to identify member and Association needs in the areas of Technology, Advocacy, Education, Diversity, and Association Revenue, as part of our long range strategic planning process.
- ✓ Presented four WBA Local Broadcast Legends Awards (William Allen, Dick Kaner, Norb Aschom, and Bob Salm). This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.
- ✓ Continued to work with our WBA Digital Consultant, a volunteer position created to assist the WBA and our committees in focusing on digital and social media.
- ✓ Partnered with Wisconsin's Department of Veteran's Affairs on Operation Welcome Home, encouraging WBA stations across Wisconsin to become active in the two-year effort of honoring local Vietnam Veterans, while remembering and memorializing those who are gone.
- ✓ Hosted Wisconsin's Attorney General Brad Schimel at the WBA's Joint Board Reception.
- ✓ Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by FCC-experienced engineers before applying for renewal of their station licenses - currently, 265 Wisconsin Radio stations and 38 Wisconsin TV stations are protected.
- ✓ Hosted the WBA Annual Student Seminar with nearly 150 students from 16 different schools. The day also featured our WBA Student Awards for Excellence (including a record 290 entries this year), the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award Winner.
- ✓ Actively monitored and lobbied on Federal and State issues to serve, protect and promote the Broadcast Industry in Wisconsin, in addition to providing the WBA's perspective in many FCC proceedings.
- ✓ Offered Omnia Target Reports to aide WBA members in recruitment and hiring.
- ✓ Provided financial assistance to 31 WBA directors and members for our annual Washington D.C. Call on Congress (including a visit to the FCC to highlight our localism efforts). Facilitated several meetings during the August Recess, as well.
- ✓ Offered Chris Lytle's Instant Sales Training Webinars.
- ✓ Continued to support and grow the WBA Young Professionals Group which represents our younger WBA members and future broadcast managers. The initiative also encourages out-reach to individuals interested in a broadcasting career.
- ✓ Provided members with a 24-hour Engineer Hotline.
- ✓ Partnered with Governor Walker, as well as the Democratic Party, to make available their Weekly Radio Addresses to our members via WisPolitics and on our website.
- ✓ Continued the ever-popular Job Bank where all job notices received are posted on the WBA website (which is linked to a National Job Bank).
- ✓ Held our Annual State Legislative Day, which featured meetings at the State Capitol with Elected Officials and concluded with our State Legislative Reception.

- ✓ Offered P1+ Entry Level Sales Training.
- ✓ Continued the WBA Broadcaster Emergency Personnel ID Program with Wisconsin's Dept. of Justice, which allows Radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep our stations on the air.
- ✓ Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, Pillsbury Winthrop Shaw Pittman, and by Madison counsel, Godfrey Kahn.
- ✓ Offered our full-scale WBA Media Technology Institute (underwritten by the WBA & Midwest Communications) designed to offer practical, instructional courses suitable for prospective, beginning, intermediate, and senior broadcast/media engineers.
- ✓ Renewed our WBA Insight Edge Weekly Member Service (featuring highlights of key advertising categories).
- ✓ Continued our Proud WBA Member campaign.
- ✓ Offered a variety of Social/Digital Media seminars/webinars to assist our members with their Social/Digital Media needs.
- ✓ Assisted in the coordination of Wisconsin's annual live-code test statewide tornado warning tests (including our first evening test).
- ✓ Offered six Sales Training webinars thru RAB.
- ✓ Held two Annual Conferences—a Winter meeting in Madison and a Summer meeting in La Crosse, offering a wide array of timely programs to serve our members.
- ✓ Updated and maintained the WBA Assistance Action Plan For EEO Compliance, in which the WBA helps member stations achieve compliance under the FCC EEO regulations.
- ✓ Held two Nondiscrimination and Outreach In Hiring Sessions/Webinars in conjunction with the WBA's Winter and Summer Conferences to assist our members with EEO compliance and credit.
- ✓ Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website.
- ✓ Renewed WBA Saves The Day, an agreement with the American Red Cross to help raise funds and awareness for major Red Cross disaster relief efforts in the State.
- ✓ Continuously updated and maintained a list of recruitment referral sources, including organizations and groups whose membership includes significant participation of women and minorities, to help our stations with their EEO recruitment efforts.
- ✓ Coordinated two Job/Career Fairs which were held in conjunction with the WBA Winter and Summer Conferences.



- ✓ Debuted WBA Student Storytellers (as part of WBAnewsroom.org), featuring interesting, creative and engaging stories produced and posted by students. This initiative was created to foster a dialogue between Wisconsin Broadcasters, students in Wisconsin schools and universities and instructors, professors and teachers of journalism and media.
- ✓ Added a Video Monitor to our new home for the WBA Hall of Fame display at the Hilton Milwaukee City Center. The monitor features a touch-screen to bring up the WBA Hall of Fame videos for any of our 136 Hall of Famers. The Hall of Fame also features beautiful wooden plaques with bios for each of our Hall of Famers.
- ✓ Continued our time-honored tradition of offering Gubernatorial/U.S. Senate Debates with the U.S. Senate Debate - Fall 2016.
- ✓ Achieved record attendance at the 18th annual 3-Day Walker Broadcast Management Institute at UW-Madison. As of April 2016, 119 broadcast managers have graduated from the 3-year module.
- ✓ Inducted four Wisconsin broadcasters (Lindsay Wood Davis, Aline Hazard, Larry McCarren, and Chuck Roth) into the prestigious WBA Hall of Fame, bringing the total number of inductees to 136.
- ✓ Continued to refine and update WBAnewsroom.org. All content has been updated and is kept current to reflect "what's going on" in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It's a valuable resource for all reporters, editors, producers, students and news junkies.
- ✓ Continued sponsorship of RMP seminars throughout the State whereby students can become certified as RMPs (Radio Marketing Professionals) through the Radio Advertising Bureau, providing our stations with potential sales people. Since 2007, 713 Wisconsin college students have become certified RMPs.
- ✓ Debuted "Personalities" in the Memory Salon of the Wisconsin Broadcasting Museum, our virtual on-line Museum.
- ✓ Hosted a Champagne Fundraiser during the WBA Awards Gala, raising \$1,790 for the WBA Foundation.
- ✓ Produced two half-hour WBA Hall of Fame Shows for distribution to Wisconsin television stations.
- ✓ Completed the production of the backlog of Hall of Fame videos for 45 individuals inducted into the WBA Hall of Fame prior to the inclusion of video profiles as part of the induction ceremony. There is now a video for ALL 136 Hall of Fame inductees.
- ✓ Awarded \$9,069 in educational support grants, through the WBA Foundation, to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software, and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting.
- ✓ Provided a WBA Engineering Fellowship Grant Program in conjunction with the WBA Foundation to assist continuing education for broadcast engineers.
- ✓ Awarded \$6,000 in scholarship grants to students who are interested in pursuing a career in the field of broadcasting.
- ✓ Continued support of the High School Initiative designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering.