

WISCONSIN BROADCASTER



The Wisconsin Broadcaster Association Newsletter • July-August 2026 Edition

Summer Conference

in Lake Geneva



FROM WBA'S PRESIDENT & CEO

Memories made at Summer Conference



By Michelle Vetterkind, CAE

Your WBA Summer Conference was, without a doubt, one to remember, but some of the memories were not quite what anyone planned for.

The agenda included fantastic speakers (thank you WBA Conference Committee), great networking time, and time-honored recognition of our Local Broadcast Legends and WBA Hall of Famers. But of course, this was our celebration of 75 years for your WBA, so we had to make it extra special.

We did that by going to the Grand Geneva Resort in Lake

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FROM WBA'S CHAIR

Recharged and Ready



By Anna Engelhart

As the dust settles on another memorable Summer Conference, and as the newly named WBA Chair, I find myself in a truly reflective state of mind. This year was particularly special, largely driven by our 75th anniversary celebrations, robust attendance numbers, and great discussions. Seeing the meeting rooms filled with passionate radio, TV, and digital media professionals

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FROM WBA'S PRESIDENT & CEO

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Geneva, a special venue to be sure. We also did that by inviting NAB President and CEO Curtis LeGeyt to join us. Thanks to Armada Media, we also added a spectacular fireworks show.

If you were there, you were treated to memories that weren't on the schedule. Our Wednesday evening reception and dinner celebration was interrupted by a tornado warning. As we watched the heavy weather bearing down on us, the hotel sent the party to the basement until the storm passed. Luckily, all were safe.

Sam Ness and his band were performing, but rather than shutting down the party, they grabbed their instruments and a tiny speaker and joined everyone in the basement to play a set.

You don't often find people

dancing during a tornado warning. The storm cleared just in time for the fireworks show, which featured a partial moon and a series of bright planets on display behind the light show...truly beautiful!

It was the perfect evening, and no one could have planned to make memories the way they happened that night.

Of course, there's much to remember from the rest of the conference as well. The Local Broadcast Legends and Hall of Fame ceremonies had their own special moments. Having NAB President and CEO Curtis LeGeyt, and NAB Senior Vice President of State, International and Board Relations Sue Keenom, with us for this anniversary was a great honor. From the excellent feedback we're receiving, the sessions

sparked many "a-ha" moments.

But if you've been to one of our WBA events, you know the moments that stick with you long term are the ones spent with your friends and peers in Wisconsin broadcasting.

Your WBA is tremendously honored to be part of local Wisconsin broadcasting and we are most grateful that we can facilitate the connections that help you and your stations thrive in serving your local communities.

If you want to see what I'm talking about, check out the events page on our website and join us for an upcoming event. Our next WBA Summer Conference will be June 16-17, 2027, at the Stone Harbor Resort in Sturgeon Bay. Please mark your calendars now, as we hope you can join us in Door County! ●

FROM WBA'S CHAIR

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from every corner of the state was a powerful reminder of the strength, resilience, and unity of our local broadcast community. It's a space where we all root for the power of local broadcasting.

As I attended sessions, socialized with other fellow broadcasters, and made new connections, I couldn't help but travel back in time to my very first WBA conference years ago. I arrived as a new manager, excited to be in attendance but a bit intimidated by the amount of tenure and experience in the room. I was incredibly fortunate to be there under the wing of my then GM / mentor. He didn't just bring me along to stand in the back of the room; he intentionally walked me through sessions, luncheons, and receptions, introducing me to association and Foundation members. In true WBA fashion, those connections were welcoming and helpful and immediately made me feel part of the group.

It was, in part, during that first conference that the foundation for my

professional journey as a leader in broadcasting was truly laid. The people I met years ago didn't just remain professional contacts; many of them became friends. That is the secret ingredient of the WBA. The WBA is like family. As Michelle always says, once you're one of us, you're always one of us.

Of course, like any family, time brings change. Each summer, the conference is a bittersweet reminder of our industry's passing seasons. We welcome new faces with open arms while at the same time saying goodbye to beloved icons who are signing off into retirement. This year, I had the distinct pleasure of spending time meeting a few of our bright young professionals, listening to their experiences coming into the industry. I also loved connecting with talented folks who are new to our state, ensuring they felt the same warm WBA welcome that I received years ago.

Beyond the social reconnections, the heart of the conference lies in the vital discussions happening in the hallways, during coffee breaks,

and over social gatherings. Our media landscape is changing at a breakneck pace. From shifting audience habits to new ways to consume our content, the challenges we face require us to be more agile than ever. Yet, the overwhelming consensus of our conversations was not one of hesitation, but of collective determination. We talked at length about what we can do to adapt as a whole—how we can innovate across our airwaves and digital streams while fiercely protecting our core mission: Serving our local communities with trusted news, entertainment, and vital public service.

Leaving the conference, my creative and professional battery is completely recharged. The record attendance proves that our desire to connect, learn, and grow together is stronger than ever. I am already looking forward to our next gathering, ready to see our WBA family once again and continue shaping the future of local broadcasting together. ●



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Robin Stephens
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WBA Board minutes are always available for members. Please email Robin Stephens at rstephens@wi-broadcasters.org to request a copy.

Local Broadcast Legends honored in Lake Geneva

Four broadcasters recognized on June 18 during the 2026 WBA Summer Conference



Randy Allen



Dave Luczak



Rod Perry



Susan Siman

Awards Column

WBA Awards adds special category for America 250



By Nancy Douglass
WBA Awards
Committee

America 250! What an incredible array of celebrations, events, and promotions we get to choose from for this year's WBA Awards "Special Category!" From station imaging, special programming, and client commercials, to

interviews, on-site broadcasts, community service, and anything else your station has done to partner with the community to honor this moment in our country's history – it all qualifies for this category!

This special category award appearing in the next WBA Awards rulebook will honor the best entry that showcases the many ways your station participated in, helped pro-

mote, and commemorated the America 250 celebrations in your community!

We're looking for the most creative montage you can put together. Use your best stuff – humorous, dramatic, exciting, serious, fun. There are no limits to what you can use, as long as it relates to America 250, and as long as it aired during 2026.

Make a long list of everything that relates to the celebration

of our country's 250th birthday throughout the year. Use as much as you can. Use what moves you. Use what made you smile. And use the moments you captured to make an incredible montage worthy of saving in your station's archives to revisit in the years to come.

Have lots of fun with this one, that's why we created this special category! 'Merica!

**Part Two:
The Election
Year
Playbook**

Stop Selling a Station. Start Selling a Brand

A Conversation About Why Platform Doesn't Matter Anymore



By Chris Brunt



By Bob Kernen

In last month's issue, we made the case that broadcasters need to stop selling platforms and start selling their brand. The audience is the same whether they're listening over the air, streaming on an app, or scrolling your social feed. The product is the same. The only thing that changes is the delivery mechanism. If you missed Part One, the short version is this: you're

Coca-Cola, and it doesn't matter whether it comes out of a fountain, a bottle, or a can.

This month, we get specific. With \$253 million in political ad spending projected for Wisconsin in the 2026 cycle, the multi-platform brand isn't just a growth strategy. It's a survival strategy. Here's where our conversation picked up.

The Election Year Opportunity

Chris: Let's talk about the elephant in the room for Wisconsin broadcasters: election year. The governor's seat is open. The ad money is already flowing. Milwaukee was the second-largest media market in the country for political ad

frequency in a recent cycle. For TV stations, that's a revenue bonanza on one hand and a client-relations crisis on the other. Your local car dealer, your regional health system, your credit union? They're getting bumped from their regular avails by Super PAC buys. They're frustrated. They feel invisible.

Bob: And that's exactly where the multi-platform brand becomes your salvation. If you've already built the streaming channel, the app, the social presence, the digital display inventory, you don't lose that advertiser. You migrate them. You say, "Look, your TV spot is getting crowded out in October, but we can put you on our streaming channel, in our app, across our social, on our website. Same audience, same brand, no political clutter." That's a conversation you can only have if you've already stopped thinking of yourself as a TV station and started thinking of yourself as a media brand.

Chris: And here's the thing about CTV specifically. Political CTV spending is projected to hit \$2.4 billion nationally in 2026. Platforms that accept political ads, your Hulus and Roku, will see the sharpest CPM increases. But your owned-and-operated streaming channel? You control that inventory. That's a competitive advantage over every pure-play digital seller in the market.

Bob: That's a great point. And it goes back to what we were saying

earlier. If you have the trusted local brand, and you have the multi-platform distribution, you're not competing with Google and Meta anymore. You're offering something they can't: local credibility plus flexible delivery across every screen in the market.

Chris: The interesting thing is, small and medium businesses are all using digital portals for marketing now, whether it's Meta or Google. They're seeing impression counts. So if you can combine your digital impressions with broadcast impressions, whether that's your average quarter hour on radio or your ratings on TV, put them together and present the total picture? You're speaking a language that a 30-year-old business owner actually understands. They didn't grow up in the Nielsen or Arbitron universe. They grew up in impressions.

Bob: I think that's a way in to thinking differently. It's a way into those younger buyers. And especially for a TV station in, say, Wausau or La Crosse, where you might be the only local video source in the market, presenting a unified impression count across linear, streaming, app, and social is incredibly powerful. You're not a TV station competing against network affiliates in Milwaukee. You're a local media brand that owns every screen in your DMA.

Bob: The thesis is this: look at these two lines converging. Stop thinking

about broadcast and digital separately. Stop thinking about digital as this cute little add-on that's 10 or 15% of your revenue. Because newflash, most of your growth is going to come out of that bucket. It isn't going to come over the air. And in an election year in Wisconsin, the stations that have already made this shift are going to keep their local clients while the ones that haven't are going to watch them leave.

Chris: If the argument were that digital passing broadcast means you should turn off the tower, then TV should have turned off their tower 40 years ago.

Bob: Exactly. It has to be an "and," not an "or." If these traditional broadcast brands, radio and TV alike, can think of themselves as a media brand and go out and sell themselves as a media brand, they win. And if you want Google and Meta to stop eating your lunch, you're going to have to serve what they're serving.

The WBA Digital Hotline is a free service of the WBA. To contact Chris Brunt directly with any questions relating to digital revenue, AI, and anything else in the digital space, he can be reached at Chris@jacobsmedia.com. Bob Kernen is the COO of Jacapps. Contact him with questions about mobile apps for broadcasters at Bob@jacapps.com.

Names in the News



Hackler

Meredith Hackler joined CBS 58 (WDJT-TV) in Milwaukee in April as the station's Capitol correspondent. Hackler has spent her career covering state and local government in Illinois, Indiana, and Minnesota, and said she has developed a strong belief that the best stories show how decisions at the Capitol affect people's everyday lives.



Banks

Lakyra Banks is the new weekend morning news anchor of "WISN 12 News This Morning," on WISN-TV in Milwaukee. She starts July 25. Banks will anchor the newscast on Saturdays and Sundays from 5-6 a.m. and 7-9 a.m. In addition to the weekend anchor duties, Banks will provide reports on WISN 12 News throughout the week. Banks most recently served as the weekday 4 p.m. anchor and nightside reporter at KHBS 40/29, the Hearst television station serving northwest Arkansas and the Arkansas River Valley. Banks replaces Duke Carter as the weekend morning news anchor. Carter transitioned to a new anchor role at WDSU in New Orleans to be closer to his family.

The value of 'real-world' collaborative projects



Left photo: Field Production class conducts interviews with Sociology Capstone students. Right photo: Music video production with Advanced Field Production class and the band "Unattractive Giant Monster." Photos by Erik Johnson



By Erik Johnson

The visual storytelling production classes that I teach typically begin with a foundational review of technical and creative concepts followed by practical application of the techniques, which after some practice, trial and (an occasional error or two) culminate with a final project.

There are three main parts to the equation that learning takes place: **1. The "process"** in which students apply technical practices that were previously discovered; **2. The "product"** that is the culmination of the desired project learning objectives by using the techniques; and **3. The "dissemination"** with feedback, that happens during class critiques and evaluations from me. However, I have found that the subject and format of the project

have a significant impact on the student's overall experience and takeaways.

This past semester I had two classes that had unique, and I would argue, successful outcomes that both involved collaborations with outside partners. One was with my Field Production class that students were partnered with Sociology Capstone students to create a series of informational videos to promote the program and research. The other was my Advanced Field Production class who worked with a "real" band to produce a music video that was used to hype up their new song and album.

Both projects began with introductions to the subject matter by the "expert" collaborators, the Sociology Professor and guitarist of the band (who also happens to be a broadcast professional) to help the students get a feel for the content that they would base their projects on.

The Sociology Capstone students were randomly assigned to my Field Production students to participate in "pre-interviews" which is a documentary storytelling technique that I learned from professional documentarians. I have used this technique in my own creative documentary research projects that is designed to get a sense of the story as well as create a rapport with the subjects to establish a sense of trust that is helpful to capture honest testimonials.

Students in both classes created visual treatments with mood boards and production schedules that they presented in class to the collaborators, who, in return, gave reactions and responses to the students with suggestions that provided the experience of "working with a client," but within an academic setting that offered alternative professional feedback that reinforced the class project content.

Here are quotes from the collaborators that give a glimpse into the experience from their perspectives:

"Working with Professor Johnson and his students gave my research capstone class a rare and meaningful opportunity to discuss their work in a professional context; exactly the kind of bridge-building across disciplines that is difficult to replicate through classroom assignments alone." - Dr. Paige Miller, Professor of Sociology.

"We had a great time working with the Erik and his students and we feel the band got a high quality, professional music video that has been well received by viewers and fans." - Alex Bowes, "Unattractive Giant Monster" guitarist.

Both projects were a success in that they provided valuable reciprocal experiences for all involved with "real world" collaborators!

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



Slater

TMJ4 (WTMJ-TV) in Milwaukee has hired veteran meteorologist and Milwaukee native **Lindsey Slater** as the newest member of Storm Team 4. Slater has nearly two decades of forecasting experience, including the last 10 years serving viewers in southeast Wisconsin. She debuted on TMJ4 on June 15 and will be seen regularly alongside Chief Meteorologist Brian Niznansky during TMJ4's weekday evening newscasts. Slater's addition expands Storm Team 4 to five meteorologists.



Boulanger

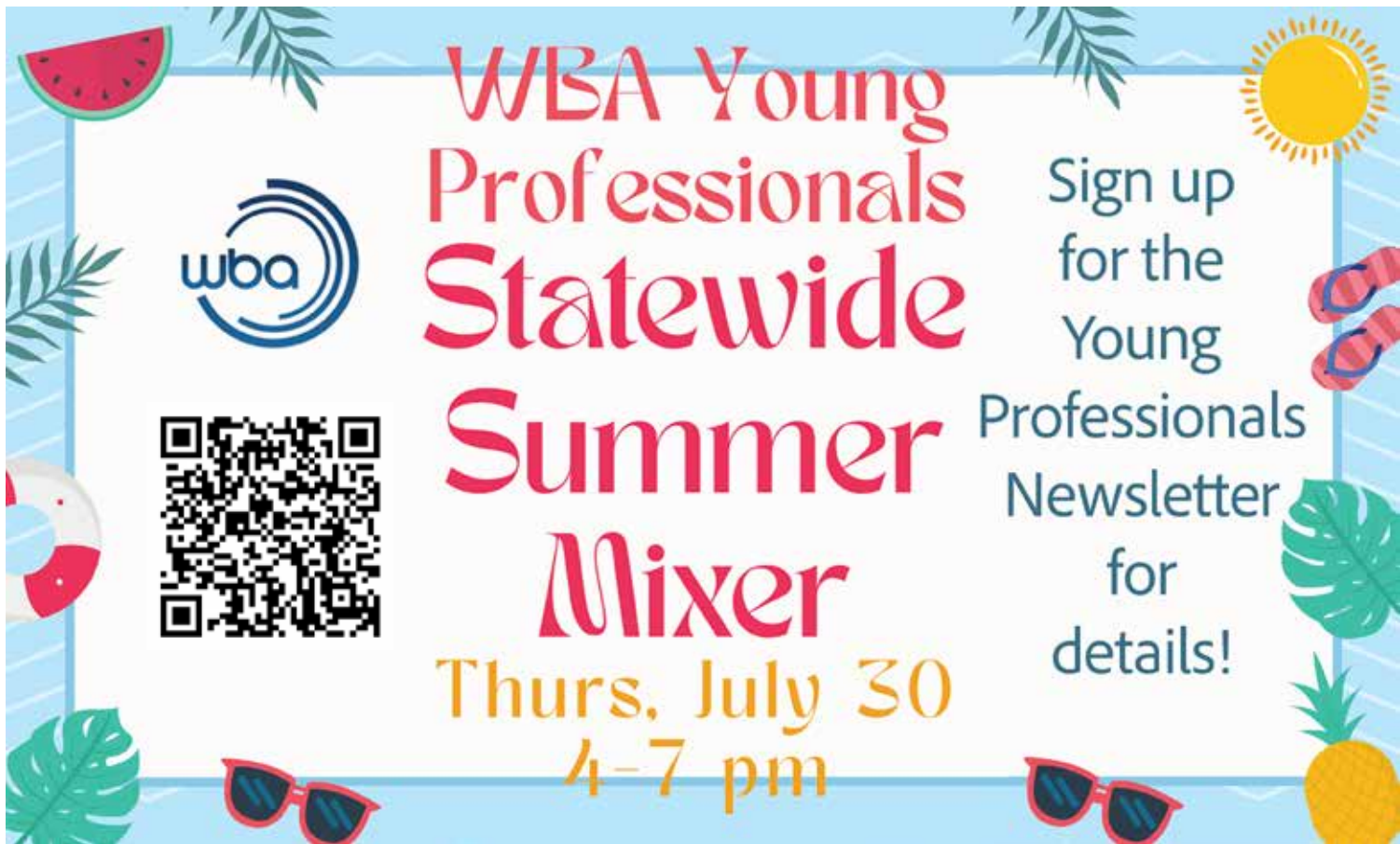
WFRV-TV account executive **Vicki Boulanger** is retiring after 36 years at the station. Boulanger is described by station management as the station's "all-time top performer."

WBA Young Professionals Statewide Summer Mixer

Thurs, July 30
4-7 pm



Sign up for the Young Professionals Newsletter for details!



In Remembrance

Recently retired leader of PBS Wisconsin dies

The recently retired Emeritus Director of Television for PBS Wisconsin, Jon Miskowski, died May 9 following a long battle with cancer.



Jon Miskowski

Miskowski started as a volunteer for public television more than 40 years ago. A statement from PBS Wisconsin said, "Jon's career was marked by his dedication and passion for public media to improve the lives of all of the people of Wisconsin."

"Jon's leadership, statewide community focus, programmatic vision and development acumen led to PBS Wisconsin's national prominence in education, innovation and fundraising around mission-focused Wisconsin

programs," the statement read. "Working alongside Wisconsin's First Nations communities, Jon also established PBS Wisconsin as a partner in championing and bringing forward the voices of Wisconsin's Native people."

PBS Wisconsin invites anyone with memories of Jon to share them via email at comments@pbswisconsin.org. They will share memories across their digital and broadcast channels as they "carry on his legacy of providing essential public media services to this state that he loved."

Miskowski's family requests that anyone wishing to make a memorial gift in his memory consider supporting the work to which he dedicated his professional life. Gifts in Jon's memory can be made online or by calling 800-422-9707.

Broadcast engineer remembered for career in Fox Valley

A broadcast engineer who spent his career in east central Wisconsin, William "Bill" Moede, died June 4. He was 67.



William "Bill" Moede

Moede worked as a broadcast engineer for Woodward Community Media, The Family Radio Network, and later Cumulus Media. He also served as Technical Support Director for CESA 7, where, according to his obituary, "He was respected for his expertise, dedication, and willingness to help others."

Moede's family said he often lent his technical expertise as "Sound God" to local bands and musical productions.

A Celebration of Life was held on June 10 at 11 a.m. at Valley Funeral Home in Appleton. In lieu of flowers, memorials may be directed to Friends of Peninsula State Park in Moede's honor.

Beck retires from WFRV-TV

WFRV-TV Vice President and General Manager Judson Beck is retiring after 44 years in broadcasting.



Judson Beck

Beck joined the Green Bay station in 2022 after serving seven years as Vice President and General Manager of fellow Nexstar stations WLAX-TV/WEUX-DT in La Crosse and Eau Claire. He started his career in broadcasting at a small college radio station (KRCU) at Southeast Missouri State University.

Prior to joining Nexstar, Beck spent the majority of his career working with CBS and News Corp in Chicago. He began as account executive for the CBS Spot Sales Office and was later promoted to manage that office. He moved to News Corp and built a sales team of more than 30 people to form Fox Station Sales. In 2004, he transitioned to the Fox Television Stations Division and was named Vice President and General Sales Manager for WFLD-TV/

WPWR-TV in Chicago. He also held sales leadership positions at Univision, and at Living Social, an e-commerce company.

Beck said WFRV-TV's coverage of the NFL Draft was one of their greatest achievements and a personal best moment for him.

"We launched coverage 12 weeks before the draft with a weekly half hour program 'Tometown's Turn.' Our opening day coverage included eight hours of live coverage from our Tometown location, and we continued coverage through Saturday," Beck wrote. "Many on our staff commented that it was the greatest professional achievement of their careers, and we know we won the day versus the competition."

Beck served in the Navy, including a four-month deployment to the USS Durham in the Persian Gulf during Operation Desert Shield/Storm.

In his last year at WFRV-TV, he also served as Chair of the WBA Board of Directors. His retirement comes as his term as Chair ends.



Morgan Murphy Media hosts leadership summit

Morgan Murphy Media welcomed leaders from each of its stations across the country to participate in the second annual leadership summit held in Milwaukee. The group visited the Wisconsin Broadcasters Hall of Fame during the summit. Morgan Murphy Media President and CEO Brian Burns (pictured above in blue shirt in bottom two photos) takes a picture in front of the Hall of Fame wall with Curtis LeGeyt, President and CEO of the National Association of Broadcasters.



CBS 58 piece awarded by firefighters

A Milwaukee TV news story about firefighter mental health won an award from the International Association of Firefighters.

The story that aired on CBS 58 (WDJT-TV) was produced by Bill Walsh, Brady Headington, Eric Kriesel, and Susanne Barthel.

'Worlds shrink pretty small' Wisconsin firefighter mental health program runs entirely on donations originally aired last year and won Best Feature/Series.



Morgan Murphy Media headquarters in Madison, the home of WISC-TV and Madison Magazine, is starting a large renovation project, kicked off June 24 with the ceremonial start to demolition. President and CEO Brian Burns was the first to take a swing at the walls. The event included Morgan Murphy staff from past and present and also marked 70 years to the day that WISC-TV went on the air.

Stations raise donations for area tornado relief



Midwest Communications of Wausau (WSAU, WIFC, WDEZ, WOZZ, WRIG) and Ace Hardware in Weston raised \$46,082 for the Town of Ringle's tornado relief fund during its "Relief for Ringle" cookout fundraiser.

"I am thrilled to share the incredible success of our recent fundraiser at Ace Hardware," said Midwest Communications Market Manager Brian Mitz. "The event exceeded expectations and stands as a true testament to what a dedicated team and supportive community can accomplish when they unite for a common cause. I am very proud of our team at Midwest Communications, whose hard work, passion, and commitment made this event possible. All of their efforts were instrumental in creating an engaging and impactful experience for all involved."

The fundraiser was held on April 23 in the ACE parking lot, featuring food donated by Tower Cafe, Nueske's Meats, Kwik Trip, Townline Market, Zillman's Meat Market, Festival Foods, Target, and Pick 'N Save.

Those who participated were encouraged to make a free-will donation to the relief efforts in exchange for their food. Some dropped off donations and left empty-handed.

"We also extend our sincere

gratitude to Ace Hardware for their generous support, as well as to the many vendors who contributed their time & resources," Mitz said. "A heartfelt thank you goes out to our community. The participation, donations, generosity, and encouragement are what truly bring this event to life. We are grateful for your continued support and look forward to helping the town of Ringle during these tough times."

"The support that was here for this fundraiser was amazing," said Ringle Fire Chief Chris Kielman. "I stopped in here [at one point], and I think the line was 45 minutes to an hour. The community has really stepped forward."

More than 140 homes were damaged in the EF-3 tornado, which cut a diagonal path across the township. Damage was also reported in nearby Kronenwetter.

Kielman says many people have been allowed to return to their homes. About two dozen remain displaced.

The Town is still accepting donations through any Incredible Bank location. Donors should specify the Ringle Tornado Fund when making their contribution. Donations will also be accepted at the Ringle Town Hall on Tuesdays from 10 a.m. to 2 p.m. and on Thursdays from 5:30 p.m. to 8 p.m.

WSAW-TV delivers nearly 60,000 diapers



WSAW-TV in Wausau conducted its 3rd Annual Diaper Drive collecting 59,923 diapers and \$5,1105 in donations to support local families through The Babies' Place in Marathon County and the United Way of Portage County.

The two-week campaign was held May 13-27. Viewers could make an online monetary donation or take diaper donations to one of 40 locations across two counties. The campaign culminated with two drive-thru events on May 27.

"Central Wisconsin showed up in a big way for its neighbors," said Jacob Wilson, News Director at WSAW. "Year after year, we're reminded of the incredible generosity that exists across our region. On behalf of everyone at NewsChannel 7, thank you for helping us support our neighbors and giving children a healthier start."

In addition to the nearly 60,000 diapers collected, thanks to the

wholesale buying power of both non-profits, the financial gifts provided an additional 24,000 diapers, bringing the campaign's total to more than 84,000. That's enough diapers to meet the estimated needs of more than 1,100 local children for one month.

"Thanks to the hearts of our viewers and the buying power of our partners, more children will have a basic essential and the stability needed to thrive," said Jessica Laszewski, VP/GM of WSAW/WZAW-TV. "On behalf of everyone at WSAW NewsChannel 7, thank you for trusting us to connect your kindness with local families who need it most."

The Babies' Place in Marathon County and United Way of Portage County work to ensure families have access to essential resources, including diapers, which are not covered by government assistance programs.

Stations promote event to honor veterans



A group of Magnum Media radio stations in the La Crosse area supported a veterans event that raised \$38,731 for Freedom Honor Flight.

The March to the Cross event

held April 18 at Holmen Middle School was promoted on 102.7 WKBH, KICKS 106.3 WQCC, Mix 96.1 & 97.9 WLXR, and ALT 107.1 (WKBH).

"Your coverage, enthusiasm, and help spreading the word - especially about moving the walk indoors - played a huge role in the day's turnout and success," wrote Brian Clements from the March to the Cross Committee. "We truly could not have done this without your effort."

The names of more than 90 veterans were carried to a large white cross in the center of the gym as part of the first-year event.

Seehafer Broadcasting teams up to help veterans



Seehafer Broadcasting in Manitowoc joined numerous other local organizations with a golf event to support veterans.

American Legion Post 477 – St. Nazianz held its annual Tee It Up Fore Troops Golf Outing May 14 at Autumn Ridge Golf Course, raising thousands of dollars to support Old Glory Honor Flight.

Golfers, veterans, and volunteers raised money to send veterans to Washington, D.C., to visit the memorials built in their honor.

Seehafer Broadcasting collected community donations over several months in an effort to increase the total amount raised.

Seehafer Broadcasting's Vice President Terry Stevenson had the privilege of presenting a check for \$13,145 to Old Glory Honor Flight Executive

Director Diane MacDonald.

"It never gets old. Never, ever," MacDonald said. "We've been doing this since 2009 by honoring and thanking our veterans, and we owe it to the community for us to be able to do that. Without the community's support, we'd never be able to do these special projects that we're able to pull off."

The golf course has hosted the event for four years.

"It's an unbelievable privilege. I am so honored to be a part of this event," Autumn Ridge Golf Course co-owner Chad Harrington said. "My father and father-in-law both served in Vietnam. We were able to take them on one of the missions on September 11 of 2024. And I learned more about my father's experience in one day than I had learned in 55 years."

WISN-TV gathers \$97K in donations to help kids with cancer

Through the ongoing 'WISN 12 Day of Giving' campaign, \$97,633 was raised so children with cancer can enjoy a complete bedroom makeover.

On June 3, WISN 12 hosted a phone bank and collected online donations for Special Spaces Wisconsin, an organization devoted to creating dream bedrooms for kids who have been affected by cancer. Generous local viewers and area companies across southeastern Wisconsin supported the effort, helping to provide rest, relaxation, and comfort for those who need it most.

"These children desperately need recovery and rejuvenation, and viewer donations helped make that a reality," said Shawn Oswald, President and General Manager of WISN 12. "Because of



everyone's contributions, these kids will have a special space to be a kid."

Bolstering individual dona-

tions by WISN 12 viewers, Steinhafels, Inc. and Pella Windows and Doors of Wisconsin offered matching contributions up

to \$50,000. These funds mean that Wisconsin children with cancer will receive dream bedrooms, including updates such as new furniture, fixtures, rugs, linens, and more.

"We were so proud to partner with 'Special Spaces Wisconsin' on this campaign," Oswald said. "Yet again, our community is showing that just one day of giving can have a transformational impact on people's lives."

Special Spaces Wisconsin is the latest local organization receiving support through the 'WISN 12 Day of Giving' initiative. The ongoing charitable campaign helps a different non-profit each month in advancing their mission, pursuing their goals, and improving people's lives. Year to date, the station's initiative has raised more than \$199,428 for numerous non-profit organizations throughout Wisconsin.



Sept. 14-16, 2026



Madison, Wisconsin



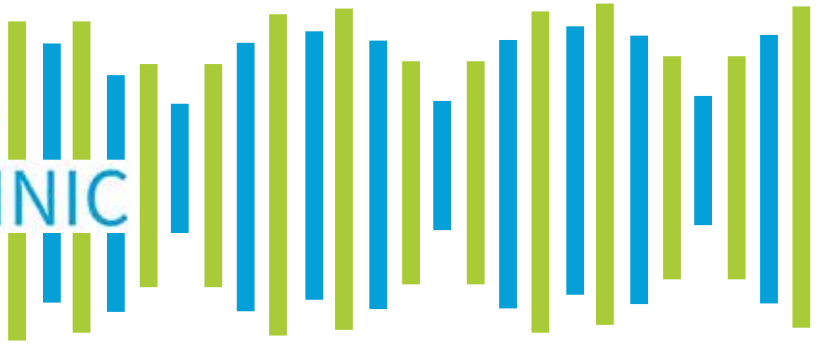
minnesota broadcasters association

MIDWEST REGIONAL BROADCASTERS CLINIC

Register Today [QR code]

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MIDWEST REGIONAL
BROADCASTERS CLINIC
 Agenda Preview



TUESDAY | RADIO SESSIONS



Paul Kriegler
 Telos Alliance

9:20 a.m. | Processing for the Digital Dashboard

There haven't been radios (in the traditional sense) on the dashboard for well over a decade. New developments like DTS Autostage have changed the game for streaming as well as FM - on the dash. Find out how to best process your FM OTA signal and stream to sound their best on today's new digital dashboards.



Nicolas Blomstrand
 Kintronic Labs

10:05 a.m. | Maintenance and Keeping of High-Power AM Transmission Systems

Basic overview for the for new people in the industry to learn how to take care of and work on AM systems. Starting with basic "every site" maintenance stuff, then transitioning to directional arrays, then to ground systems.

10:50 a.m. | BREAK



Jon Ellis
 NorthPine.com
 KBJR-TV



Javier Ruano
 Televs USA



Mark Persons

11 a.m. | DX Basics: How Your Signal Gets to Unexpected Places

What can DXing-the hobby of tuning in distant radio and TV stations-teach us about how our broadcast signals really behave in the wild? -- By day, we focus on delivering a strong, reliable local signal. At night, we may chase the opposite challenge: pulling a faint, fluttery distant station out of the noise. -- Using

AM skywave and atmospheric anomalies like sporadic E, tropospheric ducting, and meteor scatter, DXers receive AM, FM, and TV signals from hundreds or even thousands of miles away. -- Recent innovations have supercharged the hobby: Ultra sensitive receivers based on the TEF668x AM/FM chip, recording an entire band of spectrum, and SDR autologging. Radio RDS and TV PSIP provide definitive station identification. Shared online SDRs let you DX remotely with no hardware of your own. -- In this session, Midwest DXers and an antenna expert will discuss the equipment, timing, and locations that have enabled them to log some of the most memorable catches.



Jeff Welton
 Nautel

11:45 a.m. | Repair or Replace

With the recent decision of one of the major tube rebuilders to shut down that portion of their operation, the age-old conversation of "When is it time?" has recently become more critical. It's hard to justify to managers the replacement of a fully functional piece of equipment, but if they're not given the heads-up regarding parts availability or potential increases in operating costs, we may not be doing our best to give them

the information they need to make informed decisions. In this session, we'll look at the variables that figure into cost of operation and some of the factors that can impact cost of acquisition. The goal is to have a discussion where everyone is equipped with the tools required to be able to make that informed decision and present it to others.

12:30 p.m. | LUNCH

1:30 p.m. | The Future of Radio Content Delivery

A roundtable discussion on the latest IP technology being used to distribute audio, control, and metadata to various endpoints using IP networks, from the simple and inexpensive all the way to enterprise scale.



Chris Tarr
 KLOVE

Kory Hartman
 Civic Media

Drew Smith
 Civic Media

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TUESDAY | TV SESSIONS



Dan Merwin
Broadcast
Telecom

9:20 a.m. | Telecom Circuits and Links for Broadcast and Media Facilities

This session offers tips on navigating today's product and provider landscape. We will discuss making the procurement process as easy and effective as possible, while juggling budgetary, staffing, and time restraints. We'll take a look at Starlink, 4/5G, and private 5.8MHz links changing the game. We'll consider the steps required to build a robust, redundant infrastructure on a limited budget using Software-Defined WAN technologies.



Javier Ruano
Televés USA

10:05 a.m. | Over-The-Air Television Adoption in the U.S.

Presentation about the challenges the OTA USA landscape has presently and going into the future, awareness, education, training, adoption, ATSC 1.0 to ATSC 3.0, etc.

10:50 a.m. | BREAK



Matt Peschau
Ross Video

11 a.m. | Some Really Innovative Uses of AI in Live Production

We are increasingly seeing AI in everything, but how relevant is it truly to the world of live production? It turns out that it can help in a wide variety of ways. We will talk about implementations of AI that will blow your socks off, including the use of AI to "listen" to what the talent is saying in a live broadcast, and automatically switching and controlling graphics. How about AI-controlled camera robotics? Augmenting telestration with AI? Yep! Even a custom chatbot that can help operators figure out how to do new things is a reality. So, we'll talk about the many current applications of AI to live production, and where we think this is all headed in the future.



James Stellflug
EVS Broadcast
Equipment

11:45 a.m. | The Evolving Transition Toward a Dynamic Media Facility

With the evolving constraints of our industry moving from fixed control rooms and studios, toward a more dynamic series of facilities that are forced to serve multiple delivery points, more story centric focus, and technology that has to serve a much more dynamic and ever evolving nature of business, the Dynamic Media Facility of the future is emerging with examples today. Fresh from the IBC trade show in Europe, this presentation will provide context to the AMWA and EBU proposed DMF, and give some recent examples of how various vendors are working towards new models to support our media facilities will be designed, built, and operated in the new media landscapes.

12:30 p.m. | LUNCH



Harvey Arnold
Sinclair
Broadcast Group

1:30 p.m. | ATSC 3.0 - Why The Rush to Turn Off ATSC-1?

This session will discuss the need to transition to ATSC- 3.0 as soon as possible. Why is it so important to sunset ATSC-1? We will discuss the new Broadcast Passing System (BPS) and the ongoing testing and evaluation of this exciting new service. We will also review why public television could become an important part of this initiative for BPS and Next- Generation Emergency Notification.

2:15 p.m. | ATSC 3.0 Session with the ATSC Committee
Description coming soon

TUESDAY COMBINED SESSIONS



David Melby
Department
of Homeland
Security

8:30 a.m. | The Threat and CISA Physical and Cyber Resources for the Communication Sector

The WSIC/FBI will discuss the current threats facing the communication sector. We will follow that with a summary of CISA's free/non-regulatory resources that would help mitigate these threats and improve the security/resilience of the organization.



Chris Crump
Comrex

3:15 p.m. | Challenges and Technical Considerations for Wireless Mic and IFB Use for Larger Events

The first products produced by our founder, John Chaney, in 1961 at our first facility in Sudbury, Massachusetts were some of the television industry's first wireless mic and IFB devices. It was the early 1960s and these devices were being used on Broadway, by the NFL and by television stations all over the United States. A lot has changed since then but not the problems with frequency congestion that caused our shift in product line focus in the late 60s. We'll discuss the issues that broadcasters, especially at sporting and live concert events, face when trying to do sideline or in-the-stands reporting. We discuss frequency coordination and propagation issues in licensed and unlicensed bands in addition to covering some new solutions being offered by Comrex and other vendors.

4 p.m. | EXCLUSIVE EXHIBITOR TIME



Patrick Berger
Cumulus Media



Jon Blomstrand
Minnesota
Public Radio



Jeff Welton
Nautel

7 p.m. | NUTS AND BOLTS: Site Security and Safety

Keycard readers, Door codes/ lock boxes, Suite keys, Camera's -- Site Protection: Fire suppression, Fire detection, Campus/site entry -- Cyber Security: Smart Switches, Separate Switches, Separate ISP's, Firewalls -- Personnel Safety: First Aid kit, Fire Extinguisher, Personal Protection Equipment



John Clark
NAB

8 a.m. | Emerging Technology That Will Shape Broadcast's Future

Broadcasting and the audience aren't standing still. As new technologies emerge and consumer habits continue to shift, the industry is being pushed to rethink how content is created, delivered, and experienced. From evolving platforms to changing consumer expectations, the definition of "meeting the audience where they are" keeps moving. -- This presentation

takes a practical look at what's coming next and what it means for broadcasters. We'll explore the technologies gaining traction, the behavioral trends driving change, and how broadcasters can respond in ways that are both strategic and realistic. We'll also talk about the ever-expanding role of AI. It's not hype. It's a tool that's already starting to reshape workflows, content, audience engagement and our overall technology and content strategies. -- This isn't the distant future. It's already happening.



David Oxenford
Wilkinson Barker Knauer

8:45 a.m. | Washington Update

The "new" FCC has been in place for close to two years, and there have been many developments that the broadcast engineering community needs to stay on top of. David Oxenford of the Wilkinson Barker Knauer law firm will try to update attendees on what is happening on Capitol Hill and at the FCC affecting broadcasters. We'll talk about reform of the broadcast ownership rules, what's next for the ATSC 3.0 roll-out, developments on the C-Band and for other auxiliary licenses,

new application filing windows, new actions in the Delete Delete proceeding, the latest on AM in cars, changes in EAS regulation, and as many other topics as we can fit into this session on the state of broadcast regulation in Washington DC.



Ched Keiler
SBE

9:30 a.m. | A Brief Introduction to the SBE Guides

This session discusses how to best use the Society of Broadcast Engineers (SBE) Self-Inspection Guides. The SBE Self-Inspection Guides are produced in partnership with the National Association of Broadcasters (NAB) and other subject matter experts. The first Guides were made available in 2024. These Guides aid the broadcast engineer and senior station management in the process of inspecting their station to ensure compliance with FCC Rules and Regulations. The FM Broadcast Station Self-Inspection Guide and the Television Broadcast Station Self-Inspection Guide were the first of the guides to be released. The AM Broadcast Station Self-Inspection Guide along with that LPFM (Low-Power FM) Broadcast Station Self-Inspection Guide followed later with their own releases. -- The Guides are periodically updated to reflect the current rules and regulations of the FCC. We are expecting to release a new series of Guides within the third quarter of 2026. -- This presentation covers how to best utilize the Guides to conduct a self-inspection of your station and what that process might entail. -- The Guides have received great applause from those who have had the opportunity to review them. In the first two weeks of their initial release, there were more than 750 downloads from the SBE website alone. -- All the guides are available to members of the SBE and/or the NAB and can be obtained from their respective websites.

10:15 a.m. | EXHIBIT TIME/LUNCH

**WEDNESDAY
COMBINED SESSIONS**



Bill Kerkoff
UW-Oshkosh

1:30 p.m. | Building the Next Generation of Broadcast Engineers at UW-Oshkosh

With the recent decision of one of the major tube rebuilders to shut down that portion of their operation, the age-old conversation of "When is it time?" has recently become more critical. It's hard to justify to managers the replacement of a fully functional piece of equipment, but if they're not given the heads-up regarding parts availability or potential increases in operating costs, we may not be doing our best to give them the information they need to make informed decisions. In this session, we'll look at the variables that figure into cost of operation and some of the factors that can impact cost of acquisition. The goal is to have a discussion where everyone is equipped with the tools required to be able to make that informed decision and present it to others.



Justine Stokes
UW-Oshkosh



Ron Scalfani
Precision Communications

2:15 p.m. | Tower Management Succession Planning

Answers to these questions will be developed: What staffing trends are being seen in the industry? What data is crucial for management of the tower as an asset? What tools are available to preserve that data?

3 p.m. | Transmission System Troubleshooting Techniques

This session presents an in-depth review of vector network analyzer (VNA) measurement techniques to support effective troubleshooting of broadcast transmission systems.



Steve Wilde
American Amplifier Technologies

- Equipment and components required for testing
- Diagnosing system issues
- VSWR changes.
- Documenting your facility records for operational VSWR figures.
- TDR capabilities in determining transmission line faults.
- How TDR measurement works
- How well does it determine an area of concern
- Understanding the results
- Tools for continuous monitoring, preventative system wellness.



Young Professional of the Month

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 2027 WBA Awards Gala on May 1 at the Madison Marriott West.

Jenna Schueller

The Sales Team Administrative Assistant at Milwaukee Media Group, Jenna Schueller, is the WBA Young Professional of the Month for the month of May. Schueller was nominated by Milwaukee Media Group President and General Manager Bob Bellini who wrote that Schueller, "exemplifies the spirit of a young professional whose skills, character, and dedication elevate the entire organization." "Her exceptional performance in promotions led to her advancement into a full-time Sales Assistant role—one of the most critical positions in our organization," Bellini wrote. "Jenna enables our Media Advisors to focus on serving clients by expertly handling proposals, reporting, and the complex back-end responsibilities that follow a sale. Her attention to detail, organizational strength, and intuitive understanding of broadcast sales workflows have earned her high praise, including being described by multiple Media Advisors as 'the best ever in that position.' That level of trust and respect speaks volumes about her impact."

How did you get into

broadcasting?

As I approached the end of my senior year of college, I was still figuring out exactly where I wanted to start my career. I studied and received a degree in Communication and Media Studies. These two fields have many different paths leading to countless opportunities. I knew two things for sure: I loved music, and I was really interested in podcasts. I heard a radio advertisement that a position was available on the Promotions Team with the Milwaukee Media Group, and it caught my attention. I applied and got the job! I found myself loving the process of bringing the station's on-air presence out into the community while also getting hands-on experience setting up broadcast equipment and supporting live events. I have been with the company ever since, growing my excitement and passion for broadcasting along the way.

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

I view the role of young professionals in broadcasting as an

YP of the Month 'exemplifies the spirit of a young professional'

incredibly important one because we represent the next generation of the industry. As a young professional myself, I'm constantly learning and adapting to evolving media and technology trends while bringing fresh ideas and new perspectives to the field. I believe young broadcasters play a key role in keeping the industry relevant and engaging by continuing to connect with audiences across all media platforms and communities.

What advice would you give to other young broadcasters?

My advice to other young broadcasters would be to soak up every experience and piece of information that comes your way, like a sponge. No task is too small. Work hard and be reliable. It takes a team, whether you're on-air, behind the scenes, or working in promotions and production, every role teaches you something valuable. You never know when a skill, connection, or lesson you've learned will help you later in your career.

What does the future of broadcasting look like to you?

I believe the future of broadcasting will continue to evolve through growth in digital media, production, and multimedia storytelling. As the industry adapts, it will open more opportunities to develop new skills, engage audiences in different ways, and contribute to content both on-air and behind the scenes.



Company
Milwaukee Media Group

Position
Sales Assistant

Years at station
Two

Started in broadcasting

2024

Nominate a young pro here:



Jessica Laszewski

Lazewski donates raffle winnings

Jessica Laszewski, the General Manager of WSAW-TV in Wausau, won the 50/50 raffle at the WBA Summer Conference in Lake Geneva, and donated her winnings back to the Foundation. A total of \$1,150 was raised for the Foundation. Thank you Jess!

Milwaukee engineer awarded fellowship grant

Milwaukee Media Group/Saga Communications Chief Engineer John Tyler is receiving a WBA Foundation Engineering Fellowship Grant for continuing education.

Tyler is enrolled in the UW-Milwaukee Flex program for an Information Science and Technology bachelor's degree. The grant award is \$1,000.



John Tyler

Tyler has been a broadcast engineer for 30 years. He's worked in TV and both AM and FM radio. He's also the owner of Impulse Broadcast Engineering, a sports broadcasting service. He works with the NFL, NBA, and MLB teams in Wisconsin and around the country.

He currently holds an associate's degree as well as Cisco CCNA 1-4 and is a senior at UW-Milwaukee.

"I'm a broadcast lifer, this is what I love to do," Tyler wrote. "I'm proud to be with Milwaukee Media Group."

Three receive student debt relief grants from WBA Foundation

Three Wisconsin broadcasters received student debt relief grants from the WBA Foundation on June 18 at the WBA Summer Conference. Broadcasters from across Wisconsin applied for the three available grants in March and the recipients were selected by a panel of WBA Foundation Board members.

The Results Broadcasting Grant, established by Bruce Grassman, was the first such grant offered.

The Eric Miller PantherVision Education Debt Relief Grant was added this year to the two student debt relief grants offered by the Foundation: The Results Broadcasting Education Grant and the Boyd Huppert Education Debt Assistance Grant which was added in 2025. The Eric Miller PantherVision Education Debt Relief Grant

was previously managed by the Milwaukee Press Club Endowment as a scholarship when it was established in 2018.

This was the first year that the application process for all three grants was consolidated.

Here are this year's recipients:



Ashley Washburn
WTMJ-TV, Milwaukee

Results Broadcasting Education Grant

The Results Broadcasting Education Grant is aimed at helping broadcast-

casters pay off their student loans. This grant is available to individuals currently employed in Wisconsin broadcasting or related media.



Breanna Reinhart
WFRV-TV, Green Bay

Boyd Huppert Education Debt Assistance Grant

The Boyd Huppert Education Debt Assistance Grant was established to help broadcast journalists with paying off student loans. This grant is available to journalists currently employed in Wisconsin broadcasting or related media.



Emmanuel Espino
WTMJ-TV, Milwaukee

Eric Miller PantherVision Education Debt Relief Grant

The Eric Miller PantherVision Education Debt Relief Grant is aimed at helping Wisconsin television professionals who demonstrate an outstanding commitment to excellence in news producing, video photo-journalism, video editing, and/or the use of visual technology for journalistic storytelling.

Bob Bosold inducted into Wisconsin FFA Hall of Fame

WAXX 104.5's 49-year veteran Farm Director, WBA Hall of Famer, and longtime advocate of FFA, Bob Bosold, was inducted into the Wisconsin FFA Hall of Fame on June 17.



Bob Bosold

The Wisconsin FFA Hall of Fame was established in 1995 to honor individuals who have made lifelong contributions to FFA. An FFA Hall of Famer is someone who has served the organization in a way that is uncommonly exceptional. "Mr. Bosold's stewardship, direction, and production of the ongoing FFA weekly on air broadcasts on WAXX 104.5 over several decades, his support of regional, statewide, and national FFA and FFA alumni

leadership, and his overall dedication to youth involved in agriculture are among the qualities that make him an ideal choice for the Wisconsin FFA Hall of Fame."

Bosold has been with the Eau Claire radio station since 1977. He is a National Association of Farm Broadcaster's Hall of Fame Member, a recipient of Wisconsin Honorary Degree in 1993, American Honorary FFA Degree in 1993, and Wisconsin FFA Distinguished Service Award in 2003. Bosold also served on the National Association of Broadcasters' Marconi Award and Country Music Association (CMA) National Station of the Year teams.

<https://www.wisconsinbroadcastingmuseum.org/hall-of-fame/2007/bob-bosold/>



WBA Hall of Famer Lee Davis dies

Lee Davis, WBA Hall of Famer and the former owner of WCUB and WLTU in Manitowoc, has died. He was 90.

Davis started his career in radio in high school when he joined the radio club. His talent was immediately noticed, and he was hired by a radio station in Albuquerque, New Mexico.

In his Hall of Fame video, Davis said, "I just love radio. When I first started, people said, 'Why are you getting into radio? TV is coming along. You ought to be in TV.' I said, 'But radio is fun.'"

Davis also worked in Fort Lauderdale, Philadelphia, and Chicago before finally coming to Manitowoc when he was hired as the General Manager of WCUB/WLTU, stations he would become the sole owner of in 1988. Davis was also the host of The Breakfast Club on WCUB for over 30 years, a program that still airs today.

A local celebration of life is planned at the Manitowoc Yacht Club on Sunday, July 19 from 2-5 p.m.



Lee Davis

Wisconsin Broadcasters Association Foundation Officers & Board of Directors

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Retired Broadcaster

Dean Maytag
Retired Broadcaster

Chuck Steinmetz
Retired Broadcaster

Hall of Fame Dinner, June 18



Four names were added to the WBA Hall of Fame during the induction event at the Grand Geneva Resort in Lake Geneva as a part of the WBA Summer Conference:

Dave Magnum
Kelly Radandt
Jeff Tyler
Steve Wexler



Your Calendar

July 16
IT Security: Safety & Compliance
Online

July 30
WBA Summer Mixer
Milwaukee, Madison, Eau Claire, Stevens Point, Green Bay

Sept. 15-16, 2026
Midwest Regional Broadcasters Clinic
Madison Marriott West

Jan. 20, 2027
WBA State Legislative Day
Wisconsin State Capitol

Feb. 27, 2027
Student Forum at Lambeau Field
Lambeau Field, Green Bay

April 20-22, 2027
Walker Broadcast Management Institute
UW-Madison

May 1, 2027
WBA Awards Gala
Madison Marriott West

June 16-17, 2027
WBA Summer Conference
Stone Harbor Resort, Sturgeon Bay

June 15-17, 2027
WBA Duke Wright Media Technology Institute
Stone Harbor Resort, Sturgeon Bay

More details registration at wi-broadcasters.org/events



Stay on top of how AI is affecting broadcasters

Follow developments from Jacobs Media Director of AI, Chris Brunt, and sign up for his weekly newsletter

