

WISCONSIN BROADCASTER

The Wisconsin Broadcaster Association Newsletter • July-August 2025 Edition

Don't miss the
Broadcasters
Clinic Agenda
inside!

Pages 9-13



Meeting on the Mississippi



Broadcasters gather in La Crosse for Summer Conference

Thank you to everyone who joined us for the WBA Summer Conference at the La Crosse Radisson June 18-19! It was a wonderful event with great speakers and a fun cruise on the Mississippi River.

A special thank you to the conference sponsors. We appreciate you!

Join us for the next Summer Conference celebrating the WBA's 75th anniversary! We'll be at the Grand Geneva Resort in Lake Geneva June 17-18, 2026. Get it on your calendar right now!



FROM WBA'S PRESIDENT & CEO

An Incredible Sense of Community

I came away from our recent WBA Summer Conference in La Crosse feeling the incredible sense of community I get from all our events. We have such wonderful members and great attendance at WBA events, and we don't take that for granted. We know you feel this sense of community as well. We hear from you.



By Michelle
Vetterkind,
CAE

There was a lot to celebrate at the Summer Conference, like new Local Broadcast Legends, new Hall of Fame inductees, the Duke Wright Media Technology

Continued on page 2 >

FROM WBA'S CHAIR

Advocacy efforts could bear fruit

We're at the halfway point of 2025 and looking back at the past six months it has been an unprecedented whirlwind. We have had successful engagement at a number of events like the WBA Summer Conference, just recently completed in beautiful La Crosse. We held our State Legislative Day in January. We hosted the truly AMAZING Student Forum and Job



By Judson
Beck

Continued on page 3 >



Institute, and a special recognition of our dear friend Shannon Hellenbrand. Shannon was presented with the WBA Distinguished Service Award (pictured above). It's only the third to be awarded. It's not an annual award. It's only awarded when the WBA Board and Foundation Board deem it worthy. She retired recently from the Wisconsin Army National Guard (WIARNG), but in her various roles with the WIARNG, she strengthened the relationship between broadcasters and the Guard to the solid bond we all appreciate today. We are so grateful, Shannon!

Last, but certainly not least, we also took time to remember our dear WBA family member Liz Boyd during the keynote

luncheon. We know you miss her too.... turribly.

The WBA's Doug Chickering WIAA Sports Workshop is coming to Lambeau Field on July 24. We'll have a variety of speakers, a stadium tour, and you'll get to experience training camp. Be sure to register ASAP. Space is limited! We so appreciate our long partnership with the Packers. Fun Fact, newly inducted WBA Hall of Famer Paul Braun helped me plan our second WBA sports workshop in 2012! Find the details on page 8.

The agenda for the Midwest Regional Broadcasters Clinic was released in June and we can't wait for the gathering in September. We added a golf outing this year! It will be Sept.



Your WBA was on Capitol Hill in June to meet with the Wisconsin delegation on issues facing broadcasters.

15 at Pleasant View Golf Course in Middleton. You don't have to be an engineer or going to the Clinic to take part. Find all the details on page 9.

Your WBA office has a new face. Robin Stephens (Kyle's fabulous wife) graciously stepped in to assist us earlier this year and, I'm most pleased to say, will be continuing with our WBA Team. You'll start seeing her name in your inboxes and might also see her at future WBA events.

If you haven't been to a WBA event recently, or ever, consider joining us. You'll appreciate the sense of community you won't get anywhere else. ●

Tompkins talks AI at UW–Madison

Veteran journalism instructor Al Tompkins was in Wisconsin in June to talk to a room full of journalists about artificial intelligence.

In the half-day workshop, he talked about how artificial intelligence will change the way we all use our phones, computers, and smart devices. He talked about how AI will help journalists find sources for stories, analyze massive data files, and make sense of complex legal rulings and scientific and medical studies. He also showed how new AI programs can create stunningly realistic photos, videos, charts and graphics that will confuse the public when social media trolls use it spread disinformation.

The WBA sponsored the event along with the UW-Madison Center for Journalism Ethics and the UW-Madison Office of Strategic Communication.



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WBA Board minutes are always available for members. Please email Kyle Geissler at kgeissler@wi-broadcasters.org to request a copy.

UW–Oshkosh to add broadcast engineering emphasis in the fall

The University of Wisconsin–Oshkosh is launching a new emphasis next fall to train the next generation of broadcast engineers.

The emphasis is through the Radio TV Film (RTF) Department and includes courses from that school plus the departments of Engineering Technology, Information Systems (College of Business), Computer Science, and Music.

The emphasis is the result of years of planning and consultation within the RTF Department and with broadcasters throughout Wisconsin through the WBA.

“The need for the next generation of broadcast engineers has never been greater, so when UW–Oshkosh saw the need and started working on this emphasis, broadcasters were excited and supportive,” said WBA President and CEO Michelle Vetterkind. “Thank you to the leadership at UW–Oshkosh for seeing the need and to broadcasters for supporting this important project.”

UW–Oshkosh is working in partnership with Madison College on an Applied Associate of Science in broadcast engineering that would provide options for students to enter the broadcast engineering workforce directly after two years, or transfer to UW–Oshkosh to com-

Continued on page 4 >

Awards Column

Awards Season Is Over. Broadcasting Isn't.



By Robert Jarzen
Audacy | WBA
Awards Committee

The masquerade masks are back in closets (or maybe not—no judgment), trophies proudly perch on desks, and selfies flood Stories and Instagram. The Wisconsin Broadcasters Awards for Excellence marked another night of applause, laughter, and “Did you see what they wore?”

But what now?

If you think award season marks the finish line, you're missing the point. The gala is a celebration, yes, but it's also a call to raise the bar. The room at the Middleton Marriott West wasn't just for toasting—it was about setting new standards. And those standards don't vanish with the centerpieces (which, by the way, were very cool—and rented. Who walked off with the missing one?) But I digress. Now is when the real work begins.

We don't show up for a trophy. We do it for the 6 a.m. listener, the viewer watching a storm, the community seeking answers. Awards are a moment — a loud one, especially when the neighboring table starts

constructing a tower of First Place shadow boxes. Broadcasting is a commitment.

The WBA Gala showcases exceptional work, but the challenge lies in making excellence routine. It's about carrying that energy into the ordinary days—where applause gives way to a blinking ON AIR sign or a casual “great job” in the hallway.

Let's also honor the greatness that didn't win hardware. The producers burning the midnight oil, overnight board ops keeping things smooth, reporters breaking stories without entering them. They're integral to this ecosystem, their excellence beyond judges' panels.

Some leave with plaques; others persistently raise the bar, earning audience trust show after show, storm after storm, news cycle after cycle. That's greatness too. So, celebrate. Brag a bit. Shine that trophy. But don't let the moment fade. Let it guide the path forward.

Because the next award season isn't a year away—it's happening now, in today's headlines, tomorrow's airchecks, next week's promos. Every break, every edit, every interview counts. Award season may end, but creativity and broadcasting endure.

FROM WBA'S CHAIR *Continued from page 1*

Fair at Lambeau Field with more than 400 students in attendance. The WBA Awards Gala was again a massive success as 1,493 entries were evaluated and 669 winners were announced before a crowd of more than 400.

But 2025 began as one of the most interesting years in broadcasting history. In March of this year, about 20 of your fellow WBA members traveled to Washington D.C. to engage lawmakers in a discussion about multiple topics, including deregulation. The 2025 NAB State Leadership Conference was a point where, finally, we hope, the

rubber did meet the road as it relates to deregulation.

On March 4-5 we visited the offices of all eight House Members and both Senators to talk about keeping AM radios in all vehicles, protecting broadcasters from a performance tax, and protecting the deductibility of advertising expenses. We also talked about modernizing antiquated ownership rules, A LOT. We weren't alone. This was a well-coordinated plan that was a pleasure to be a part of that week. The NAB, ownership groups, key supporters from the House and Senate, and of

course state broadcasting associations from all over the country united in one voice and said, “enough” to unfair competition. We asked the FCC to modernize outdated regulations that prevent fair competition.

On March 12, FCC Chairman Brendan Carr announced the launch of “a massive, new deregulatory initiative” aimed at eliminating FCC rules deemed unnecessary or burdensome. The FCC opened a new docket titled “Delete, Delete, Delete” in which the agency seeks public comment on which rules, regulations, or guidance documents should

be eliminated in the name of streamlining regulatory processes. Chairman Carr posted on X, “The FCC is committed to ending all of the rules and regulations that are no longer necessary.”

Rubber meet road.

This has been a long time coming. We stand on the shoulders of so many who have been pursuing this agenda for decades. As broadcasters we finally have a chance to see rules created in the middle of the last century amended to reflect the realities of the current century. Keep pushing, fellow broadcasters. ●

AI in media, education

The subject of artificial intelligence seems to be everywhere, which at times can be quite



By Erik L. Johnson

controversial but nonetheless good, bad or otherwise it is here to stay. As with most subjects, there is no shortage of "subjectivity" when it comes to

A.I. which this past year I had some notable experiences that helped to inform my perspective on this subject.

The first was a lecture presentation at The University of Wisconsin-River Falls by award winning Creative Director and Motion Design Educator Elizabeth Steinberg, who has done notable work for Nat Geo, NFL Films, Starz, The Emmy Foundation, and other top shows and companies.

When it was announced that Elizabeth would be presenting a lecture on the subject of artificial intelligence on campus, it was initially met with a good amount of skepticism by students and faculty with the main objection being that "artificial intelligence is stealing creative jobs," which in my classrooms sparked some spirited discussion on the subject but added to the intrigue to see where this expert stood on that subject, which coincidentally began with that very point.

Steinberg shared examples of how she used A.I. in her work for the purposes of saving time and resources for the creation



I used ChatGPT to create this image and headline (above right). I've heard of some people believing in a conspiracy theory that birds are drones used by our government to spy on us. This was a very easy process for me.

of "pitches" or "spec projects" that in the past took countless hours of tedious technical work for animations that were done in hopes of winning a contract to be hired for the actual job. But with the use of A.I. she was able to produce quality results with considerably less effort and time, which allowed her to put more time into creative work that helped her focus on mastering her craft, which seemed like a positive use of the technology but with the important human component to create the actual original content.

Artificial intelligence also played a major role in an online course that I taught during spring semester for the UWX AAS degree statewide program called "Fake News, Social Media and You." The course was redesigned from a previous media literacy course with the help of an instructional design team that helped me update content that reflected current trends found in the media with "fake news" and A.I. being a major focus.

A lesson exercise assignment that initially was met with a degree of skepticism (much like the campus lecture) titled "A.I. Generated Fake Content" had the students create "fake content" such as a news article, social media post or manipulated "deepfake" meme using A.I. tools of their choice such as Chat GPT, Gemini, Claude, Copilot or others, but with the clear instructions of labeling it as "fake" before sharing it with other students. Students then compared their reactions to the fakes using the concepts of media literacy to apply and identify the ethical implications of the content, with the takeaway of being able to more clearly identify and apply the same standards in the "real" (fake) world.

Overall, both experiences ended with positive outcomes, that while they are considered "controversial" it did lead to thought provoking skepticism and critical analysis that contained an ethical component, which seems to be more relevant and important than ever.

Erik L. Johnson is a professor at the University of Wisconsin-River Falls.

Continued from page 3 >

plete the bachelor's degree. While the transfer agreement is still being finalized, it is the objective of both institutions to make it a true 2 + 2 pathway, meaning that students could complete both the associate's and bachelor's degrees in a span of four years.

"This emphasis offers the only professionally run broadcast-style curriculum in Wisconsin for authentic industry training, developed hand-in-hand with broadcast engineers," said Beth Hubbard, Chair of Radio TV Film. "With insight from the WBA and industry leaders, we're preparing tomorrow's media professionals to thrive in an evolving media landscape."

The Universities of Wisconsin Board of Regents recognized the UW Radio RTF department in 2020 with one of the UW System's highest honors — a Teaching Excellence Award.

RTF's students consistently earn awards in WBA college competitions and, since the early '10s, have been recognized nationally and internationally by:

- College Broadcasters, Inc.
- College Media Association
- National Broadcasting Society
- Broadcast Education Association
- Sportscasters Talent Agency of America
- Blue Cat National Screenplay Competition
- Humphrey Bogart Film Festival
- New York International Radio Festival
- Oregon International Film Festival
- Worldfest/Houston International Film and Video Festival



Guy David joins Chandra Lynn on 107.1 The Bull

107.1 The Bull in Fond du Lac (WFON) is welcoming the return of renowned broadcaster Guy David to Wisconsin, where he will join the talented Chandra Lynn on the morning show.

"With an impressive career spanning major markets including Denver, Las Vegas, and southern California, Guy brings a wealth of

experience and charisma back to his adopted home state," a release from the station said. "Guy David is no stranger to success in the broadcasting industry. He is a past winner of WBA's Best Morning Show of the Year award and has received multiple nominations for prestigious awards, including the Country Music Association (CMA) and Academy

of Country Music (ACM) awards for major market morning shows."

The station said David's, "dynamic personality and engaging style have made him a beloved figure in the radio community. Listeners can expect a fresh and exciting morning show that combines Guy's extensive experience with Chandra's vibrant energy."

Reboot your prospecting strategy



By Chris Brunt

The economy over the last 18 months could best be described as quirky. The headlines from CNBC and D.C. often paint a picture of strength—stocks are up, unemployment is low. But when we talk with media companies in small and mid-sized markets like those in Wisconsin, the tone is more restrained. Advertising sales are flat to down. Media companies' clients are anxious about next week (don't even ask about next quarter). We're deep in a kind of millennial malaise.

But beneath the headlines and high-level summaries, there are pockets of growth, particularly along the Main Streets of our communities. One standout growth area is coming from the wave of businesses formed after the pandemic five years ago.

According to U.S. Treasury data featured in Borrell Associates' 2025 report, new business applications are now 50 percent higher than pre-pandemic levels, with roughly 430,000 applications filed each month. The Census Bureau esti-

mates this will result in 336,000 actual employer businesses in 2025.

Wisconsin is part of that boom. The UW Extension's Community Economic Development program reports that since 2020, about 500 new businesses are being created every month in Wisconsin. In 2023 alone, business openings outpaced closings in the state by 5,200.

As these young businesses mature, their need for professional marketing solutions expands. The small business owner who launched with a free Wix site and Facebook page doesn't have the time—or skills—to manage serious marketing growth. The "One-Truck Chuck" who now oversees a whole crew isn't tracking the latest SEM algorithm updates. He needs new strategies—and broadcast can help him stand out.

That's where local media comes in. As a matter of fact, the Borrell Report, which was released a few weeks ago, noted that businesses founded post-2020 are actually MORE likely to want to increase spending in radio, television, and event marketing than older businesses.

The challenge, though, is

finding these newer businesses. They're not always easy to spot. If they're marketing, they're likely using digital—and digital ads are targeted. If you're not actively looking for a plumber, you won't see their ad.

It's always a good time to prospect for new business—but when you or your team is doing that, don't rely on the methods you used five years ago. Use AI tools. Explore by vertical. Search "near me." Get creative. And discover these new businesses ready for your company's marketing skills.

Because there are 500 new reasons every month to reboot your prospecting strategy in Wisconsin. Don't wait for them to find you—go find them.

I've spent the last year working with broadcasters of all sizes across the country develop their digital revenue strategy. There's lots of success stories out there, and if you haven't started, or your program needs a jump-start, the time is now to get started. The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association and is available to all members – contact Chris Brunt at Jacobs Media at chris@jacobsmedia.com.

Names in the News



LaCombe

Andrew LaCombe has been named news director for WLUC-TV in Green Bay. He is a former political and investigative reporter for WLUC from 2013 until 2016. LaCombe rejoins the station from WLUC-TV in Michigan's Upper Peninsula where he was news director, leading the operation to four consecutive years of being named Station of the Year by the Michigan Association of Broadcasters. He succeeds veteran News Director Juli Buehler, who announced her retirement after 30 years in the role.



Johnson

Meteorologist Brendan Johnson will be making the move to weekday mornings this summer on TMJ4 (WTMJ-TV) in Milwaukee. Johnson is currently the station's weekend morning meteorologist and is part of Storm Team 4's community weather reporting and storm chasing throughout the week. Johnson has been with TMJ4 since September 2022. He came to Milwaukee via Madison, where he spent two years at WMTV-TV. Johnson replaces Tyler Moore who will be leaving the station in July. Meteorologist Kristen Kirchhaine also recently announced that she would be leaving TMJ4 to move closer to home. Johnson will begin his new weekday morning duties on July 21.



In Remembrance

Richards remembered for talent, professionalism

Longtime WRJN program director and air personality, Ron Richards, died Saturday, May 3.

Richards began his radio career in 1968 in Mauston at WRJC. After six months, he joined KFIZ, in Fond du Lac, then WZUU, now WRIT, in Milwaukee. He moved on to become program director at WNUW, now WMYX, in



Richards

Milwaukee. That was followed by stints in Milwaukee radio at WOKY and WRKR, now WKKV, and WISN. He also served as an announcer at WISN-TV. After three years at WGBF, in Evansville, Indiana, he joined WRJN and WHKQ-FM, in Racine where he would spend more than 20 years as program director, operations director, and air personality.

Throughout his broadcast career, Richards worked alongside some of the biggest names in radio, all of which praised his talent and professionalism.

Brown named 'Woman of Influence'

Anne Brown, Vice President and General Manager of CBS 58, WMLW The M, and Telemundo Wisconsin was named one of the Milwaukee Business Journal's "Women of Influence" for 2025.

The award recognizes the top community and business leaders in southeastern Wisconsin.

Brown joined honorees from Aurora Health Care, BMO, Northwestern Mutual, and other top organizations in the Milwaukee area. Congrats Anne!



DeGroot promoted

Radandt transitions at Woodward Community Media

B.J. DeGroot has been promoted to Market Manager for Woodward Community Media's northeast Wisconsin stations. DeGroot, who was Brand Manager for WHBY and The Score, will now manage all six radio brands in northeast Wisconsin: 105.7 WAPL, 95.9 KISS FM, WHBY, Razor 94.7 | 104.7, 104.3 The Fuse, and 95.3 | 99.1 The Score.



DeGroot

A release from Woodward said, "DeGroot's understanding of the local market and his success in brand management has prepared him to lead this diverse group of stations."

"Leading the entire portfolio of Woodward Community Media stations in northeast Wisconsin is a significant honor," DeGroot said. "I'm committed to working with our talented local teams to continue delivering relevant content and strengthening our connection with the community."

Kelly Radandt was named Director of Broadcast in November 2024, a newly created role within



Radandt

Woodward Community Media after completing the acquisition of Neuhoft broadcast and upon the announcement of acquiring Mid-West Family, which subsequently closed on April 1, 2025, both of which are based in Springfield, Illinois. In this expanded capacity, Radandt will oversee broadcast brands across both northeast Wisconsin and Springfield, Illinois. Radandt previously served as general manager of Woodward Community Media in the Oshkosh, Appleton and Green Bay markets.

DeGroot and Kevin O'Dea, Market Manager of Springfield, will both report to Radandt.

"This expanded role presents a unique opportunity to unify our broadcast efforts and innovate across markets," Radandt said. "I am eager to contribute to Woodward Community Media's continued success and evolution. Onward!"

Tom Woodward, WCI CEO & President, said, "These promotions reflect our commitment to developing strong leadership within Woodward Community Media. Kelly and B.J. have consistently shown strong leadership and dedication. We expect their new roles to drive continued success for our broadcast divisions and reinforce our standing as a leading media organization in the communities we serve."

DeGroot's promotion and Radandt's transition are effective July 1.

Beno keynotes WLKL anniversary event



Ken Beno, retired WBA Education Committee Chair and WBA Hall of Famer, was the keynote speaker at the 50th anniversary celebration of WLKL, the college radio station at Lake Land College in Illinois.

Beno compiled the original license application for the station and constructed the studios. The station went on the air on Jan. 20, 1975.

Beno also designed the curriculum to include both radio and TV courses which were based on his experience in commercial broadcasting and input from local radio and TV broadcasters.

Several past students attended the event. Some of them have been employed at Wisconsin stations.

Names in the News



Hoffman

Green Bay TV station WFRV-TV is celebrating the 45-year anniversary of employee Kathy Hoffman. Hoffman is the station's admin/HR specialist. She previously worked in news, production, and marketing at the station.



Buck

The news production manager at WFRV-TV, Julie Buck, retired after 43 years at the station. She was the station's longest tenured employee. Twenty-two year WFRV-TV veteran Tim Greenman will be promoted to be the station's new news production manager.



Adams

Don Adams is joining WTMJ-TV in Milwaukee as the station's sales manager. Adams is a seasoned media sales leader with more than 20 years of experience spanning local station, regional, and national leadership roles at Univision, Warner Media/Xandr, and Ampersand. Starting his career in local broadcast sales as an account executive at WBAY-TV in Green Bay, Adams developed a ground-up understanding of the business that continues to shape his approach today.



Wescott

Josh Wescott, former radio news director and host of a top ranked morning show in the Madison market, has joined Big Radio stations in Monroe and Freeport to enhance the company's local news presence. Wescott worked in the Madison radio market as news director for WIBA-AM for more than five years. Wescott was host of the top ranked "Madison in the Morning" local news program for several years. Prior to coming to Big Radio, Wescott spent 13 years overseeing day-to-day operations of Dane County government. Wescott will serve as morning drive news anchor for stations in Monroe and Freeport and regularly report on news stories of local and regional interest.



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Combat Hunger event surpasses 50,000 meals for local veterans

A radio group in Appleton helped rally the community to provide over 50,000 meals for local veterans struggling with food insecurity.

Woodward Community Media, in partnership with Feeding America Eastern Wisconsin, held its 7th annual "Combat Hunger" food and funds drive May 22.

The effort results in the collection of 2,820 pounds of food and \$11,670 in monetary donations, benefiting Veterans Village in Appleton.

Veterans Village is a vital facility dedicated to providing housing and comprehensive support to local veterans. This initiative addresses the critical issue of food insecurity among those who have selflessly served our nation.

"Combat Hunger continues to demonstrate the strength of our community's generosity," said Pati Habeck, President and CEO of Feeding America Eastern Wisconsin. "With Woodward Community Media championing this event, along with the wonderful support of donors, partners, and volunteers, we did much more than just collect food. We delivered essential nourishment and a message of gratitude to those who have selflessly served our country."

Throughout the drive, Woodward Community Media's six radio



stations: 105.7 WAPL, 95.9 KISS FM, Razor Wisconsin, 104.3 The Fuse, WHBY, and The Score WI, aired live broadcasts encouraging shoppers and listeners to contribute to the cause.

This year's drive was further strengthened by the station teams' pre-event visit to Veterans Village, allowing them to gain a deeper understanding of the facility and the profound impact of their efforts on the lives of local veterans.

"The unwavering support from our community for the 7th annual Combat Hunger event is truly inspiring," said Roxanne Steele, Marketing and Promotions Director at Woodward Community Media. "It's a privilege to give back to those who have sacrificed so much for our freedom. The impact of these donations extends beyond just providing meals; it offers hope and a renewed sense of purpose to our deserving veterans."



Magnum Media station boosts community fundraiser

Magnum Media's 100.1 Thunder Country (WDDC) in Portage helped the Portage Lion's Club hold a successful online/radio auction, almost doubling the amount raised the previous year.

The 48th annual event was the first time an online auction was integrated into the fundraiser. The online auction ran for three weeks giving the Portage community time to get registered, review the online catalog, and begin bidding.

The last day of the auction was at the Portage VFW Hall where the old-style paper bidding took place in parallel to the online auction for a couple hours while the club had "live" radio time to recruit new members, explain the services the club provides to the community, and interview local celebrities.

The Portage Lions Club thanked the local businesses that donated items and sponsored the fundraiser, the Portage VFW for hosting the event, and 100.1 Thunder Country for the airtime and coverage of the auction.

Radio stations partner with Packers to support Patriot K9s



Four NRG Media radio stations in Wausau/Stevens Point raised money for Patriot K9s during the Packers Tailgate Tour during a visit to Mosinee on April 11.

The stations listeners showed up in masses to meet and take pictures with current and former Packers players along with President and CEO Mark Murphy. The night was filled with games, raffles, and giveaways that helped raised more than

\$96,000 for the nonprofit that supplies service dogs at no cost to veterans.

"We were absolutely blown away by the sheer volume of resources and time the radio stations provided, which was instrumental in making this event such a huge success," Susie Arnold the Strategic Business Manager with PK9's said. "We can't thank NRG enough for your overwhelming support."

Drive generates more than 75K diaper donations

WSAW-TV's second annual Diaper Drive in the Wausau area raised 75,752 diapers and \$14,688 in cash. At an average of 25 cents per diaper, about 134,504 diapers will be made available to families in need at The Babies' Place and the United Way of Portage County. Nearly 1,800 kids in Marathon and Portage counties will be provided with diapers for a month.

"It's amazing to see how the community responded for year two of the NewsChannel 7 Diaper Drive," said WSAW News Director, Bridget Fargen. "Thanks to generous viewers we collected 30,000 more diapers and raised \$4,000 more than in 2024. This will have a positive impact on The Babies' Place and The United Way of Portage County. I heard so many incredible stories of generosity about people giving large and small amounts to both organizations, it just makes me so happy to hear about people



giving to help young children. The need for diapers is not going down and this will ensure families, caregivers, and kids have

access to a critical thing that all babies and young children need."

One in two families struggle to pay for diapers. Unlike formula,

diapers are not covered under state and federal assistance. That's why 100 percent of the money raised will be spent on diapers going back to communities in Marathon and Portage counties.

NewsChannel 7's Diaper Drive began on May 12. Throughout the campaign, viewers were encouraged to donate diapers at various drop sites within Marathon and Portage counties. Monetary donations could also be made online.

Two separate diaper drop-off events were held during the campaign. The first, on May 21 at The Babies' Place in Wausau. The Dudley Foundation generously provided a \$2,500 donation to help jump start the donations during the event. The second drop-off event was hosted at Paper City Savings Bank in Plover on May 29. NewsChannel 7's Diaper Drive campaign concluded on May 30.

WBA's Doug Chickering – WIAA Sports Workshop

Join us **Thursday, July 24** at Lambeau Field in Green Bay for the WBA's Doug Chickering – WIAA Sports Workshop! We'll hear speakers from the Green Bay Packers, take in a session of training camp, and tour the press box. It's a unique opportunity for Packer fans!

Schedule

7:30 a.m.

Arrive at Rockwood Terrace in Tittletown

7:30-8:30 a.m.

Breakfast and beverages

8:30-9:30 a.m.

Speakers



Doug Russell
Sports Director,
iHeartMedia



Wes Hodkiewicz
Senior Writer and Voice
on Packers Preview

9:35-9:45 a.m.

Attendees escorted to the American Family Dream Drive

9:45-10:15 a.m.

Watch players take bikes to practice

10:15 a.m.

Group checks in at Training Camp registration to watch the practice



Noon

Practice concludes – Return to Rockwood Terrace for lunch
Lunch and remarks from WIAA



Todd Clark
WIAA

**REGISTRATION
DEADLINE:
JULY 13**



Lambeau Field Lee Rummel
Press Box tour

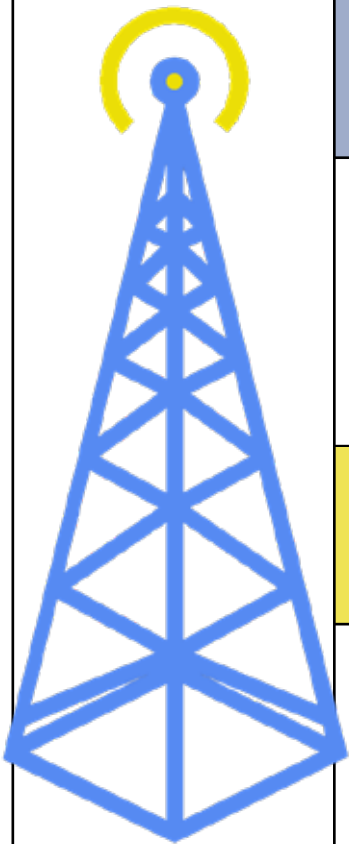
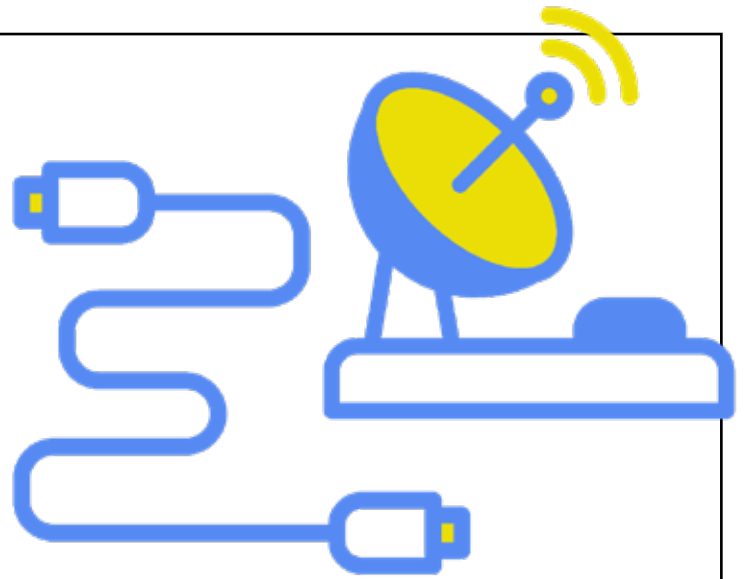
OPTIONAL: Lambeau Stadium
Tour (additional fee)

Registration
WBA Members: \$25
Non-WBA Members: \$50

register



today!



MIDWEST  REGIONAL

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madison,
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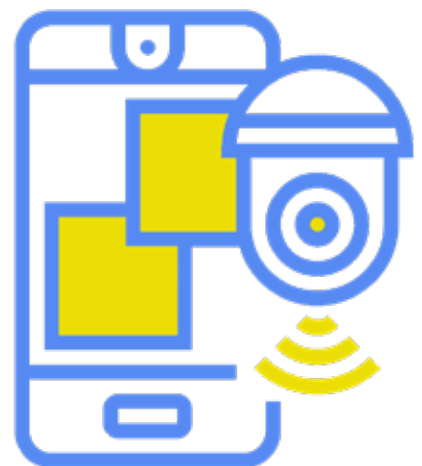


sept.
15-17,
2025

Golf outing!



Sept. 15

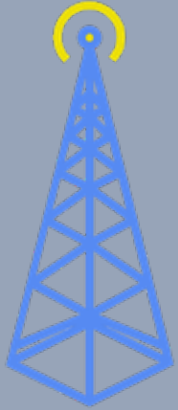




TV & RADIO | Broadcast Transitions

Technology transitions can take many shapes and forms, and some would say we are always in a state of transition. This is true for radio and television broadcasters, and this presentation will focus on tectonic trends that are impacting our business and some specific ways our industry is responding. For radio broadcasters, there is an evolving automotive landscape with great opportunities for engaging listeners in new ways with metadata and connectivity, as well as threats to longstanding services such as AM radio. This talk will explore the digital and legislative realities and options. Television broadcasters in the U.S. have filed a petition with the FCC seeking a full transition to ATSC 3.0 with a defined 5-year timeframe. This talk will lay out what has been requested, how it might be implemented, and the benefits to consumers, plus an innovative new service that can help ensure our economic and national security, the Broadcast Positioning System™ (BPSTM). *Presented by Sam Matheny, NAB*

8:30
a.m.



RADIO SESSION

Details coming soon!

9:15
a.m.



TV | Harmonic Redefines 'Channel-in-a-Box' With Seamless Payout-To-Delivery Integration

Discover how XOS Advanced Media Processor, the market-dominant ATSC1/ATSC3 encoder, redefines the traditional "Channel-in-a-Box" concept by seamlessly integrating essential broadcast functionalities-automation, playout, encoding, packaging, PSIP Fetch, AI captioning, Nielsen watermarking, Dolby Upmix, and support for ATSC1/ATSC3/OTT/Split Signal-all within a single, compact 1RU COTS platform-an innovation unmatched in the industry. *Presented by Jing Zhou, Harmonic*



RADIO | Advances in FM Antenna Technology

Emerging advancements in FM broadcast antenna technology will provide broadband performance while eliminating technical limitations of previous designs such as high wind load, poor circularity, narrow band components, and power limiting geometry. This presentation will propose three key innovations poised to shape the future of FM broadcasting: the Ring 360, RingMaster™, and DCPC antennas. The Ring 360 antenna offers improved circularity and lower wind load over master panel systems while utilizing proven high power antenna bays. The RingMaster™ will provide a compact, broadband-capable solution, maintaining uniform gain and low VSWR compared to standard antenna layouts. Furthermore, the DCPC antenna introduces a new panel concept with increased broadband capability and power handling while maintaining azimuth performance across the band. Collectively, these technologies will redefine FM transmission capabilities, offering scalable, efficient, and high-performance solutions for the broadcasting landscape of tomorrow. *Presented by Nicole Starrett, Dielectric*

10
a.m.



TV | AI-Based Speech-to-Text Translation for Languages Dedicated to Local Communities

Historically, ATSC has been used as a medium to transmit information to the local communities. The majority of viewers of OTA content can be divided in two categories: The cord-cutters, looking to cut cost but still have access to information, and the local communities, who are looking for content created for them by the local station. Through the use of LLMs (Large Language Models), we can now add additional subtitling tracks by doing speech-to-text translations that would correspond to the needs of the local communities in the area of an ATSC 3.0 station. We will present our tests performed at a local ATSC station, looking into the results along with the (legal and technical) challenges of adding additional subtitling languages. *Presented by Robin Hérin, ATEME and Mike Schmidt, Heartland Video Systems*

RADIO | Off One Day, On the Next: Using The Valcom Antenna

On the morning after an ice storm, the 300' guyed steel tower for WRDB in Reedsburg fell to the ground. A herculean effort took place to get the station back on the air, then the time came to investigate a replacement. A fiberglass pole turned out to be the answer. *Presented by Chris Tarr, Magnum Media*

11
a.m.**TV | Service Impact of Unintended Tower Tilt**

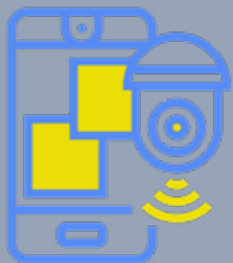
Any tilting of the tower's antenna aperture, whether by guy wire mis-tensioning, tower deterioration, or loading changes, has the potential to affect the coverage and service of stations in the VHF and UHF bands. This presentation will take a detailed look at how any unintended tilting of the antenna aperture of a tower might impact coverage and service. It will begin with a review of the underlying physics, then consider several different real-world scenarios. *Presented by Karl Lahm, Broadcast Transmission Services*

11
a.m.**RADIO | Workbench Tips to Improve Engineering Efficiency**

Telos Alliance's John Bisset has been writing the Workbench Column for Radio World for more than 30 years. John will present both new and tried and true tips to improve your efficiency as a broadcast engineer. *Presented by John Bisset, Telos Alliance*

11:45
a.m.**TV | Color Spaces and HDR Challenges in Broadcast**

As broadcasters transition into the world of High Dynamic Range (HDR), they face a complex landscape of competing standards, legacy infrastructure, and evolving viewer expectations. This presentation explores the multifaceted challenges of working with multiple HDR formats in live and post-production broadcast environments. Key topics include managing simultaneous HDR and SDR deliveries, handling wide color gamuts, and the intricacies of tone mapping and real-time HDR-to-SDR conversion—particularly in live workflows. -- We'll also address compatibility issues with legacy equipment, the visual impact of HDR on graphics and overlays, and emerging solutions such as AI-based upscaling and SDR-to-HDR conversion. Designed for broadcast engineers and managers, this session will offer practical insights into maintaining visual fidelity and operational efficiency in hybrid HDR/SDR pipelines. *Presented by Markus Schumann, Telestream*

**RADIO SESSION**

Details coming soon!

1:30
p.m.**TV | Using ATSC 3.0 to Add Viewers, Build Engagement, and Prepare for Your Station's Future**

ATSC 3.0, marketed as "NEXTGEN TV" to consumers, now reaches 76% of U.S. viewers including those in the Green Bay-Appleton, Wisconsin market; Minneapolis-St. Paul in Minnesota; Champaign-Springfield-Decatur and Chicago markets in Illinois; and Davenport and Des Moines in Iowa. -- Broadcasters are sharing transmission facilities, anticipating the eventual end of ATSC 1.0 and full transition to ATSC 3.0 service. While the policy discussions are underway in Washington, TV broadcasters are innovating and adding new features and capabilities to ATSC 3.0 broadcasts. Local stations are adding High Dynamic Range video and Dolby Atmos audio signaling, which greatly enhances the consumer experience (until the eventual arrival of broadcast 4K, after the transition is complete.) -- Innovations like "Program Re-Start" and interactive gaming channels are also coming online, as are virtual channels made possible by ATSC 3.0's internet connectivity, allowing local stations to stream weather forecasts, news reports, sports updates, and more. -- In the wings are future enhancements like specific emergency and information alerting by zip code and new revenue from datacasting, since broadcasting itself is the original wireless platform. A panel of industry experts who serve ATSC – The Broadcast Standards Association -- will address these developments. *Presented by John Taylor, LG Electronics, ATSC Board Chair; Sam Matheny, NAB; Ed Czarnecki, Digital Alert Systems; Jason Quinn, KNME-TV, Albuquerque*



RADIO | Hardening the Transmitter Site

We put transmitters in uninsulated cinderblock buildings at the base of several hundred foot (or taller) lightning rods, at the extreme end of the AC line from the power company. This session will talk about hardening the site - looking at various aspects of infrastructure including grounding, cooling, physical security, and maintaining data integrity. With almost 35 years of visits to hundreds of transmitter sites, Jeff says, "I never say I've seen it all, as that's frequently taken as a challenge." There will be photos of things that could be improved, as well as things being done right, as we look at ways to continually get the best performance from our equipment without breaking the budget.. *Presented by Jeff Welton, Nautel*

2:15
p.m.



TV | State of the Art for Content Enhancement: Improving the ATSC 3.0 Experience Today

As the local broadcasters keep rolling out ATSC 3.0 throughout the U.S., many are still bound by the limitations of their production facility (too expensive to upgrade), of their distribution contracts (affiliate station will only receive a feed in 720p60) or even the content itself (original content was captured in HD with 5.1 audio). In this presentation, we will discuss the tools available TODAY for broadcasters to improve the experience of their viewers by using HDR conversions, by leveraging dynamic metadata generation in ST2094, by upmixing the audio from 5.1 to 5.1.4 and, finally, by improving the efficiency of their ATSC 3.0 PLPs with Statistical Multiplexing. *Presented by Robin Hérin, ATEME and Mike Schmidt, Heartland Video Systems*

2:30
p.m.



TV & RADIO | Fundamentals of RF for Broadcasters

A brief discussion of transmission line characteristic impedance and compatibility, directional couplers, RF filters, and recommended measurements and monitoring. *Presented by Rusty Mooney, Sinclair*

3:15
p.m.

TV & RADIO | Nuts and Bolts - Troubleshooting Scenarios

After a full day of sessions and vendor visits, end your day with a brew and a brat as Radio World's Workbench author, John Bisset, leads a group discussion of troubleshooting scenarios. We'll discuss real world problems, and explore a variety of topics and solutions. *Presented by John Bisset, Telos Alliance*

7
p.m.



Parting the Clouds: The Case for Broadcasting in 2025 and Beyond

While it's easy to focus on challenges broadcasters face, the industry remains as vibrant and relevant as ever. Paul Jacobs will share optimism about the future and tell you how to make it happen. *Presented by Paul Jacobs, Jacobs Media*

8
a.m.



How Do Changes In Washington Change What The FCC Wants From Station Operators?

8:45
a.m.

With the new administration in Washington, saying that there has been lots of change in Federal regulation and how it affects broadcasters, would be an understatement. David Oxenford of the Wilkinson Barker Knauer law firm will try to untangle what all of the changes mean for broadcasters on Capitol Hill and at the FCC. We'll talk about reform of the broadcast ownership rules, what's next for the ATSC 3.0 roll-out, what we can expect from Delete Delete Delete, the latest on AM in cars, questions about the FCC's ability to issue fines for violations of its rules, changes in EAS regulation, changes in environmental policies affecting tower construction, and as many other topics as we can fit into this session on the state of broadcast regulation in Washington DC. *Presented by David Oxenford, Wilkinson Barker Knauer LLP*



WMAS: Spectera

9:30
a.m.

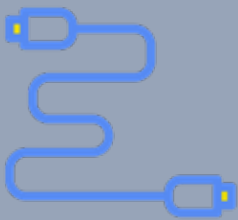
This session will review the new WMAS FCC approval, and Sennheiser's specific implementation of Wireless Multi-channel Audio System protocol into Spectera, the world's first 32x32 channel bi-directional wireless system. *Presented by Chris Phillips, Sennheiser Electronic Corp.*



Electrical Safety: Studio and Transmitter Site

1:30
p.m.

Learn about electrical hazards-shock and arc flash. Topics include mitigation-current limiting, arc flash engineering, NFPA 70E PPE, working clearance, housekeeping, electrical service (main circuit breaker, fusible disconnect, and maintenance), generators and transfer switches, labels, one line diagrams, inert gas, and toxic gas safety. *Presented by Roger Strand, Educational Communications Board*



SESSION

Details coming soon!

2:15
p.m.



Project Planning for Successful Studio and Transmitter Projects

3:15
p.m.

Effective project planning is the foundation of successful studio and transmitter installations. This presentation outlines the critical steps required to design, budget, and execute broadcast facility projects with efficiency and reliability. From site selection and equipment procurement to system integration and regulatory compliance, a structured approach minimizes risks and ensures long-term operational success. Attendees will gain insights into best practices for coordinating stakeholders, managing timelines, and addressing technical challenges to deliver projects on time and within budget. *Presented by Paul Stewart, Summit Technology Group*

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Young Professional of the Month

Young professionals are making their mark on broadcasting in Wisconsin and the WBA is recognizing them. The WBA Young Professional of the Month is a nominee for the WBA Young Professional of the Year Award. The 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 will select the Young Professional of the Year, who will be recognized at the 2026 WBA Awards Gala on May 2 at the Madison Marriott West.

Nominate here:



Kayla Williams

Kayla Williams, an account executive for Results Broadcasting in Shawano, is the WBA Young Professional of the Month for the month of July.

Williams was nominated by Results Broadcasting General Manager and Sales Manager Eric Voight who wrote that Williams started with the company out of college as the creative services director and has since grown her role at the company.

"Over the years, she has expanded her impact, serving as a brand manager, leading our production team, and becoming a highly sought-after personality for live remote broadcasts."

She moved to sales in 2018.

"Today, she continues to thrive in sales, bringing the same passion and dedication that has defined her career," Voight wrote.

He said Williams is a model for young broadcasters.

"Kayla's unwavering commitment to excellence is evident in everything she does. She is a creative problem-solver, a strong team player, and an invaluable asset to our organization. Whether working with clients, colleagues, or the community, she brings enthusiasm and professionalism to every interaction.

How did you get into broadcasting?

I joined the student-run TV station at UW-Stevens Point for fun and quickly decided it was the field to pursue. I transferred to UW-Oshkosh for Radio-TV-Film, and after taking a required Introduction to Radio course, I immediately fell in love with the unique way audio can captivate a listener, connect with them, and evoke emotion.

How do you view the role of young professionals in broadcasting?

Young professionals in broadcasting bring a fresh, energetic spirit and passion — who doesn't love that? They have the ability to

relate to listeners and viewers in their own generation, the one that precedes them, and the one that follows. This gives them the power to bridge the gap between generations in the stories they tell and how they deliver them.

Career-wise, they are in a position to bring in new ideas while learning from seasoned professionals about storytelling, ethics, and best practices.

As methods of communication change and new technology is introduced (texting, digital, social media, A.I., etc.), these young professionals are in a unique position to lead us in finding ways to adapt and use these tools for growth — and, if necessary, reinvent how we operate as a whole, for the better.

What advice would you give to other young broadcasters?

Listen more than you speak — but please, share your ideas. Watch and observe successful individuals in your company and our industry, and ask yourself, "Why?" Observe their habits, learn about their career journey, and if possible, have a conversation with them about it.

Understand the audience you're speaking to. Who are they? What's important to them — and why? What life experiences have they been through, generationally speaking? Understanding fuels the ability to connect.

Take every opportunity you can for further education. Know that what we do is truly a service. Whether it's the stories we tell or the marketing we create, it's not about us — it's about bringing the community together, creating a more informed audience, and growing our local businesses. A servant's heart in broadcasting goes a long way.

And finally — get involved! Local groups, organizations, fundraisers, the school district, city government — anything. It's fulfilling, and the relationships you create



Company

**Results Broadcasting:
WTCH, WOWN, WJMQ, WOTE**

Position

**Account Manager – Radio and
Digital Marketing**

Years at station

17

Started in broadcasting

2017

are priceless.

What does the future of broadcasting look like to you?

Unshakable. If I didn't feel that way, I would've jumped ship by now — hahaha — but I'm confident in this industry and in the bright individuals who make great things happen in this field every day.

Broadcast media has faced change decade after decade, but we've adapted every time. When the naysayers claim that something new will make us obsolete, we find a way to use it to our advantage.

I don't see anything replacing that special connection we have with our local audiences. That kind of meaningful interaction, local touch, and immediate reach is invaluable. That Keith Urban song comes to mind: "Who Wouldn't Wanna Be Me?"

Honoring Legends and Hall of Famers



LOCAL LEGENDS (L-R): John Stofflet, Rob Suhr (accepting for Gary Suhr), Pat O'Neill, and Judy Clark



HALL OF FAME INDUCTEES (L-R): Paul Braun, Mark Zoromski, Bill Hubbard, and Denise Callaway



Donated winnings add \$1,610 to WBA Foundation

Jeff Tyler from iHeartMedia won the 50/50 raffle at the WBA Summer Conference in La Crosse on June 18 and donated his winnings back to the Foundation.

A total of \$1,610 was raised for the Foundation. Thank you Jeff!

La Crosse journalist first to receive Boyd Huppert Education Debt Assistance Grant

A reporter and anchor at La Crosse TV station, WKBT-TV, is the first to receive the recently established Boyd Huppert Education Debt Assistance Grant.

Allyson Fergot is one of ten who applied for the student debt relief grant set up and funded by supporters of legendary broadcast journalist Boyd Huppert.

"Allyson's dedication is unparalleled," wrote WKBT-TV News Director Jason Walker. "As a young journalist, she produces work that has not only garnered the respect of her colleagues, but also recognition from both local and regional outlets."

Fergot joined her hometown station, WKBT-TV, straight from attending college at UW-Madison. She started as a producer and moved into an MMJ role, shooting and writing her own stories.

"The transition into reporting has been one of the most rewarding decisions I've ever made," Fergot wrote. "I have had the privilege to cover the Coulee Region's most pressing issues, like the childcare crisis and education funding, and the area's most atten-



Fergot

tion-grabbing stories, like the UWL Chancellor scandal."

She was named the WBA Young Professional of the Month in October 2024 and served as a panelist for the WBA Foundation U.S. Senate debate last fall.

"Allyson embodies the values that the Boyd Huppert Education Debt Assistance Grant seeks to support: A deep commitment to the field of broadcast journalism, a dedication to lifelong learning, and a genuine desire to serve the community," Walker wrote.

"From our ever-changing political landscape to our hard-working farmers, to the dedicated educators who are making a difference every day, I'm excited to continue telling the stories of the Coulee Region and developing my skills as a journalist," Fergot wrote.

Fergot was presented with the \$2,000 grant on June 19 at the WBA Summer Conference during the business breakfast and WBA update. Huppert was on hand to present the check.

Anyone interested in applying for the grant can find more information here. To support the grant, contributions can be made here.

Applications for the next round will be accepted in 2026.

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Your wba Calendar

July 24, 2025
WBA's Doug Chickering – WIAA Sports Workshop
Lambeau Field, Green Bay

Sept. 15, 2025
Golf Outing at Midwest Regional Broadcasters Clinic
Madison Marriott West

Sept. 16-17, 2025
Midwest Regional Broadcasters Clinic
Madison Marriott West

Jan. 21, 2026
State Legislative Day
Wisconsin State Capitol

Feb. 28, 2026
WBA Student Forum
Lambeau Field, Green Bay

April 16-18, 2026
Walker Broadcast Management Institute
UW-Madison

May 2, 2026
WBA Awards Gala
Madison Marriott West

June 17-18, 2026
WBA Summer Conference 75th Anniver
Grand Geneva Resort, Lake Geneva

June 17, 2026
Golf Outing at WBA Summer Conference
Grand Geneva

June 16-18, 2026
WBA Duke Wright Media Technology Institute
Grand Geneva Resort, Lake Geneva

More details
registration at
wi-broadcasters.org/events



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