Tornado Warning Tests Successful

On April 14, two statewide tests of the Tornado Warning EAS code were conducted in Wisconsin. In addition to our usual test at 1:45 p.m., a second test was added this year at 6:55 p.m. The tests were highly successful, with all of the stations we were able to monitor across the state carrying both tests. The tests were originated independently by the five National Weather Service (NWS) offices that serve Wisconsin, and those NWS offices did a good job of issuing the tests at the exact same time in all areas leading to well synchronized tests statewide. This test day is another fine example of the close cooperation between your WBA and Wisconsin’s broadcasters, NWS, and Wisconsin Emergency Management (WEM).

The only comment received by WBA regarding the tests is that some TV stations would prefer that the evening test be run a bit earlier than 6:55 p.m., perhaps at 6:50 or 6:45 p.m., to give stations a wider window in which to air the test before the 7:00 p.m. primetime programming begins. The 6:55 p.m. time was chosen in order to coordinate our test with the test run by the State of Minnesota, which has been doing their evening test at that time for years. If we chose a separate time, stations along the state border would receive two tests, one from each state. So when we meet again prior to the 2017 test, WBA will advocate for moving the WI/MN coordinated evening test to 5 or 10 minutes earlier.

WBA thanks all Wisconsin broadcasters for your participation in not only airing this year’s tests, but in the time you devoted to promoting the tests in the week leading up to test day. Our partners NWS and WEM made it a point to tell us they were very impressed by the amount of PSAs and news stories they heard and saw that week, particularly regarding the new evening test. Your WBA was very gratified to receive these compliments on your behalf, and we appreciate your efforts in making these tests a success.

Freedom

Many of us are familiar with the services provided by our WBA.

From webinars and the legal hotline, to job fairs and the winter and summer meetings, your association provides a wide range of visible and helpful initiatives. But there are also quite a few activities important to our stations and our community. A few examples of the winter and summer meetings, your association provides a wide range of visible and helpful initiatives. But there are also quite a few activities important to our stations and our community. A few examples of the winter and summer meetings, your association provides a wide range of visible and helpful initiatives. But there are also quite a few activities important to our stations and our community.

CHAIR’S COLUMN

Freedom

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President Signs IPAWS Bill into Law
Michelle Vetterkind, CAE
WBA President and CEO

I’m thrilled to report that the Integrated Public Alert and Warning System (IPAWS) was signed into law by President Obama on April 11.

(See the media release on next page.)

While broadcasters nationwide have worked for years to get IPAWS legislation passed, I’m proud to say that Wisconsin took a lead role in the 2015-2016 Congressional Session as Senator Johnson sponsored & shepherded the legislation last year in the Senate and Speaker Ryan recently played an instrumental role in helping

Quick Calendar Checklist

Here are some dates to keep in mind when you’re signing up for the 2016 WBA Summer Conference.

May 23  Sign up for the Golf Tournament.
May 27  Sign up for the Media Technology Institute.
       Your hotel room is included in registration.
Hotel reservations due also on this date.
June 1  Reserve a booth for the Exhibit Reception before June 1.
       Call the WBA office at (800) 236-1922 to make your reservation. Also, please contact the WBA to donate prizes for the Exhibit Reception.
       Send in your Summer Conference Registration.
       Reserve a booth for the WBA Job/Career Fair.
       Sign up for the Engineer’s Workshop.

Register with the enclosed forms or at www.wi-broadcasters.org.

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PRESIDENT’S COLUMN
Continued from page 1

The Wisconsin Broadcasters Association (WBA) commends the United States House of Representatives for passing H. R. 1380, the Integrated Public Alert and Warning System Modernization (IPAWS) Act. This legislation, designed to modernize the public alert warning system will ensure that warnings about natural disasters, acts of terrorism and other emergencies and threats are coordinated and disseminated quickly and effectively.

The WBA specifically appreciates the bipartisan leadership of Senator Ron Johnson (R-WI), who sponsored and shepherded this legislation through the United States Senate, as well as Speaker Paul Ryan (R-WI), the Chairman and Ranking Members of the House Transportation and Infrastructure Committee and House Homeland Security Committee for their efforts to see this bill through the House of Representatives and on to the President's desk.

Wisconsin Broadcasters take their responsibility as first informers seriously. This legislation will help public safety officials and local broadcasters disseminate information in a timely and targeted manner and will allow for the public alarm system to keep up with and adapt to technological changes.

We applaud the United States Congress for passing this potentially life-saving legislation and we look forward to working with federal, state and local officials on implementation.

WBA Helps Honor Paschke/McGlocklin

I had the honor of being asked to be a part of the celebration honoring Milwaukee Bucks Team Broadcasters Jim Paschke and Jon McGlocklin as they celebrated their 30th season together. The celebration took place at halftime of the March 17 game vs. Memphis. I presented Jim and Jon with plaques on behalf of the WBA and I was also able to hang out a bit with WBA Hall of Famer Eddie Doucette, who emceed the ceremony.

WBA Video Update Now Available

With our newsletter (the Wisconsin Broadcaster) now being offered bi-monthly, on the alternate months we’ll now be offering a brief video update. Questions, comments, concerns, just let me know.

WBA Summer Conference Festivities – Sign Up Now!

If you haven’t signed up, please do so now! I’m sure you’ll agree the Conference Committee did a wonderful job with the Agenda.

Please join me in congratulating our 2016 WBA Hall of Fame Inductees (Lindsay Wood Davis, Aline Hazard, Larry McCarron, and Chuck Roth) and our Local Broadcast Legend Award Recipients (William Allen, Norb Aschom, Dick Kaner, and Bob Salm).

I look forward to seeing you (and celebrating with you) in June at the Radisson Hotel and Convention Center in beautiful La Crosse!

FYI – the 2015 WBA Awards for Excellence Winners & Gala Highlights will be featured in the July/August issue of the Wisconsin Broadcaster (in the meantime, all winners—with video clips—can be found at www.wi-broadcasters.org).
industry that go on behind the scenes. I’d like to take a moment to share the WBA’s involvement in a recent example.

As we all know, access to courts is central to our democracy. The First Amendment protects not only freedom of speech but also freedom to receive speech from willing speakers. An important role of the media is to be the eyes and ears for the public, so any attempt to prohibit access to sources and willing speakers must be highly scrutinized.

That’s why the Wisconsin Broadcasters Association recently joined a coalition of media organizations to fight a proposed gag order in a criminal case pending in Vilas County against prominent Northwoods real estate investors Brian and David Eliason. After filing charges against the Eliasons, the State moved to prevent the parties and their lawyers from speaking to the media.

The WBA was asked to join a group that ultimately comprised Gray Television Group, Inc., Journal Sentinel Inc., Lakeland Printing, Inc., Madison Newspapers Inc., Quincy Media, Inc., Rockfleet Broadcasting/Northland Television, Inc., USA TODAY NETWORK-Wisconsin, and the Wisconsin Newspaper Association. The coalition was represented by Steve Mandell of Mandell Menkes, who was kind enough to allow me to share his “non-legalese” explanation of the case in this column.

The WBA’s executive committee voted unanimously to join the coalition. The decision to participate was easy. The proposed gag order would have stifled the flow of information about a high-profile case and would have hindered our members’ (and other media outlets’) ability to report on this matter. Plus, we were concerned about the long-term ramifications for other cases if the State were to successfully muzzle the trial participants in this case. We therefore joined the coalition.

The coalition filed the motion to intervene, and opposition to the gag order in early April. The court held a hearing on the matter on April 13, and we are happy to report that the coalition prevailed in court.

We opposed the request for a gag order on the grounds that it is an unconstitutional restraint on freedom of the press. Wisconsin recognizes a First Amendment right to gather the news, but there were no reported Wisconsin cases on the constitutionality of gag orders, which was another important reason to take this on.

The judge agreed with the coalition that there are other means by which the Court may ensure the defendants obtain a fair trial, without prohibiting or restricting the parties and their attorneys from communicating with the media.

For newsrooms all across Wisconsin, this was an extremely important issue. In this case, the media won. That said, we all know there will continue to be battles to fight across the state as we strive to keep our courts open, our records accessible, and our officials accountable. Rest assured that your WBA will continue to support those efforts.

Jeff Welton
Nautel Regional Sales Manager
Central US
Tel: 1 902 823 5127
jwelton@nautel.com

Making Digital Radio Work.
Getting Local

As an account executive, one of my greatest pleasures is working with business owners on developing their Unique Selling Propositions—the one thing that sets their business apart from all other competitors in their market.

Lately I’ve been taking that approach with our own industry: what is it that sets traditional media apart from our competitors, especially the “new media”?

I’m sure my fellow AE’s of decades past enjoyed reciting their lines of what sets radio/tv apart from yellow pages, mailers, or the great and powerful newspapers, just as we today need to broaden our knowledge of the strengths and weaknesses of web banners, mobile, Facebook, Google, YouTube, Pandora, streaming services, and so on. Who knows what may be next in the coming five to ten years that will replace the aforementioned online mediums (and if you don’t think any of these are replaceable, just ask MySpace, Napster or AIM how they’re doing today), which I’m sure we’ll have to research so we can position ourselves differently just as we always have done.

What I find encouraging, is how we have a greater control on how our customers view us, more so than any other medium. Our leaders (GM’s, Owners, PD’s, etc.) are not in some far off office directing orders online to satellite sales reps across the country (why I’ll never work for Google). We’re in the same communities as our local advertisers. We go to the same restaurants, attend the same churches, drive the same roads, you get my drift. That’s why I think it’s easier for us to make a much more personal connection to our customers than anyone from the online sector.

Last year, many of the community organizations in my hometown of Rice Lake came together to hold the largest celebrity golf-tournament fundraiser our community has seen. These groups all had their own fundraisers in the past.

Unfortunately there’s only so many times you can ask people to attend banquets and golf tournaments throughout the year, so joining them together in one big event seemed to make sense. It was an enormous undertaking for our small community that required manpower from many leaders, including my father who initially proposed the idea. After many months of planning, endless phone calls and an incredible amount of support, we raised over $100K for local charities, which ended up being more than what the individual organizations would raise on their own.

What was most interesting to me, is that there was not one Google rep, Pandora GM, and especially not a Youtube Manager that was part of this effort. However there were several people from the radio stations, along with many local business owners and GM’s all working together to make fundraiser a reality.

Local Leadership.

This is absolutely one aspect of our Unique Selling Proposition as broadcasters. I truly believe that every brand new account executive, TV reporter, on-air personality should get involved with local community groups RIGHT AWAY!

Think about who’s in your local Rotary Club, Kiwanis, Lions Club. Most of the time it’s the leaders of your community, which tend to include many decisionmakers for local businesses. When your customers see people from their local radio and TV stations getting involved in their community, how do you think they perceive your stations compared to Facebook? It certainly doesn’t hurt your reputation!

We’re capable of such incredible local impact in our industry, and I know that’s what’s going to keep us going for many more years to come. So if you have new people in your stations that aren’t involved, encourage them to do so! Organizations seem to be starving for young blood these days, and need new ideas to keep the community going.

How great it would be if it’s local radio and TV that lead the charge!
Thank you, WBA Engineering Committee!

Leonard Charles, Chair
Television Wisconsin, Inc.

Kent Aschenbrenner, E.W. Scripps Company

Linda Baun, WBA Liaison

Steve Brown, Woodward Radio Group, Inc.

Mark Burg, WLAX-DT/WEUX-DT

Greg Dahl, Second Opinion Communications, Inc.

Clif Groth, New Radio Group

Bill Hubbard, UW-Green Bay

Keith Kintner

Gary Mach, GEMCOM

Jason Mielle

Kevin Ruppert, WISC-TV

Tom Smith

Matt Sperling, WKBT-TV

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Option 1

8:00 AM
Annual Golf Tournament
The Golf Club at Cedar Creek Golf Course
2600 Cedar Creek Ln
Onalaska, Wisconsin 54650
• Shot Gun Start
• Tournament fee, $75, includes 18 holes, cart and prizes.
• Registration deadline is May 23

Golf Handicap
On the golf registration form please include your USGA or club handicap. If you don’t have an established handicap, please give your best estimate. The maximum handicap is 36 for men and 40 for women.

See Golf Registration Form

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Option 2

8:40 AM–4:30 PM WBA Engineering Day Sessions

Zielke Suite, La Crosse Convention Center

8:45 AM Risk Management in a Broadcast Enterprise
Mike Epstein, Sr. Director of Risk Management, E.W. Scripps Company
What are the risks in a broadcast complex and how to address them will be discussed in this session. Mike will also cover business continuity and physical security including active shooter situations.

9:30 AM Tower Site Security and FAA Lighting Changes
Richard Wood, President, Resonant Results
Out of sight doesn’t have to mean less secure. Richard will talk about ways your tower site is threatened and what you can do to make it more secure. Richard will also describe the latest FAA circular and what it means for your tower.

10:15 AM Break

10:30 AM Information Security: What Are the Hackers Up to Now?
David Kieper, Interim Chief Information Officer, UW-Green Bay
David will describe the current motivation and methods used by the internet hacker community and discuss defense strategies to mitigate their attacks.

11:15 AM An Amber Alert Incident Debrief
Jennifer Price, Director, Special Operations Bureau, CART Commander, WI DOJ-DCI and Michelle Dubois, Coordinator, Wisconsin Clearinghouse for Missing & Exploited Children & Adults
We will dissect an actual child abduction incident that resulted in an Amber Alert in Wisconsin. What were the steps that led up to the Alert and what process was used to determine an Alert was needed.

12:00 PM Lunch

Zielke Suite 2, La Crosse Convention Center

1:30 PM The Growing Impact of Ambient Noise on Broadcasting
Steve Johnston, Director of Engineering and Operations, Wisconsin Public Radio
Growing levels of unintended “noise” are interfering with reception of RF signals from radio and television stations. This presentation will discuss the problems we face, pinpoint common sources of the noise, and propose possible resolution.

2:15 PM Ask the Manager
In this session the audience will have a chance to ask non engineering managers questions about anything.

3:15 PM Break

3:30 PM The Round Tables
Everyone’s voice is heard in this session. We will split the audience into four subgroups and talk about four timely topics. Then we’ll hear a report of each discussion.

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Table 1
The Broadcast Sales Tax Exemption

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<td>Kevin Ruppert, Chair</td>
<td>Clif Groth, Co-Chair</td>
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<td>Matt Sperling, Co-Chair</td>
<td>Paul Rahmlow, Chief Financial Officer Midwest Communications, Inc.</td>
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Table 2
The FM Translator Buildout

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<td>Greg Dahl, Co-Chair</td>
<td>Jason Mielle, Co-Chair</td>
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Table 3
X-OIP

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Table 4
Working with Millennials

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<td>Kent Aschenbrenner, Co-Chair</td>
<td>Bill Hubbard, Co-Chair</td>
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5:00–7:30 PM Exhibit Reception
Hotel Ballroom Foyer

6:00–7:30 PM Young Professionals Brewery Tour Meet in the Hotel Lobby
7:30–10:00 PM Dinner Hotel Ballroom Foyer
Hiring, Training, and Retaining Sales Personnel

Minnesota Room

Hiring, Training and Retaining Sales Personnel has always been a challenge for the media. We have a reputation when it comes to ‘sales turnover.’ I believe we have identified a process that not only allows you to hire and train the right personnel, you will also retain them! At Radio-Plus Bay Cities, we have implemented a process over the last several years and have not lost a sales rep yet! Join us as we review the process and assist you in hiring, training and retaining a high performance sales team.

The First Years: Building a Foundation for Success

Minnesota Room

Assessing the Needs of Broadcasters

A session specifically for brand new broadcasters! Are you just beginning a broadcasting career, or maybe graduating soon and want to get started the right way? Hear from various members of the WBA’s Young Professionals, who will share their personal experiences from their first few years on the job like negotiating contracts and starting salaries, working with colleagues and superiors of different generations, and their own personal keys to building a successful career in broadcasting right from the very beginning.

Job/Career Fair

Wisconsin Room/Wisconsin Foyer

2:00 PM–4:00 PM

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2:00 PM–4:00 PM

Thank You to our Sponsors and Partner!
Thursday, June 23

7:30 AM–7:00 PM Registration
Hotel Lobby

8:30 AM–9:45 AM Business Breakfast Ballroom A

12:00 PM–1:30 PM Lunch Ballroom B
Keynote Address: Servant Leadership
Tom Thibodeau, Distinguished Professor of Servant Leadership; Director, Master of Arts in Servant Leadership, Viterbo University

1:45 PM–3:45 PM Afternoon Session

OPTION 1
Recruit & Retain to Win
Wisconsin I
Finding the best possible people who can fit within your culture and produce significant results for your organization is a challenge AND an opportunity. This session will provide ten tips for better recruiting, as well as the specific actions that will help you retain top talent. Join the session and receive an Interviewing Kit that you can put to work immediately.

OPTION 2
Emerging Media: Where does it fit?
Wisconsin II
You’ve heard about social livestreaming, Snapchat, and other platforms beyond Twitter and Facebook, but how do they fit into what you’re already doing with social media? We’ll take a closer look at the platforms and talk about ways they can be used to reach new audiences.

5:00 PM–6:00 PM Hall of Fame Reception
Hotel Foyer

2016 Hall of Fame Inductees
Congratulations to the 2016 Hall of Fame Inductees

6:00 PM–7:00 PM Hall of Fame Dinner
Hotel Ballroom

7:00 PM–8:00 PM Hall of Fame Presentations

Thank you WBA Conference Committee!

Keith Bratel, iHeartMedia
Tim Etes, iHeartMedia
Kyle Geissler, WISC-TV
Don Grassman, Results Broadcasting
Brad Heinkel, WAOW-TV
Justin Hull, Woodward Radio Group

Steve Lavin, WBAY-TV
Rick McCoy, Mid-West Family Broadcasting
Jill Sommers, WISC-TV
Barb Van De Hei, Radio Plus–Bay Cities
Jan Wade, WISN-TV
Media Technology Institute (MTI) offers practical, instructional courses suitable for prospective, beginning, intermediate, and senior broadcast/media engineers, in a four day program presented by experienced broadcasting professionals.

The program consists of three days of instructional content and one additional day of technical seminars and a broadcast equipment exposition as part of the WBA Summer Broadcast Engineering Conference.

**Media Technology Institute**

**J U N E 2 0 - 2 3 , 2 0 1 6**

Radisson Hotel & Convention Center
La Crosse, Wisconsin

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**Monday, June 20**  Illinois Room

10 AM  **Welcome**

*Michelle Vetterkind, WBA President & CEO*

Discussion of the schedule with **Terry Baun**

10:15 AM  **A Brief Introduction to the History and Challenges of Broadcast/Media Technology**

**Terry Baun**

10:30 AM  **Big Iron: Antennas, Towers, and Transmission Lines**

**Richard Wood**

12 PM  **Lunch**

1:30 PM  **Engineering Your Career in a Broadcast Station**

**Bill Hubbard**

3:30 to 5PM  **Welcome Reception**

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**Tuesday, June 21**  Illinois Room

9 AM  **RF Fundamentals**

**Terry Baun**

12 PM  **Lunch**

1:30 PM  **Facility Design**

**Bill Hubbard**

3:30 PM  **Understanding Audio levels and Measurement Standards**

**Jim Klas**

5 PM  **Dismiss**

**Wednesday, June 22**

Join WBA Engineering Day
Zielke Suite 1, La Crosse Center

8:45 AM  **WBA Engineering Day Sessions**

12 PM  **Engineering Lunch**

at WBA Summer Conference

1:30 PM  **WBA Engineering Day Sessions Continued**

5 PM  **WBA Equipment Exhibits, Reception, Dinner**

**Thursday, June 23**  Illinois Room

9 AM  **Engineering on a (no) Budget and Site Grounding/Safety issues**

**Jeff Welton**

11 AM  **Business Basics for Broadcast Engineers**

**Jim Klas**

12 PM  **Lunch**

1:30 PM  **The Continuing Confluence of IT and RF Technologies**

**Terry Baun**

2 PM  **Field trip to WHLA FM/TV site in Minnesota**

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**REGISTRATION**

- **$499 FULL REGISTRATION** Three hotel nights (Monday, Tuesday, Wednesday), Three days at the WBA Media Technology Institute, all materials, one day WBA Summer Conference Engineering Session, WBA Summer Conference Exhibitor’s Reception (cash bar) 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)

- **$289 - MONDAY ONLY** One day at the WBA Media Technology Institute, all materials, lunch, Welcome Reception (cash bar) and soda breaks.

- **$289 - TUESDAY ONLY** One day at the WBA Media Technology Institute, all materials, continental breakfast, lunch and soda breaks.

- **$289 - THURSDAY ONLY** One day at the WBA Media Technology Institute, all materials, continental breakfast, lunch and soda breaks.

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Underwriting for the Media Technology Institute is provided by the Wisconsin Broadcasters Association and Midwest Communications.
Karl Francis Schmidt died peacefully, at home in Madison, on April 21, 2016. Born in Massillon, Ohio, Dec. 17, 1922, he was the first child of Margaret Ferris and Karl Peter Schmidt. He lived a full life of 93 years.

Massillon was a town of steel mills and limited opportunities for a boy of his inclinations, yet he chose to stay in high school for an extra year because he had discovered his passion for theater. His high school drama teacher encouraged him to expand his horizons and apply to attend the University of Wisconsin. Within weeks of arriving in Madison in 1941, he discovered WHA radio and his life’s work. His career in public broadcasting lasted until his death, and beyond. Karl’s voice, by recording, is still heard on the stations of Wisconsin Public Radio.

He joined the U.S. Army in 1941, serving in the Pacific Theater, where he built and operated Armed Forces radio stations, which provided news from home and other programming for soldiers throughout the region.

Returning to Wisconsin after the war, Karl resumed his studies and his broadcasting career. Among the subjects he studied most keenly was a young violinist from Beloit named Joan Dougan, who became his wife in February of 1948. The two spent part of a year in New York where she attended the Juilliard School and he tried his hand at radio drama, appearing in serials like Green Lantern and The Shadow. But New York did not suit them and they returned, happily, to Madison. He joined the staff of WHA and became a Professor of Communication at University of Wisconsin-Extension.

At WHA, he was a familiar voice on a variety of programs including School of the Air offerings that served rural educators around the state. On Saturdays in autumn, he provided color commentary for Badgers football games. He was Director of Radio from 1968 to 1971 when he founded Earplay, a national program funded by the Corporation for Public Broadcasting and the National Endowment for the Arts to produce radio drama for public stations in the United States and Europe. For 12 years, Earplay distributed audio works by playwrights including Edward Albee, David Mamet, Archibald MacLeish, and John Gardner.

During that period, with his colleague Don Voegeli, he also established the National Center for Audio Experimentation with the goal of advancing technological aspects of recording and communicating sound.

Karl played an important role in the founding of National Public Radio beginning in 1969 as a member of the founding board, and then as member of the Board of Directors of National Educational Radio and National Public Radio.

He also served as Associate Chairman of the Board of the National Association of Educational Broadcasters, and as a member of the Radio Advisory Council, Corporation for Public Broadcasting.

His awards include a 1971 George Foster Peabody Broadcasting Award for the WHA program “Wisconsin on the Move.” He was Director of Radio at the time. In 1977, he gained another Peabody for Earplay, described by the awards committee as “high quality radio theater combining works of talented authors with top-flight dramatic talent.” Two years later, Earplay won the Prix Italia, radio’s most prestigious international award, for Arthur Kopit’s play “Wings.” He twice won “Major” Armstrong Awards for Excellence and Originality in Programming (1975 and 1977.) He earned a Distinguished Service Award in 1981 from National Public Radio, and a Distinguished Service Award in 1983 from the University of Wisconsin-Extension. His production of the science fiction classic novel “A Canticle for Leibowitz” won a 1983 Gabriel Award and a 1984 Ohio State Award.

Perhaps the most satisfying role of his life was reading books on the air for Chapter A Day, the radio program he joined in 1941, and shared with other talented readers including his close friend Jim Fleming. He continued without a break until his death - and in a sense, beyond it. Beginning several days before he died, and running until May 13, Wisconsin Public Radio is re-broadcasting his reading of Driftless, a Wisconsin novel by David Rhodes.

Karl’s was a life of professional achievement and passionate pursuits. Once getting hold of an avocation, he would go after it with dogged determination. He chased trout, with a fly rod, from the black earth streams of southern Wisconsin with his friends, Bob Resch and George Vukelich, to the alpine waters of Wyoming and Montana. He devoted similar attention to chess with his father-in-law, golf with his close friend, Father Pat Higgins, and classical music (though he never played an instrument) with his always well-attuned wife.

More than anything, he was a family man, capable, it seemed, of endless generosity and love for those close to him. He had the powerful ability to make a person, from young great-granddaughters to graying sons, feel like the most important person in his world. He set high standards but never demanded any particular return, lovingly embracing both the triumphs and the difficulties of all those close to him.

The death of his son, Peter, by colon cancer at age 52, was a deep sorrow - but as he would say, that loss was an exception in a life filled with blessings, the most important of which was his wife, Joan. He often said that she, the daughter of a dairy farmer, kept him firmly rooted in the solid values that he held all his life. His death was sudden, without pain, and at home. His mind was clear; his kind, articulate presence undiminished.

Never was there a better father, nor one more loved. Karl is survived by his wife of 68 years, Joan Dougan Schmidt. Together, the pair looked with joy at a large extended family of descendants and relatives. Our thoughts are with his wife and family.
Techsurvey 12 Results: Audiences Want On-Demand Media

We’ve recently wrapped up Techsurvey 12, the broadcasting industry’s largest survey. This study identifies trends about how audiences use technology to consume media. Our annual survey collects data from nearly 40,000 respondents across North America. You can access the results at http://jacobsmedia.com/techsurvey-12-results/.

This year, one inescapable conclusion is that television and radio audiences are showing an increasing interest in on-demand media. When it comes to television, nearly half (48%) of respondents reported that at least half of their TV viewing is now on-demand using either devices like DVRs or streaming services like Netflix, Hulu, or Amazon Prime. Not surprisingly, it’s largely dependent on the age of the respondent. Here is a breakdown by generation:

- More than eight in ten respondents now own a smartphone and two-thirds now have a tablet
- Nearly half of respondents own a Smart TV or one connected with a device like Apple TV or Chromecast — up from 41% last year
- Nearly six in ten stream audio weekly or more often — flat from last year
- Almost three in ten have listened to a podcast or on-demand audio in the past month, up from last year’s levels
- One fifth drive a car with an in-media system like Ford SYNC or Chrysler UConnect.
- Four percent of respondents own a smartwatch

The growth in on-demand media consumption isn’t limited to video; audio content is increasingly being consumed on-demand as well.

In this year’s study, 28% of respondents reported listening to a podcast or on-demand audio in the last month. That’s up from 21% who listened to a podcast in the last month back in 2015. In fact, this year 20% reported listening to a podcast in the last week.

Moreover, the research suggests a correlation between on-demand video and on-demand audio. Six of every ten (62%) who do more than half of their television viewing on demand have listened to a podcast in the last month.

In short, on-demand video usage – while higher than on-demand audio consumption – is setting the tone for where podcasting is headed. In other words, DVRs and video streaming services are creating demand for podcasts by setting expectations for on-demand media. Netflix may actually be a gateway to podcast listening. The television industry has seen massive disruption from on-demand services. The radio industry should prepare itself for a similar disruption, but of course, there’s also opportunity for broadcasters in both TV and radio.

So what can stations do to meet the needs of this changing culture of consumption?

On the programming side, start by making some of your content available on-demand. For television stations, post news segments online where people can watch them, including in your mobile apps. For radio stations, post interviews or morning show segments online. Eventually, the goal is to go beyond repurposing on-air content, and instead, create original content solely for the web. NPR and public radio stations have led the way, but we are seeing an explosion of unique podcasting content being created and distributed by stations, with some success.

Podcasts and on-demand content (audio and video) are also very attractive to advertisers, who particularly like two elements: pre-roll and specific data about reach so they can calculate ROI (“Return on investment”). Pre-roll advertising generates some of the highest CPM’s in digital advertising, and the good news is the more on-demand content you create, the more inventory you will have to sell. Sales teams should study other industries to understand the different revenue models that exist around on-demand content. These revenue models include:

- Advertising (especially pre-rolls and live reads from hosts in radio, and video pre-rolls for television)
- Premium content behind a paywall (each piece of content sold individually)
- Membership or subscription access to content (like HBO)

Experiment with these revenue models to see which ones will work best for your station. If you’d like to see more of the results from Techsurvey12, go to http://jacobsmedia.com/techsurvey-12-results/.

If your station is interested in creating an on-demand program, or want some advice for your existing efforts, please don’t hesitate to contact me at Seth@jacobsmedia.com or via the WBA Digital Partnership by calling us at (248) 353-9030.

The WBA Digital Partnership is a free service of the Wisconsin Broadcasting Association. Jacobs Media is available to help all members with questions relating to social media, mobile, or digital strategies and implementation.

The Jacobs Media/WBA Digital Partnership

Wisconsin broadcasters continue to face opportunities and challenges navigating the digital, social and mobile space. As we enter our second year, we are evolving the WBA Digital Hotline to Jacobs Media/WBA Digital Partnership. All WBA member will receive the following:

- The weekly “Connecting The Dots” Monday memo from Seth Resler
- Participation in three digital webinars during 2016
- Access to the Digital Hotline – call us with any questions relating to digital, social media, or mobile
The International Traveling Classroom

The quote by the Medieval Moroccan traveler and scholar Ibn Battuta “Traveling—it leaves you speechless, then turns you into a storyteller.” resonated with me after a recent experience teaching a Media Literacy class with the University of Wisconsin-River Falls International Traveling Classroom program. Global opportunities are something UWRF prides itself in offering students, which includes the International Traveling Classroom (ITC) that takes students to several different countries during the spring semester. Faculty members from different disciplines teach three-week courses that focus on specific countries or regions of Europe, which in my case was Germany. The process of selection, planning, promoting and revising curriculum started a year before the trip, but changes were common leading up to and during the class.

The ITC not only gives students the chance to travel but also offers course material and experiences that are contextual to the location and class subject. The subject of Media Literacy is focused on our ability to access, analyze and evaluate media and to help us better understand the complex messages we receive from television, radio, Internet, magazines, books, music, billboards, video games and all other forms of media, which is this distinctive course version included a comparison and contrast between American and European media. The German capital city of Berlin offered a multitude of media literacy examples including a visit to the German Film and Television “Deutsche Kinemathek” museum that provided a glimpse into the history of film and television technology and content from the very beginning of the medium through today. Notable cultural differences found in television included the early days of television in East and West Germany and how television production and distribution changed after the fall of the Berlin Wall. An exhibit “Fernsehen macht glücklich” (Television Makes You Happy) featured German language versions of popular series shows from “CSI” to “SpongeBob SquarePants.” Despite my limited understanding of the German language, the action, sound effects, music and laugh tracks made it possible to experience the story which really made the dialogue stand out resulting in a reflection on the significance it has in both language specific and universal storytelling.

Other relevant media tours and experiences included a visit to the “Computerspielemuseum” that featured a history of German video games and computers with interactive exhibits and games with both culturally specific examples like the first and only former German Democratic Republic video game machine “Poly Play” and German versions of international games like the Nintendo Entertainment System, that were similar to the American versions but with German text. We toured the “Zweites Deutsches Fernsehen” (ZDF) in Mainz, Germany, which is the country’s second largest public television broadcast station where we saw the many massive production studio facilities, impressive equipment and learned about the ZDF’s function as a publicly funded nonprofit institution. The ZDF as a public broadcaster produces a variety of television program content including news, drama, documentary and sports but similarly to American television broadcasters, the ZDF is challenged with the way it delivers its content addressing the current demand for mobile device and smartphone delivery in a traditional broadcast television setting. Perhaps the most memorable media experience was our interaction with German students and faculty that we had at RheinMain University in Wiesbaden, Germany. Professors of Media Production Wolfgang Schiffer and Steffan Bottrich welcomed our group to their campus for a tour and “Meet the Germans” program that offered an introduction to German culture and student life. Our students then paired up with RheinMain University students for informational interviews about media experiences with a cultural comparisons with technology and media literacy resulting in many similarities but some differences as well.

The relationship with UWRF and RheinMain University will continue with a new partnership that allows German students and UWRF students the opportunity to study in the UWRF Stage & Screen Arts program and RheinMain’s Media Production program in discipline specific experience in media production. Interestingly, RheinMain University (similarly to UWRF) has relationships with other colleges and universities around the globe but teaches classes in English which makes it easier for Americans and others to adapt, however as we learned conversational German is very useful in getting around, making new friends and sharing stories!
Embracing Integration to Maximize Revenue and Results
Guest: Amy Leimbach
May 10 at 10am or
May 12 at 3pm CST
Integrating local radio assets gets you a greater share of your client’s advertising dollars. This session will present you with case studies and success stories of sales campaigns that used digital marketing, event marketing, and on-air marketing together to create comprehensive experiential marketing solutions. If you want to know how to tap into ad dollars beyond the broadcast budget, this webinar is for you.

Control the Creative, Control the Account
Guest: Yaman Coskun
August 16 at 10am or
August 18 at 3pm CST
“I tried radio once and it didn’t work.” Ever have a prospect say that? Sadly, if you’ve listened to the radio today, you’ve likely heard a bad commercial. A key ingredient to effective radio advertising is engaging creative. Better commercials get better results. Better results mean success for your clients. Success results in more spending, more often. Yaman Coskun teaches you how to control the creative process and make a great and effective campaign.

From Surviving to Thriving
Guest: Derron Steenbergen
November 1 at 10am or
November 3 at 3pm CST
In this information-packed webinar, learn simple steps to making magic in your sales career. You’ll get the 6 most powerful words in sales, how to go from cold call to cash cow, the power of a plan, finding your “appy” place, making money with digital, and much more. Turn “getting by” into “getting buys” with these powerful tools.

Note: topics, dates, times and presenters are subject to change.
The Wisconsin Broadcasters Association
Is Pleased To Offer Omnia Target Reports To Help You
Make Better Hires

How do you know you are hiring the right person for the job?

Omnia Target Reports will help narrow the field when you are filling sales, engineering, IT or administrative posts. The Omnia Target Profile offers:

- An easy-to-read graph and a clear, non-clinical discussion of the candidate’s strengths and challenges with each point.
- The report also focuses on the candidate’s level of assertiveness, communication style, attention to detail, pace, job compatibility rating and more.
- No training required – comprehensive, easy to read reports.
- Results returned to you within 48 hours.

Each WBA member is eligible to receive these profile reports, valued at $75 each, for $20 each.

TO GET STARTED:
- Station contact calls WBA to verify membership, pay $20 fee and get web address to set up Omnia testing (205-982-5001)
- Station contact completes a drop down form on the Omnia website
- Potential employee is sent a link to online evaluation for completion
- Omnia processes the evaluation in no more than 48 hours, often as quickly as 24 hours
- Results will be sent to the station contact via email
- An Omnia representative will follow up to answer any questions

The results of an Omnia Target profile should not be the sole basis of a hiring decision. Omnia results should be one of many factors when considering a job candidate. Questions? Contact Linda Baun lbaun@wi-broadcasters.org 800-236-1922 or 608-729-1480.

Check out wilottery.com for more information on:

- Winning numbers
- Jackpot amounts
- Winner information
- Lottery news
The Wisconsin Broadcasters Hall of Fame was created in 1989 to honor broadcasters that have devoted a minimum of 15 years to the broadcasting industry including a minimum of 10 years as a Wisconsin broadcaster.

The award recognizes an individual’s history of exemplary leadership in community and statewide service as a broadcast professional.

The first twelve members of the Hall of Fame were inducted during the 1989 WBA Summer Conference. Since 1989, 132 outstanding broadcasters have been honored with Hall of Fame inductions. (See listing on the following page.) Inductees are chosen each year from nominations by WBA members, family members and friends. Broadcasters who have been inducted into the Hall of Fame include managers, personalities, engineers, reporters, educators and those broadcasting pioneers who were all of the above.

Four broadcasters will receive this prestigious honor in 2016. They are: Aline Hazard (posthumous), Larry McCarren, Chuck Roth, and Lindsay Wood Davis.

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 put in storage. The display now resides at the Hilton Milwaukee City Center. In the words of Bill Hurwitz, WBA Foundation Board Member, who was instrumental in securing the location:

“The location in downtown Milwaukee to display the WBA Hall of Fame is perfect as one of the grandest hotels in the state represents our best of the best from all over the state. The Hilton hotel in downtown Milwaukee has always been a favorite venue for many radio and television events for decades. In fact, even today a large television tower still stands atop the hotel. Ben Marcus, the founder of the Marcus Corporation, at one time owned and operated several radio stations in Southeastern Wisconsin; Mr. Marcus, and the family have always been a true friend of local, over the air radio.

Mr. Marcus was the founder of the Children’s Variety Club of Wisconsin, a major charity that tied into Wisconsin radio and television stations for decades. To have a major wing in a major Marcus hotel displaying the Wisconsin Broadcasters Hall of Fame is a marriage that can only be described as perfect!”

The Wisconsin Broadcasters Hall of Fame also has a permanent, virtual display at the online Wisconsin Museum of Broadcasting which debuted in 2009 at www.wisconsin-broadcastingmuseum.org, where the Wisconsin Broadcasters Hall of Fame Gallery is one of our major attractions. The WBA Foundation has been dedicated to the completion of commemorative videos for all Hall of Fame members. Commemorative videos have been completed for 130 Hall of Fame members. WBA Hall of Fame Video Executive Producer Jane Bartell has been working with other producers, all of whom have produced Hall of Fame videos in the past, to complete videos for past Hall of Fame members. We’re pleased to announce that a video display has been developed as part of the Hilton Hall of Fame display and is now operational thanks to Susan Lewandowski; it’s something everyone should see.

We hope to see you all at 2016 Hall of Fame festivities at the Radisson Hotel in La Crosse on Thursday, June 23. The event will begin with the Hall of Fame Reception 5:00 p.m., with a banquet in honor of the inductees, and the inductions following at 6:00 p.m.

### 2016 WBA Hall of Fame Inductees

#### Aline Hazard

Aline Watson Hazard (1895-1981) was a broadcasting pioneer whose 32-year career as the voice of Homemakers’ Program included hosting more than 10,000 episodes on all aspects of home economics. The show debuted on WHA Radio in Madison in 1929; Hazard signed on in 1933 and quickly became its driving force. Her mix of programming entertained and informed audiences, and she drew an appreciative following. She conducted some of the state’s earliest remote broadcasts, aired many stories about women supporting the war effort during World War II, and was instrumental in bringing University of Wisconsin educational resources into the homes of listeners throughout Wisconsin and neighboring states.

An Iowa native, Hazard earned a bachelor’s degree from Grinnell College in 1918. After teaching high school for three years, she traveled abroad to live in Peking, China. Then, in 1932, she took a joint appointment with the UW departments of radio education and agricultural journalism in Madison. She earned a degree in home economics at the UW in 1940 and directed the award-winning Homemakers’ Program until her retirement in 1965. She published an autobiography, For the Love of Mike, in 1970.

#### Larry McCarren

Larry McCarren is one of the most respected and prolific television and radio sports broadcasters in Wisconsin. His 28-year career began in 1988 and includes: 24 years as anchor and sports director at WFRV-TV in Green Bay; 21 years as...
game analyst for WTMJ Radio in Milwaukee and the Packers Radio Network; his own long-running weekly Green Bay Packers show, currently Packers Live on WTMJ-TV and the statewide Packers TV Network, and formerly Larry McCarren's Locker Room on WFRV-TV; co-host of The Mike McCarthy Show on WTMJ-TV and the Packers TV Network; two years as sports director at WGBA-TV in Green Bay; and currently Analyst for the Packers Media Group, and co-host of the Packers Today pregame show.

McCarren, a Chicago native, was a two-time captain at the University of Illinois before being drafted by the Packers in 1973. As a center for 12 seasons, he played in 162 consecutive games, the fourth-longest streak in team history, and was voted to two Pro Bowls. McCarren was inducted into the Green Bay Packers Hall of Fame in 1992. He’s also been named Wisconsin Sportscaster of the Year four times by the National Sportscasters and Sportswriters Association.

**Chuck Roth**

Chuck Roth is a leader in Wisconsin broadcasting with a deep commitment to improving his industry and his community. His 41 years in radio and television began early—while still in high school, he took a part-time job at WCLO Radio in Janesville—and his career is remarkable for the length and depth of his service.

Roth graduated from the University of Wisconsin-Stevens Point in 1980 and began his professional broadcasting career that year as an account executive with WQOW-TV in Eau Claire, and became station manager in 1985. In 1988 he moved to La Crosse, and for the next 20 years served as vice president/general manager for WQOW and WXOW-TV in La Crosse. He then moved into a corporate role for the stations’ parent company, Quincy Media, taking on the position of director of business administration. Roth was on the WBA board of directors from 1992-2002 and was board chair in 2000, has served on the WBA Foundation board, and has served his community as president of the boards of United Way, La Crosse Community Theatre, and La Crosse Performing Arts Center.

**Lindsay Wood Davis**

Lindsay Wood Davis is best-known as a fierce champion of excellence in local radio who transformed broadcast management around the world, across the nation and throughout Wisconsin. United States broadcasters and operators in 17 foreign countries use his systems and processes to manage their properties. His inspirational work as executive vice president of the Radio Advertising Bureau helped guide the industry through the early days of consolidation beginning in the late 1990s.

Davis, a member of a three-generation broadcasting family, began his 48 years in broadcasting at age 17 in sales at family-owned WGLB Radio in Port Washington. He went on to wear many hats and develop strong collegial ties throughout the broadcast industry, becoming a general manager, group executive, station owner, speaker, author, trainer, consultant and a mentor to hundreds of young broadcasters. He served as the primary architect of the modern WBA Awards program, helping build it into a model for associations throughout the country. Davis brought his career full circle in 2015, when he added WVMO-LP, a low-power FM station in Monona, to his diverse projects, continuing to champion the power of local radio.
Four Wisconsin Broadcasters to Receive WBA Local Broadcast Legends Awards

Four Wisconsin Broadcasters have been chosen as WBA Local Broadcast Legends and will be recognized during the Keynote Luncheon on Thursday, June 23 as part of the WBA’s Summer Conference.

Local Broadcast Legends Award

The Wisconsin Broadcasters Association Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, owner/president of Results Radio. The first award was given posthumously to Norm Habeck, a former Results Radio employee. The Local Broadcast Legends Award is a great honor and recognition for individuals that work behind the scenes and within their communities fulfilling the commitment broadcasters have made to serve their local communities. They are individuals that exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities.

Individuals with 15 years or more service in Wisconsin broadcasting may be nominated by their company, co-workers, community leaders, family members, and friends. The station or organization which the nominee is associated with submits the nomination on behalf of the nominating individual(s).

The WBA is grateful to Bruce Grassman for his vision to establish a means for dedicated local broadcast employees to be recognized for their contributions to Wisconsin broadcasting. This award is for those who unconditionally support their stations and community.

Our 2016 Recipients are as follows (along with the one sentence that best describes them, as provided by their nominees):

William Allen – “In Marshfield and beyond, the spirit of Bill’s community service lives on.”

Norb Aschom – “The Voice of Prairie du Chien”

Dick Kaner – “Dick Kaner…more than a radio announcer. Dick Kaner IS radio in Wisconsin’s Great Northwest!”

Bob Salm – “Doing good local community radio is in Bob’s blood – it’s part of his DNA.”

Wisconsin Broadcasting Museum Debuts Personalities in Memory Salon

The Wisconsin Broadcasting Museum (www.wisconsinbroadcastingmuseum.org) debuted a new exhibit in March, courtesy of Bob Lazar. Bob submitted a wonderful archive documenting the 32-year career of his grandfather, Bob Heiss of WTMJ. This exhibit features audio, video, photographs and news clippings.

The Museum site added a new Personalities category to the Memory Salon to accommodate this type of content. If you have a family member with a Wisconsin broadcasting career who deserves a public exhibit on the Museum site, please get in touch. The Museum can digitally showcase your memories to help us preserve Wisconsin’s rich broadcasting history.
WBA & WBA Foundation Continue High School Initiative

For the third year in a row, the Wisconsin Broadcasters Association (WBA) and WBA Foundation (WBAF) provided underwriting for our High School Initiative for the 2015-2016 school year.

The program is designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering.

Ken Beno, our own WBA Education Chair who leads the project, has had a busy year! In addition to seven presentations this fall at Appleton North, Whitnall (Greenfield), Kiel, and Lincoln (Manitowoc), 201 students from thirty-five schools (see the list below**) attended sessions at the Future Business Leaders of America (FBLA) regional meeting in February at Chequamegon High School in Park Falls, and the DECA State Career Development Conference in Lake Geneva in March.

DECA stands for “Distributive Education Clubs of America” which is an international association of high school and college students and teachers of marketing, management, entrepreneurship in business, finance, hospitality, and marketing sales and service. A display with information on broadcast careers was set up the second day of the DECA conference.

The workshop featured broadcast careers with the emphasis on sales and marketing.

**Appleton East, Appleton West, Arrowhead (Hartland), Badger (Lake Geneva), Brown Deer, Dodgeville, Gibraltar (Fish Creek), Green Bay West, Holmen (Near Lacrosse), Indian Trail (Kenosha), Janesville Parker, Kettle Moraine (Wales), La Crosse Central, Madison West, McFarland, Menomonie, Mosinee, Mt. Horeb, Necedah, New London, Northwestern (Maple), Oconomowoc, Sheboygan North, Slinger, Sparta, Tomah, Wausau West, West Salem, Medford, Chequamegon (Park Falls), Superior, Colfax, Somerset, Baldwin, and Chippewa Falls.

WBA Foundation’s RMP Program Helps Provide Sales Reps/Interns for YOUR Station

Nine years ago, your WBA Foundation initiated a pilot project aimed at identifying and training new sales personnel for Wisconsin radio and television stations.

The WBA Foundation’s RMP Training Program is a two-day intensive broadcast sales training program conducted by Ken Beno, WBA Education Committee Chair, in cooperation with the Radio Advertising Bureau. In essence, Ken conducts two days of training based on RAB training materials and then administers a test which, if passed, results in a student/trainee receiving his or her certification as a Radio Marketing Professional from the RAB. Ken conducts the courses on University, College and Technical College campuses around the state. The students in these classes are mainly students from the hosting School. And, although RMP is aimed at Radio, Ken talks about TV sales, as well.

During the 2015-2016 school year, Ken conducted four such sessions:

- UW-Oshkosh, October 6 & 8, 2015 (24 participants – 22 certified as RMP’s)
- Northcentral Technical College, Wausau, November 3 & 6, 2015 (8 participants – all certified as RMP’s)
- UW-Madison, November 10 & 12, 2015 (10 participants – all certified as RMP’s)
- UW-Stevens Point, April 5 & 8, 2016 (11 participants – all certified at RMP’s)

In 2012, Ken added a new questionnaire aimed at gauging the interest of the students in pursuing a career in broadcast sales as well as their desire to do an internship or job shadow. Ken has compiled the names and contact information for all the students along with answers to Ken’s survey. This information was e-mailed to general managers and sales managers on April 11; just contact the WBA if you’d like this information and did not receive it.

Since the beginning of the seminars in February 2007, 713 students have been certified as Radio Marketing Professionals.

A total of 45 seminars have been offered through April 2016. Ten have been presented at Northcentral Technical College in Wausau, nine at UW-Stevens Point, eight at UW-Madison and seven at UW-River Falls and UW-Oshkosh. UW-Green Bay has hosted two and UW-La Crosse and Nicolet Area Technical College in Rhinelander one.

As always, we’re open to suggestions or comments on the WBA Foundation’s RMP program.

Your WBA – here to serve YOU!
The 2016 Walker Broadcast Management Institute, held April 26-28, was a tremendous success; hitting a record crowd of 35 and literally selling out for the first time.

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 are proud to have 8 more graduates this year from the 3-year module, bringing our total number of graduates up to 119, since the Institute began in 1998.

This year's three-day Management Institute spent full days on the following topics: Day 1 featured Financial Management for Broadcasters with Tom Walker; Day 2 featured How to Work More Effectively With People with Artell Smith; and Day 3 featured Agile Strategy: Design It, Share It, Drive It with Lori Cross.

Tuesday night the group enjoyed a casual dinner out at nearby Porto Bella. On Wednesday evening, attendees, along with several guests from the WBA Boards enjoyed a Reception and Dinner at the UW’s State-of-the-Art Fluno Center, followed by an energetic, interactive presentation by Darcy Luomo, certified professional life coach. Darcy talked about the Myth of Multitasking: How to Increase Your Productivity by Doing Less.

As always, a special highlight of the event was when this year’s Institutes graduates of the three-year module were also recognized with the traditional leather briefcase.

We continue to extend our sincere appreciation to Joan Gillman. Joan has been and continues to be an integral part of the Institute as she’s worked with us since the program’s inception when she was the Director of the Small Business Development Center at UW-Madison. While Joan has since “retired” (she is now Director of Industry Relations, Emeritus, School of Business, UW-Madison), fortunately for us she likes us and is willing to continue to work with us on the program, securing top-notch programs and speakers each year.

The 2017 Walker Broadcast Management Institute will be held April 18-20. We’d love to see you there. Remember, sign up early!
Here’s how to contribute to the Wisconsin Broadcasters Association Foundation

COMPANY NAME

My contribution is ☐ Personal ☐ Corporate
☐ $5,000 ☐ $2,500 ☐ $1,000 ☐ $500 ☐ $250 ☐ $100
☐ Other_______

Pay by Visa/Mastercard/Discover or check

CARD NUMBER

EXPIRATION DATE CARD SECURITY CODE

NAME AS SHOWN ON CARD (PLEASE PRINT)

DAY PHONE

BILLING ADDRESS OF CREDIT CARD

SIGNATURE

Make checks payable to:
Wisconsin Broadcasters Association Foundation
44 E. Mifflin Street, Suite 900
Madison, Wisconsin 53703

The estate of William R. Walker has graciously donated funds to endow the WBA Foundation Management Institute. The gift is the largest single contribution ever received by the Foundation.

Have you made your 2016 WBA Foundation Contribution?

Wisconsin Broadcaster May/June 2016

The WBA Foundation's broad goal is to build a sound general endowment for the future while at the same time spend a significant amount of contributions and earnings in the general functional areas of public affairs, historic preservation, and education. Please take a moment to indicate where you would recommend your contribution be spent. Within the Board’s annual goals, every effort will be made to honor your recommendation for allocation of your funds.

Within the Board’s annual goals please allocate my contribution to:
☐ _______% General Fund Endowment
☐ _______% Public Affairs Activities
☐ _______% Education
☐ _______% Scholarship Fund (restricted to this use)
☐ _______% Historic Preservation

Special Donations
☐ _______ Wisconsin Museum of Broadcasting
☐ _______ Hall of Fame Video Project

The WBA Foundation’s Legacy Club honors those who make bequests to the Foundation in their wills.
☐ I would like more information on the WBA Foundation’s Legacy Club

All contributions are fully tax deductible.
At press time, there are 87 Jobs Available and numerous Jobs Wanted

Job openings are added to the site daily. For the most UP-TO-DATE look at Wisconsin broadcasting career opportunities, or to place an ad for a Position Available/Position Wanted, visit the WBA Job Bank under Careers at www.wi-broadcasters.org.

The WBA’s Job Bank is also linked to a national broadcast Career Page.

Calendar of Events

May 7, 2016 WBA Awards Gala
Madison Marriott

June 20–23, 2016
WBA Media Technology Institute
Radisson Hotel & Convention Center, La Crosse

June 22, 2016
WBA Engineering Day
In conjunction with our Summer Conference

June 22 & 23, 2016
WBA Summer Conference
Radisson Hotel & Convention Center, La Crosse

October 11–13, 2016
Broadcasters Clinic
Madison Marriott

February 28 & March 1, 2017
WBA DC Trip
Embassy Row Courtyard by Marriott

April 18–20, 2017
Walker Broadcast Management Institute
UW-Madison

May 6, 2017 WBA Awards Gala

2016 Election & LUC Dates

Partisan Primary August 9, 2016
LUC Period Begins June 25, 2016
General Election November 8, 2016
LUC Period Begins September 9, 2016

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WBA Awards For Excellence

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