WISCONSIN BROADCASTER

The Wisconsin Broadcaster Association Newsletter • March-April 2026 Edition

Building Blocks of Broadcasting

at WBA Student Forum at Lambeau Field

By Mark Zoromski, WBA Education Committee Chair

The Student Forum at Lambeau Field offers an impressive array of hands-on experiences. Building with Legos usually is not one of them.

Don't tell that to UW-Stevens Point junior Egg Goyette. Goyette, a self-described perpetual "hand-raiser," volunteered to play the part of "Wisconsin's Best Lego builder" for veteran photojournalists Jim Wilson and Jeremy Nichols, who were demonstrating an active interviewing technique.

The technique worked. Goyette, who uses the pronoun

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Check out video from the forum!

FROM WBA'S PRESIDENT & CEO

WBA Hall of Fame finds room to grow

By Michelle Vetterkind, CAE

Your WBA Hall of Fame has been a part of Marcus Corp's Hilton Milwaukee for more than 10 years, occupying a long hallway in the historic hotel.

While the hallway is, indeed, long, it was becoming too short for our ever-growing WBA Hall of Fame. In a typical year, four large plaques are added to the hall. Space was getting short.

Combine that with a renovation project at the hotel, and discussions with the Hilton began about the fate of the

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FROM WBA'S CHAIR

Get involved to get the most out of WBA

By Judson Beck

The NAB State Leadership Conference in Washington DC is in March and by the time you read this we will have already returned. Your WBA representatives will have spent hours walking and waiting in the halls of Congress to get a few precious minutes to talk with our elected officials. We'll have been prepped by experts,

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FROM WBA'S CHAIR

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armed with one-sheeters from the NAB and WBA so that we can represent our industry to Congress. It's an amazing undertaking that I hope many of you get to experience some time.

If you ever go to DC to lobby, one of the first things you feel is the energy. Everyone you meet who is associated with the conference, NAB, or lawmakers seem to flicker with an active charge. You expect a slight shock when you shake hands. They claim great joy in greeting you while simultaneously clarifying that you only have a couple of minutes. When it's time to present to your member of Congress, you hit your soundbites succinctly. They will have questions, many of which have nothing to do with your talking points. A win is when you can both answer their question and somehow point it back to the topic at hand. Don't forget to make the ask.

During a visit, you recognize the trappings of the Capitol, both physical and mental. Architecture, artwork, landscaping, monuments, security…it's everywhere and its incredible. But as you patrol the halls you see lines of people waiting anxiously to seek favor with their local politician. Monitors and lit signs frequent the walls, informing everyone that "Votes are in Session." Certain elevators are reserved for the members of Congress. There is a little underground train that transports members of Congress between the Capitol building and the House/Senate office buildings. Operating since 1909, it provides rapid transit to avoid surface traffic. It's good to be a member of Congress, I'm sure they get accustomed to that treatment. The cafeterias in the Dirksen Senate basement and Rayburn House are not to be missed. Picture the Star Wars Cantina without the band and everybody is wearing ties. Whether you are in the cafeteria, Senate, or House office buildings they all share one unfortunate similarity; there is no place to sit down. Last year I walked close to 20,000 steps a day. At some point it's just easier to walk than stand still while you wait between appointments.

But it is a place of great history and accomplishment, tragic failure, obvious frustration, and glimmers of hope. It is a place unlike any I have ever been and I am always glad to have visited. Full transparency: I am pretty stoked to come home, too.

I am happy to share my experience. I also bring it up to encourage those with interest to become active in the WBA. I am honestly surprised to find myself an eight-year veteran of the Board. I have heard others say the same thing, so it's not just me. But I am grateful for my experience and the people I have met. I strongly endorse it for others to try. Join committees, volunteer at events, attend conferences, seek a board position. A trip to DC is worth experiencing and you could be a part of it.

We have the best membership in the country. We are blessed with an amazing President and CEO in Michelle Vetterkind, VP in Kyle Geissler and Membership Coordinator in Robin Stephens. If you have interest or questions, talk to any board member or our staff leadership team. ●

FROM WBA'S PRESIDENT & CEO

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WBA Hall of Fame. Being in such a beautiful, 24-hour facility, made the Hilton a fantastic fit. The Hilton was also interested in keeping the Hall of Fame, maintaining its historic connection to broadcasters (read more about that on page 11).

After exploring a few options, we were all excited to move forward with moving the plaques to a new space in the Hilton near the hotel's skyway connection to the Baird Center. It's a well-defined space for a hall of fame that gets a lot of foot traffic. It also has far more wall space, giving our Hall of Fame room to expand for many years to come.

Your WBA has always turned to American Awards and Promotions in Milton to maintain and expand the Hall of Fame. Mark Warren, Amy Mallon, and their team put in many hours and a lot of hard work to remove the plaques and replace them in the new space. There was a tremendous level of planning involved, as well. Mark had the new Hall of Fame mapped out to the inch before any work began.

The Hilton renovated the space right before the Hall of Fame was moved in. The Hilton was undergoing renovations throughout the building, giving our Hall of Fame a beautiful space with a fresh new look to move into.

As part of the upgrade,

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WISCONSIN BROADCASTERS ASSOCIATION

WBA OFFICERS & BOARD OF DIRECTORS

OFFICERS 2025-2026

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Terry Stevenson Seehafer Broadcasting, Manitowoc
Eric Voight Results Broadcasting, Shawano
Monica Wittkopp iHeartMedia, Madison

Ex Officio - NAB Board
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WBA Team

President & CEO
Michelle Vetterkind, CAE
mvetterkind@wi-broadcasters.org

Vice President
Kyle Geissler, CAE
kgeissler@wi-broadcasters.org

Membership Coordinator
Robin Stephens
rstephens@wi-broadcasters.org

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

Wisconsin broadcasters visit Capitol Hill

Wisconsin's radio and TV broadcasters were on Capitol Hill on March 3-4 to meet with members of Wisconsin's Congressional delegation in the House and Senate.

Broadcasters visited the offices of all eight House members and both Senators to talk about issues like keeping AM radio in all vehicles, moving forward with ATSC 3.0 and the Broadcast Positioning System (BPS), modernizing ownership rules, and protecting broadcasters from a performance tax.

Wisconsin broadcasters were also represented at the NAB's annual State Leadership Conference.

FROM WBA'S PRESIDENT & CEO

Continued from page 2

we also installed a newer and much larger video monitor that plays the latest WBA Hall of Fame show on a loop. We will soon add into the loop an introduction to the Hall of Fame featuring myself and Greg Marcus. We are tremendously fortunate that the Marcus family has been an amazing supporter of the WBA Hall of Fame. They and the Hilton Milwaukee management team have been truly wonderful.

I'd also like to call out WBA Hall of Famer and Foundation Board Emeritus member Bill Hurwitz for his critical role in working with the Foundation, Marcus, and the Hilton on the Hall of Fame project.

We will soon distribute new radio and TV spots promoting the Hall of Fame. Watch for those soon. Thank you to Bill Chappie, Andrew Severson, and the creative team at WITI-TV in Milwaukee for your production help.

To celebrate our new Hall of Fame, a reception is planned for April 2 at the Hilton Milwaukee from 5:30-8 p.m. You can find registration information on the WBA website and on page 11. We'd absolutely love to see you there! ●

Local broadcasters build relationships at the State Capitol

About 50 Wisconsin broadcasters gathered in Madison on Jan. 21 to talk to state lawmakers about legislative issues and how local radio and TV stations are serving their constituents.

Before making calls at the Capitol, broadcasters heard from Professor of Law and Public Policy at Marquette Law School, Chares Franklin, Assembly Speaker Robin Vos, and Assembly Minority Leader Greta Neubauer.

Broadcasters talked to lawmakers about daylight savings time, anti-SLAPP legislation, open records, and how local broadcasters serve their communities, highlighting the 75th anniversary of the WBA.

Thank you to all the broadcasters who participated in this important event.

Connections Made at WBA Student Forum at Lambaeu Field

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they, said they were comfortable enough being interviewed to be still able to observe the visually compelling camera angles Nichols was shooting.

Hands-on or not, college and high school students learned valuable techniques to better their craft and jump-start their careers. In addition to the camera angles seminar, they learned how to make "chicken soup from chicken poop" from reporter extraordinaire Boyd Huppert, how to prep for a live sports production, how to reach audiences where they are, how to get more than just a foot in the door in broadcasting, and how to plan a path in college media.

Add in an informative and entertaining keynote address from retired WBAY news anchor and current Packers public address announcer Bill Jartz, free professional headshots, job fair, mock interviews and much more, you have the Lego building blocks to succeed in broadcasting.

Building blocks that the charismatic and animated Goyette hopes to use to pursue a career in broadcast animation.

2026 Roster of WBA Members

As of March 8, 2026

ASSOCIATE

Alive Telecom
American Amplifier Technologies
American Awards and Promotion
American Tower Corporation
ANCO Wireless
ASCAP
Ateme, Inc.
BDO
BetterBNC
Broadcast Depot
Broadcast Management Strategies
Broadcast Music Inc.
Broadcast Supply Worldwide
Broadcasters General Store, Inc.
C&I Power Solutions
Cavell Mertz and Associates
CloudJuncxion, Inc.
Cobalt Digital
Comrex Corporation
Dialight Corp
Dielectric, LLC
Electronics Research Inc.
ENCO Systems Inc.
Escanaba Radio Group (WDBC, WYKX, WRPP)
Evertz
First Business Bank
Fluotec Lighting
Forte'
GatesAir
Godfrey Kahn
Green Bay Packers
Heartland Video Systems
Holiday Vacations
Inrush Broadcast Services
Jacobs Media
Kokusai Denke Electric
Lawo
Lectrosonics
LiveU
Local Broadcast Sales
Marketron
Marshall Electronics
Marshfield Broadcasting
Maxxkonnect Group
Nautel
Nemal Electronics International
Optimized Media Group
P1
Pillsbury Winthrop Shaw Pittman LLP
Precision Communications
Radio Advertising Bureau
Radio GBX
Radio Gearheads
Radio Music License Committee
Rohde & Schwarz
Ross Video
RTI Media
Sennheiser
Sierra Technical Services
Shockley Group, Inc.
Skyline Tower Painting
Slatercom-WCD
Smarts Broadcast Systems
Society of Broadcast Engineers Inc.
Sony Electronics
Summit Technology Group
Tekskil
The Capitol Group
The Museum of Broadcast Communications
Tieline Technology
Troy Research
U.S. Bank
Utah Scientific
WEXL Coaching
WideOrbit
Wilkinson Barker Knauer LLP
Wisconsin Army National Guard
Wisconsin Athletic Hall of Fame
Wisconsin Center For Investigative Journalism
Wisconsin Interscholastic Athletic Assoc.
Wisconsin Lottery
WisconsinEye
WisPolitics
WLHA Radio

RETIRED

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Linda Baun
Greg Bell
Dennis Brechlin
Leonard Charles
Sean Dwyer
Dale Ganske
Joan Gillman
Jonathan Green
Marty Green
Mark Halverson
Mark Heller
Bill Hubbard
Laurin Jorstad
Perry Kidder
Doug Kiel
Jack Le Duc
Paul LeSage
Kipper McGee
Mike O'Brien
Mike Powers
Dave Pritchard
Wayne Ripp
David Sanks
Marty Schibbelhut
Tom Sheridan
Patrick Smith
Rod Synnes
Scott Trentadue
Jeff Tyler
Roger Utnehmer
Richard Wood
Richard Zaragoza

TELEVISION

Appleton
WACY
Eau Claire
WEAU
WEUX
WQOW
Eagle River
WNWE-TV
Elk Mound
WBDL
Green Bay
WBAY
WCWF
WFRV
WGBA
WLUK
WMEI
WPNE
La Crosse
KQEG
WHLA
WKBT
WLAX
WXOW
Madison
TVW
WHA
WIFS
WISC
WKOW
WMSN
WMTV
Menomonie
WHWC
Milwaukee
WBME
WDJT
WISN
WITI
WMLW
WMVS
WMVT
WTMJ
WVCY
WVTV
WWRS
WYTU
Rhinelander
WJFW
Tomah
WPDR
Wausau
WAOW
WHRM
WLEF
WMOW
WSAW
WYOW
WZAW

RADIO

Adams
WCWI
WHAA
Amery
WLAK
WPCA-LP
Antigo
WACD
WATK
WATK-AM
WVRN
Appleton
WAPL
WEMI
WHBY
WKZY
WORQ
WSCO
WZOS
Baldwin
WSCM
Baraboo
WBOO
WCNP
WRPQ
Beaver Dam
WBEV
WBEV-AM
Beloit
WGEZ-AM
Berlin
WISS
Black River Falls
WWIS
WWIS-AM
Burlington
WBSD
Chilton
WZBU-AM
Chippewa Falls
WCFW
Crandon
WEQC
Dodgeville
WDMP
WZRK
Durand
WRDN
Eagle River
WERL
WRJO
Eau Claire
WATQ
WAXX
WAYY
WBIZ
WBIZ-AM
WEAQ
WECL
WGNW
WHEM
WHWC
WIAL
WISM
WOGO
WMEQ
WMEQ-AM
WQRB
WUEC
WVCF
WWIB
WWJC
Fond du Lac
KFIZ
WFDL
WFON
WTCX
WVFL
Fort Atkinson
WFAW
Goodman
WMVM
Green Bay
WDKF
WDUZ
WDUZ-AM
WEMY
WFZZ
WGBW
WGEE
WHID
WHND
WIBD
WIXX
WKRU
WKSZ
WNCY
WNFL
WOGB
WPKR
WPNE
WQLH
WTAQ
WTAQ-AM
WZOR
Hayward
WBZH-AM
WHSM
WRLS
Hudson
WDGY
Iron River
WATW
WBSZ
WJJH
WNXR
Janesville
WCLO
WJVL
WSJY
WWHG
Kenosha
WGTD
WIIL
WLIP
WVTY
Lac du Flambeau
WLDF
La Crosse
KCLH
KQEG
KQYB
WEQL
WEQM
WEQS
WFBZ
WHLA
WIZM
WIZM-AM
WKTY-AM
WLCX-AM
WLIJ
WLSU
WLXR-AM
WQCC
WRQT
WTPN
Lake Geneva
WLKG
Madison
WBKY
WEQW
WERN
WHA-AM
WHHI
WHIT
WIBA
WIBA-AM
WJJO
WJQM
WLMV
WMAD
WMDX
WMGN
WMHX
WMMM
WNWC
WNWC-AM
WOLX
WORT
WOZN
WRIS
WSSW
WSUM
WTLX
WTSO
WWQM
WXXM
WZEE
Manitowoc
WCUB
WOMT
WOMT-AM
WQTC
WTSW-LP
Marinette
WAGN
WHYB
WLST
WMAM
WSFQ
Marshfield
WDLB
WOSQ
Mausaton
WRJC
WRJC-AM
Mayville
WMDC
Medford
WIGM
WKEB
Menomonie
WVSS
Merrill
WHJL
WJMT
WXVM
Milwaukee
WAUK
WDDW
WEMK
WGKB
WHAD
WHQG
WISN
WJMR
WJOI
WKKV
WKLH
WKTI
WMIL
WMSE
WMYX
WNOV
WOKY
WRIT
WRNW
WRXS
WSSP
WTLX
WTMJ
WUWM
WVCY
WXSS
WYMS
WZTI-AM
Minocqua
WLKD
WMQA
Monona
WVMO-LP
Monroe
WBGR
WEKZ-AM
Neillsville
WCCN
WCCN-AM
WPKG
Oshkosh
WNAM
WOCT-LP
WOSH
WRST
WVBO
WVCY-AM
WWWX
WYDR
Owen
WVCS
Park Falls
WCQM
WPFP
Platteville
WGLR
WPVL
WPVL-AM
WSUP
Plymouth
WSTM
Portage
WAUN
WDDC
WPDR
Prairie du Chien
WPRE
WPRE-AM
WQPC
Racine
WRJN
Reedsburg
WNFM
WRDB
Rhinelander
WCYE
WHDG
WNWX
WOBT
WRHN
WRLO
WXPR
WXPW
Rice Lake
WAQE
WAQE-AM
WEPP
WJMC
WJMC-AM
WKFX
WYRL-LP
Richland Center
WRCE-AM
WRCO
Ripon
WRPN-AM
River Falls
WRFW
Shawano
WJMQ
WOTE
WOWN
WTCH
WTCH-AM
Sheboygan
WBFM
WCLB
WEMP
WHBL
WHBZ
WLKN
WSHS
WXER
WYVM
Sparta
WCOW
Stevens Point/ Wausau
WBCV
WCWB
WGLX
WHTQ
WPCN
WPCN-AM
WSPT
WWSP
WYTE
Sturgeon Bay
WBDK
WDOR
WDOR-AM
WLGE
WPVM
WQDC
WRKU
WRLU
WSBW
Sun Prairie
WLSP-LP
Superior
KDKE
KUWS
WDSM
WDUL-AM
WHDI
WHSA
WHWA
WSSU
WUWS
Suring
WRVM
Tomah
WBOG
WLXR
WTMB
WVCX
Tomahawk
WEQR
WJJQ
WJJQ-AM
Two Rivers
WLTU
Viroqua
WKPO
WVRQ
WVRQ-AM
Washburn
WEGZ
Waupaca
WAUP-LP
WDUX
WILW-LP
WPCA
Waupun
WFDL-AM
Wausau
WAVL
WCLQ
WDEZ
WGNV
WHBM
WHRM
WHSF
WIFC
WLBL-AM
WLBL-FM
WMZK
WOZZ
WRIG
WSAU
WSAU-AM
WXCO
Wautoma
WAUH
West Bend
WMBZ
WRYU
Whitehall
WHTL
Whitewater
WKCH
WSLD
WSUW
Wisconsin Dells
WDLS
WNNO
Wisconsin Rapids
WFHR
WIRI

Training is key in 2026

By Chris Brunt

The biggest impediment to increased revenue is an undertrained sales staff. It is a sales maxim that is more relevant today than ever.

We are operating in an era, especially in digital sales, where clients perceive that everyone is selling the same products. In that environment, the reps who are best trained win.

If that were not reason enough to increase training regimens, data released in February from RAB and Borrell shows that the number of ad account executives across media outlets has declined sharply over the past decade, while marketing pros on the client side have surged. In fact, ad sales staffs are now outnumbered three to one by marketing managers nationwide. At the same time, half of businesses advertising on radio and TV now have at least one dedicated marketing person on staff, and one in three buyers now possesses "master" level marketing experience.

Our radio and TV reps must not only fluently present traditional media plans, but also clearly explain how traditional and digital fit into a client's broader marketing strategy, why the proposal is priced efficiently, and how success will be measured. They are increasingly sitting across from knowledgeable professionals who rely on data to evaluate digital campaigns and expect the same rigor from media partners.

The Borrell data also makes something else clear. Training is viewed by radio managers as the number one way to grow digital revenue. Digital revenue reached $2.3 billion in 2025, up 7.8 percent, and is forecast to grow another 9.5 percent in 2026. The opportunity is significant, but it requires skilled sellers to capture it.

Stations that grow digital revenue the fastest train more often and demonstrate greater confidence in their strategy and sales teams. Top performing clusters generate three to five times more digital revenue than their peers by being disciplined and surgical in their approach.

Training can take many forms, from individual to small group to full staff sessions. For individual training, there are several no-to-low cost digital options available to sellers:

- Google offers free online courses such as Fundamentals of Digital Marketing that users can complete at their own pace
- The Trade Desk provides training tracks for sellers, managers, and ad operations teams at no cost
- LinkedIn Premium members have access to a wide range of professional training programs for media sellers

Training is leverage. It shortens sales cycles. It increases proposal confidence. It improves close rates. And in a market where account executives are fewer but clients are more sophisticated, that leverage matters more than ever.

Midwestern broadcasters have grit. We have community roots. We have trust. When we pair those strengths with disciplined, ongoing training, we move from being relationship sellers to strategic marketing advisors.

That is how revenue grows in 2026.

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

Names in the News

Shiroma

Jill Shiroma has been promoted to Vice President of Digital Strategy for Morgan Murphy Media, based in Madison. Shiroma will lead the company's digital strategy initiatives in the newly created role, building on more than two decades of progressive leadership within the organization.

Wilson

Jacob Wilson joined WSAW-TV/WZAW-TV in Wausau as news director on Jan. 22. Wilson will lead the stations' daily news operation and special projects, including expanding and elevating work on digital platforms. He most recently led the morning team at WTTV/WXIN, the CBS/FOX duopoly in Indianapolis.

Zuidema

The Assistant Chief Engineer at WFRV-TV in Green Bay, **Stan Zuidema**, retired at the end of the year. He had a 46-year career in TV, with the last 11 years at WFRV-TV.

Bach

Caroline Bach has been named Allen Media's Wisconsin Regional News Director, overseeing operations at WKOW-Madison, WAOW-Wausau, WXOW-La Crosse and WQOW-Eau Claire. Bach started with the company at WVVA in West Virginia in 2012 and she came to WKOW in 2014, earning several promotions through the years. She began her new duties at WKOW on Jan. 1.

Maxwell

News Director **Dani Maxwell** was promoted to National News Director of Allen Media Broadcasting, WKOW's parent company, after working for WKOW 27 News for 14 years. She will be working with all AMB newsrooms across the country, providing training, feedback, coaching and talent recruitment.

Rae

TMJ4 News (WTMJ-TV) promoted Investigative Reporter **Jenna Rae** to Chief Investigative Reporter. Rae has earned two Emmy Awards and multiple WBA Awards, notably for her in-depth investigations into the Housing Authority of the City of Milwaukee. Nationally, she has been recognized with an Edward R. Murrow Award for coverage of a school shooting in St. Louis.

Edwards

Keith Edwards is returning to WQOW-TV in Eau Claire as an 18 News Evening Anchor at 5, 6, and 10 p.m. Edwards had previously anchored at WQOW for 13 years.

Djukic

WQOW also announced **Jessica Djukic** has joined the station as evening anchor. Djukic previously anchored the evening news at WFJW in Rhinelander. Djukic also held positions at KODE-TV, Joplin, MO, KJRH-TV, Tulsa, Oklahoma, and KAUZ-TV, Wichita Falls, Texas.

Wild

Cooper Wild has joined WQOW-TV as sport director. Wild comes from WAOW-TV in Wausau where he was a multimedia journalist. Wild is a graduate of UW-Green Bay with a degree in Sports Communication. He grew up in Medford and has family in the Chippewa Valley.

Truett

Mike Truett has been promoted to News Director of WISC-TV in Madison. Truett joined News 3 last summer as Assistant News Director. Most recently, Truett served as News Director at KWCH/KSCW in Wichita, Kansas, where he supervised a staff of journalists and technicians.

Spangler

An employee at Green Bay TV station WLUK-TV is marking a milestone. Brand Market Strategist **Dan Spangler** has been at the station for 15 years.

Williams

TMJ4 (WTMJ-TV) in Milwaukee has announced that **Andrea Williams** has been named the new permanent anchor of TMJ4's 6:30 p.m. news and entertainment program, "Milwaukee Tonight." Over the past three months, she has been serving as the interim host of the show. Before joining TMJ4, Williams served as a radio personality during morning drive in the city for 25 years, including 20 years at Jammin' 98.3, where she was also the News/Public Affairs Director for the Milwaukee Radio Group.

Gilliland

A long-time voice in Wisconsin classical music, **Norman Gilliland** has announced that he will retire from Wisconsin Public Radio. His last broadcast of "Midday Classics" will be June 19 on the WPR Music service, closing more than four decades on the air. Gilliland has been a classical music host on WPR since 1984. In addition to his music hosting, Gilliland also co-hosted "University of the Air." He also created and hosted "Old Time Radio Drama" on the statewide network, preserving and recreating the earliest days of radio entertainment. He is also a reader and editor for "Chapter A Day." On PBS Wisconsin, Gilliland serves as host of "University Place Presents."

Miller

Veteran broadcaster **Matt Miller** is joining the Big Radio on-air team in southern Wisconsin and northern Illinois. Miller joins Big Radio full-time as Morning Host on The Big Rock Q102 (WQLF-FM) and will also be heard on The Big FM 93.7 (WBGR-FM), the company's flagship station. Big Radio is owned by father-and-son team Scott and Ben Thompson. Miller has 40 years of broadcasting experience with a deep background in local radio, programming, and client production.

Stations participating in WBA awards

KFIZ AM Fond du Lac, **KUWS FM** Superior, **PBS Wisconsin** Madison, **WAOW TV** Wausau, **WAPL FM** Appleton, **WAUK AM** Milwaukee, **WAXX FM** Eau Claire, **WAYY AM** Eau Claire, **WBAY TV** Green Bay, **WBCV FM** Wausau, **WBEV AM** Beaver Dam, **WBEV FM** Beaver Dam, **WBKY FM** Stoughton, **WBOG AM** Tomah, **WBZH** Hayward, **WCFW FM** Eau Claire, **WCOW FM** Sparta, **WCQM FM** Park Falls, **WDJT TV** Milwaukee, **WEAU TV** Eau Claire, **WFBZ FM** La Crosse, **WFDL AM** Waupun, **WFDL FM** Fond du Lac, **WFHR FM** Wisconsin Rapids, **WFON FM** Fond du Lac, **WFRV TV** Green Bay, **WGBA TV** Green Bay, **WGBW AM** Green Bay, **WGEE FM** Green Bay, **WGKB FM** Milwaukee, **WGLR FM** Platteville, **WGLX FM** Wausau, **WHBY AM** Appleton, **WHQG FM** Milwaukee, **WHRM FM** Wausau, **WHSA FM** Superior, **WHTL FM** Whitehall, **WHTQ FM** Wausau, **WHYB FM** Marinette, **WIAL FM** Eau Claire, **WIBA AM** Madison, **WIRI FM** Wisconsin Rapids, **WISC TV** Madison, **WISM FM** Eau Claire, **WISN TV** Milwaukee, **WISS AM** Oshkosh, **WITI TV** Milwaukee, **WJFW TV** Rhinelander, **WJJO FM** Madison, **WJMC FM** Rice Lake, **WJMR FM** Milwaukee, **WKBH FM** Portage, **WKBT TV** La Crosse, **WKLH FM** Milwaukee, **WKOW TV** Madison, **WKSZ FM** Green Bay, **WLAX TV** La Crosse, **WLDF FM** Lac Du Flambeau, **WLKG FM** Lake Geneva, **WLKN FM** Manitowoc, **WLSP LP** Sun Prairie, **WLST FM** Marinette, **WLUK TV** Green Bay, **WMBZ FM** West Bend, **WMDC FM** Mayville, **WMDX AM** Madison, **WMTV TV** Madison, **WNAM AM** Oshkosh, **WNCY FM** Green Bay, **WNNO FM** Wisconsin Dells, **WOGO AM** Eau Claire, **WOMT AM** Manitowoc, **WORT FM** Madison, **WOSH AM** Oshkosh, **WPVL FM** Platteville, **WQCC FM** La Crosse, **WRCO AM**, Richland Center, **WRDB AM** Reedsburg, **WRIS FM** Madison, **WRJC FM** Mauston, **WRJN AM** Racine, **WRLS FM** Hayward, **WRXS FM** Milwaukee, **WSAU FM** Wausau, **WSAW TV** Wausau, **WSCO AM** Appleton, **WSFQ FM** Marinette, **WSJY FM** Janesville, **WSLD FM** Whitewater, **WTAQ AM** Green Bay, **WTCX FM** Fond du Lac, **WTLX FM** Madison, **WTMB FM** La Crosse, **WTMJ AM** Milwaukee, **WTMJ TV** Milwaukee, **WUWM FM** Milwaukee, **WVMO FM** Monona, **WVTV TV** Milwaukee, **WVTY FM** Racine, **WWIB FM** Eau Claire, **WWQM FM** Madison, **WXCO AM** Wausau, **WXPR FM** Rhinelander, **WYMS FM** Milwaukee, **WYTE FM** Wausau, **WYTU TV** Milwaukee, **WZEE FM** Madison, **WZOR FM** Green Bay

WOMT expands to FM in its 100th year

Celebrating its 100th year, WOMT radio in Manitowoc is simulcasting its signal on FM starting Feb. 1.

The Seehafer Broadcasting station will now be available on both 1240 AM and 98.9 FM.

"For the past two years, our team has been thoughtfully planning not only how to celebrate 100 years of live, local radio — but how to ensure the relevancy, sustainability, and growth of WOMT for the next generation," Seehafer Broadcasting Vice President Terry Stevenson said. "Simulcasting on both AM and FM allows WOMT to significantly expand both its geographical reach and demographic reach."

While WOMT has been available on 107.9 FM in recent years, that signal operated as an FM translator with a limited coverage radius of approximately 10 miles. The new 98.9 FM signal will clearly cover all of Manitowoc County and all of Sheboygan County, dramatically strengthening WOMT's signal and community impact.

"This is outstanding news for our advertising partners," Stevenson said. "WOMT will now deliver even greater reach, consistency, and value across our platforms."

As part of this transition, WEMP's call letters and 'Easy Listening' format will officially retire on Jan. 31.

In conjunction with the simulcast transition, Stevenson also announced that effective Feb. 1, WQTC-102.3 FM will become the new home for Badger basketball, Badger football, and Green Bay Packers football, beginning with the 2026 season.

"We're excited to bring this premier live play-by-play coverage to our classic rock audience while continuing to strengthen sports programming across the Seehafer Broadcasting family," Stevenson said.

Additional announcements highlighted several major WOMT 100 community events planned for 2026. Stevenson announced "The Jim & Rick Show: LIVE from Metro Jam" will take place on June 19 beginning at 5:30 p.m. This one-hour, in-person-only special will kick off Metro Jam weekend and is presented by WOMT 100.

Lastly, as part of the centennial celebration, Stevenson announced the return of Deuces Wild! Dueling Pianos on Aug. 20. This free community event will take place at PetSkull Brewing Company in Manitowoc.

In Remembrance

Meyer remembered for farm broadcasting career

WBA Hall of Famer and long-time farm broadcaster Bob Meyer died Jan. 6. He was 70.

Bob Meyer's competitive public speaking experience through elementary and high school led to him pursuing a career in radio. Starting with a three-year stint in the mid 1970's, Meyer returned to WDLB-WLJY in Marshfield in 1986 as assistant farm director. Later that year he began a 30-year run as the morning drive announcer on WDLB-AM. With that, Meyer became co-host of the Goetz Farm Radio Network's morning farm show Daybreak. In 1987 he was named Program Director for WDLB. In 1991, Meyer became Farm Director for the Goetz Farm Radio Network. Over the following decade, GFRN increased its program offerings and its affiliate list to cover the state of Wisconsin.

Meyer

In 2003, GFRN was acquired by Learfield Communications; as a part of Brownfield Ag News, Meyer could be heard on more than 350 stations in ten states.

During his long career, he conducted more than 20,000 interviews with newsmakers and people of interest in agriculture. Meyer has served on numerous boards and committees for organizations including Wisconsin Farm Technology Days and the Professional Dairy Producers of Wisconsin. His continued support of the FFA garnered him the Honorary American FFA Degree. For 30 years he has been "the voice" of the annual Wisconsin State FFA Convention. Farmers across Wisconsin know Bob Meyer for his booming voice and dedication to agriculture. He was inducted into the WBA Hall of Fame in 2023.

A visitation and service was held Jan. 30-31 at the Loyal High School Gymnasium.

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Drive collects 804 coats

WJMR (Jammin' 98.3) in Milwaukee collected 804 coats during its annual Stokes Coats Drive, surpassing its goal for the event.

"This year's drive was a powerful reminder of what's possible when a community comes together," said Don Black, Director of Content at Jammin' 98.3. "It never stops amazing me how people step up and show up for one another, especially when it matters most."

Green Bay station distributes $300K for those in need

Green Bay radio station Q90FM (WORQ) recently hosted its 10th annual community outreach program called the Police Lights of Christmas.

The station raised $300,000 to provide gift cards to 115 Wisconsin law enforcement agencies, which will use them to help people in need who officers encounter in their work.

The money is raised at various events the station holds in coordination with law enforcement agencies, including an event at Culvers and a motorcycle rally.

Helping more than 750 people

WISN-TV in Milwaukee hosted a blood drive and phone bank on Feb. 11 to support the Versiti Blood Center of Wisconsin and its local site Versiti on King, a new blood donation and community resource center.

The charitable effort was part of the station's 'WISN 12 Day of Giving' initiative, which assists local non-profit organizations.

"Reports tell us that every two seconds, someone in our community needs blood," said Shawn Oswald, president and general manager of WISN 12. "By taking a little bit of time out of your day to donate blood or provide financial assistance, you're literally saving lives."

More than $13,000 was raised and 220 blood donors participated in the drive, donating blood, platelets, and plasma. These donations will help more than 750 people in the local community.

Milwaukee station promotes PB&J Challenge

Milwaukee TV station CBS 58 (WDJT-TV) is partnering with Feeding America Eastern Wisconsin to collect jars of peanut butter and jelly for families in need.

The PB&J Challenge is in its 23rd year and aims this year to raise 1 million peanut butter and jelly sandwiches, or the equivalent.

PB&J Challenge spokesperson and Milwaukee Bucks player Bobby Portis Jr. joined Feeding America Eastern Wisconsin on Feb. 5 to face off against four local kids in a PB&J sandwich making competition on CBS 58.

"I had stiff competition, you know, they were prepared and ready to beat me. They did whatever it took to win, too, so gotta shout-out the competition," Portis said.

CBS 58 Chief Meteorologist Drew Burgoyne even gave Portis and Feeding America Eastern Wisconsin a shoutout during the CBS 58 weather report that airs during halftime of Bucks games at Fiserv Forum.

Young Professionals 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 Summer Conference on June 17-18 in Lake Geneva. Meet January's Young Professionals of the Month below.

YP of the Month is 'trusted leader' in Green Bay newsroom, WFRV-TV

McKenna Rentmeester

Company
WFRV-TW
Position
Assistant News Director

Years at station
Six

Started in broadcasting
2020

The Assistant News Director at WFRV-TV in Green Bay, McKenna Rentmeester, is the WBA Young Professional of the Month for the month of January.

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.

Rentmeester was nominated by WFRV-TV News Director Joe Radske who wrote that Rentmeester is a trusted leader in the newsroom.

"McKenna not only is extremely proficient at producing a compelling newscast, she is a leader who inspires and elevates the individuals who contribute to the newscast," Radske wrote. "McKenna brings patience and positivity to the newsroom every day. Every business has a go-to person. McKenna is that go-to person. It doesn't matter if it's mandated news coverage or decorating the newsroom for a holiday, McKenna will be involved."

How did you get into broadcasting?

I was in the process of deciding what careers interested me and which colleges would best suit my higher education. While I considered several career options, ultimately my mom was the guiding force to my future as a journalist. We were watching a morning news reporter live at a county fair that led us to having a deeper conversation on how I could pursue a job like that. I've always enjoyed reading, telling stories, and a curiosity that drives me to look deeper at obstacles I may face. My studies at the University of Stevens Point further cemented my passion for journalism.

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

Budding journalists bring fresh passion and drive to the industry, helping motivate any newsroom to strive for the best coverage or story angle possible. The infusion of new ideas and the constant evolution of broadcast media pairs well with young professionals in every aspect of what journalists stand for. But leaning on the experience of veteran anchors, managers, and reporters can be an invaluable resource for anyone. The balance of new and fresh to meet experience and stability is key to any successful news organization.

What advice would you give to other young broadcasters?

Just ask the question. It's a critical part of being a journalist, but there are many times speaking up may seem more difficult than staying silent. Asking questions is how we learn best practices to set ourselves up for success. It may seem simple but your perspective matters because more often than not, a viewer will be thinking the same thing.

What does the future of broadcasting look like to you?

Part of the draw to a career in broadcasting is that no two days are the same. I feel this applies to the industry, and therefore, the future. As we navigate technological advancements and always changing viewer interests, building stable media-to-viewer relationships will be key.

Nominate here:

New WBA Hall of Fame at Hilton Milwaukee

Your WBA Hall of Fame is now available in a newly renovated, more expansive location in the Hilton Milwaukee.

As part of a wider renovation project at the hotel, the Hall of Fame recently reopened at its new location in a space on the second floor near the high-traffic skyway to the Baird Center. The new location provides more space for expansion of the Hall of Fame for many years to come. It also features a new, larger video display that plays the most recent WBA Hall of Fame program.

The Hilton Milwaukee in downtown Milwaukee has always been a favorite venue for many radio and television events and the tower on top of the building has stood as an icon for broadcasting in Wisconsin since the 1930s. The Hall of Fame, established in 1989, initially opened at the Hilton Milwaukee in 2015.

Ben Marcus, founder of the Marcus Corporation which owns the Hilton, once owned and operated several radio stations in southeastern Wisconsin. Marcus was also the founder of the Children's Variety Club of Wisconsin, a charity that tied into Wisconsin radio and television stations for decades.

WBA Hall of Famer Bill Hurwitz was instrumental in bringing the Hall of Fame to the Hilton in 2015 and also in making the move to this new space in 2026.

American Awards and Promotions dedicated many hours and tireless effort to this project to make the move possible.

All of the iconic WBA Hall of Fame videos are available to Hall of Fame guests through QR codes posted near each plaque.

A reception is being planned for the evening of April 2 to celebrate the new space. This year's inductees will also be announced in the spring and will be recognized June 18 at the WBA Summer Conference at the Grand Geneva Resort in Lake Geneva.

Register for April 2 Reception

Register for Summer Conference

2026 Election Windows for Lowest Unit Charge

2026 Elections	Window for LUC begins	Election Dates
Spring Primary	Spring Primary - Jan. 3, 2026	Feb. 17, 2026
Spring General	Spring General - Feb. 6, 2026	April 7, 2026
Partisan Primary	Partisan Primary - June 27, 2026	Aug. 11, 2026
General Election	General Election - Sept. 4, 2026	Nov. 3, 2026

*LUR (lowest unit rate/charge) runs from the stated "begins" date through Election Day.

In Memory

Remembering Green Bay area Hall of Fame anchor

Ramsay

WBA Hall of Famer Charles "Chuck" Ramsay died Jan. 7 at the age of 91.

Ramsay's 45-year career found him to be the source of news for an entire generation of Green Bay area viewers from 1965 to 2002. A 1957 graduate of Brown Institute of Radio and Television, he served his first eight years in broadcasting in radio in Michigan's Upper Peninsula. He became Sports Director/Anchor at WBAYTV in 1965 and in 1971 became its News Anchor, continuing as one of Green Bay's leading newscasters for the next 31 years.

During his career, he was active in fundraising and supporting the Boy Scouts, Cerebral Palsy research, the March of Dimes, and the Fox Valley Domestic Abuse Center and was an elder at his Green Bay Community Church.

He retired from broadcasting at the end of 2002 and was inducted into the WBA Hall of Fame in 2003.

Visitation was held Jan. 24 at Springlake Church at 2240 Klondike Road in Green Bay.

In lieu of flowers, the family would ask that gifts be made to the Wisconsin Parkinson Association and Unity Hospice.

WBA Student Awards for Excellence Winners

High School - Radio

Newscast

1st Union Grove High School - UGHS November News & Sports 2025

2nd Union Grove High School - UGHS September News Report 2025

Feature Story

1st Union Grove High School - UGHS Community Tree Lighting Feature 2025

2nd Union Grove High School - UGHS Salute to Veterans 2025

3rd Union Grove High School - UGHS Broncos Give Back & Get Involved 2025

Sports Play-by-Play

1st Notre Dame Academy - Survive and Advance

2nd Union Grove High School - UGHS Football Play-By-Play/UG vs Elkhorn 2025

3rd Union Grove High School - UGHS Girls Basketball Play-By-Play/UG vs Westosha 2025

Sports Programming

1st Kiel High School - Kiel Postgame Interview

2nd Kiel High School - Football Postgame Show

Promo/PSA

1st Union Grove High School - UGHS Back To School Safety PSA

High School - TV

Event Coverage

1st Notre Dame Academy - Green Bay Holiday Parade - NDA Triton News

2nd Wauwatosa West High School- Career Exposure Day Connects Students with Milwaukee County Careers

3rd Notre Dame Academy - Kairos Retreat - NDA Triton News

Newscast

1st Union Grove High School - UGHS Holiday Spirit Week Rundown 2025

2nd Union Grove High School - Homecoming Spirit Week News 2025

3rd Union Grove High School - UGHS Community Tree Lighting Feature 2025

Feature Story

1st Wauwatosa West High School - Tosa Cares Food Pantry: Helping Local Families Through the Holidays

2nd Wauwatosa West High School - Inside AP Psychology: Students Get Hands-On With the Human Brain

3rd Fond du Lac High School - "Boo Bags" at the Cardinal's Nest

Sports Play-by-Play

1st Union Grove High School - Boys Basketball Play-By -Play/UG vs Prairie 2025

2nd Kiel High School - Kiel Playoff Baseball

3rd Wisconsin Rapids Public Schools - WR Boys Hockey vs Marshfield - Dec. 18, 2025

Sports Programming

1st Wauwatosa West High School - Tosa West Senior Reflects on State Hockey Run and Finding His Place in the Sport

Promo/PSA

1st Wisconsin Rapids Public Schools - WR Girls Soccer Hype Video

2nd Fond du Lac High School - Bonne Anne Bonne Play Promo

3rd Wisconsin Rapids Public Schools - WR Hockey Hype Video

High School - Radio and TV

Social Media

1st Wisconsin Rapids Public Schools - RapidsTV Instagram

2nd Wauwatosa West High School - Wauwatosa West Instagram Page for Media Program

Website

1st Wauwatosa West High School - Wauwatosa West Journalism Website

2nd Wisconsin Rapids Public Schools - RapidsTV Website

College/University - Radio

Boyd Huppert Excellence in Radio Writing Award

1st WSUM (UW-Madison) - Potential Janesville Data Center Protests

News Series/Documentary

1st WSUM (UW-Madison) - The Gubernatorial Race Series: Milwaukee County Executive David Crowley

Newscast

1st WSUM (UW-Madison) - Nov. 20 Daily Newscast

2nd WSUM (UW-Madison) - Nov. 18 Daily Newscast

General News Story

1st WRST (UW-Oshkosh) - Singh Selected

2nd WSUM (UW-Madison) - From City Hall to Campus: Mayor Satya Rhodes-Conway

3rd WSUM (UW-Madison) - Proposed Janesville Data Center Story

Feature Story

1st UW-Stevens Point - Saint Patrick's Day

Sports Show

1st WRST (UW-Oshkosh) - National Championship Pre-Game

2nd WSUM (UW-Madison) - We Sleep In May

3rd WSUM (UW-Madison) - From The Bench - The Aftermath of Badger Football, without the Axe

Sports Story

1st WRST (UW-Oshkosh) - Week in Review Sports Recap

2nd WRST (UW-Oshkosh) - NCAA Div III Women's Volleyball Preview

3rd WSUM (UW-Madison) - WSUM Daily Sports Update

Sports Play-by-Play

1st WRST (UW-Oshkosh) - NCAA Div III Women's Volleyball Championship

2nd WSUM (UW-Madison) - Badger Volleyball vs UNC - NCAA Round 2

3rd WRST (UW-Oshkosh) - UWO vs. Smith College

Air Check

1st WSUM (UW-Madison) - Johnny Raider Aircheck

2nd UW-Green Bay - Bay Area Breakdown: March 27, 2025

3rd WRST (UW-Oshkosh) - Garage Tunes with Vincent Glatczak

Special Programming

1st UW-Green Bay - Exclusive Premier of 'Proxy' with Solshade

Station Imaging

1st WSUM (UW-Madison) - Johnny Raider Show Imaging

Podcast

1st Milwaukee PBS/MATC - Gwen the Ghost Guide Episode 2: Jeffrey Dahmer

2nd WSUM (UW-Madison) - Toss The Mic Sportscast

3rd WSUM (UW-Madison) - Madison Science Mystery Tour (Nick Burgraff Interview)

Long Form Audio Storytelling

1st WSUW (UW-Whitewater) - From Laos to the U.S.

2nd UW-Madison - The Healing Palette

3rd UW-Madison - Absurd Athletics

Episodic Emtertainment Program

1st WUEC (UW-Eau Claire) - Story Time for Sorry Folks

2nd UW-River Falls - Theming Experiences

Public Affairs/Talk Show

1st WSUM (UW-Madison) - The Gubernatorial Race Series: State Senator Kelda Roys

2nd WUEC (UW-Eau Claire) - Philoso-Yappers

3rd WUEC (UW-Eau Claire) - Book Talk

Promo

1st WSUM (UW-Madison) - CD-Thon (College Radio Day)

2nd UW-Green Bay - Film Frequency

3rd UW-Stevens Point - In Case You Missed It

PSA

1st UW-Green Bay - Spring 2025 Election PSA

College/University - TV

Boyd Huppert Excellence in Television Writing Award

1st UW-Madison - First Generation Badgers

2nd Milwaukee PBS/MATC - Pets Helping People

3rd Milwaukee PBS/MATC - Meet The Admirals

News Series/Documentary

1st Milwaukee PBS/MATC - Forking Over History

2nd UWEC TV 10 - A New Height

3rd UW-Madison - "One Tweet, Endless Impact" - A Story on Jack Towne

Newscast

1st UW-Madison - Badger Herald Broadcast, Dec. 11, 2025

2nd UW-Whitewater - UWW-TV News Update for the Week of Sept. 15, 2025

3rd UW-Whitewater - UWW-TV News Update for the Week of March 17, 2025

General News Story

1st UW-Madison - Why Police Are Cracking Down on Cyclists Without Lights — Inside the 'Be Bright' Campaign

2nd UW-Madison - Tattoo Fest

3rd UW-Madison - Randall & Franklin Elementary Food Drive

Feature Story

1st Milwaukee PBS/MATC - Sunset Playhouse

2nd Milwaukee PBS/MATC - People Brothers Band

3rd Milwaukee PBS/MATC - Artist's Journey

Continued fon page 15 >

Four awarded scholarships during Student Forum at Lambeau

Four scholarships were given out during the WBA Student Forum at Lambeau Field on Feb. 28 to students studying broadcasting in Wisconsin.

The recipients are:

Hull

Lexi Hull

Lexi Hull is the 2025 WBA Foundation Scholarship recipient.

Hull is attending UW-Stevens Point and majoring in Media Studies and Arts Management. She's planning to graduate in May 2027.

Her career goal is to be a producer and to help people bring their creative visions to life. She wants to create with others and give a voice to everyone through media. She has a particular interest in being a sound recorder and manager.

Hull is heavily involved on the UW-Stevens Point campus, working at the campus radio station and Pointer Studios. At Pointer Studios she worked her way up to the position of general manager and was instrumental in the creation of the Pointer Studios Telethon. She also does freelance videography and editing and produces social media content for campus dining and housing.

She's also an honors student and has received numerous academic awards.

Hull is described as dedicated, thorough, thoughtful, and destined for professional success.

Thompson

Makenna Thompson

Makenna Thompson is the 2025 Morgan Murphy Media Scholarship recipient.

Thompson is attending UW-Oshkosh and majoring in Radio/TV/Film. She's planning to graduate in spring 2026.

Her career goal is to be part of a team dedicated to putting out the best sports broadcasts.

Thompson is Sports Director for the UW-Oshkosh campus TV station, Titan TV, and hosted programs on the campus radio station, WRST-FM. At Titan TV she's also served as an executive producer and trainer for new students. She's also been involved with the campus football team, including filming practices and games and producing content for the team's social media accounts. She's interned with the Green Bay Rockers baseball team, working on the gameday production crew and operating cameras. She recently joined the Green Bay Packers Tundra Vision crew, assisting on-field camera operations.

Thompson is described as organized, outgoing, and a natural problem solver, approaching tasks with enthusiasm, efficiency, and a positive attitude.

Dahnke

Annelise Dahnke

Annelise Dahnke is the 2025 David L. Nelson Scholarship recipient.

Dahnke is attending UW-Oshkosh and majoring in Radio/TV/Film. She's planning to graduate in spring 2027.

Her career goal is to become a producer of big-time television, working on high profile sitcoms or narrative shows. She hopes to begin her career in news to build experience producing live content and practicing ethical journalism.

Dahnke has experience working with Titan TV studios on the UW-Oshkosh campus, working in various roles on different TV programs and on newscasts, including camera operator, assistant directing, and producing. She said she's drawn to producing because she loves planning, collaboration, and contributing to every creative stage. She's also head of public relations for the Titan Film Society and Co-Vice President of the Oshkosh Film Forum.

Dahnke is described as having a strong work ethic, creative vision, and impressive leadership abilities. She's committed to a career producing content for broadcasting.

Dembiec

Kayla Dembiec

Kayla Dembiec is the 2025 Howard Gernetzke Scholarship recipient.

Dembiec is attending UW-Madison and majoring in Journalism. She is planning to graduate in spring 2027.

Her career goal is to become a reporter who uses her digital skills to make trustworthy journalism more engaging and relevant for today's audiences.

On campus, Dembiec is involved with student radio station WSUM where she was the Talk Director and a talk show host. She's also worked for The Daily Cardinal and is a member of the American Meteorological Society.

She's served as a news intern at WISC-TV in Madison covering the Badger Beat, where she dramatically increased the station's social media followers and pageviews covering issues important to the student body and alumni.

Dembiec is described as inquisitive, collaborative, humble, and insightful. An adviser wrote, "Her commitment to storytelling will be the single biggest quality distinguishing her career going forward."

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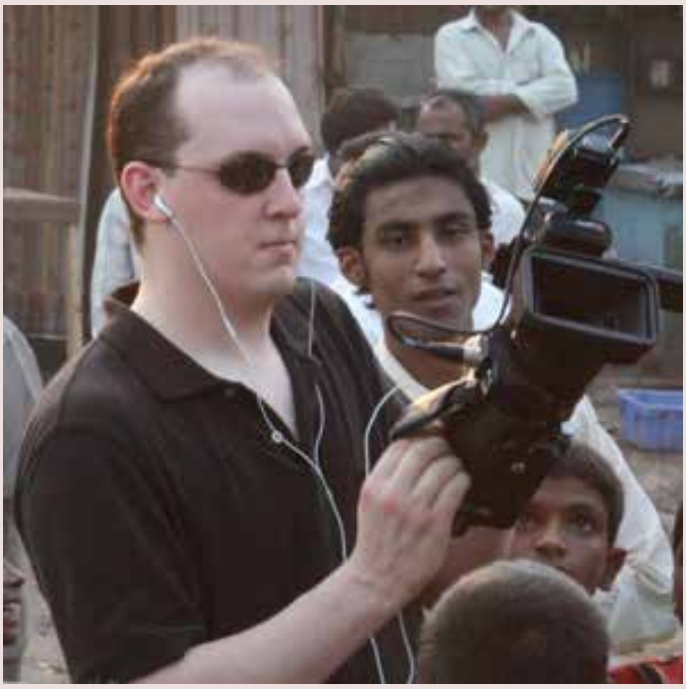
New education debt relief grant added to WBA Foundation

Introducing the Eric Miller PantherVision Education Debt Relief Grant



Your WBA Foundation is adding the Eric Miller PantherVision Education Debt Relief Grant as the third such grant available to Wisconsin broadcasters looking to reduce their debt from post-secondary education.

The grant is available to television news producers, photojournalists, or video editors.

Funds for the grant were initially raised by a group of Miller's classmates and his family in 2016. The money was managed by the Milwaukee Press Club Endowment and used for a scholarship awarded annually. At the request of Miller's family, the money was recently transferred to the WBA Foundation and converted to a debt relief grant for working Wisconsin broadcasters.

"We are forever indebted to the Milwaukee Press Club Endowment for its careful stewardship of Eric's scholarship fund," Kris Miller, Eric's mother, said. "We are proud of our past scholarship winners and are now thrilled to be able to help exceptional young professionals making a difference in television journalism."

"Your WBA is honored to continue to this tribute to Eric Miller," said WBA President and CEO Michelle Vetterkind. "This grant will support so many journalists looking to follow in his professional footsteps."

The Results Broadcasting Education Grant was the first of the debt relief grants offered by the Foundation, established by Bruce and Don Grassman. The Boyd Huppert Education Debt Assistance Grant was added in 2024. The application window for all three grants is March 1-31. A single application for all three is available here.

Eric Miller died in 2016 at the age of 32. His life was short, but list of accomplishments endless.

Upon graduation from the University of Wisconsin-Milwaukee, Eric was a videographer, editor and producer for Rockwell Automation, a photojournalist/editor for WHNS-TV in South Carolina, and a producer and editor for Voice of America.

Then came the plum assignment befitting Eric's extraordinary talent: photojournalist and editor for Al Jazeera English network's flagship daily program Riz Kahn, and its premier weekly program, Riz Kahn's One on One.

Eric traveled the world with Riz, one of the world's most distinguished journalists, hauling cameras and sound equipment, producing, filming, and directing interviews with world leaders, kings, princes and princesses, actors, and sports stars. He idolized Stephen Hawking and Steven Spielberg and got to interview them both. His sister idolized Antonio Banderas, so Eric had him sing happy birthday to her on tape. His steady and courageous video as shots were being fired as the breakout of the terrorist attacks in Mumbai was seen around the world; and when interviewed on one of the Milwaukee television stations about it, he thanked UWM for his great journalism education.

Eric was an unapologetic champion of the cold, hard facts. He was uncompromising about the truth and believed it is vitally important for our country, and our world, that inconvenient truths be spoken loudly. From covering economic forums in Switzerland to the terror attacks in Mumbai, Eric worked to craft careful journalistic narratives that would transport us and give us a worldly view of truth. A man who was deeply dissatisfied with the injustices he saw in the world and personally hurt when humanity failed to live up to his expectations, he believed in speaking truth to power.

As a student and as an alum, Eric was UWM PantherVision's biggest supporter and cheerleader. PantherVision was a student-production that garnered more than 200 journalistic awards in its 20 years. In 2014, PantherVision made history by becoming the only collegiate news organization to win a professional national Edward R. Murrow Award. Eric would be proud that the newscast's name lives along with his.

Jowett Fellowship supports training for photographers

This grant is for professional development in the areas of photography and videography. It awards up to $2,000 in grants annually.

Submission Deadline is June 1

Scan this QR code or apply at: wbafoundation.org/scholarships-grants/rick-jowett-fellowship

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UW-Oshkosh Student Leadership Award recipient lifts others

UW-Oshkosh student Dylan Przybylski received the WBA Student Leadership Award at the WBA Student Forum at Lambeau Field on Feb. 28.

Przybylski has served as Sports Director and a sports announcer for student-run TitanTV, on the UW-Oshkosh campus, and is also working with the video production team at Lambeau Field.

Przybylski

Titan TV General Manager Justine Stokes said Przybylski was a passionate freshman who was eager to learn and has since developed into a "standout leader."

"His journey from an eager but inexperienced freshman to a confident, future-minded leader demonstrates a remarkable pattern of growth defined by an unwavering commitment to lifting others alongside him," Stokes wrote. "His leadership has strengthened Titan TV at a pivotal time, and his impact will be felt long after he graduates."

Przybylski wrote that he promoted success for TitanTV by focusing on helping and training underclassmen.

"I am passionate about getting the best version of everyone that is around me. I push people into positions they never thought they could do, but the magic is letting them do it and seeing how they react. I still give them guidance, but as a leader, I tend to want to let others have the freedom to experiment because that is how you get the full creativity out of people."

Stokes said Przybylski is constantly paying it forward.

"He makes everyone feel welcome and gives them the sense that they can build their own career path at UWO. If other staff or producers need help filling a position, Dylan will jump in no matter how big or small the need is. On our weekly newscasts, I often find Dylan helping the sophomore news director and her crew of sophomore producers."

Dylan also serves as a WBA Ambassador at UW-Oshkosh, which is piloting the ambassador program this academic year.

WBA STUDENT AWARDS

Continued from page 12 >

Sports Show

1st UWEC TV 10 - Blunation - Top Plays - Dec. 4, 2025

2nd UW-Whitewater - Warhawk Sports Saturday for Nov. 28, 2025

3rd UWEC TV 10 - Blunation - Volleyball Recap - Dec. 4, 2025

Sports Story

1st Titan TV (UW-Oshkosh) - UW-Oshkosh Baseball Field

2nd UW-Madison - Sun Prairie East Coaching Staff

3rd Milwaukee PBS/MATC - Meet The Admirals Segment

Sports Play-by-Play

1st UW-Madison - Wisconsin vs. Minnesota Duluth

2nd UW-Whitewater - Warhawk Football vs UW-Eau Claire - Interception to Touchdown

3rd UWEC TV 10 - Volleyball - UWEC vs Illinois Wesleyan - Oct. 17, 2025

Special

1st Milwaukee PBS/MATC - David Howley - Live at The Vivarium

2nd UW-Whitewater - 2025 UW-Whitewater Football Commit Show

3rd Milwaukee PBS/MATC - Live @ the Lakefront '25 - Adam Gruel and the Space Burritos

Photojournalism

1st UW-Whitewater - Saving the Bees

2nd UW-Madison - Drag in the Age of Trump: Bianca Lynn Breeze's Bingo Rebellion

3rd UW-Madison - Sustainability on Campus

Episodic Entertainment Program

1st Titan TV (UW-Oshkosh) - Track Attack

2nd Milwaukee PBS/MATC - Eye of the Beholder

3rd Milwaukee PBS/MATC - Town Tales

Informational/Educational/Corporate Production

1st Milwaukee PBS/MATC - Program of the Week: Radiography

2nd Milwaukee PBS/MATC - MATC Food Pantry

3rd Milwaukee PBS/MATC - Welding Diploma Program

Public Affairs/Talk Show

1st UW-Madison - Candid Politics: Kelda Roys

2nd Milwaukee PBS/MATC - Tribal Identities

3rd Milwaukee PBS/MATC - Empowering Our Youth

Promo

1st Milwaukee PBS/MATC - Trailer: The Kid

2nd Titan TV (UW-Oshkosh) - Ill-Fated

3rd Milwaukee PBS/MATC - Promo: Forking Over History

College/University - Radio and TV

Social Media

1st UW-Madison - Who Would You Choose?

2nd UW-Madison - The Badger Beat Social Media

3rd SPtv (UW-Stevens Point) - Pointer Studios' Social Media

Website

1st UW-Madison - Curb Magazine Website

2nd UW-Whitewater - UWW-TV Website

Seats available for Walker Broadcast Management Institute, April 15-17

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Magic 98 Launches 'A New Day with Lanette & Charlotte'

Mid-West Family Madison launched "A New Day with Lanette & Charlotte," on Feb. 23 from 6–10 a.m. on Magic 98 (WMGN-FM).

The new morning show pairs longtime Magic 98 host Lanette Hansen with former Madison TV journalist and nonprofit founder Charlotte Deleste.

Hansen has been part of the Magic 98 family for more than 20 years. A Madison native and mom of three, the station said, "She's known for her quick laugh, warm energy, and the kind of on-air presence that feels like catching up with a friend."

Deleste is a former TV anchor on WISC-TV in Madison and the co-founder of Gio's Garden. The station said, "She's built a following around her simple message: 'Do Something Good.' As a mom and longtime advocate for families with special needs, she adds heart, honesty, and real-life perspective to the show."

Your wba Calendar

April 2, 2026
New WBA Hall of Fame Reception
Hilton Milwaukee

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

April 16, 2026
AI in the Newsroom with Al Tompkins
Online Event

May 2, 2026
WBA Awards Gala
Madison Marriott West

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

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

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

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

Jan. 20, 2027
State Legislative Day
Wisconsin State Capitol

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