Appreciate employees during challenging times

The start of 2022 holds a mixed bag of headlines for broadcasters, and some are quite challenging.

- Our news gatherers continue to find themselves needing to define the difference between fact and opinion with a growing number of listeners/viewers. Fake News must turn into Fact News.
- Our sales departments have become more therapists than account executives as our local business community struggle to find workers and product leading even more shoppers to find Amazon.

- Our employees are feeling the crunch of inflation and have been comparing their wages to the higher ones at the drive thru window.

As broadcasters, we will once again demonstrate our resiliency and find working solutions to these challenges. In doing so, I want to make sure we remember the human side to these new challenges. Now it's time to be compassionate…compassionate about our work family.

As we approach 24-months of “unprecedented times,” we need to remind ourselves that for many of our employees this is all they have ever known. Our employees are mentally fatigued, and as leaders, we need to understand that our behavior must also evolve to help mitigate those feelings. What can we do?

It's tough. This month, I canceled our stations holiday lunch because many employees told me that they would rather not “mass gather”

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SPRING 2022 by getting involved in your WBA

Your WBA is heading back to the Wisconsin State Capitol for our first WBA State Legislative Day since 2020. We'll be at the State Capitol on Jan. 18 and appointments are being made right now. Building a constructive relationship with lawmakers is critical to making sure your local audiences can continue to be served with the best local information. We hope you'll consider joining us in Madison. You can read more about State Legislative Day on page 3 and contact Kyle to RSVP: kgeissler@wi-broadcasters.org.

The Student Seminar coming up in 2022 will involve more WBA members than ever before because for the first time ever, we're holding the WBA Job Fair at the same time in the same hotel. We'll be at the Madison Marriott West on March 5. Be sure to sign up for the job fair and meet the future of broadcasting in Wisconsin. You can learn more about the Job Fair on page 3 and the Student Seminar on pages 10-11. If you're not a manager or in HR and still want to be involved, we're also holding a speed networking session during the Student Seminar. To join, just let Kyle know you're interested: kgeissler@wi-broadcasters.org.

We're always looking for new ways to help the next generation of broadcasters. We did something new and exciting in December by holding online meetings between students and broadcasters. Students signed up for 15-minute Zoom meetings with you, our valued WBA members who volunteered your time to share your expertise on landing a career in broadcasting. The feedback from the students has been positive and one broadcaster said he planned on offering a job to one of the students he met with. We're most grateful to everyone who gave their time to this important effort.

We're so excited to finally be bringing the Walker Broadcast Management Institute back to the UW School of Business in April! The Institute was postponed the last two years because of the pandemic and will now pick up where we left off in the three-year course cycle. Check out the agenda for the Institute on page 13 and be sure to contact Liz at lboyd@wi-broadcasters.org to get on the roster
for next April 19-21.

Your WBA Board and WBA Foundation Board accepted an invitation in December to celebrate the holidays with Interim UW System President and former Governor Tommy Thompson. He hosted a holiday reception Dec. 2 at Brittingham House in Madison. It was a wonderful gathering and Governor Thompson was a terrific host. Thompson is a recipient of the WBA Distinguished Service Award. Thank you to all the board members who attended!

Because we don’t want anyone to miss it, I can’t help but mention that the WBA Awards deadline is Jan. 12 at 6 p.m. We’re giving you a little more time this year, so take advantage and get your entries in early. We absolutely can’t wait to celebrate with you on May 7 at the Madison Marriott West!

My best wishes to you, your families, and your stations for a safe, happy, and prosperous 2022!
‘It is time’ to submit your 2021 WBA Awards entries

It is time. Those were the words uttered by the late Kevin Greene, Pro Football Hall of Famer and former outside linebackers coach for the Green Bay Packers.

He uttered those words to his top player, Clay Matthews, in Super Bowl 45. He was telling Matthews it was time to step up and be a leader. To make a play.

After those words, Matthews went on to make a game changing play and forced a Steelers fumble. And we know the rest of the story. The Packers would go on to win the Super Bowl.

But those words, “It is time,” should also be used right now for your WBA Award submissions!

I’m a sports guy. Of course, I need to use that sports analogy for the WBA awards!

In case you haven’t noticed by the songs, the decorations, and all the lights, Christmas is here. I’m sure I’m like many of you who love Christmas. Opening gifts, the food, spending time with family and friends. It’s also a very busy time where many of us take time off from work and we kind of forget about anything that’s over the horizon.

And that includes submitting your nominations for the WBA Awards. The deadline to submit your WBA entries is Jan. 12 at 6 p.m. That’s fewer than 10 days from Jan. 3, the Monday after New Year’s Day. And when you get back to work, you probably have a lot of other items to catch up on in the new year and before you know it, you’re scrambling to get your entries in and tracking down everyone to collect their entries. Then you’re double checking that it fits the rules and guidelines and the shot clock is ticking to get everything in on time.

Don’t start your new year off with a stressful situation. The WBA Awards are a fun and exciting time so make it easier on yourself and submit your entries sooner rather than later!

It. Is. Time.

Have a game plan ready for your WBA entries and start submitting them as soon as you can so you’re not in danger of running out the clock, or rushing it, and you end up violating some of the rules and being disqualified. Work with your staff and team members at this very minute so they can get their stuff ready for submission as well.

Get that checklist created, go through your options, and check them twice! Narrow down which entries you want to submit for a WBA award. Have multiple options to submit for best show? Use this time to analyze them and figure out which audio pieces you want to use.

2022 Election windows for Lowest Unit Charge

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<th>Elections</th>
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<td>Spring Primary</td>
<td>Feb. 15, 2022</td>
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<td>Spring Election</td>
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<td>Fall Primary</td>
<td>Aug. 19, 2022</td>
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<td>Fall General</td>
<td>Nov. 8, 2022</td>
<td>Sept. 9, 2022</td>
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Election windows for Lowest Unit Charge

Job seekers

The WBA Job Fair is returning to an in person event this March, and joining the WBA Student Seminar.

The job fair will be held March 5 from 11 a.m. to 1 p.m. at the Madison Marriott West. Students from the Student Seminar will have time dedicated in their agenda to attend the job fair.

The Job Fair satisfies part of your station’s FCC EEO requirement. To register for the job fair. The cost for each table is $100. Register on the WBA website at:

wi-broadcasters.org/jobfair

Registration closes Feb. 18.

Job seekers

There’s no cost to attend and no need to register. Just come to the Madison Marriott West on March 5 from 11 a.m. to 1 p.m. Bring your resume and your questions about broadcasting. It’s that easy!
6 digital trends that will affect broadcasters (and all of us) in 2022

As we are writing this, our plan is to head out to the CES (once known as the Consumer Electronics Show) in Las Vegas the first week of January. For the last dozen years, we have used this event as our annual tone-setter for the year ahead. Hopefully, the omicron variant won’t sabotage our plans. But in the spirit of CES – a place where we see the future – we’ll do our best to predict six of the key trends that should be on everyone’s radar.

1. The privacy debates will continue – in Congress and at the dinner table.

Consumers (and your elected representatives) are increasingly realizing that when it comes to social media, WE are the product. Nothing is free, and our data will continue to be sold and marketed to advertisers. The author and social psychologist Shoshana Zuboff has written a book called *The Age of Surveillance Capitalism*, and it sums up the business model of big tech very well. To what degree will (and can) content be moderated, and will we be able to protect our data – our information – in the “metaverse?”

For broadcasters, it is essential to understand what you can and cannot do, respecting the privacy of your listeners and viewers, and provide an environment they trust. More and more, privacy issues will dominate conversations about the role of media and technology in our lives in 2022.

2. Technological disruption between management and talent...

In our annual Techsurvey, we’ve seen that as digital platforms like Spotify, Pandora, and YouTube have made it easier for people to access the music they want, on-air talent has become a more important factor in attracting people to radio.

This reflects a larger trend: As technology has given rise to more news channels, more podcasts, and more sources of music, the importance of talent as a differentiator increases. This has shifted the balance of power in the relationship between management and on-air talent.

As managers make technological changes in response to new conditions created by the pandemic, they need to be conscious of their impact on talent. The most prominent example came earlier this year, not from radio or television but from the movie industry. Due to the ongoing health crisis, Marvel decided to release the film *Black Widow* on the Disney Plus streaming service at the same time it was released in theaters. Star Scarlett Johansson promptly filed suit, claiming this breached her contract and cost her substantial bonus money. The suit was eventually settled, but it reverberations will affect how management thinks about implementing technological changes and the impact it has on talent for years to come.

3. . .and new technology is giving talent more options.

As talent’s stock has risen in the building, it has also been amplified in the words of media and technology. New digital platforms have opened up opportunities for work and content creation, increasing the competition for talent.

For years, we’ve seen this in Hollywood, where Netflix, Hulu, Amazon Prime, and Apple TV have provided new options for A-level actors. Now, we’re seeing it in radio and television broadcasting as well. Two high-profile examples from this year: Fox News veteran Chris Wallace departed to host a show on the CNN+ streaming service, and Noel King left NPR’s *Morning Edition* for Vox’s *Today Explained*. Talent is more important than ever, and the competition for talent is increasing.

Hanging on to key employees and impactful personalities in 2022 will require more than just money and perks. The work culture – already in flux thanks to COVID – may be a major determinant in talent remaining with their home stations in Wisconsin, or testing the waters by seeking out new possibilities.

4. The pandemic has given rise to a new class of interactive digital tools.

The first 30 years of the internet era saw the proliferation of digital publishing tools. Where it once required expensive transmitters, studios, or printing presses to reach a large audience, the internet made it possible for anyone to reach a large audience with little more than a smartphone. Everybody became a content creator in the hope of attracting an audience, and the world was flooded with a glut of blogs, videos, and podcasts.

During the pandemic, we have seen a new class of digital platforms go mainstream. These tools – including Zoom, Facebook Groups, Slack, and Twitch – facilitate interaction between people. With these tools, mass communication is not a one-way broadcast, but a continual back-and-forth dialogue. This year’s Techsurvey showed nearly four in ten respondents participate in a meeting, call, or get-together on a platform like Zoom, Teams, or FaceTime at least weekly or more often. Even when the pandemic subsides, this trend will not be going away.

This will put media outlets in the business of community building. In short, the old model was to create content and attract an audience. The new model will be to build a space where a community can gather. The difference between a community and an audience is simple: Community members interact with each other, audience members do not. Content creation will play an important role in community building, but new duties, such as moderation and encouraging interaction, will also be key. The media companies that thrive will figure out how to use these new technologies to transform their audiences into communities.

Continued on page 12>
Featuring lessons from the best trainers in the business, Rising Above will be a day and a half live virtual training summit that will teach, coach, inspire and motivate your members to rise above the challenges of today's sales environment.

Registration for this summit is FREE, complements of your WBA. To register yourself, please visit risingabovesummit.com.
WLUK-TV drive generates 20K pounds of food

FOX 11 (WLUK-TV) in Green Bay teamed up with area food pantries to help fight hunger. “FOX 11 Food Project: Northeast Wisconsin Gives Thanks” helped bring in 20,295 pounds of food among three area food pantries, along with $4,405 in cash donations.

“With the help of local businesses, we were able to provide thousands of pounds of food to families in need,” said FOX 11’s morning anchor, Nycole Rzesnick. “It’s heartwarming to see how people come together to help those in need.”

WLAX-TV has partnered with the Task Force on many events, with staff volunteering to work at the Kane Street Gardens and selling T-shirts to help with fundraising. In addition, the station has aired a variety of public service announcements on behalf of the Task Force.

“We are so thankful to all those who stopped by and donated food and money that will go directly to those who are in need,” FOX 11 Vice President and General Manager, Jay Zollar said. “We are also grateful for all food pantries throughout northeast Wisconsin who demonstrate their love for others by gathering and distributing these items. This was a great example of people uniting to look around, see a need and help another.”

FOX 11’s Good Day Wisconsin featured live reports each day of the drive. Donations were dropped off from 6 a.m. until 5 p.m. each day.

La Crosse TV station makes food bank donation

La Crosse TV station WLAX-TV is donating $5,000 to The Hunger Task Force of La Crosse through the Nexstar Media Charitable Foundation.

For 23 years, The Hunger Task Force has provided a safety net of emergency food to a network of local food pantries and meal programs serving western Wisconsin.

WLAX-TV has partnered with the Task Force on many events, with staff volunteering to work at the Kane Street Gardens and selling T-shirts to help with fundraising. In addition, the station has aired a variety of public service announcements on behalf of the Task Force and partnered with the organization on a 2020 food drive that raised more than $200,000 and 60,000 pounds of food for the needy.

More than $256K raised for families affected by Waukesha parade tragedy

Communities across southeastern Wisconsin have come together to help those affected by the incident that occurred at the Waukesha Christmas Parade. Following a donation effort hosted by Milwaukee TV station WISN 12, $256,198 was raised to benefit the families impacted by the Waukesha tragedy.

“What happened in Waukesha affected the lives of so many, and took the lives of innocent people. It is heartbreaking,” said Jan Wade, president and general manager of WISN 12. “Our hope is that all the families and victims of this senseless tragedy will be helped through the generosity of our great community.”

WISN 12 held a phone bank Nov. 29-30 and an online fundraising drive to accept donations from viewers throughout southeastern Wisconsin. This effort is part of the ‘United For Waukesha Community Fund,’ a collaborative partnership between the Waukesha County Community Foundation and United Way of Greater Milwaukee & Waukesha County. All donations were matched by the Fotsch Family Foundation - a Waukesha County based private foundation.

TV station’s food drive raises more than $141K

The ‘Food For Families Drive,’ organized by WISN 12 in Milwaukee and Hunger Task Force, has raised $141,633. The campaign, which has occurred annually for the last 10 years, ensures that families across southeastern Wisconsin have healthy meals for the holiday season.

Since its launch in 2012, the various ‘Food For Families Drive’ campaigns have raised more than $1,335,780 to help families throughout southeastern Wisconsin.

Station gathers 1,500 holiday shoeboxes

Madison radio station Life 102.5 (WNWC) gathered more than 1,500 shoeboxes filled with toys, toiletries, and other necessities for local children in need.

The station has partnered with W.I.N.R.S. For Christ on the Shoebox Gifts for Kids effort for 21 years.

Several area businesses served as drop off points for listeners.

Station helps ‘Backyard Dreams’ come true

A charity started by an Eau Claire radio station helps make dreams come true for kids and adults.

“Backyard Dreams” was started by WAYY Sport Talk 105.1. It recently helped a 14-year-old boy who has a rare eye disease that will cause him to lose his vision. One of his things he wanted to do was to see LeBron James play. When the Lakers came to Milwaukee to play a couple of weeks ago the station sent him and his family to the game. The Bucks made it extra special by giving the boy and his family early access to watch the players warmup and Giannis Antetokounmpo signed a jersey for him.

“Backyard Dreams” also recently worked with a local business to create the “Dan Kasper Brat,” named after the host of “The Dan Kasper Show.” Portions of the proceeds went to The Miracle League. The effort raised thousands of dollars.

Radiothon generates holiday gifts for kids

Madison radio station WIBA-FM recently partnered with Blain’s Farm and Fleet for the annual Operation Toy Drive event to make sure every child in southern Wisconsin has something under the tree this holiday season.

Listeners were encouraged over a two-day radiothon to stop out to Blains Farm and Fleet in Verona and Madison, purchase a gift, and drop it in the Kids Helping Kids bins near the exits of the stores.

All donated toys were distributed to deserving families in southern Wisconsin by local law enforcement officers including Madison Police Department and Dane County Sherriff’s Office.
Young professional of the Year

Young professionals are making their mark on broadcasting in Wisconsin and the WBA is recognizing them. The WBA Young Professional of the Year Award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors selected five young professionals to recognize in 2022, and one of those five has been identified as the “Young Professional of the Year.”

The three other honorees will be identified and profiled in this and upcoming WBA newsletters and the Young Professional of the Year will be announced in the May/June newsletter and awarded at the WBA Summer Conference on June 23 in La Crosse. The honorees will also be recognized at the conference luncheon.

Our first two honorees are Ben Brust and Naomi Kowles.

Ben Brust

Company: ESPN Wisconsin / Good Karma Brands
Position: On-Air Host & Marketing Consultant
Years at station: Four years
Start in broadcasting (year): 2017

How did you get into broadcasting? I started in broadcasting in 2017, guest hosting ESPN Wisconsin’s morning show, Wilde & Tausch, with my current co-host Greg Scalzo. In November, I joined Good Karma Brands and ESPN Madison full-time. I started hosting Scalzo and Brust alongside my co-host, Greg Scalzo, the following spring. The show airs across ESPN Wisconsin every weekday from 4 to 6 p.m.

How do you view the role of young professionals in broadcasting? The role of young professionals in broadcasting is finding unique ways to entertain and engage their audience, while challenging the status quo and pivoting as consumption habits change. The things that listeners and fans are looking for when they turn on the radio now compared to 20 years from now will constantly evolve. In sports broadcasting, young professionals need to appeal to the sports fan that watches every single game, knows every stat, lives, and breathes the game, while at the same time reaching the casual consumer.

What advice would you give to other young broadcasters? I would tell other young broadcasters to learn and involve themselves in as many different parts of the industry as possible. Learn how to produce and run the board, write copy, brainstorm different show topics and angles, build relationships with others in the industry, develop a social platform—be in as many places as possible, never say no to an opportunity, and be a sponge as you learn and grow in the industry.

What does the future of broadcasting look like to you? The future of broadcasting is moving more towards being interactive and fun. Fans and listeners turn on your station to be entertained, and it’s about ultimately continuing to find ways to be compelling, while driving audience and listenership. With the accessibility and convenience of streaming services and podcasts, younger generations are still using audio as an outlet to connect and be entertained.

Naomi Kowles

Company: WISC-TV, Morgan Murphy Media
Position: Lead Investigator
Time at station: 14 months
Start in broadcasting (year): 2018

How did you get into broadcasting? I took the roundabout: I majored in International Studies and went abroad after college to teach English in Mongolia for about 15 months, while doing graphic design on the side. It wasn’t until I returned and the publisher of a small local paper in northern Wisconsin approached me about a job that I gave journalism serious consideration. I covered city and county government as a freelancer for 10 months, then got a job as a full-time producer at a Wausau station in the fall of 2018. I missed reporting too much, however, and found myself on the station’s investigative team about six months later.

How do you view the role of young professionals in broadcasting? We’re here to learn from the veterans, while pushing the needle on accepted norms. I’m surrounded by talented and exceptionally sharp young journalists, both at my station and among my other broadcast and print colleagues, and I’m tremendously encouraged by the way we are challenging the industry to grow and adapt.

What advice would you give to other young broadcasters? Read. Listen. Learn. Repeat. And, no matter how many times I fail to learn this myself, don’t lose your identity or your personal life while serving up news to your community.

What does the future of broadcasting look like to you? I am passionate about deeply researched and sharply-reported broadcast journalism: the kind of investigative reporting that can’t be found amid the online rush of instant information, your local Facebook community scanner pages, or in the police incident reports. Our audiences are hungry for longform, beautifully told stories that share something about the world that couldn’t have been found anywhere else. Our communities need carefully told, deep-dive reporting that challenges the status quo and changes policy like never before. The future of broadcasting is depth—and adaptability.

Join us June 23 at the WBA Summer Conference in La Crosse to recognize the Young Professionals of the Year!

More honorees will be profiled in the next WBA newsletter.

Nominations for next year’s Young Professional Award can be submitted via the WBA website. Look for the link in the “Members Only” menu. Nominations close Sept. 30, 2022.
The Family Radio Network names new CEO

Zach Cochran has been named chief executive officer of The Family Radio Network, Inc.

Cochran is a Christian music radio industry veteran having served for the last 18 years at WayFM Colorado in both local and regional management roles. He was chosen after a national search and selection process.

“We are excited to announce Zach as the new CEO of The Family,” said Board President Chris Wise. “Zach brings a great deal of radio industry insight, technical expertise and has the heart of a servant leader. We know that God has brought him to us at just the right time.”

“This ministry has a 50+ year legacy of impacting lives for Jesus Christ in Wisconsin and I am excited to serve alongside this team and be a part of how God will continue to work through this ministry for His glory,” Cochran said.

Cochran will begin his new position in January 2022.

Garcia to lead WDJT-TV newsroom

Milwaukee television news veteran Jessie Garcia is joining CBS 58 (WDJT-TV) as news director. Garcia will lead all news programming efforts on television and digital platforms for CBS 58, WMLW “The M” and Telemundo Wisconsin.

She joins CBS 58 from WTMJ-TV where she most recently served as the editorial director. In her more than 25-year career at the station, she also held the positions of broadcast director and sports anchor/reporter.

One of Garcia’s early and notable career accomplishments was that she was the first female sports anchor in Wisconsin at WISC-TV in Madison.

Current News Director Kent Harrell and Garcia will work closely together to transition leadership of the news department in early 2022.

“I am passionate about Milwaukee, the people who live here and what happens in our community,” said Garcia. “I am thrilled to have the opportunity to work with the CBS 58 News team to further deepen and enrich its commitment to covering the news in Southeastern Wisconsin.”

Garcia’s involvement in the community that she serves extends beyond the newsroom. For five years, she taught journalism at several local universities and is a published author.

Olson named GKB manager in Madison,
Williams going to Chicago

Tom Olson will be the new market manager for ESPN Madison effective Nov. 1, according to Good Karma Brands (GKB).

Olson steps into this role as Keith Williams, vice president and current ESPN Madison market manager, moves to ESPN 1000 in Chicago.

As market manager, Olson will be responsible for overseeing the station’s sales, marketing, and content strategy and execution.

Olson has held a variety of roles throughout his career at Good Karma Brands, including managing the company’s business development team, and most recently as the director of sales and marketing at ESPN Madison.

“I’m excited to lead one of Good Karma Brands’ heritage markets,” Olson said. “Madison is an incredible sports town, and I’m looking forward to working with our talented team, as well as local businesses and marketing partners as we build on our years of serving the passionate sports fans.”

“Tom is an exemplary model of a Good Karma Brands teammate who embodies our six core values,” Williams said. “His experience in developing teammates, passion for the organization, and commitment to the community make him an ideal candidate for the role.”

Tom began his career with Good Karma Brands in 2011 as an intern and quickly ascended to the leadership team. He is involved in various organizations and committees, including SHARP Literacy’s Board of Directors, Young Professionals Board where he served as president, and a member of the Diversity and Inclusion Committee.

Packers moving to iHeartMedia in Milwaukee

The Green Bay Packers and iHeartMedia Milwaukee announced Wednesday 97.3 The Game WRNW will become the Milwaukee broadcast home for the Packers Radio Network beginning in the 2022 season.

Packers games and related programming in Milwaukee will transition to The Game 97.3 WRNW from 620WTMJ Radio, a longtime Packers affiliate that began broadcasting Packers games in 1929. The transition in Milwaukee is with the affiliate station only, as the Packers have produced games and related content and also managed the Packers Radio Network in-house since 2018.

“We are excited to welcome a new station to the Packers Radio Network in the Milwaukee area beginning in 2022,” said Craig Benzel, Packers vice president of sales and business development. “iHeartMedia enthusiastically pursued the opportunity that being a part of the network creates, and we are looking forward to how their innovative approach will appeal to Packers fans in southeastern Wisconsin.”

“The Packers have greatly appreciated the partnership with WTMJ over the years and will always respect the history they have with the franchise,” said Benzel.

The transition to The Game 97.3 WRNW expands on the existing relationship between the Packers and iHeartMedia as the station joins iHeartRadio affiliate partners in Madison (WIBA AM and WIBA FM), Eau Claire (WBJZ) and Moline, Illinois (WFXN Fox Sports).

“While we’re disappointed in the Packers’ decision, we are grateful for our partnership over the years with the team,” said Steve Wexler, VP/Market Manager of Good Karma Brands Milwaukee. “It’s been an honor to be steward of the Packers brand and we’re looking forward to continuing to serve sports fans and our marketing partners with a new era of football content. We’ll continue to cheer on the Packers.”

The new partnership offers a variety of new platforms that will support key Packers initiatives, including iHeartMedia’s new audio partnership with the NFL which features podcast distribution.

“All of us at iHeartMedia are honored, excited and passionate about the future of our Milwaukee affiliation with the Green Bay Packers,” said Jeff Tyler, Area President for iHeartMedia Wisconsin.
Vitrano moving to morning radio host

Newsradio 620 WTMJ is excited to name Vince Vitrano, longtime morning news anchor at TMJ4 News, as the new host of “Wisconsin’s Morning News,” replacing Gene Mueller, who announced his retirement after 44 years in Milwaukee radio. Mueller will retire in February 2022 as Vitrano segues into the role.

For Vitrano, the move to 620 WTMJ fulfills a lifelong broadcasting dream. “For a kid born and raised in Wisconsin, this job is like playing for the Brewers and the Bucks! Salute to Gene Mueller, who is a friend, a colleague, and someone I’ve looked up to in our business. To succeed him in this role is truly an honor,” Vitrano said. “The job presents a different opportunity while continuing with the legacy of great stations.”

“Vince Vitrano is a perfect choice to fill ‘the big chair’,” said Gene Mueller, on-air host on Wisconsin’s Morning News. “He’s a true Wisconsinite—a solid news veteran who shares the interests, sensibilities, and concerns of our listeners. I will sleep better and longer knowing Vince is there, continuing a legacy broadcast with passion, care, and integrity.”

Vitrano is an Emmy award-winning reporter and anchor, joining TMJ4 in the spring of 2000 as a general assignment reporter. He has earned numerous honors from the Associated Press, the Milwaukee Press Club, and the Wisconsin Broadcasters Association. He is active in the community, on the Board of Directors for Special Olympics Wisconsin, and The First Tee Southwest Wisconsin.

Steve Wexler, Vice President and Market Manager of Good Karma Brands, which owns and operates Newsradio 620 WTMJ said, “We are excited to welcome Vince to WTMJ Radio and are thrilled that WTMJ’s tradition of excellence, community service and news, both in TV and radio, continues today. As we thank Gene for his amazing career and contributions, we can’t wait for Vince to lead us forward.”

Joe Poss, Vice President and General Manager at TMJ4 said, “We are thrilled for Vince. It is not a goodbye for TMJ4, as we have been a news partner to 620 WTMJ since the dawn of local television. This is an opportunity for a colleague and friend that we support and celebrate. Don’t be surprised if you continue to see Vince on TMJ4 News from time to time, even with his new role down the hall in radio. Congratulations to Vince and WTMJ.”

Geiger joins Young Professional Committee

Natasha Geiger from WFRV-TV is joining the WBA Young Professionals Committee.

Geiger was born and raised in northeast Wisconsin, graduating from St. Norbert College in 2016 and started at WFRV Local 5 in Green Bay as a news producer in 2017. After three years as a producer, she was promoted to digital content director where she manages the day-to-day digital operations along with creating content for readers of northeast Wisconsin.

During her downtime she enjoys going to her family’s cabin, reading, writing, and watching TV.

Lenz named to lead sales for iHeartMedia

Daniel Lenz has been elevated to Senior Vice President of Sales for both the Milwaukee and Madison, Wisconsin markets.

As Senior Vice President of Sales, Lenz will be responsible for overseeing the markets sales strategy and leading a team of managers and account executives. He will report to Colleen Valkoun, Market President for iHeartMedia Milwaukee.

Lenz has more than 30 years of experience in radio, television, and small business ownership, most recently serving as the vice president of sales for iHeartMedia Milwaukee. He also spent 12 years with Saga Communications and WKHL Radio, five years with Journal Broadcast Group, and previously co-owned MYCO USA, an employment search firm in Milwaukee. Lenz began his career as a radio sales representative for Sundance Broadcasting and is a graduate of the University of Wisconsin—Madison.

“I’ve had a rewarding career in Milwaukee working alongside some really great media professionals and I am excited to take on this new role with iHeartMedia Milwaukee and Madison,” Lenz said. “I look forward to continuing the success we have established while contributing new ideas and leadership to the team.”

“We are thrilled to have a leader with Dan’s knowledge, leadership and credentials to lead the iHeartMedia sales organizations in both Milwaukee and Madison,” said Jeff Tyler, Area President for iHeartMedia Wisconsin. “Dan’s knowledge of the company will provide strong strategic thinking and results for our advertisers.”

Names in the News

Journalist Gerron Jordan joined “WISN 12 News This Morning” as the live desk anchor on weekdays from 4:30 a.m. to 7:00 a.m., beginning Nov. 8. Prior to joining WISN 12, Jordan served as co-anchor of WWLA/WGMB-TV in Baton Rouge, Louisiana since 2017. He also worked as a general assignment reporter in KTVI/KPLR in St. Louis, Missouri. Jordan began his career doing a variety of roles at KPLC-TV in Lake Charles, Louisiana and WAFB-TV in Baton Rouge, Louisiana, including anchor, morning reporter, multimedia journalist, and producer.

WBAY-TV News Director Matt Kummer is staying with Gray but moving to Knoxville, Tennessee to lead the newsroom at WVLTV/WBXX-TV. Kummer started at WBAY-TV in 2011. Before that he was an executive producer at WCCO-TV in Minneapolis, an executive producer at WISH-TV in Indianapolis, an executive producer at WLUK-TV in Green Bay, and a newscast producer at WJBK-TV in Detroit.

Phil Jimenez is the new sales managers at the NRG Media four-station cluster in Wausau/Stevens Point. His first day was Nov. 15.

Madison weekend anchor and reporter Tajma Hall is moving to Milwaukee. Hall is leaving NBC 15 (WMTV-TV) to join CBS 58 (WDJT-TV) where she will be closer to her hometown of Chicago. Before coming to Madison, Hall was a reporter, weekend anchor, and producer at WEAU-TV in Eau Claire.
The Wisconsin Broadcasters Association Student Seminar is set for Saturday, March 5 at the Madison Marriott West.

The keynote speaker is Dan Shelley, Executive Director of the Radio Television Digital News Association. Previously, Shelley was Senior Vice President of Digital Content Strategy for iHeartMedia. Prior to joining iHeartMedia, Dan served as Senior Vice President at Interactive One, part of the Radio One (now Urban One) family of companies. Before joining Urban One, Dan was Director of Digital Media at WCBS-TV, New York. His career also includes many years in radio management. He was news director/assistant program director at WTMJ-AM in Milwaukee. In addition to delivering the keynote address, Shelley will hand out the 19th annual “Student Awards for Excellence” during lunch, along with WBA Foundation Chair Al Lancaster and WBA President and CEO Michelle Vetterkind. In addition, the four recipients of the WBA Foundation Scholarships will be recognized at the luncheon.

The seminar begins with introductions and a brief orientation. Students choose from three of the options below during the morning, along with a two-hour Job Fair. The Job Fair is a new addition this year. It begins following the second session.

The morning sessions include the following choices: Kelsey Brannan, WSUM Radio, Madison, facilitates a Student Radio Roundtable, and Justine Stokes, UW-Oshkosh, leads a Student TV Roundtable. Terry Stevenson, Vice President, Seehafer Broadcasting; Don Vesely, General Manager, WMTV-TV, Madison; and Mike O’Brien, O’Brien Betterment, examine The Business of Broadcasting: The State of the Industry. Ken Beno, Education Committee Chair

WBA Student Seminar March 5 Madison Marriott West wi-broadcasters.org/students

Aisha Morales, Weekend Morning/Noon Anchor, WBay-TV, Green Bay; Cruz Medina, Meteorologist, WBay-TV, Green Bay; and Charlotte Deleste, Anchor/Reporter, WISC-TV, Madison; and Alexandra Rivera Grant, Editor of Diversity and Inclusion, Marquette Wire, discuss the Value of Diversity For Content Providers. Dusty Weis, President, Podcamp Media; Vanessa Reza, Producer and MMJ, WMTV-TV, Madison; and Pat Hastings, UW-Madison, describe Finding and Targeting a Podcast Audience. Improving and Protecting Your Social Media Brand features Tom Beckman, CEO and Owner, 28 Power. How To Improve Your Networking Skills is led by Jennifer Winding, Executive Recruiter/Talent Development. Brandon Kinnard, Sports Director, NBC 26, Green Bay and Kaitlin Sharkey, Sports Anchor/Reporter, FOX32 Chicago, highlight Careers in Sports Reporting and Play-By-Play. Jeremy Nichols, Chief Photographer, WMTV-TV looks at New Technology in News Coverage. Dani Maxwell, News Director, WKOW-TV, Madison, Tim Etes, Market President, iHeartMedia Madison; and Ben Jandt, Program Director, WIBA-AM, Rewind 921FM, U100.9FM, Madison, will review your Radio or TV Air Check.

Prior to lunch, the Job Fair will continue along with “Speed Networking,” featuring individual six minute “one-on-ones” with professionals in Radio and TV news, production, sales, social media, and entertainment.

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

Please check the WBA website for updates on panelists and speakers and for registration for the Student Seminar and Job Fair.
WBA Student Seminar

05th March | 9.00

Agenda and Registration
wi-broadcasters.org/students

What you will learn
Why come to the WBA Student Seminar? Here are four great reasons to be there!

01 Learn from experts in the field
Experts from inside and outside of broadcasting give you your best shot at succeeding in your career.

02 Networking
Meet broadcasters at the WBA Job Fair and in the speed networking session. Don’t forget your resume!

03 Learn from your peers
Meet up with broadcasting student from across Wisconsin and learn how they run their stations.

04 Prepare for your career
The content and people you find at the WBA Student Seminar could help you land that first job!

Job Fair!
For the first time ever, the WBA Job Fair will be held alongside the Student Seminar. Meet with broadcasters from 11 a.m. to 1 p.m.

Where
Madison Marriott West
1313 John Q Hammons Dr.
Middleton, WI 53562

OUR KEYNOTE SPEAKER
Dan Shelley
RTDNA EXECUTIVE DIRECTOR

Madison Marriott West
1313 John Q Hammons Dr.
Middleton, WI 53562
In Remembrance

Schuh remembered for long, respected career in broadcasting

WBA Hall of Famer and lifelong broadcaster, Jim Schuh, has died.

Schuh, 83, died Oct. 27 at Marshfield Medical Center in Weston, according to his obituary.

Schuh was a Milwaukee native and graduate of Marquette University. His career began in 1957 with a 6-year stint as an announcer and reporter for four different Milwaukee area radio and television stations. WSPT/WXYQ, Stevens Point was his home from 1963-88, where he served as a host, news director, program director and for 15 years, as general manager. He also served as general manager of WBIZ/WJJK in Eau Claire and WNAM/WUSW in Neenah Oshkosh from 1986 to 1989.

From 1990 to 1999, when he retired from active broadcasting, he was the president and managing partner of WIZD FM in Plover.

Beginning in 1983 and continuing after his retirement from broadcasting, Schuh served as a lecturer at the University of Wisconsin-Stevens Point Department of Communications. He was honored in 1969 with Marquette University’s Distinguished Alumnus Award. He served on the Wisconsin Broadcasters Association Board Directors from 1983 to 1989 and as President of the WBA in 1987-88. He was inducted into the WBA Hall of Fame in 2003.

In lieu of flowers donations in Jim’s name to; Operation Bootstrap, St. Bronislava Parish, United Way of Portage County and UWSP Foundation would be appreciated.

Digital Trends

Continued from page 4

5. Podcasting is exploding, but is that limiting access and impact?

The “Audio Revolution” is upon us, as new sites and audio platforms attract publishers and hobbyists alike. Podcasting has experienced a meteoric rise, not just in the number of shows that no longer exist in the world, but in the ability for companies to monetize them.

The big players are dominating the space – Spotify, iHeartMedia, NPR, and of course, Apple are sucking up share and real estate. With more than two million podcasts (and growing), can the little guy (or gal) still produce a podcast that will be heard by enough listeners to make a difference – and make some money?

What was once a quaint techie nook where creators could commune and share tips and hacks has now become big business, has rapidly become a marketplace where big players are buying up the smaller production houses.

6. The evolution of the car is now in the left lane.

COVID may have slowed down many businesses and industries, but automakers and their suppliers didn’t get the memo. They’ve spent much of the pandemic working feverishly on both autonomous technology as well as electrification. In the process, dashboards continue to evolve, embedding Artificial Intelligence and other technology into their systems.

Others going along for the ride are becoming known as the “passenger economy.” Egged on perhaps by Elon Musk and Tesla, the conventional automakers are beefing up their dashboard hardware – and software, making it easy for drivers, as well as “co-drivers,” to participate in many content options, from streaming audio to video to games. The 56” wide Hyperscreen by Mercedes-Benz (pictured) is a prime example.

Obviously, there are safety issues, but it is clear when you talk to auto execs, the trajectory for in-dash entertainment and information is heading straight up. That has obvious implications for radio broadcasters, as well as TV programmers and managers who will soon visualize a world where vehicles carry their content.

We hope to bring back all sorts of ideas and innovations back from CES. We wish you all a great 2022.

The WBA Digital Hotline is a free service of the Wisconsin Association of Broadcasters. If you have any questions about your digital strategy, social media, or digital revenue, contact Paul Jacobs at paul@jacobsmedia.com.

Respected engineers remembered

The broadcast engineering community lost two respected engineers in December.

Dennis Baldridge died Dec. 4 at the age of 67. He was the WBA’s long time ABIP inspector and was a member of the Society of Broadcast Engineers (SBE), where he served as chairman of SBE Chapter 24 in 2008. He was an SBE Educator of the Year in 2013 and received five SBE certifications. He founded, built, and managed WCNP-FM 89.5 in Reedsburg from 2013 to 2020.

Jeremy Ruck died Dec. 11 at the age of 50. Ruck owned and operated Jeremy Ruck & Associates which he established in 2012. He was the manager of broadcast and telecommunication at Willis Tower in Chicago. Ruck presented at numerous Broadcasters Clinics in Madison.

Both men had close ties to the community of broadcast engineers in Wisconsin and will be greatly missed.

Manitowoc radio icon Bob Irish dies

A local radio icon in Manitowoc has died.

Bob Irish, 85, was the voice of Cub Radio (WCUB) for many years, as he welcomed listeners to a new day, nearly every day. He died Oct. 31.

After his education, he started his broadcasting career at WSHE radio in Sheboygan. In 1957, he moved to Manitowoc to work at WCUB radio until he retired.

“Bob Irish was one of the most meticulously prepared announcers I have ever heard,” WOMT’s Ollie Larson said. “Every time Bob opened the microphone, he knew exactly what he was going to say. He was well researched, and absolutely on the mark.”
Walker Broadcaster Management Institute returns to UW campus

The Walker Broadcast Management Institute is now in its 23rd year, having completed its first seven 3-year management education cycles in 2018. The 2022 Institute marks the second year of another 3-year cycle (although you may join the cycle at any time) and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

The 2022 session will be held April 19-21, 2022 in Madison. The 2022 courses are the courses that were scheduled for 2020, which were cancelled because of COVID-19.

For registration information please call the WBA office: 608-255-2600.

2022 AGENDA

Day 1
Financial Management for Broadcasters
- How do you evaluate lease vs. buy in capital acquisition?
- How do you value a broadcast property for sale? For purchase?
- How do you make crucial financial decisions related to debt? Equity? Venture capital?
- What is the effect of different ownership structures?
- How does the stock market value shares of stock?

Presented by Thomas A. Walker, President, Mid-West Management Inc., licensee of radio stations in Madison, La Crosse, Eau Claire, Illinois, Michigan and Missouri. Walker has an MBA from the UW-Madison, was a lecturer for the UW-Madison School of Business and a Senior Manager for KPMG Peat Marwick. He is a graduate of the first 3-year cycle of the Walker Broadcast Management Institute and has specially designed this Institute’s Financial Management module for broadcast managers and those seeking or being prepared for management-level positions in broadcasting.

Day 2
Customer Service
- Understand what customer satisfaction is and define its relationship to customer service
- Explore how employee engagement can contribute to increasing customer satisfaction
- Determine how improving metrics can make a meaningful contribution to achieving customer satisfaction goals
- Examine how an organization can prepare for and respond to customer service disasters
- Outline the fundamental elements of building a customer service organizational culture

Presented by Steve King, Retired Executive Director of the UW Business School’s Center for Professional and Executive Development. The Center is housed at the Fluno Center on the UW-Madison campus. Prior to taking this role, King was the VP of Global Talent Management for Baxter Healthcare; the EVP of Human Resources for Hewitt Associates and VP of Leadership and Change Management for BMO/Harris. His 30-year corporate career has focused on both the development of managers and leadership, as well as serving in those very roles himself for three Fortune 1,000 companies.

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Hill

Binnu Palta Hill, Assistant Dean for Diversity and Inclusion, Wisconsin School of Business

“Enhancing Employee Engagement, Innovation and Performance by Leading Inclusively”

Evening guest speaker at the Fluno Center

Presented by Moses Altsech, (Ph.D., Marketing, Penn State) who teaches Marketing at the Wisconsin School of Business and is President of Altsech Consulting. Over the last 25 years Dr. Altsech has been an award-winning professor, consultant, speaker and trainer, helping companies worldwide serve their clients better, conduct cutting-edge research, innovate training, and improve marketing and strategic planning. He has been featured as an expert on several TV and other media outlets. Information about his expertise and clients appears at www.callmoses.com or www.linkedin.com/in/callmoses.

Walker

binnu_palta_hill_at_wisconsin.edu 608-256-5547
Grant offers college debt relief for broadcasters

Results Broadcasting has established a $2,000 Education Debt Assistance Grant to help broadcasters pay off their student loans. The grant is increased from $1,000 from previous years. This grant is available to individuals currently employed in Wisconsin broadcasting or related media.

Applicants must meet the following criteria:

• Must be currently employed at a Wisconsin broadcast radio, television or related media company
• Must have completed a minimum of one year employment with a Wisconsin broadcast radio station, television station, or related media company
• Company must be a dues paying member of the Wisconsin Broadcasters Association
• Must submit a letter of support from the current employer signed by the local manager
• Must provide proof of attendance at a university, college, technical school or broadcast school by supplying a copy of transcripts or degree certificate
• Must provide proof of current loan balance (documentation will remain confidential)

Applications will be accepted Jan. 1 through Feb. 28, 2022. The grant will be awarded at the WBA Summer Conference in June. For more information and to apply, visit wbafoundation.org.

Applications accepted for Student Leadership Award

The “WBA Student Leadership Award” is given to a broadcasting or broadcast journalism student of junior standing or above at a Wisconsin college or university who has most noticeably developed and exercised effective and creative skills in leadership.

The student must be nominated in writing by an adviser, supervisor or faculty member. The nomination letter must include specific examples when citing how the student meets the following criteria:

• Is actively involved in a student broadcasting community;
• Demonstrated instances where s/he provided a positive influence;
• Demonstrated instances where s/he motivated others to accomplish a mission, despite challenges or obstacles;
• Encouraged others to contribute toward the effectiveness and success of a broadcast-related organization or project;
• Goes consistently above and beyond the scope of their job or project assignment;
• Demonstrated the ability to lead in an ethical and moral manner.

The student must also submit a 2-3 page paper describing how their experiences in student media have shaped them as a leader or helped them develop a leadership style.

WBA Student Leadership Award nominations should be sent by Jan. 15, 2022 directly to: Kyle Geissler at kgeissler@wi-broadcasters.org.

Check out the latest episodes of WBA Hall of Famer Bob Barry’s Unearthed Interviews Podcast

Hear interviews with music, film, and TV legends from WBA Hall of Famer Bob Barry!

Subscribe on your favorite podcasting app.

New episodes every Wednesday!

Recent Episodes

- Desi Arnaz Jr.
- Bing Crosby
- Gene Autry
- Clarence Nash (Donald Duck)

Upcoming Episodes

- Jack Jones
- Leslie Gore
- Fred Rogers
- Anson Williams
- Jon McGlocklin
Nominations open for

**Hall of Fame Award**

The Wisconsin Broadcasters Association Foundation Hall of Fame Committee is now requesting and accepting nominations for the Wisconsin Broadcasters Hall of Fame.

The Hall of Fame nomination process is open and will run through Feb. 15, 2022. Submissions should be made on the official nomination form found on the WBA website and sent to the WBA Foundation office. Selected nominees will be inducted on June 23, 2022, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Radisson Hotel in La Crosse in conjunction with the WBA Summer Conference.

The Wisconsin Broadcasters Hall of Fame was established in 1989 and formally dedicated by then FCC Chairman Alfred Sikes. Its purpose is to honor individuals who have dedicated their professional lives to the advancement of broadcasting in Wisconsin. Since then, 152 broadcasters have been inducted.

**Selection Criteria**

Nominees must have 15 years of service as a broadcast professional that includes 10 years of service in the state of Wisconsin. This is the minimum requirement that must be met in order to qualify for a Hall of Fame nomination. Individuals may be cited posthumously.

Nominations should also include the following:

1. A description and/or documentation of a nominee’s key contributions to (and leadership in) broadcasting either nationally or within the state of Wisconsin and the benefit(s) provided to the audiences and/or industry resulting from their contributions.
2. A narrative noting the highlights of the nominee’s history of exemplary leadership in community and statewide service as a broadcast professional. Please include information regarding the nominee’s contribution to the growth and well-being of the industry and its service to the citizens of Wisconsin.
3. Attributes and characteristics that distinguish the nominee among their peers.
4. Letters or supporting information from colleagues, friends, and community leaders.

The Hall of Fame Committee typically selects three-to-five individuals per year to be inducted into the Hall of Fame. A nomination meeting the criteria for consideration does not guarantee induction (see below). Wisconsin is blessed with many wonderfully deserving broadcasters. The Hall of Fame Committee puts a significant amount of thought into selecting those who will be inducted each year.

**Nomination Review**

Committee rules provide that nominations must be submitted annually. The committee will only review Hall of Fame nominations submitted for the current year (2021). Nominations submitted in prior years must be updated and resubmitted for consideration this year.

If you wish to check whether an individual has been nominated, direct inquires to Liz Boyd in the WBA Foundation office at (800) 236-1922 or lboyd@wi-broadcasters.org.

The Hall of Fame committee will meet after the Feb. 15 deadline to consider nominations.

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Nominations open for

**Local Broadcast Legends Award**

The Wisconsin Broadcasters Association Local Broadcast Legends Award Committee is now requesting and accepting nominations for the Wisconsin Broadcasters Association Local Broadcast Legends Award.

The Local Broadcast Legends Award nomination process is open and will run through Feb. 15, 2022. Submissions should be made on the official nomination form available on the WBA website and sent to the WBA office. Selected nominees will receive the award Thursday June 23, 2022 during the WBA's Summer Conference Luncheon at the Radisson Hotel in La Crosse.

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.

Past honorees can be found at the Wisconsin Broadcasting Museum at [https://www.wisconsinbroadcastingmuseum.org](https://www.wisconsinbroadcastingmuseum.org).

**Selection Criteria**

Individuals may be nominated by their company, co-workers, community leaders, family members, etc. The nominee’s station or organization will be responsible for submitting the nomination on behalf of the nominating person or group along with the required supporting documentation.

Nominees must have 15 years of service as a broadcast professional in the state of Wisconsin. Individuals may be cited posthumously.

Nominations should also include the following:

1. A description of the nominee’s character and why they are deserving of the award. How do they exemplify localism (see 2 below).
2. Provide examples of the nominee’s support of local community needs and interests including, yet not limited to, participation in economic, non-profit, education, and civic development as well as support of their colleagues and station.
3. Letters or supporting information from colleagues, friends, and community leaders.
4. A letter of support for the nomination from the general manager or another person in a similar position employed by the station the nominee represents.

**Nomination Review**

The Local Broadcast Legends Award Committee, which is a part of the Hall of Fame Committee, may select a nominee from each of the four (4) districts of the state represented on the WBA Board of Directors. The number of awardees will be determined by the Committee.

The Local Broadcast Legends committee will meet after the Feb. 15 deadline to consider nominations.
WE LIVE HERE.
WE WORK HERE.
WE SERVE HERE.
Wisconsin Broadcasters help keep our ranks full so we can serve when called upon. What you do matters. Thank you for your support.
Visit nationalguard.com

Your WBA Calendar of Events

Jan. 4, 2022
Webinar: Fighting Fakes and Truth Decay
Presented by Poynter

Jan. 26-27, 2022
Rising Above: Virtual Sales & Management Summit
Presented by Swagger Institute and P1

Jan. 12, 2022
WBA Awards for Excellence Deadline

Jan. 14, 2022
WBA Student Awards for Excellence Deadline

Jan. 20, 2022
Webinar: What Every Broadcaster Should Know From CES
Presented by Shawn DuBravac

Jan. 24, 2022
High School Sports Video Streaming Summit
Presented by Oklahoma Association of Broadcasters and Blueframe Technology

March 5, 2022
WBA Student Seminar and Job Fair
Madison Marriott West

April 19-21, 2022
Walker Broadcast Management Institute
UW School of Business, Madison

May 7, 2022
WBA Awards Gala
Madison Marriott West

June 22-23, 2022
WBA Summer Conference
La Crosse Radisson

Oct. 11-13, 2022
Broadcasters Clinic
Madison Marriott West

More details and registration at wi-broadcasters.org/events

How strong is your station’s digital strategy?
Schedule a free Digital Checkup with Seth Resler of Jacobs Media at JacobsMedia.com/WBA-checkup