Success highlights importance of member involvement

The Wisconsin Broadcasters Association is regarded as one of the best state broadcasting association in the country. This is according to Sen. Gordon Smith, the President and CEO of the National Association of Broadcasters.

During our recently completed legislative trip to Washington DC, we also heard this from many leaders of other state associations. The WBA is so highly regarded because of the dedicated work by our President, Michelle Vetterkind, and the staff, but equally as important, is our membership!

Our membership’s relationships with our elected officials are one of most significant things we can do as local broadcasters. Calling on them during State Legislative Day and in DC is very important. But most significant things we can do as local broadcasters. Calling on our members.

If you need background on important issues for one of these meetings, don’t hesitate to contact the WBA office for support. Also, when we have these local meetings, we should constantly remind the elected officials of our value, how we are involved in virtually everything that happens in our communities, and the millions of dollars that Wisconsin Broadcasters help raise for their communities every year.

We recently celebrated another legislative victory in the state when Governor Evers signed into law the bill regarding the use of law enforcement body cameras. This was one of our talking points during State Legislative Day and in local meetings, plus the phone blitz that many of you participated in just before the vote. This is another triumph in a long list of successes we have had thanks to our members.

Your involvement in the array of activities put on by the WBA is truly what makes the WBA if not the best, one of the best associations in the country! Thanks!
The WBA Board of Directors is under new leadership after the WBA’s annual meeting Jan. 29 in Madison. Chris Bernier, Radio Plus, Marinette/Fond du Lac, the current WBA Vice Chair and Chair-Elect, was automatically elevated to the position of Chair of the Board. The WBA Board of Directors also includes Steve Lavin, WBAY-TV, Green Bay, who will remain as ex-officio Past Chair. The following will also serve as officers:

- Vice Chair - TV/Chair Elect Don Vesely, WMTV-TV, Madison
- Vice Chair – Radio Lupita Montoto, La Movida, Madison
- Treasurer Jan Wade, WISN-TV, Milwaukee
- Secretary Michael Wright, Midwest Communications, Wausau

The following new members were appointed by the board as at-large directors:

- Sean Dwyer, WXOW-TV, La Crosse
- Dean Kallenbach, Wisconsin Public Radio, Senior Regional Manager, Eau Claire (representing non-commercial broadcasting)

The following directors were elected by the membership:

- NE District Radio: Andy Gille, Midwest Communications, Green Bay
- SE District Radio: Colleen Valkoun, iHeartMedia, Milwaukee

The current WBA Board officers will serve on the board until summer 2021, pending second reading approval of changes to the WBA bylaws by WBA membership at the 2020 Summer Conference.

### 2020 Election windows for Lowest Unit Charge

<table>
<thead>
<tr>
<th>Elections</th>
<th>Election Dates</th>
<th>Window for LUC begins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Primary</td>
<td>Feb. 18, 2020</td>
<td>Jan. 4, 2020</td>
</tr>
<tr>
<td>Spring Election</td>
<td>April 7, 2020</td>
<td>Before end of primary window</td>
</tr>
<tr>
<td>7th Cong. District</td>
<td>May 12, 2020</td>
<td>Before end of spring window</td>
</tr>
<tr>
<td>Fall Primary</td>
<td>Aug. 11, 2020</td>
<td>June 27, 2020</td>
</tr>
<tr>
<td>Fall General</td>
<td>Nov. 3, 2020</td>
<td>Sept. 4, 2020</td>
</tr>
</tbody>
</table>

Get a 2020 Political Broadcasting Rules Summary on the WBA website. Under “Members Only” look for “Political Broadcasting Resources.”
Gov. Evers signs law enforcement body camera bill into law

Wisconsin Governor Tony Evers signed into law a bipartisan bill to address the use of law enforcement body cameras and public access to video recorded by the devices.

The bill signed Feb. 28 was the product of hard work from the members of a Legislative Study Committee that included lawmakers, law enforcement, criminal justice attorneys, and the media. The committee overcame dramatic differences of opinion to generate a bipartisan bill that passed both houses on a voice vote.

The law requires any law enforcement agency using body cameras to establish a policy on how the cameras will be used, sets minimum limits on how long video will be stored, establishes circumstances under which it should be kept, and builds on Wisconsin's robust open records laws to take into account the privacy of victims and witnesses who appear in the videos. The law uses the balancing test to determine if video should be released, and asks records custodians to take into consideration the expectation of privacy for anyone who appears in the video and the treatment of victims and minors. The bill also directs records custodians to use redaction where necessary to allow for a video to be released.

“We're so grateful to see the Legislative Committee process produce such a widely supported solution to the difficult issues raised by this new technology,” WBA President and CEO Michelle Vetterkind said. “It's critical that we maintain Wisconsin's tradition of openness. This law maintains that tradition without jeopardizing the privacy of witnesses and victims.”

WBA Legislative Committee Chair Lupita Montoto, La Movida Radio, Madison and most recent Legislative Committee Chair Don Vesely, WMTV-TV, Madison, were on hand for the bill signing.

The law signed today by Gov. Evers gives law enforcement the guidance it seeks regarding the use of body cameras, gives the public the transparency it expects, and demonstrates the ability of parties to come together on an important issue through the Legislative Study Committee process.

Thank you to:

Ben Hart, News Director, WISN-TV
James Friedman, Attorney, Godfrey & Kahn
Ed Reams, News Director, WKOW-TV
Sean Dwyer, News Director, WXOW-TV
Sen. Patrick Testin
Rep. Chris Taylor
Sen. Van Wanggaard
Rep. John Spiros

Rep. Rob Swearingen
Wisconsin Newspaper Association
WBA Legislative Committee
All WBA members who made calls on this issue
and...

Wisconsin's law enforcement representatives who worked hand-in-hand with the media on this important legislation
Dick Zaragoza to receive WBA Distinguished Service Award
WBA’s former Washington lawyer will be honored June 18

The WBA’s now retired Washington lawyer, Richard (Dick) Zaragoza, will receive the Wisconsin Broadcasters Association’s Distinguished Service Award.

The award was established to recognize those who reflect the values embodied in the Wisconsin broadcast industry of promoting economic vitality, engagement in civic affairs, advocacy for the First Amendment and dissemination of community information and community service, and support of diversity and a better Wisconsin.

Dick was nominated by the Wisconsin Broadcasters Association Board and by the Wisconsin Broadcasters Association Foundation Board.

Dick’s decades of service to the WBA and its members, as well as to the National Alliance of State Broadcasters Associations (“NASBA”), of which the WBA is a member, have served to protect and enhance the best interests of the broadcast industry in Wisconsin as well as nationwide.

Dick was instrumental in founding NASBA in the 1980’s, whose members comprise the state broadcasters associations in each of the 50 States, the District of Columbia, and the Commonwealth of Puerto Rico. NASBA’s missions are to elevate the professionalism of each State Association as well as to enhance each’s financial condition, member services, and the effectiveness of their advocacy efforts which are carried out in close coordination with the National Association of Broadcasters. As NASBA’s counsel, Dick played an indispensable role in NASBA’s pursuit of each of those missions.

For example, Dick negotiated the first and all successor national NCSA/PEP contracts with the Army National Guard. Those contracts have enabled the WBA and its sister state broadcasters associations to expand their member services and elevate the WBA’s credibility and effectiveness over the 20-plus years that the Guard’s NCSA/PEP program has been in existence. More recently, Dick played a major role in persuading the Guard to restart its NCSA/PEP program after the Guard suspended/terminated many contracts following internal difficulties the Guard was experiencing unrelated to the program.

Dick’s contribution to the state broadcasters associations went further than ensuring a continuous stream of revenue to support their operations. When the Internal Revenue Service challenged the tax-exempt status of an association’s NCSA/PEP program during an audit, Dick and his legal team convinced the IRS to terminate the audit while leaving the tax exempt status of the association’s NCSA/PEP program intact. An adverse action by the IRS could have hurt all state associations, including the WBA. Instead, the state broadcasters associations have continued to use the NCSA/PEP program to better serve their members without adverse tax ramifications.

In order to help protect broadcasters nationwide, Dick worked with the FCC’s Enforcement Bureau to design and establish the Alternative Broadcast Inspection Program between the State Broadcasters Associations and the FCC’s Enforcement Bureau. Thousands of stations have availed themselves of the program for more than a decade and half.

Before the FCC and the Courts, Dick led his team in numerous filings and legal challenges aimed at protecting every broadcaster’s license and eliminating burdensome paperwork. For example, Dick and his legal team were successful in representing all of the state associations in challenging the constitutionality of the EEO Rule adopted by the FCC in the early 2000s that in effect forced stations to hire based on race or face heightened FCC scrutiny of their hiring decisions. The Court held that the FCC had in essence created an unlawful quota system for broadcast hires. In response to the court’s decision, the FCC revamped its EEO regulations to emphasize the importance of broad recruitment outreach rather than seeking to assess a station’s EEO program based solely on the FCC’s view of the mix of individuals ultimately hired.

While challenging the heavy-handed approach previously taken by the FCC, both the WBA and Dick sought to further the goals of equal opportunity and nondiscrimination here in Wisconsin. Working with former WBA President and CEO John Laabs, as well as with current WBA President and CEO Michelle Vetterkind, Dick helped design and routinely update the WBA’s multi-faceted program to assist stations in effectively pursuing those important goals.

“Personally, Dick was a trusted friend and adviser to me, a relationship I will always treasure,” Laabs said. “Professionally, he was at his height when he helped Al Sprague and I negotiate the first NCSA contract with National Guard, when he won the EEO court case that forced the FCC to back off its onerous approach to broadcast stations’ hiring practices, and in helping develop the alternative inspection program with FCC approval. He was a great leader and adviser for all broadcast associations in the country.”

Over the years, Dick was a regular speaker at the WBA’s annual conventions, frequently reminding members that the highest and best use of a broadcast license is to serve and protect the lives and property of all who make their homes and businesses in Wisconsin.

“Our are thrilled to honor Dick with the WBA’s Distinguished Service Award,” Vetterkind said. “Neither the WBA nor NASBA would be where they are today without Dick. The effects of his work will be felt for generations.”

In response to learning that he had become the WBA’s 2020 Distinguished Service awardee, Dick said, “I am so appreciative of the WBA choosing me for such a high honor. I have such high respect for the broadcast industry because it is the only business in America that is licensed by the Federal government to do good – to serve and protect the lives and property of all listeners and viewers by acting, as reliable, first informers in times of emergencies, as constant conduits through which community needs, issues and concerns are identified and addressed, and as the ‘oil of commerce’ introducing the goods and services of local and non-local merchants to the public. The Wisconsin broadcasters have demonstrated to me their true commitment to doing good in these very important ways.”

Dick began his communications law career with the FCC, initially in the Commission’s Broadcast Bureau and later in its Office of General Counsel, where he defended the FCC in the various United States Courts of Appeal. Dick’s private law practice spanned more than 40 years, representing numerous state associations, as well as many broadcast and non-broadcast companies and organizations, large and small. He retired as a Senior Partner with Pillsbury Winthrop Shaw Pittman LLP. Dick is a past President of the Federal Communications Bar Association and a Distinguished Service Awardee from that organization. It was Dick’s idea during his presidency that the FCBA establish a foundation to provide college scholarships for local Washington, DC high school students. The very active and successful Foundation is now 30 years old, and is supported by government, and non-government FCBA lawyer members, as well as companies and organizations which are, or whose members are, “regulated” by the FCC.

This is the second WBA Distinguished Service Award to be handed out. The first was awarded to former Wisconsin Governor Tommy Thompson in January 2019.

Dick will be recognized with the award during the luncheon on June 18 during the WBA Summer Conference in La Crosse.
Broadcasters talk about diversity, other issues on Capitol Hill

Wisconsin’s radio and TV broadcasters spent Feb. 25-26 on Capitol Hill talking to lawmakers about numerous issues including a proposal to promote diversity in broadcast ownership.

The Expanding Broadcast Ownership Opportunities Act of 2019 was introduced in both the House and Senate to establish a tax certificate. In the House, Rep. G.K. Butterfield (NC-01) introduced H.R. 3957 and in the Senate, Sen. Gary Peters (MI) introduced S. 2433. These bills would encourage investment in broadcast station ownership for women and people of color and dramatically help underrepresented voices realize their dreams of radio and television station ownership. Rep. Gwen Moore (WI-04) is a co-sponsor.


Thank you to all the WBA members who joined the call on Congress. You are the face of local broadcasting and did an excellent job showing the important role broadcasters play in promoting safe, prosperous, and connected communities in Wisconsin.
Changes coming to WBA event line-up in 2021

Job Fair moving to Student Seminar

Your WBA is planning changes to the 2021 event line-up to, in part, connect broadcasters with educators and future broadcasters.

This is the tentative plan for 2021:

Elements of the WBA Winter Conference will be split up into separate events.

The Job Fair and EEO session will happen in conjunction with the Student Seminar.

State Legislative Day will be scheduled strategically during the winter or spring. The timing will depend on the state of legislative affairs at the Capitol and when it would be most beneficial for members to be calling on their lawmakers.

The membership meeting held during the Winter Conference business luncheon will be consolidated into the membership meeting held at the Summer Conference. Going forward there will be one membership meeting each year.

The changes were discussed by the WBA Board and WBA Foundation Board at their winter meetings and were also explained to the membership at the winter membership meeting.

The WBA is excited about the future of the Student Seminar and is still working out details for how the event will be structured. Having the job fair at the same time broadcasting students are gathering has a lot of great potential.

The changes will also mean that those elected in January to leadership positions on the WBA Board will serve for more than a year, as elections will not be held again until the 2021 Summer Conference. At that point, single year terms will resume.

To accommodate these changes, updates to WBA bylaws were required. Those changes were given initial approval by the WBA Board and the membership at the winter meetings. To finalize approval, the membership will vote again on the changes to the bylaws when they meet June 18 at the WBA Summer Conference in La Crosse. Anyone wishing to review the proposed bylaws changes ahead of the membership meeting should contact the WBA office.

Much like broadcasters, the WBA is embracing change and the benefits members can expect from it. While there are numerous factors prompting these changes, the desire to increase support for future broadcasters is the most critical. It is hoped that the changes will open opportunities for WBA members to connect with and support the broadcasting students who will someday be leading your stations.

Toolbox restocked for young professionals coming to WBA Summer Conference in La Crosse

Throughout my time with the WBA and as a founding member of the WBA’s Young Professionals group, I’ve always been outspoken about my belief in continuing education as a foundation for a successful career. As the world around us evolves and technology advances, communication styles change and influence the way people interact with the world on a daily basis. As professionals in the business world and specifically in the broadcasting industry, it is important for us to stay current with the changes around us, both to better serve our clients and our audiences as well as to stay relevant within our networks and communities.

The Young Professionals will be bringing “The Toolbox” to the WBA Summer Conference for the third time this year, hosted by myself, Terry Stevenson, along with Amy Pflugshaupt from NBC 15 (WMTV-TV).

“The Toolbox” is a one-day conference specifically geared for young professionals, taking place Thursday, June 18 in La Crosse. The purpose of “The Toolbox” is to provide skills and resources for well-rounded young professionals in the broadcasting industry by fostering better communication skills in the workplace, encouraging stronger relationships within communities, and creating dynamic leaders in the industry. By sharpening the tools that young professionals use on a day-to-day basis, whole organizations will benefit and become stronger and the industry itself will continue to move forward in a competitive and relevant way.

I’d like to encourage you to consider enrolling your young professionals in this one-day conference. More than 40 young professionals were in attendance last summer for a day of enrichment and the responses from participants and sponsors were overwhelmingly positive. Topics to be covered at this summer’s conference include:

1. Moving Up, Not Out: A panel discussion of broadcasters who left the industry only to find their way back home
2. Digital Tools: A keynote discussion on what’s current and what’s to come
3. Teamwork: A panel discussion on how everyone plays a role in the success of the company
4. Politics and Broadcasting: A discussion on how to stay neutral in news reporting and the impact of political advertising

We would not be able to host such an event without our wonderful sponsors, and we are currently welcoming sponsors for next summer’s conference. For more information or to become an official sponsor for this event, please contact myself at 920-242-0560 or by emailing terrystevenson@me.com.
Young professionals show what they bring to broadcasting

Two more young professionals are getting recognized for the mark they’re leaving on broadcasting in Wisconsin.

The WBA Young Professional of the Year Award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors selected five young professionals to recognize in 2020, and one of those five has been identified as the first “Young Professional of the Year.”

The four other honorees are Heather Storm from Woodward Radio Group in Appleton and Eric Bartos from Wisconsin Public Radio and the two young professionals profiled here: Jesi Hartman from WKOW-TV and Greg Scalzo from Good Karma Brands in Madison. Storm and Bartos were profiled in the January/February issue of Wisconsin Broadcaster. The Young Professional of the Year will be announced in the May/June newsletter and awarded at the WBA Summer Conference on June 18 in La Crosse. The honorees will also be recognized at the conference luncheon.

Meet Jesi Hartman and Greg Scalzo:

**Jesi Hartman**

**Company:** WKOW-TV and WAOW-TV  
**Position:** National Sales Manager WAOW - Wausau and Regional Account Executive WKOW - Madison  
**Years at station:** 8  
**Started in broadcasting (year):** 2012  
**How did you get into broadcasting?** I previously worked in media at a local advertising agency when my rep at WKOW reached out to suggest I join her at WKOW. After a little convincing, I took the leap and have been at the same station since.

**How do you view the role of young professionals in broadcasting?** I view the role of young professionals as an integral part in broadcasting. Fresh ideas and experiences can be of great value to build upon what has already been created.

**What advice would you give to other young broadcasters?** Collaborate. You are a resource to your colleagues and they are a resource to you. When you bring different perspectives together, wonderful things can happen. Also, don’t hesitate to think outside the box and try ideas that haven’t been done before.

**What does the future of broadcasting look like to you?** I believe the future of broadcasting will continue to play an essential role in our lives. Over the years one shiny object after another has been introduced in the industry, yet broadcast television remains to have the proven track record in delivering content and showing results.

**Greg Scalzo**

**Company:** Good Karma Brands / ESPN Madison  
**Position:** Sales Director/On-Air Host  
**Years at station:** 10  
**Started in broadcasting (year):** 2010  
**How did you get into broadcasting?** I started working at the student radio station for UW-Madison (WSUM). That experience really taught me about the industry and the skills necessary to get in the door with Good Karma Brands. I was able to work as an intern for ESPN Madison while in college and was promoted to a part-time teammate by my senior year. At that time, I was focused on covering the Green Bay Packers-working with our team in Green Bay to secure and distribute sound while producing and doing some on-air work. After graduating I was hired full-time in a hybrid role combining sports marketing sales and on-air hosting.

**How do you view the role of young professionals in broadcasting?** The world is changing faster than at any point in history. We are stewards for an industry that is reliant on the trust and interest of the public, in a world with increasing options and shrinking attention spans. As technology advances, it is up to young professionals to hold true to the pillars that created the trust and connection that built the broadcast industry, while being innovative and confident enough to try new ways to engage our audiences. We must push the industry forward, not to simply survive but to grow broadcasting. We can’t look at new technology or new strategies as a threat, but a resource to expand our idea of broadcasting and further our connection with consumers and the public at large.

**What advice would you give to other young broadcasters?** Try different things, whether roles, formats, industries, or ideas. I thought I wanted to be a sportswriter and spent time in that field before realizing it wasn’t for me. Try different things. See what you like. Be honest with yourself. Don’t say no, meet people, and remember that your reputation is all you have. In everything you do, make sure to work hard, listen, be honest, follow through, and over-deliver. Start early in crafting the right reputation and it will create the right opportunities in your career.

**What does the future of broadcasting look like to you?** The future is all about creating the right content to build an emotional connection and engage with the audience. Listening choices used to be based on property: What was available through a handful of radio stations/mediums and there were only a few ways for content to get in front on an audience. Technology blew that model up, and we’re still in the early stages of the digital age. Now great content can come from anywhere, and there’s a lot of it. The bar is higher, so there needs to be serious focus on creating the best content possible to create a connection and engage the audience. They in turn help to support advertising partners and create more resources to improve content and grow audience. It’s no longer about being safe and putting something on a channel because the audience is loyal to that station. The audience is loyal to great content.
Making a Difference

Campaign sets record, raises 4.67 million meals

A Madison TV station’s annual holiday campaign to fight hunger broke a record for a third straight year. NBC15 (WMTV-TV) raised 4.67 million meals during its Share Your Holidays campaign, topping the 4.5 million meal goal set for the 24th annual campaign. The campaign benefits Second Harvest Food Bank of Southern Wisconsin which serves 16 counties in southern Wisconsin.

“This is another example of how our local communities shine a little brighter than others,” said Don Vesely, NBC15 Vice President/General Manager. “Our viewers, and the communities they reside in, come to the rescue every time they are asked. They humble me and continue to make me proud.”

The 2019 campaign was held over an eight-week period from Nov. 6 to Dec. 31.

“It’s clear from our grand total that we have many champions of the campaign who are inspired to give and be change agents,” said Jessica Laszewski, WMTV News Director. “I also hope that the stories we shared smashed stereotypes about the reasons people turn to food banks for help, making it easier for those who need it, to come forward without fear of judgment.”

Woodward Radio Group, Nelson family, donate to help create career center

Contributions from Woodward Radio Group and the David L. Nelson family helped with the creation of the Community First Career Exploration and Financial Literacy Center at Fox Valley Technical College in Appleton.

A ribbon cutting on Jan. 22 marked the official opening of the center.

The Woodward Foundation Board of Directors made a significant donation to this local project on behalf of Woodward Radio Group. The donation from the Nelson family was made through the Community Foundation.

The center will allow local students in grades 6-12 to have hands-on experiences, while exploring and learning about careers in a real-life business setting. The Nelson Family Media Center houses the Woodward Radio Group area, as well as an area on newspaper printing. In it, students will be able to produce and record commercials, select and play music, and learn about the many careers associated with the radio industry.

Station gathers 30K cans of Play-Doh for pediatric patients

A Madison radio station broke a record when it collected more than 30,000 cans of Play-Doh to benefit the American Family Children’s Hospital.

Life 102.5 (WNWC-FM) has held a drive the last three years to support the local children’s hospital. This year there was so much surplus that other area hospitals and facilities will be able to benefit as well.

“We are grateful to be located in a community that continues to support our patients and families in such a tremendous way,” Rachel Wenger, a Child Life Assistant at the American Family Children’s Hospital said. “All of this Play-Doh will benefit so many kids both within our hospital, as well as the other places you deliver to, encouraging play and creativity.”

The station also partnered with a cafe to offer staff, patients, and families a special Valentine’s Day luncheon.

“We already have listeners and community leaders asking when we will do this again, as they are eager to help once more,” said Life 102.5 Listener Engagement Director, Summer Shepherd. “We cannot wait to see how this continues to grow moving forward.”

Wausau stations raise $100K for charity

Wausau TV stations WSAW-TV and WZAW-TV raised $100,991 during its annual Share Your Holidays Campaign.

The money was donated to The Salvation Army of Wausau and The Neighbors’ Place. The total broke the previous record of $100,001 which was set in 2018.

“I’m so overwhelmed,” Jeff Thelen, WSAW anchor and campaign coordinator said. “The generosity from the people in central and north central Wisconsin just never fails to amaze me. That $100,000 will become 300,000 meals for people who might otherwise not have something to eat. Thank you so much for the donations!”

Viewers also donated more than 6,000 pounds of non-perishable food.

The Share Your Holidays campaign started on Nov. 29 and ended on Dec. 30. Throughout the campaign station staff participated in several events to help drive donations. On Dec. 6, staff walked along the Wausau Holiday Parade collecting non-perishable food and monetary donations. On Dec. 13, more than $2,800 was raised as station staff pumped gas in exchange for donations at a Celebrity Gas Pump event. On Dec. 18, a three-hour phone bank raised more than $7,200.

“The community response to our Share Your Holidays fundraiser is very humbling,” Al Lancaster, WSAW/WZAW Vice President and General Manager said. “We are very blessed to live in such a special place. Thank you!”

This is the 17th year for Share Your Holidays campaign which has raised more than $818,000 during its run.

Stations gather donations for animal shelter

A group of six radio stations in Manitowoc gathered more than 400 items and donations to support a local animal shelter. Seehafer Broadcasting used Operation Santa Paws to collect food, toys, cleaning supplies, treats, litter and $5,432 to support the Lakeshore Humane Society. One anonymous donor brought a donation of $5,000 to the station.

Listeners were asked to stop by the studio to select a paper ornament off the Giving Tree located inside the lobby. Each ornament listed an item to donate that will help care for the nearly 1,500 lost and homeless animals sheltered each year by the Lakeshore Humane Society. The ornaments also featured photos of pets from the animal shelter that are available for adoption and a short description of that animal.
Wednesday
WBA Engineering Day
Golf Outing
Job Fair
EEO Session
Welcome Dinner

Thursday
Presentation of Distinguished Service Award to Dick Zaragoza
Derron Steenbergen
Local Broadcast Legends
YP of the Year Award
Hall of Fame
Young Professionals present “The Toolbox”

Stations participating in this year’s competition:

<table>
<thead>
<tr>
<th>Network</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS3</td>
<td>Duluth</td>
</tr>
<tr>
<td>KBJR TV</td>
<td>Duluth</td>
</tr>
<tr>
<td>KFIZ AM</td>
<td>Fond du Lac</td>
</tr>
<tr>
<td>KQEG TV</td>
<td>La Crosse</td>
</tr>
<tr>
<td>PBS Wisconsin</td>
<td>La Crosse</td>
</tr>
<tr>
<td>WAWG TV</td>
<td>Wausau</td>
</tr>
<tr>
<td>WAPL FM</td>
<td>Appleton</td>
</tr>
<tr>
<td>WAOE FM</td>
<td>Rice Lake</td>
</tr>
<tr>
<td>WAWV AM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WBAY TV</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WBCV FM</td>
<td>Stevens Point</td>
</tr>
<tr>
<td>WBEV AM</td>
<td>Beaver Dam</td>
</tr>
<tr>
<td>WBGR FM</td>
<td>Monroe</td>
</tr>
<tr>
<td>WBIZ AM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WBOG AM</td>
<td>Tomah</td>
</tr>
<tr>
<td>WCOW FM</td>
<td>Sparta</td>
</tr>
<tr>
<td>WDDC FM</td>
<td>Portage</td>
</tr>
<tr>
<td>WDEZ FM</td>
<td>Wausau</td>
</tr>
<tr>
<td>WDJT TV</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WDRK FM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WEAQ AM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WEAU TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WECL FM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WFDL AM</td>
<td>Fond du Lac</td>
</tr>
<tr>
<td>WFDL FM</td>
<td>Fond du Lac</td>
</tr>
<tr>
<td>WFOF FM</td>
<td>Fond du Lac</td>
</tr>
<tr>
<td>WFRV TV</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WGBA TV</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WGLR FM</td>
<td>Lancaster</td>
</tr>
<tr>
<td>WGLX FM</td>
<td>Stevens Point</td>
</tr>
<tr>
<td>WTGD FM</td>
<td>Kenosha</td>
</tr>
<tr>
<td>WHBY AM</td>
<td>Appleton</td>
</tr>
<tr>
<td>WHDG FM</td>
<td>Rhinelander</td>
</tr>
<tr>
<td>WHLA FM</td>
<td>La Crosse</td>
</tr>
<tr>
<td>WHTL FM</td>
<td>Whitehall</td>
</tr>
<tr>
<td>WHTQ FM</td>
<td>Stevens Point</td>
</tr>
<tr>
<td>WHWJC FM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WHYB FM</td>
<td>Marinette</td>
</tr>
<tr>
<td>WIBA AM</td>
<td>Madison</td>
</tr>
<tr>
<td>WIBD AM</td>
<td>West Bend</td>
</tr>
<tr>
<td>WIFC FM</td>
<td>Stevens Point</td>
</tr>
<tr>
<td>WISCTV</td>
<td>Madison</td>
</tr>
<tr>
<td>WISN TV</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WITI TV</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WIXX FM</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WIZM AM</td>
<td>La Crosse</td>
</tr>
<tr>
<td>WJFW TV</td>
<td>Rhinelander</td>
</tr>
<tr>
<td>WJMC AM</td>
<td>Rice Lake</td>
</tr>
<tr>
<td>WJMC FM</td>
<td>Rice Lake</td>
</tr>
<tr>
<td>WKBT TV</td>
<td>La Crosse</td>
</tr>
<tr>
<td>WKFX FM</td>
<td>Rice Lake</td>
</tr>
<tr>
<td>WKOW TV</td>
<td>Madison</td>
</tr>
<tr>
<td>WKTC FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WLAX TV</td>
<td>La Crosse</td>
</tr>
<tr>
<td>WLB FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WLKG FM</td>
<td>Lake Geneva</td>
</tr>
<tr>
<td>WLSF FM</td>
<td>Marinette</td>
</tr>
<tr>
<td>WISS FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WLIQ TV</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WLMJ FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WLOM FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WMAM FM</td>
<td>Marinette</td>
</tr>
<tr>
<td>WMBZ FM</td>
<td>West Bend</td>
</tr>
<tr>
<td>WMDC FM</td>
<td>Mayville</td>
</tr>
<tr>
<td>WMEQ FM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WMGN FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WMHX FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WMMD FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WMQA FM</td>
<td>Minocqua</td>
</tr>
<tr>
<td>WMSE FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WMSN TV</td>
<td>Madison</td>
</tr>
<tr>
<td>WMTV TV</td>
<td>Madison</td>
</tr>
<tr>
<td>WMSV TV</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WMXY FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WNNO FM</td>
<td>Wisconsin Dells</td>
</tr>
<tr>
<td>WOGO AM</td>
<td>Chippewa Falls</td>
</tr>
<tr>
<td>WOLX FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WORM FM</td>
<td>Manitowoc</td>
</tr>
<tr>
<td>WORT FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WOZG FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WOZZ FM</td>
<td>Stevens Point</td>
</tr>
<tr>
<td>WPDR FM</td>
<td>Portage</td>
</tr>
<tr>
<td>WPVL FM</td>
<td>Platteville</td>
</tr>
<tr>
<td>WQOW TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQRF FM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WRDB FM</td>
<td>Reedsburg</td>
</tr>
<tr>
<td>WRDN FM</td>
<td>Durand</td>
</tr>
<tr>
<td>WRIG FM</td>
<td>Stevens Point</td>
</tr>
<tr>
<td>WRIN FM</td>
<td>Racine</td>
</tr>
<tr>
<td>WRMD AM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WRST FM</td>
<td>Oshkosh</td>
</tr>
<tr>
<td>WSAU FM</td>
<td>Wausau</td>
</tr>
<tr>
<td>WSAW TV</td>
<td>Wausau</td>
</tr>
<tr>
<td>WSCO AM</td>
<td>Appleton</td>
</tr>
<tr>
<td>WSFQ FM</td>
<td>Marinette</td>
</tr>
<tr>
<td>WSLD FM</td>
<td>Whitewater</td>
</tr>
<tr>
<td>WSSP FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WTAQ AM</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WTXC FM</td>
<td>Fond du Lac</td>
</tr>
<tr>
<td>WTMB FM</td>
<td>Tomah</td>
</tr>
<tr>
<td>WTMJ FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WTMO FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WTSO FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WUWM FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WVOO FM</td>
<td>Monona</td>
</tr>
<tr>
<td>WVTY FM</td>
<td>Kenosha</td>
</tr>
<tr>
<td>WWIB FM</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WWSF FM</td>
<td>Black River Falls</td>
</tr>
<tr>
<td>WWSF FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WWXO AM</td>
<td>Wausau</td>
</tr>
<tr>
<td>WXOW TV</td>
<td>La Crosse</td>
</tr>
<tr>
<td>WXRO TV</td>
<td>Beaver Dam</td>
</tr>
<tr>
<td>WXXS FM</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WXXM FM</td>
<td>Madison</td>
</tr>
<tr>
<td>WXYM FM</td>
<td>Tomah</td>
</tr>
<tr>
<td>WYFE FM</td>
<td>Stevens Point</td>
</tr>
<tr>
<td>WYFTU TV</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WZAW TV</td>
<td>Wausau</td>
</tr>
<tr>
<td>WZOR FM</td>
<td>Appleton</td>
</tr>
</tbody>
</table>

AN EVENING
IN PARIS

WBA Awards Gala - May 2, 2020 - Madison Marriott West Register at wi-broadcasters.org

101.3
WBOG COUNTRY
1460

WBA Summer Conference
Dates: June 17-18
Place: Radisson Hotel, La Crosse

Wednesday
WBA Engineering Day
Golf Outing
Job Fair
EEO Session
Welcome Dinner

Thursday
Presentation of Distinguished Service Award to Dick Zaragoza
Derron Steenbergen
Local Broadcast Legends
YP of the Year Award
Hall of Fame
Young Professionals present “The Toolbox”

Save the Dates!

Wisconsin Broadcaster | March/April 2020

Tomah, Sparta station changes to ‘Bog Country’

A Tomah/Sparta radio station is changing formats to play 80’s, 90’s and early 2000’s country music. WBOG, known now as “BOG County,” is heard on 101.3 FM and AM 1460.

Robin Jon Olson, who played his first country record on the radio in 1980, and joined Magnum Media in 2002, is returning to the air to host the morning show.

“After two years focused on the sales and production side of radio, I’m excited about adding back to my duties being on the air,” Olson said.

The station offers national news and sports and Craig Otto delivers local news and sports. Mike Olson will host the afternoon show. BOG Country is also home to high school football, wrestling, boys and girls basketball and hockey.
### Names in the News

**Sullivan to lead stations in Denver**

The head of Entercom stations in Madison and Milwaukee, Chuck Sullivan, has been named Senior Vice President and Market Manager for Entercom Denver.

Sullivan will take his new position on Feb. 3.

“Chuck is a driven and talented leader who has had great success leading Entercom’s Madison and Milwaukee markets,” said Doug Abernethy, Regional President, Entercom. “We are thrilled to have Chuck lead the Denver market and look forward to seeing its continued growth under his guidance.”

“I’m incredibly honored to have been tapped to lead a third market during my time at Entercom,” Sullivan said.

Sullivan joined Entercom in 2014 as the Senior Vice President and Market Manager for the company’s Milwaukee market. In 2015, his role expanded to include oversight of Entercom Madison.

Sullivan served on the WBA Board of Directors.

---

**UW’s Hastings earns ‘distinguished’ title prefix**

A UW-Madison faculty associate in the School of Journalism and Mass Communication with 20 years of experience sending countless students into successful careers has earned the honor of having the prefix “distinguished” added to her title.

Pat Hastings is now “Distinguished Faculty Associate.” The designation is reserved for staff whose performance “requires” extensive experience and advanced knowledge and skills.

Hastings said that in her time at UW-Madison the accomplishments in the journalism school that she’s most proud of are the Badger Report, the audio storytelling class, and the recognition of student work.

---

**Shannon Sims is adding to her anchoring duties on WTMJ-TV in Milwaukee.** In addition to her weekday newscasts at 4 p.m. and 6 p.m. with co-anchor Charles Benson, on Jan. 6 Sims started co-anchoring the 10 p.m. newscast with Steve Chamraz. Sims joined WTMJ-TV in 2013 as a weekend evening anchor and general assignment reporter.

An evening anchor at a TV station in Lincoln, Nebraska has joined the WSAW-TV newsroom in Wausau as news director. Bridget Fargen spent nine years at 10/11 News in Lincoln and began her career in Rhinelander. Her first day at WSAW was March 11.

Big Radio has named program directors at three of its southern Wisconsin stations. Paul Michaels assumed the programming duties of 105.9FM - The Hog (WWHG). Micki Morgret is now Program Director of “The Beat” 92.3FM and 98.9FM (WBEL). Greg “Big Red” Hanthorn is the newly named PD for “Iron Country” 101.9FM and 1490AM (WGEZ). The programming of the stations was previously overseen by father and son owners Scott and Benjamin Thompson.

Jessica Tighe signed off CBS 58 (WDJT-TV) in Milwaukee on Jan. 9. Tighe has been with station for seven years. In her last appearance on the air she said, “It’s time for a fresh start.”

La Crosse Media Group named Travis Winchester to the newly created position of traffic coordinator and afternoon host for Country WQCC (Kicks 106.3). Winchester joined La Crosse Media Group in 2018 following full and part time stops at Mid-West Family Broadcasting in La Crosse, Madison, Eau Claire, and Rockford, Illinois over 10 years.

Christopher Palmer has been named vice president and general manager of WKBT-TV in La Crosse. Palmer has worked in broadcast management and sales for more than 20 years, most recently at WMC in Memphis, Tennessee where he worked since 2015.

Morgan Murphy Media has named Kate Doty to the newly-created role of director of talent and team development. She will lead company-wide efforts to find and build relationships with quality talent, help current employees grow their careers, and promote the overall company culture. She previously worked in various marketing, sales, and research positions for Morgan Murphy Media at its Madison office.

---

**Seehafer remembered as broadcaster with positive attitude**

WBA Hall of Famer and lifelong broadcaster Don Seehafer is being remembered as a career broadcaster with a positive attitude.

Seehafer died Tuesday. He was 84.

In 1952, while still in high school, Seehafer began purchasing WYCO-FM in 1985. He also served stints at WPFP radio in Park Falls and WIGM radio in Medford. He purchased his first radio station KRBI, St. Peter, Minnesota in 1960 and in 1970 purchased WOMT, Manitowoc and soon after added WQTC-FM and then expanded to Wausau, purchasing WXCO-AM in 1973 and building WYCO-FM in 1985.

Over the years he has also owned radio station in Beloit and Janesville, Rochester, Minnesota and Winter Haven, Florida.

Seehafer served on the WBA Board of Directors for 12 years and in 1991 was Chairman of the Board of the Association. He also represented Wisconsin and Iowa on the Board of Directors of the National Association of Broadcasters for four years.

Don was inducted into the Wisconsin Broadcasters Hall of Fame in 2002 and the Lakeshore All-Sports Hall of Fame.

After his induction into the WBA Hall of Fame, he told SeehaferNews.com, “I just enjoy broadcasting. I enjoy the people. I enjoy the programming. I enjoy news, sports, what have you.”

Seehafer transferred ownership of Seehafer Broadcasting to his four children in 2014.

His son Mark said his father was “always happy, and always smiling.”

A funeral was held Jan. 27.
Broadcasters bring their message to Madison

Wisconsin’s radio and TV broadcasters visited the State Capitol Jan. 29 as part of the WBA Winter Conference and State Legislative Day in Madison.

The day started at the Madison Concourse Hotel with a job fair that attracted job seekers to visit with broadcasters interested in hiring, followed by an EEO session with attorneys from Godfrey and Kahn. Wisconsin Attorney General Josh Kaul addressed WBA members ahead of the business luncheon. Lunch was followed by inspirational words from UW-Madison Volleyball Head Coach Kelly Sheffield.

Chairmanship of the WBA Board was handed from Steve Lavin (WBAY-TV) to Chris Bernier (Radio Plus) during the membership meeting. The membership also thanked JT Koser (Koser Radio Group) for his service to the board and Steve Wexler (Good Karma Brands) for his service to the board and his time on the executive committee and as board chair.

After a legislative briefing, WBA members then walked to the State Capitol to meet with lawmakers to talk about the importance of getting a vote on a law enforcement body camera bill and elimination of the personal property tax.

WBA members also gathered Tuesday ahead of the conference. Paul Jacobs from Jacobs Media held a session about boosting digital revenue and Randall Davidson from UW-Oshkosh moderated a panel discussion about podcasting. The WBA Board and WBA Foundation Board also held their regularly scheduled meetings.

Thank you to everyone who came out to the WBA Winter Conference and thank you our partner, the Wisconsin Army National Guard and sponsors Jacobs Media, Local Broadcast Sales, Insight Edge, and Godfrey and Kahn.
Statewide tests of Tornado Warning EAS code scheduled for April 16

In cooperation with Wisconsin Emergency Management, the National Weather Service will conduct two tests of the real Tornado Warning EAS Code, one in the afternoon and a second one in the evening, on April 16, 2020 as part of Tornado and Severe Weather Awareness Week. As permitted under FCC EAS rule 11.61(a)(5) regarding “Live Code” tests, the actual EAS Tornado Warning Code will be used for these statewide tests. If there is a threat of severe weather at the time of the afternoon test, then both the afternoon and evening tests will be postponed until April 17, 2020. If there is severe weather on April 17, the tests will be cancelled. If the afternoon test runs on April 16, but the evening test is cancelled due to the threat of severe weather, the evening test will not be rescheduled to the next day – it will just be cancelled.

Both tests are scheduled at 45-minutes-past-the-hour, to provide adequate time to relay the test before the top of the hour. Stations are encouraged to carry both the afternoon and evening test, and forward any comments to WBA following the tests.

The audio of these tests will repeat several times in the script “This is a Test”, but because the real EAS Tornado Warning Code is being sent, the crawl on TV stations and cable systems will read “A Tornado Warning has been issued for...” Thus we ask that TV broadcasters and cable operators making the decision to air these tests should display a “This is a Test” graphic behind the crawl.

The tests will be originated on NOAA Weather Radio (NWR), and will be relayed via the State Relay (SR) and Local Primary (LP) stations. The EAS “TOR” Code will be sent independently by all five NWS offices serving Wisconsin, following the schedule below. Broadcasters and cable operators that monitor SR or LP stations from multiple EAS Operational Areas or directly monitor NWR from another EAS Operational Area may receive more than one Tornado Warning alert for each test; since these alerts are sent independently from each NWS office they will not be recognized by EAS units as duplicates if alerts are received from different EAS Operational Areas. It is also possible that some NWR stations may broadcast more than one TOR Code for each test as some NWR stations serve counties from more than one NWS office.

In addition to dissemination using EAS via NOAA Weather Radio, these tests are also sent over NWS satellite-based systems that feed other capabilities in your station such as automated TV on-air weather graphics, and weather alerts presented on your website, social media or push alerts to cellphones. Last year there were several incidents where this test as presented on these related weather alert systems made the test appear as a real alert. Although NWS cannot do so on the EAS feed, the NWS satellite feed to these other applications does indicate that it is a test (by using a “T” for Test as the VTEC, Valid Time Event Code). Generally, systems fed by this NWS satellite feed should be able to read the VTEC “T” code and thus not display the alert. Stations should work with their vendors of NWS satellite-delivered systems such as TV weather graphics and website weather alerts to determine the best course of action... either disable their alerts during our test or make sure their tools are configured to not display Test messages. Contact WBA if you have any questions on this issue.

This will be the schedule for the two tests run on April 16, 2020

- if the afternoon test runs on April 16, but the evening test is cancelled due to the threat of severe weather, the evening test will not be rescheduled to the next day – it will just be cancelled.

**AFTERNOON TEST**

- 1 p.m. Tornado Watch “TOA” EAS Code issued
- 1:45 p.m. Tornado Warning “TOR” EAS Code issued by all NWS offices serving Wisconsin counties*

**EVENING TEST**

- The TOA EAS Code will not be sent for the evening test.
- 6:45 p.m. Tornado Warning “TOR” EAS Code issued by all NWS offices serving Wisconsin counties*

EAS Header Code parameters to be used in both tests:

- **Originator Code:** WXR
- **EAS Code:** TOR
- **EAS Duration:** 15 minutes

*These tests are being coordinated with the State of Minnesota. Stations in the border area will receive both Wisconsin and Minnesota counties in the same coordinated TOR Tornado Warning EAS message at both 1:45 p.m. and 6:45 p.m.

Please respond by e-mail to Kyle Geissler at kgeissler@wi-broadcasters.org to indicate you have received this message, have passed this information along to all relevant staff (including station meteorologists), and will participate in the tests and the public notice prior to the tests.

**NOTE:** Public Notice on your end will begin one week prior to the tests (PSA’s, mention in your news stories, weather reports, etc).

Station visits important tool for forging connections with public officials

Producing radio and TV is interesting to those working in the business, and even more interesting to those who aren’t. Inviting local, state, and federal public officials to visit studios an effective way to teach them about a local business that plays a critical role in the lives of their constituents.

State Senator Patrick Testin recently visited WKBT-TV and Mid-West Family Broadcasting studios in La Crosse. Testin toured both facilities, sat in on an editorial meeting, went on video shoots with a photographer and reporter, met with sales staffs, and asked important questions about the state of the radio and TV business.

The WBA encourages stations to reach out to public officials on a regular basis and invite them to visit studios. Broadcasters serve an important public service, and the hard work that goes into performing that public service should be shared with those who represent your listeners and viewers.

Wisconsin Broadcaster   |   wi-broadcasters.org
Thank you!
WBA Hall of Famer Bruce Grassman, Results Broadcasting, was elected to serve as Vice-Chair. Three others were also named to the Foundation Board: WBA Hall of Fame member Greg Bell; Lynn Bieritz, Mid-West Family Broadcasting, Eau Claire; and Anna Engelhart, WKOW-TV in Madison.

Fellowship supports training for photographers

The Rick Jowett Fellowship was established in 2017 by the Wisconsin Broadcasters Association Foundation to support educational opportunities for photographers and videographers who work in media in Wisconsin.

Recipients of the fellowship can use the grant for professional development in the areas of photography and videography. Applicants must specify how the funds will be used. Potential uses include but are not limited to courses offered by the National Press Photographers Association, the Poynter Institute, or any accredited college or university. This fellowship intends to award a total of up to $2,000 in grants annually to multiple recipients to cover part or all of the recipients’ expenses.

Apply at www.wbafoundation.org/scholarships-grants/rick-jowett-fellowship

About Rick Jowett

Rick grew up in a media family. His grandfather was CEO of Forward Communications which owned several television stations throughout the country. His family was also involved in the print media, the Wausau Herald. While in high school Rick began his career as a photographer working for the Wausau Herald. Rick Jowett completed his degree in journalism (UW-Madison) in the late 70s. Following graduation, Rick started his career in broadcasting as a still photographer at WMTV-TV, in Madison. Rick began working with the WBA in 1985 as the Association’s event photographer. He served graciously and unconditionally until his passing.
Broadcasters meet the future at WBA Student Seminar

“We had a very eye opening experience and learned there are a lot of opportunities.”

“I enjoyed the variety of sessions.”

“I have been inspired.”

“The seminar was overall very beneficial.”

Those were just a few of the comments from more than 140 students who attended the 2020 WBA Student Seminar on March 7 at the Madison Marriott West.

Another successful event can be attributed to the hard work of the WBA Education Committee in putting together an outstanding program, which featured, director, voice actor, film producer, and screenwriter, Phil Johnston. Phil was unable to appear in person. He presented a very interesting keynote via the Internet.

I have the pleasure of being the chair of this active and hard working group of educators and commercial broadcast professionals. Another contribution to the seminar’s success is financial support from the WBA and the WBA Foundation.

Students chose to attend three of nine panels in the morning. Topics included: Campus Radio and TV Stations, Individual Feedback, Women in Broadcasting, Live Reporting for News and Sports – Advancing the Story and Understanding the Technology, Expanding The Reach Of Your Newscast or Radio Show, Marketing and Money, Podcasting, and Hiring managers…. What They Actually Want To See From You.

At noon, students participated in a session titled Putting Together a Resume or Speed Networking, which was patterned after the speed dating concept. Thirty-two broadcast professionals met individually in six minute intervals with students who could ask questions about any topic.

The afternoon luncheon concluded the seminar and was highlighted by Phil’s outstanding keynote address, the presentation of the WBA Foundation Scholarships to four recipients, and the 17th annual Student Awards for Excellence, which had 219 entries in 27 categories. Students from Union Grove, DePere, Lakeland Union, Minocqua, and Bay Port, Green Bay won awards in the third year of the high school competition. Future broadcasters from UW-Madison, Oshkosh, Stevens Point, Whitewater, La Crosse, Eau Claire, and Marquette took home honors in the college competition. In addition, this year’s Leadership Award was presented to Andrew Haese from the UW-Oshkosh. The award is given to a broadcasting or broadcast journalism student of junior standing or above who attends a Wisconsin college or university and who has most noticeably developed and exercised effective and creative skills in leadership.

Thanks to our many sponsors and the panel moderators: Nancy Stillwell, Madison College, Brian Lucas, UW-Whitewater, and Pat Hastings, UW-Madison.

On behalf of the Education Committee, I would also like to thank Linda, Kyle, Liz, and Michelle for helping to ensure the seminar’s success.

We look forward to March 6, 2021 and another outstanding student seminar!

-Ken Beno, Chair, WBA Education Committee

Thank you to the following for making the 2020 Student Seminar a success

Ken Beno, Chair Education Committee
Phil Johnston
David Sanks
Michelle Vetterkind, President and CEO WBA and WBA Foundation

Speed Networkers, Speakers, and Moderators
Erik Bilstad, Good Karma Brands
Dave Black, WSYM
Evans Chronis, Good Karma Brands
Jane Clark, Mid-West Family
Herb Cady, QueenB Radio
Cutler, Woodward Radio
Randall Davidson, UW-Oshkosh
Sean Dwyer, WIZX
Dave Edwards, Dave Edwards Media
Brittney Ermon, WMTV-TV
Alease Fielder, NRG Media
Sarah Gray, Morgan Murphy Media
Pat Hastings, UW-Madison
Andrew Haese, UW-Oshkosh
Shar Hermanson, Mid-West Family
Bill Hubbard
Nate Imig, Radio Milwaukee
Dayton Kane, Cumulus Radio Station Group
Kaytie Kelly, Woodward Radio
Mike Kemmeter, Woodward Radio Group

JT Koser, Koser Radio Group
Jessica Laszewski, WMTV-TV
David Lee III, WRJN-TV
Brian Lucas, UW-Whitewater
Luis Montoto, La Vida Radio
Lupita Montoto, La Vida Radio
Anne Paape, WRJN-TB
Patrick Pendergast, Milwaukee Radio Alliance
Kenny Perez, Radio Milwaukee
Gene Purell, PBS Wisconsin/WPR
Ed Reams, WK9V
Andy Riggs, Entercom Milwaukee
Joshua Rose, WRJN-TV
John Rowe, Cumulus Radio Station Group
Kevin Ruppert, WISC-TV
Greg Scalzo, Good Karma Brands
Chris Sodher, UW-Stevens Point
Michael Spaulding, Good Karma Brands
Nancy Stillwell, Madison College
Chuck Steinmetz, WMC
Heather Storm, Woodward Radio
Colleen Valkoun, iHeartMedia
Don Vesely, WMTV-TV

WBA Education Committee
Ken Beno, Committee Chair
Dave Black, WSYM
Randall Davidson, UW-Oshkosh

Sandy Ellis, UW-River Falls
Pat Hastings, UW-Madison
Eric Havel, UW-Parkside
Erik Johnson, UW-River Falls
Jack Kapler, UW-Eau Claire
Brian Lucas, UW-Whitewater
Dean Maytag, WBA Foundation Committee
Jim Maed, UW-Whitewater
Mike O’Brien, WCLD/WTIV
Amy Pfugshaupt, WMTV-TV
Mike Schmitt, UW-Green Bay
Chris Shofter, UW-Stevens Point
Dr. Robert Snyder, UW-Platteville
Nancy Stillwell, Madison Media Institute
Justine Stokes, UW-Oshkosh
Don Vesely, WMTV-TV

Sponsors
Big Radio
Entercom Madison
Good Karma Brands
Heartland Communications
Hometown Broadcasting
iHeartMedia
Koser Radio Group
Magnum Media
Mid-West Family Broadcasting
Midwest Communications
Milwaukee Radio Alliance
Morgan Murphy Media
NRG Media
Quancy Media
Radio Plus
WBAY-TV
WDIT-TV
WSHU-TV
WITI-TV
WLAH/WLIX-TV
WMVT-TV
WSAW-TV
WTMX-TV

Special Thanks
American Awards & Promotions
Linda Baun, WBA Vice President
Liz Boyd, WBA NCSA/PEP Coordinator
Kyle Geissler, Director of Operations and Public Affairs
Madison Marriott West Hotel Staff
Greg Powers, Lake College
Joe Thomas
Awards photographer Brittney Ermon
Koser Student Award judges in Illinois

Wisconsin Broadcaster | March/April 2020
4 scholarships awarded to student broadcasters at Student Seminar

The station manager at WRST-FM, the student run radio station on the UW-Oshkosh campus, was recognized with the WBA Student Leadership Award.

Andrew Haese was nominated by UW-Oshkosh Director of Radio Services/WRST-FM, Randall Davidson who said Haese has improved the station's culture through his open and inclusive leadership.

“One tangible result of his welcoming style is that a record number of students involved during the fall 2019 semester have asked to return for spring 2020 and/or have applied for leadership roles themselves.”

Davidson said Haese quickly rose to the position of station manager in his third semester at the station after coming to the station with a lot of media skills and talent as a natural radio announcer. Haese was already hosting a top ranked podcast, Haze and Jasen. He grew up interested in broadcasting, starting his own online radio station when he was 14.

Haese is credited with completing numerous projects at WRST and launching initiatives in podcasting and internal communications.

“...number one leadership priority is to allow every member to have a voice and share their ideas,” Haese wrote. “I'm happy to say that it has created a positive work environment and closer relationships between each individual student and student member.”

Davidson said Haese is also a great ambassador for WRST.

“His personable and engaging style means he's an effective booster for the station whether it's at a live broadcast from the student union or at an off-campus event.”

Davidson credits Haese for his eagerness to share his knowledge and experience with other students, particularly when it comes to podcasting.

Haese was recognized with the Student Leadership Award on March 7 at the WBA Student Seminar.

UW-Oshkosh student recognized for inclusive, effective leadership

Haese

The station manager at WRST-FM, the student run radio station on the UW-Oshkosh campus, was recognized with the WBA Student Leadership Award.

Andrew Haese was nominated by UW-Oshkosh Director of Radio Services/WRST-FM, Randall Davidson who said Haese has improved the station's culture through his open and inclusive leadership.

“One tangible result of his welcoming style is that a record number of students involved during the fall 2019 semester have asked to return for spring 2020 and/or have applied for leadership roles themselves.”

Davidson said Haese quickly rose to the position of station manager in his third semester at the station after coming to the station with a lot of media skills and talent as a natural radio announcer. Haese was already hosting a top ranked podcast, Haze and Jasen. He grew up interested in broadcasting, starting his own online radio station when he was 14.

Haese is credited with completing numerous projects at WRST and launching initiatives in podcasting and internal communications.

“...number one leadership priority is to allow every member to have a voice and share their ideas,” Haese wrote. “I'm happy to say that it has created a positive work environment and closer relationships between each individual student and student member.”

Davidson said Haese is also a great ambassador for WRST.

“His personable and engaging style means he's an effective booster for the station whether it's at a live broadcast from the student union or at an off-campus event.”

Davidson credits Haese for his eagerness to share his knowledge and experience with other students, particularly when it comes to podcasting.

Haese was recognized with the Student Leadership Award on March 7 at the WBA Student Seminar.
Wisconsin Broadcaster   |  March/April 2020

**High School**

**News Programming (TV)**
1st Union Grove High School - Union Grove Village President Candidate Interview Forum
2nd Union Grove High School - Homecoming Spirit Week News
3rd Lakeland Union High School - LUHS News Programming - Live on Lakeland

**Sports Programming (Radio)**
1st De Pere High School - Long Pass Play De Pere
2nd De Pere High School - Halftime Interview De Pere
3rd Bay Port High School - Boys Hockey Bay Port

**High School - Sports Programming (TV)**
1st Union Grove High School - UGHS Sports Football Play-by-Play - Broncos vs. Badgers
2nd Union Grove High School - UGHS Sports Interview - Intramural Basketball
3rd Lakeland Union High School - Matthew Holmes Analytical Anarchy Sports Program

**College/University**

**News Series/Documentary (Radio)**
1st WSUM (UW-Madison) - Climate Strike (Series)
2nd WSUM (UW-Madison) - Sex Trafficking
3rd WRST (UW-Oshkosh) - Student Stress Series

**News Series/Documentary (TV)**
1st SPtv (UW-Stevens Point) - Fight On - The Ryan Davidson Story
2nd Titan TV (UW-Oshkosh) - UW Oshkosh Documentary: Conquering - My – Trials
3rd None Selected

**Newscast (Radio)**
1st WSUM (UW-Madison) - Nov. 11 News At 5
2nd WRST (UW-Oshkosh) - WRST-FM 5:00pm Newscast - Oct. 25, 2019
3rd WUEC (UW-Eau Claire) - Blugold Radio Sunday News

**Newscast (TV)**
1st UW-Madison - The Badger Report
2nd Marquette University - TV - Marquette Now - Nov. 6, 2019
3rd UW-Madison - The Badger Report

**News Story-Writing (Radio)**
1st Marquette University - Radio - Spring Cleanup
2nd Marquette University - Radio - Sri Lanka Vigil
3rd UW-Stevens Point - Edna Carlsen Art Gallery Feature - Anna Herrmann

**News Story-Writing (TV)**
1st UW-Madison - Wisconsin Truck Drivers Fight Sex Trafficking
2nd UW-Madison - New School in Madison May Reduce Inequities
3rd UW-Madison - High Lake Levels Close Paths at Picnic Point

---

**Feature Story TV**

1st UW-Madison - Madison Sees a Jolt’ of E-Bike Use
2nd UW-Madison - Ho-Chunk People Share Their Voice Through Art
3rd Marquette University - TV - Tiny Big Voice

**Sports Programming-Non Play-by-Play (Radio)**

1st UW-Stevens Point - Bucks Playoff Preview - Alex Strouf Interviews Justin Garcia
2nd WSUM (UW-Madison) - Rose Bowl Pre-game
3rd WSUM (UW-Madison) - Rose Bowl Pre-game 2

**Sports Programming-Non Play-by-Play (TV)**

1st UW-Whitewater - Pit Pass - March 14, 2019
2nd UW-Whitewater - Warhawk Sports Saturday - Nov. 23, 2019
3rd UW-Whitewater - Warhawk Sports Wednesday - Nov. 7, 2019

**Sports Story (Radio)**

1st WSUM (UW-Madison) - UW-Madison Student Achieves Life-Long Dream
2nd Marquette University - Radio - First Year Captain
3rd UW-Stevens Point - UWSP Hockey Season Preview - Anna Herrmann

**Sports Story (TV)**

1st UW-Madison - Father and Son Race Chase Dreams Together
2nd Marquette University - TV - Frosh Golfer
3rd Marquette University - TV - God Before Basketball

**Sports Play-by-Play (Radio)**

1st WSUM (UW-Madison) - Rose Bowl Play-by-Play
2nd Marquette University - Radio - NCAA Volleyball Tournament v. Dayton
3rd UW-Stevens Point - St. Olaf at UW-Stevens Point - Alex Strouf

**Sports Play-by-Play (TV)**

1st SPtv (UW-Stevens Point) - UWSP vs #21 Wabash College - UWSP Game Winning Touchdown
2nd UWEC TV 10 - Blugold Football vs UW-Stout - Nov. 16, 2019
3rd UW-Whitewater - Women’s Basketball: UWW vs Oshkosh - Feb. 4, 2019

**Air Check (Radio)**

1st WRST (UW-Oshkosh) - Andrew Haese Airchek
2nd UW-Stevens Point - Keegan West Air Check
3rd Marquette University - Radio - Dad Rock Radio: Steve's Got the Blues

**Station Imaging Radio**

1st UW-Stevens Point - “Your Call is Important to us” Liner
2nd UW-La Crosse - Thursday Everything Sports Show Promo
3rd WSUW (UW-Whitewater) - Twilight Zone

**Podcast (Radio)**

1st UW-Madison - Entrepreneu-mer
2nd UW-Madison - Competing with Mad Rollin Dolls
3rd UW-Madison - Pretty Connected

**General Entertainment Program (Radio)**

1st Marquette University - Radio - Dad Rock Radio: Ballad of the Nerds
2nd WSUM (UW-Madison) - Deep Dive
3rd Converge Radio - Passion Pod - Gabriel Fisher

**General Entertainment Program (TV)**

1st MPTV (Milwaukee Area Technical College) - Smalltown Episode Two
2nd Titan TV (UW-Oshkosh) - UW Oshkosh Wired Up Finale
3rd SPtv (UW-Stevens Point) - SPTV Entertainment Segment

**Audio Storytelling-Sound (Radio)**

1st WSUM (UW-Madison) - Corey Pompey
2nd WSUM (UW-Madison) - Climate Strike
3rd Marquette University - Radio - Green Space Spring

**Long Form Production Non-News (Radio)**

1st WUEC (UW-Eau Claire) - In Their Shoes - Bolton Refuge House
2nd UW-Stevens Point - The Shadow
3rd WRST (UW-Oshkosh) - I Am Not An Inspiration

**Public Affairs/Talk Show (Radio)**

1st WSUM (UW-Madison) - ClasXic Communication
2nd WSUM (UW-Madison) - Untold Stories
3rd WSUM (UW-Madison) - Earthspace Radio

**Public Affairs (TV)**

1st Titan TV (UW-Oshkosh) - UW Oshkosh UW in 30: Talking Pictures
2nd Marquette University - TV - MUSG Debate
3rd Titan TV (UW-Oshkosh) - UW Oshkosh UW in 30: Oh, The Places You’ve Gone!

**PSAs/Commercials (Radio)**

1st WSUM (UW-Madison) - Think First Freedom of Speech PSA
2nd UW-La Crosse - Chili Cook-Off
3rd WSUM (UW-Madison) - UHS Flu Shot PSA

**Promotional/PSAs/Commercials (TV)**

1st Titan TV (UW-Oshkosh) - UW Oshkosh Apply Promo
2nd Titan TV (UW-Oshkosh) - UW Oshkosh Breaking Sound Promo
3rd UW-La Crosse - Perfect Pets

**Informational/Educational/Corporate (TV)**

1st UW-Whitewater - Lake Geneva YMCA: Their Voice Through Art
2nd UW-Stout - Nov. 16, 2019
3rd UW-Whitewater - Women’s Basketball: UWW vs Oshkosh - Feb. 4, 2019

**Webinar, Event, Forum**

1st UW-Madison - The Badger Report
2nd UW-Stevens Point - Workshop - The Badger Report
3rd UW-Madison - The Badger Report

**Website**

1st UW-Madison - The Cost Conversation
2nd UW-Madison - Curb Magazine
3rd WSUW (UW-Whitewater) - Website for 91.7 The Edge WSUW

**Social Media**

1st UW-Madison - Curb Magazine
2nd UWEC TV 10 - UWECTV-10
3rd UW-Stevens Point - WWSP-90FM Social Media
Regardless of your political orientation, the mess created at the Iowa Caucuses primarily by the reliance on a mobile application has lessons for all broadcasters. Today, radio and television stations rely on all forms of technology to manage information, connect with the audience, and distribute content. But in many cases, this technology is just as new to broadcasters as the app was to a committee chairman in Ames. Let’s face it, did your station have an Alexa skill two years ago? Did you even know what an Amazon Echo was?

Our mobile app company, jācapps, has built over 1,300 mobile applications since 2008. We’ve had our failures, which you have with new technology, but fortunately, our batting average is really good. But one thing we learned back in the early days through today, is that over 90 percent of our mobile app clients have never bought one before. They don’t know the questions to ask, the process behind it, and the difference between a great app and one that does the basics.

And this is the first place where mistakes get made – if you don’t know what you’re buying, you don’t know the questions to ask. And most importantly, you don’t know how to tell the difference between a competent developer and one that can create real problems for your business.

So I want to share with you a few things to think about when selecting a mobile app developer (or frankly, any technology you’re considering):

**Does the developer understand business?** When we first started the company, our back-ground was as consultants, so we inherently understood customer service. We didn’t know a thing about software development but knew we could hire the right people to execute our business plan. As we grew, I began studying other software companies, and one common trait I found was that most were led or founded by a really talented developer, but in many cases, the company’s focus stayed there – they were weak on understanding the customer, their needs, and the end user.

Part of the failure in Iowa is attributed to the fact the end user -- that individual in a small market in farm country who volunteered to work at the election -- might not understand how apps work, how to download them, and how to use them. But because this software developer was focused on software development and not how it actually was going to be used in the field, it failed fast and hard.

**“Be quick, but don’t hurry.”** I love this quote from the legendary college basketball coach, John Wooden, and the app development company for the Iowa Caucus should have adhered to it. When we found out they had two months to develop this app, it became instantly understandable why it failed. This was a complex piece of software that should have taken at least two months to simply design – not develop.

Too often, we put pressure on providers to do the impossible, oftentimes because we don’t understand the process. When this occurs, the worst case scenario can happen – a total failure and national embarrassment simply because they weren’t afforded enough time to do things the right way.

**What is their development process?** Great software requires more than code. Developing software is hard and complex, but if there is a proper process in place, risk is reduced. Any company you hire should have a deliberative process, from concept creation, design, interim testing, approvals required at key milestones during the process, UX (user experience) testing, and in the case of Iowa, field testing.

**Why should this app have been tested in the field in Iowa?** Like Wisconsin, the majority of Iowa is rural, and there isn’t high-speed wireless available everywhere. Yet, this app was designed to be used in every district in the state. Had they had enough time to go out into the field they would have instantly understood the basic premise of the concept was flawed.

**Where is their staff?** Several years ago, we were advised by supposedly smart financial people we should outsource some of our development to a Southeast Asian country because this would reduce our expenses considerably. On paper, it made sense, and a lot of developers were doing this. But then a surprising thing happened: we began getting calls from businesses that had selected another developer over us because of cost, but now needed our help because of the quality of work coming out of Bangalore wasn’t as good as they needed.

Being located in Detroit, we like to tell our clients we are here because “Detroiter know how to build things.” Plus, they are accessible to our clients as needed. Free and open collaborative communication is imperative when buying high-end software.

In Iowa, there are stories that up to 40 percent of end users never downloaded the app. New software, inexperienced users, no training. Where was their staff? Are you surprised things worked out the way they did?

At the end of 2019, there were 2.6 million Android and 2.2 million iOS apps available in the stores. While not all of them are great, the fact is, the overwhelming majority of the best apps went through a sensible process and were done the right way. When it comes time for you to make the investment in mobile apps or other high-end software, remember the following words: “Don’t be the Iowa Caucus.”

The **WBA Hotline** is a free service provided to members with the Wisconsin Broadcasters Association. If you have any questions about mobile, social, digital, content marketing, websites, etc., contact Jacobs Media at pauljacobs@jacobsmedia.com.

**“Too often, we put pressure on providers to do the impossible, oftentimes because we don’t understand the process.”**
**WUWM duo awarded IRE fellowship**

WUWM-FM digital producer Lauren Sigfusson and reporter Maayan Silver are two of 25 journalists to be awarded a fellowship from Investigative Reporters and Editors. Sigfusson and Silver received a Data in Local Newsroom Training Program fellowship, which is funded by Google News Initiative.

Before working for WUWM, Sigfusson was associate editor for Discover magazine and Drone360 magazine. She has also written and edited marketing content for Uber.

Silver was previously an assistant producer for WUWM's Lake Effect and before that worked as a criminal defense attorney.

Both joined WUWM in 2018.

**CBS 58 expands weekend, morning newscasts**

CBS 58 (WDJT-TV) in Milwaukee is expanding newscasts on both CBS 58 and WMLW. The weekend editions of the CBS 58 News at 10 p.m. will become hour-long broadcasts with more news, weather, in-depth sports and political coverage. On Feb. 3, the CBS 58 Morning News, airing every weekday from 4:30 a.m. to 7 a.m. on WDJT, will expand for an additional hour on WMLW from 7 a.m. to 8 a.m. WMLW currently carries a nightly hour-long CBS 58 News at 9 p.m.

“We understand that viewers are busy and need many different time periods to watch newscasts,” said Kent Harrell, News Director at CBS 58. With this expansion, we are giving them more opportunities to get the news they need.”

“We are growing our news across our on-air platforms. This is an investment that pays off for our viewers as it allows us to provide more local news, weather, political coverage and community events for Southeast Wisconsin,” said Mark Strachota, Vice President and General Manager of the Weigel Broadcasting Co. stations in Milwaukee.

**Conference to focus on journalism ethics, crisis in local news**

The Center for Journalism Ethics will host its 12th annual journalism ethics conference at the Wisconsin Institutes for Discovery in Madison. Titled “Journalism Ethics & the Crisis in Local News” the conference will be held April 24 and is free and open to the public.

This conference will bring together news media professionals, non-profit news leaders, media innovators, academics, students and the public to address the current crisis in local journalism with special attention to media ethics.

Panelists will take on topics such as funding models, transparency, disinformation, digital media, truth and trust. And participants will leave with a better understanding of the factors driving the current crisis, as well as concrete ideas for strengthening and protecting local journalism.

**Wisconsin Broadcasters Association**

The Wisconsin Broadcasters Association with partners Google News Lab, UW School of Journalism and Mass Communication, and The Poynter Institute offered an intensive day of training on Jan. 25 to help journalists cover the 2020 Presidential election.

The workshop attracted reporters, MMJs, producers, news managers, online and social media producers, and assignment editors.

In addition to Wisconsin being a toss-up state, nearby Milwaukee is also where the Democrats will hold their National Convention. Tompkins talked about polling and the numerous issues that voters will be considering when casting their ballots in 2020.

Tompkins also provided instruction on how the electoral system works.

Wisconsin was one of four locations selected for the special election training.

**Wisconsin Humanities Council**

The Wisconsin Humanities Council is offering a series of regional events this year regarding “Wisconsin’s Water Future.” They are inviting Wisconsin’s newsrooms to join the sessions to learn more about the topic. Reporters are, of course, also welcome to cover the events.

They are as follows:

- April 25 - La Farge
- May 8 - Rhinelander
- May 29 - Green Bay

Learn more at: beyondtheheadlines.org
WE LIVE HERE.
WE WORK HERE.
WE SERVE HERE.

Wisconsin Broadcasters help keep our ranks full so we can serve when called upon. What you do matters. Thank you for your support.

Visit nationalguard.com

Calendar of Events

April 14–16, 2020
Walker Broadcast Management Institute
UW-Madison

April 16, 2020
Webinar: Political Refresher
Presented by David Oxenford, Wilkinson, Barker, Knauer

May 2, 2020
WBA Awards Gala
Madison Marriott West

May 21, 2020
Webinar: Working with Agencies More Effectively
Presented by Emmie Musser, Güd Marketing

May 21, 2020
Webinar: 1st Century Leadership - How to Cultivate Leadership in Today's Workplace
Presented by Jeff Butler, Generation Workplace Expert

June 17–18, 2020
WBA Summer Conference
Radisson Hotel, La Crosse

June 18, 2020
Webinar: Trends in Local Sales of OTT Advertising
Presented by Jack Zavoral, Local Media Association

Oct. 13-15, 2020
Broadcasters Clinic
Madison Marriott West

Call us with any questions relating to digital, social media, or mobile

Wisconsin broadcasters continue to face opportunities and challenges navigating digital, social, and mobile space. The Jacobs Media/WBA Digital Partnership is here for you.

All WBA members will receive the following:

- The weekly “Connect the Dots” Monday memo from Seth Resler
- In 2019, station consultations at WBA conferences
- Access to the Digital Hotline

Jacobs Media is as your disposal at (248) 353-9030 or info@jacobsmedia.com.