

WISCONSIN BROADCASTER



**CHECK OUT
OUR NEW
LOOK!**

New logo unveiled
at WBA Student Forum
more on page 3

The Wisconsin Broadcaster Association Newsletter • March-April 2024 Edition

Students flock to Lambeau

"Truly a great experience!"

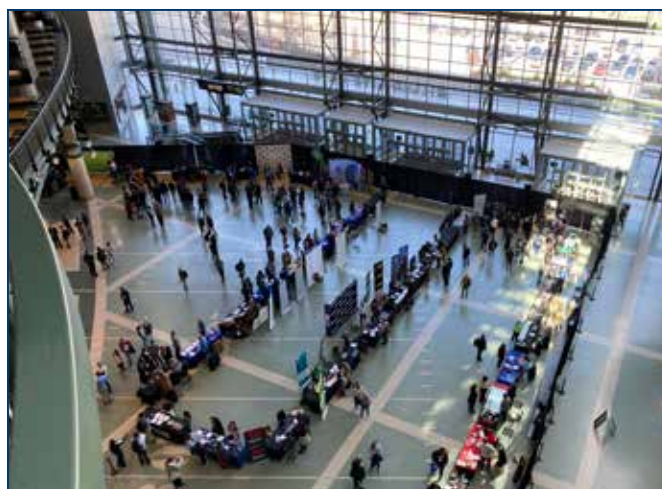
"This is the most fun I've had in a long time."

"It was a valuable, amazing experience."

Those were just a few of the comments from approximately 400 students who attended the Wisconsin Broadcasters Association Student forum on Saturday, Feb. 24 at Lambeau Field.

The success of the Forum can be attributed to the hard work of the WBA Education Committee in putting together an outstanding program and the WBA, WBA Foundation, and sponsors. The Keynote address featured Packers Radio Network broadcasters Wayne Larivee and Larry McCarren. Kyle Wallace, with 101.7 The Truth in Milwaukee, and the 2023 WBA Young Professional of the Year, was the event's MC.

Students chose from panels in Sports Marketing; Student Media Roundtables; Storytelling; Tech-



nologies in Broadcasting; and Producing a Sports Talk Show. The hands-on portion consisted of interviewing celebrities on camera, experience in front of a green screen, reading from a teleprompter, reading on the radio, and calling a game.

In addition, a Job Fair was part of the seminar for the third time. Students also participated in Speed Networking with broadcast professionals from across the state.

The Forum concluded with the presentation of the WBA Foundation Scholarships to four recipients, and the 21st annual WBA Student Awards for Excellence, which had 274 entries in 34 categories. Students from Union Grove, Notre Dame Acade-

my, Oregon, Fond Du Lac, Wisconsin Rapids, and Bay Port, Green Bay won awards in the sixth year of the high school competition. Future broadcasters from UW-Madison, Oshkosh, Stevens Point, Whitewater, Milwaukee, River Falls, Green Bay, and Milwaukee Area Technical College, Beloit College, and Madison College took home first place honors in the college competition. In addition, this year's Leadership Award was presented to Drew Best from UW-Whitewater.

Thanks to the panel moderators: Nancy Stillwell, Madison College; Rob Snyder, UW-Platteville, Ganga Vadhavkar, UW-Eau Claire, and Mark Zoromski, Marquette (retired).

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FROM WBA'S CHAIR

Celebrating Women's History Month

In efforts to be present in recognizing important celebrations, I would like to take a moment to highlight the contributions, accomplishments, and the importance of women in media, especially in radio and TV and the initiatives that the Wisconsin Broadcasters Association has done to promote and empower women in the industry and celebrate



By Lupita Montoto

Continued on page 3 >

FROM WBA'S PRESIDENT & CEO

Relationship with Guard strengthened, extended

Your WBA enjoys a strong relationship with the Wisconsin Army National Guard (WIARNG) and that relationship with the association and its members is getting stronger as the Guard seeks to boost recruiting and our broadcasters step up to help.



By Michelle Vetterkind, CAE

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WBA goes to Washington, D.C.



Your WBA was in Washington DC March 5-6 to visit the Wisconsin Congressional delegation. The group talked with lawmakers about AM radio and the Journalism Competition and Preservation Act.



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Liz Boyd

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Vice President

Kyle Geissler, CAE

kgeissler@wi-broadcasters.org

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

WBA Diversity Statement

The WBA supports initiatives that improve diversity in broadcasting and creates new opportunities for women, people of color, members of the LGBTQ+ community, and other underrepresented communities. Our commitment to diversity, equity and inclusion is evident in our programs and partnerships with diverse leaders through the WBA's Diversity Committee as well as other organizations and leaders in the state of Wisconsin.

FROM WBA'S PRESIDENT & CEO

Continued from page 1

Journalists from two Gray TV stations recently provided the Guard with media training, which included mock on-camera interviews and important tips for working with local radio and TV stations. Thank you! The Guard plans to repeat this training for more of its recruiters.

You, our valued members, can help by drawing attention to the local recruiting needs of the Wisconsin Army National Guard. Encourage interviews with Guard representatives and tell those local stories about how the Guard serves local Wisconsin communities.

Guard representatives spoke to your WBA Board at our recent January meeting to talk about how our two organizations can work together to make sure the Guard remains a strong pillar in our state. At that meeting, the Guard presented the WBA with a wonderful symbol of our valued partnership. (Pictured) It will be displayed proudly in the WBA office.

The Guard has long been a part of our WBA NCSA/PEP program and recently committed to another one-year contract with an option to extend for two more years. We're thrilled that the WBA can serve the Guard in this



L-R: Major Mark Sier, Lieutenant Colonel Shannon Hellenbrand, Michelle Vetterkind, Command Sergeant Major Chris Beron, and Kyle Geissler

way, and we know our NCSA/PEP member stations will proudly air these spots in support of the Guard.

Thank you to our friends at the Wisconsin Army National Guard for ALL you do. You do so much. Wisconsin needs you!

Student Forum and Student Memberships

Please join me in welcoming approximately 400 new members to the WBA! Your WBA Board voted in January to extend membership to students. All students who attended the WBA Student Forum at Lambeau Field on Feb. 24 are officially members of the WBA!

The Forum was a huge hit and

you can read all about it on pages 1 and 10. If you haven't already seen our video highlights from the day, be sure to check that out on our social media and YouTube.

We expect to be going back to Lambeau next year for the WBA Student Forum. Stay tuned for more on that.

I hope to see you at one (or more) of our upcoming events, like the Walker Broadcast Management Institute April 23-25, the Awards Gala on May 4, or the Summer Conference on June 19-20 in Fond du Lac.

There's a lot going on and many opportunities to be a part of your WBA community! ●

FROM WBA'S CHAIR *Continued from page 1*

Women's History Month.

Let's begin with a little bit of history. On Feb. 28, 1980 President Carter established National Women's History Week with the following message "From the first settlers who came to our shores, from the first American Indian families who befriended them, men and women have worked together to build this Nation. Too often, the women were unsung and sometimes their contributions went unnoticed. But the achievements, leadership, courage, strength, and love of the women who built America were as vital as that of the men whose names we know so well." And a few years later it was changed to be celebrated the entire month of March.

Women are first timers in many fields and continue making a difference. For example, the "First Lady of Television" and "Queen of the Small Screen," was Betty White. She made her debut in 1939 and was the first woman to produce a national TV show and to star in a sitcom, both for her variety show, "Life with Elizabeth" (1953-1955). The first woman known to have worked professionally as a maritime radio operator was Annie Tucker, beginning in October 1908 aboard the Indianapolis, which made four trips daily on Puget Sound between Tacoma and Seattle, Washington.

In Wisconsin, women in media has made a huge impact taking important roles, participating in different areas and positions like management, engineers, news producers, sports announcers or weather presenters, and also including some of the most modern ways of communication like modern marketers, podcasting, and social media influencers.

The Wisconsin Broadcasters Association has been recognizing women and continue providing platforms that empower and promote

women to another level in the industry:

- Broadcaster Irene Burri-Nelson, was the first woman inducted into the Wisconsin Broadcasters Hall of Fame.

- The first WBA female chair was Susan Knaack in 1993, and she also inducted into the WBA Hall of Fame in 2004.

- WBA has 23 women serving on different boards and committees.

- The WBA Diversity Committee is led by women and the majority of its members are also women.

- Last year, WBA joined the Mentorship Program for Women in Radio and Jen Kasper is the First "MIW Mentoring and Inspiring Women in Wisconsin" mentee.

- The WBA continues to promote ownership opportunities for women, following the model promoted by the FCC's Communications Equity and Diversity Council (CEDC) whose goal is to expand digital and media ownership opportunities for women and minorities.

WBA is also fortunate to be led by an extraordinary Woman, our President and CEO Michelle Vetterkind, who has been with WBA since 1995 and has been serving in her role since 2007.

As a woman in media, and as your WBA Chair, I would like to encourage all women to continue making an impact in your own fields and communities, and provide opportunities for young women that are thrilled to be part of the wonderful and powerful media industry.

Celebrate this month and every day with love and passion and feel proud of your endless achievements and contributions, Happy International Women's History Month!

Lupita Montoto is co-founder of La Movida Radio - Midwest Family Madison and an on-air personality and marketing consultant.

WBA releases new logo

Your Wisconsin Broadcasters Association unveiled a new logo at the Student Forum at Lambeau Field on Saturday.

The logo is future-focused with a nod to aspects of the WBA logo that go back to the association's beginnings 73 years ago. It was selected by a subcommittee of the board and then the board after a review of dozens of ideas. The new logo seeks to reflect with strength and clarity the mission of the WBA and its member stations.

"The creation of a new logo is the perfect occasion for the



WISCONSIN BROADCASTERS
ASSOCIATION

WBA and our members to contemplate our mission and our future," said WBA President and CEO Michelle Vetterkind. "We are very pleased with the final outcome and grateful for all the insightful discussions involved in creating it."

The logo will gradually replace the previous logo in WBA publications, digital properties, and many other applications.

Don't put off succession planning

You bought it, you built it, worried about it, lost sleep over it, and celebrated it. It fed you, clothed you, bought you housing, and you enjoyed a life in your community few can understand. BUT... have you given any serious thought to what you want to happen to it once it's not yours?

Succession planning is deeply private and personal, complicated, and is too important to do on your own.

WBA leadership has vetted a select few succession planners

and consultants. If you are thinking ahead and what some help to decide what happens to the stations you have devoted much of your life to, you can contact Michelle Vetterkind at the WBA offices. She will confidentially direct you to someone who can help you with those decisions.

By not making any decisions, you are most likely making the worst decision. Take control of your stations' future and start making a succession plan.

WBA Awards competition draws 1,535 entries

Wisconsin's radio and TV stations submitted 1,535 entries to the Wisconsin Broadcasters Association Awards for Excellence contest, an increase over last year (1,502).

The submission deadline for the 2023 awards was Jan. 10. A total of 120 stations submitted entries.

"Wisconsin broadcasters did some amazing work in 2023 and that's reflected in the level of participation in this year's awards program," WBA President and CEO Michelle Vetterkind said. "There will be plenty to celebrate when we gather for the gala in May."

Stations are competing for

awards in numerous categories for news, sports, weather, advertising, public service, and digital and social media. Stations are also competing for Station of the Year and News Operation of the Year awards that are determined based on points earned by winning awards in other categories.

The awards will be handed out at the WBA Awards Gala on May 4 at the Madison Marriott West. The theme is "Vintage." Registration is available at wi-broadcasters.org/gala.



AI brings a mixed bag of highs and lows



By Chris Brunt

As the new Director of Digital Revenue and AI for Jacobs Media, I'm going to be a regular contributor to this newsletter. My goal is to help clear the fog about AI to help broadcasters better understand how to use it to enhance their operations and to ensure you make the best decisions about this nascent – yet powerful – technology.

I have also begun a weekly newsletter for broadcasters – The AI Edge. You can subscribe at: <http://jacobsmedia.com/aiedge>

What do the Wisconsin weather and AI headlines have in common recently?

Both have had dramatic and unexpected highs and lows. I'll leave the weather to your station's meteorologist, but let's explore some recent extremes in the world of AI that might have flown under your (non-weather) radar -- and follow those with some ways to effectively use AI as Big Tech "works the bugs out."

On the bright side, both Google and OpenAI recently touted impressive new speech-to-video tools that promise to change the way video content is created, while blurring the line between AI and reality. OpenAI's sample video for their product Sora included characters as cute as Pixar's, a closeup of snowflakes on puppies as convincing as a professional shot, and an aerial scene of a California gold rush town that eliminates the need for the studio (and the drone). As a matter of fact, after seeing the demo video, actor/movie mogul Tyler Perry cancelled an \$800 million expansion of his Atlanta movie studio, citing the uncertainty that AI-generated video has created. See the Sora sample video here: <https://bit.ly/openai-sora-sample-video>

On the stormy side, the AI video news quickly boomeranged to troubles with AI technology across multiple major platforms. Google announced it was halting image generation capabilities from its Gemini platform after receiving blowback for creating historically

inaccurate images such as an African American George Washington. At the same time, users were reporting that ChatGPT's responses were complete gibberish and unrelated to users' queries. And the icing on the cake: Microsoft's Co-Pilot was creating imaginary quotes from Vladimir Putin from imaginary press conferences.

All of this within a month's time!

Despite the dramatic AI headlines, stepping back from the daily AI news reveals a more nuanced picture. AI tools like ChatGPT and Google Gemini hold immense potential for broadcasters, but unlocking their power requires both vision and responsibility. These tools are still in their early stages, meaning the way we interact with them will change considerably over time. Ways to use AI responsibly in your broadcast operation include:

- **Leverage AI as Idea Starters:** Utilize tools like ChatGPT to kick-start creative thinking. Ask them to generate on-air or social media topic starters, rewrite paragraphs, lines, or ad copy. These AI generation tools excel at playing with written language.

- **Verify Facts with Non-AI Tools:** While AI tools are creative, they might not always distinguish between fictional and real-world information. If you've requested facts (e.g., "10 summer day trips" or "Find me 50 clients within a 25 mile radius"), cross-check the results using a standard web tool like Google. Avoid relying solely on AI if accuracy is crucial.

- **Iterate and Refine:** AI engines continuously improve. Each time you query ChatGPT, you'll receive different responses. If the initial results aren't satisfactory, tweak your query. Use prompts like "Give me more like these," "Rewrite for clarity," or even "Rewrite this as a pirate." Be specific if the results are too generic, or vice versa.

Investing time in understanding how to effectively use AI tools will enhance your workflow and creativity.

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



Jordan

Gerron Jordan is the new anchor of WISN 12 News at 11 a.m. Feb. 5. This expanded role for Jordan follows last year's announcement that Diana Gutiérrez, previous anchor of the midday newscast, would be the co-anchor WISN 12 News at 10 p.m. Jordan will continue to serve as co-anchor of WISN 12 News This Morning and co-anchor of the weekly public affairs show 'UPFRONT,' with WISN 12's Matt Smith. Jordan first started at WISN 12 in November 2021.



Haze

Andrew Haze is promoted to the afternoon drive shift on WIXX in Green Bay. He is on air Monday-Friday from 2 p.m. to 6 p.m. Haze started as a fill-in and weekend on-air talent for WIXX in 2022. He's a 2021 graduate of UW-Oshkosh.

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Awards Gala!

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WIXX announces new morning team

WIXX in Green Bay is debuting a new morning show Wednesday: "Huggie, Natalie & Corey."

Dan "Huggie" Amsden, who has entertained the WIXX afternoon audience for the last two years is transitioning to the mornings. Huggie has held radio positions at Live 95.5 Portland, Movin' 92.5 Seattle, 103.5 Kiss FM Boise, and 97.5 Las Vegas before joining WIXX in 2022.

"Mornings has been my goal since I was 10 years old," Huggie said. "If not now, when? This is the perfect time to jump on it and love the team we've assembled."

Natalie Kay, a Wisconsin native, comes from Milwaukee

where she's had a 10-year run at 102.9, WHQG. Kay's experience in Milwaukee included being a solo host as well as co-host in afternoon drive. WIXX said her dedication to give back to the community resonates with people who appreciate her authenticity both on and off air. The station said Kay's multifaceted personality is renowned for her dynamic presence in the entertainment industry.

"From reality TV, to exclusive artist interviews, to being the Director of community engagement and execution with Spearhead Conversations, all while juggling the responsibilities of motherhood, Natalie is

a true force to be reckoned with," the release said.

"I am beyond thrilled to embark on this exciting journey with the legendary WIXX," Kay said. "Joining the new morning show is not just a career milestone; it's an opportunity to connect with the vibrant community, share laughs, and bring a fresh wave of entertainment to your mornings. Get ready for a lot of fun as we make each day brighter together."

Corey Carter will also join the morning team. Carter has been the Brand Manager and on-air talent at WIXX for 13 years.

"Natalie is a star - we knew it from the moment we met her," Carter said. "She's bold, kind, bubbly, smart and not afraid to 'dish



it out.' We're confident her outgoing, friendly attitude will quickly make her a favorite of WIXX listeners."

Katie, Nick set to join Otis Day on 95.9 KISS FM



Katie Schurk and Nick Vitrano will join Otis Day on 95.9 KISS FM (WKSZ-FM) in Green Bay.

"Since I started at KISS FM the overwhelming request from the community has been to bring my friends Katie and Nick back to the radio," Day said. "I am incredibly excited that Woodward trusted me to jump at this opportunity. I'm excited that Katie and Nick still had their headphones available."

"Otis, Katie, and Nick are exactly who Northeast Wisconsin wants to start their day with," said Brand Manager, Joe Marroe. "Their connection to this community is unmatched and their long-standing friendship will bring amazing chemistry to our broadcast and digital channels."

"The new KISS Morning Show is a new start in this new year. Employee-owned Woodward is about connecting our local communities and together. Otis, Katie & Nick will help us do that," said Woodward Community Media General Manager, Kelly Radandt.

Katie and Nick have a non-compete clause and will not be allowed on the air until it is resolved or expired.

WTMJ radio adds 5 local shows

Milwaukee radio station WTMJ added five local shows to its programming schedule starting Feb. 19.

"The shows are all committed to covering the news that affects Wisconsinites with individual shows focusing on business, politics, agriculture, and even a show dedicated to scouring the state to find the most interesting stories of the day," according to a release from the station.

New hosts include Kristen Brey (As Goes Wisconsin), Julia Fello (formerly TMJ4), Pam Jahnke (The Fabulous Farm Babe), Jeff Sherman (formerly OnMilwaukee), and Jessica Tighe (formerly CBS58).

Heinkel to retire after 38 years

Experienced broadcast seller and manager Brad Heinkel is retiring after 38 years in Wisconsin broadcasting. Heinkel started his career at WIZM in La Crosse in 1984 working in sports and sales. He moved to TV sales in 1986 at WXOW (La Crosse) and held sales and management roles at WFRV-TV (Green Bay), WSAW-TV and WAOW-TV (Wausau), where he also served as station manager. Heinkel said he's looking forward to more golf and time with his grandson.



Heinkel

West Bend station goes classic rock

Magnum Media has changed WIBD 1470 AM West Bend to Classic Rock WRYU "We Rock You." The station has been rebroadcasting on 101.3 W267CL-West Bend for several years. Magnum has now added 93.9 W230DJ-Cedarburg. Veteran classic rock personality Bill Mitchell is hosting mornings on the station.



Koehn retires after 46 years in broadcasting

WISC-TV anchor Mark Koehn is retiring after 46 years in broadcasting.

Over the course of his career, Koehn has traveled to Super Bowls, Rose Bowls, political conventions, and much more. Behind the scenes, he has been a mentor to many generations of reporters and producers who have made their way through Madison over the years.

"I'm looking forward to spending more time with family, friends and The Newshounds," Mark said in his Facebook post. "Happy New Year everyone and from the bottom of my heart, thanks for your support over the past 46 years."

Koehn's last newscast was on Jan. 12.



Koehn

WRDN moves to new location



Durand radio station WRDN celebrated the opening of a new studio location. The grand opening was celebrated on Feb. 21. Congratulations to station owner Brian Winnekins.

Wittkopp named Market President for iHeartMedia Madison

Monica Wittkopp has been named Market President for iHeartMedia Madison. In this new role, Wittkopp will continue to lead the sales efforts and is adding oversight of programming and general operations for iHeartMedia Madison, working closely with Dan Lenz, Senior Vice President of Sales at iHeartMedia Milwaukee. She will report to Jeff Tyler, Metro President for iHeartMedia Wisconsin.



Wittkopp

"I have been nothing but impressed with Monica's command of company goals and assets and the respect she has earned from every member of the iHeartMedia Madison team," Tyler said. "She will be a valuable addition to the overall leadership team of iHeartMedia and a smart, creative partner for our advertising and vendor partners."

Monica joined the Madison market in 2019 as an Account Executive and was promoted to Vice President of Sales in 2021. She joined the Madison team from the iHeartMedia San Diego market, where she also served as an Account Executive starting in 2016. She began her career at Univision and is a graduate of Stanford University.

"I am grateful to the leadership team at iHeartMedia for entrusting me with the Madison market. I have worked and learned from strong leadership teams in the San Diego, Madison, and Milwaukee markets where many people helped prepare me for this opportunity," Wittkopp said. "The iHeartMedia Madison team is dynamic, with incredible programming and talent. I am excited to step into this new role and look forward to cultivating stronger relationships with the greater Madison community."

Stations participating in WBA Awards competition:

KFIZ AM	Fond du Lac	WISM FM	Eau Claire	WOSH AM	Oshkosh
KUWS FM	Superior	WISN TV	Milwaukee	WOZN FM	Madison
PBS Wisconsin	Madison	WISS AM	Oshkosh	WPVL AM	Platteville
WAOW TV	Wausau	WITI TV	Milwaukee	WPVL FM	Platteville
WATW AM	Ashland	WJFW TV	Rhineland	WQCC FM	La Crosse
WAUK AM	Milwaukee	WJJH FM	Ashland	WQOW TV	Eau Claire
WAXX FM	Altoona	WJMC FM	Rice Lake	WQPC FM	Prairie du Chien
WAYY AM	Altoona	WJMR FM	Milwaukee	WRCO FM	Rhineland
WBAY TV	Green Bay	WJMT AM	Merrill	WRDB AM	Reedsburg
WBCV FM	Wausau	WKBH FM	Portage	WRJC FM	Mauston
WBEV FM	Beaver Dam	WKBT TV	La Crosse	WRLO FM	Antigo
WBSZ FM	Ashland	WKLH FM	Milwaukee	WRNW FM	Greenfield
WCOW FM	Sparta	WKOW TV	Madison	WRPQ AM	Baraboo
WCQM FM	Park Falls	WKTI FM	Milwaukee	WRXS FM	Milwaukee
WDDC FM	Portage	WLAX TV	La Crosse	WSAU FM	Wausau
WDJT TV	Milwaukee	WLBL FM	Wausau	WSAW TV	Wausau
WEAU TV	Eau Claire	WLDB FM	Milwaukee	WSCO AM	Appleton
WECL FM	Eau Claire	WLKG FM	Lake Geneva	WSFQ FM	Marinette
WFBZ FM	La Crosse	WLKN FM	Manitowoc	WSSP AM	Milwaukee
WFDL AM	Waupun	WLSP LP	Sun Prairie	WTAQ AM	Green Bay
WFDL FM	Fond du Lac	WLST FM	Marinette	WTCH AM	Shawano
WFHR FM	Wisconsin Rapids	WLUK TV	Green Bay	WTCX FM	Fond du Lac
WFON FM	Fond du Lac	WLUM FM	Milwaukee	WTLX FM	Madison
WFRV TV	Green Bay	WMAM AM	Marinette	WTMB FM	La Crosse
WGBW AM	Green Bay	WMBZ FM	West Bend	WTMJ AM	Milwaukee
WGKB FM	Milwaukee	WMDC FM	Mayville	WTMJ TV	Milwaukee
WGLR FM	Platteville	WMDX AM	Madison	WUWM FM	Milwaukee
WGLX FM	Wausau	WMGN FM	Madison	WVBO FM	Appleton
WGTD FM	Kenosha	WMHX FM	Madison	WVMO FM	Monona
WHBY AM	Appleton	WMMM FM	Madison	WVTY FM	Racine
WHDG FM	Rhineland	WMSE FM	Milwaukee	WWIB FM	Eau Claire
WHLA FM	La Crosse	WMSN TV	Madison	WWQM FM	Madison
WHQG FM	Milwaukee	WMTV TV	Madison	WXCO AM	Wausau
WHTL FM	Whitehall	WMVS TV	Milwaukee	WXOW TV	La Crosse
WHTQ FM	Wausau	WMYX FM	Milwaukee	WXSS FM	Milwaukee
WHYB FM	Marinette	WNXR FM	Ashland	WXSS-HD2	Milwaukee
WIAL FM	Eau Claire	WOGO AM	Eau Claire	WYTE FM	Wausau
WIBA AM	Madison	WOLX FM	Madison	WYTU TV	Milwaukee
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WISC TV	Madison	WORT FM	Madison		



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 WMTV
 WTV
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RADIO

Adams
 WCWI
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 WPCA-LP
Antigo
 WADK
 WATK
 WATK-AM
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Appleton
 WAPL
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Baldwin
 WNCY
 WSCM
Baraboo
 WBOO
 WCNP
 WRPQ

Beaver Dam

WBEV
 WBEV-AM
Beloit
 WBCR
 WGEZ-AM
Berlin
 WISS
Black River Falls
 WWIS
 WWIS-AM
Burlington
 WBSD
Chilton
 WZBU-AM
Chippewa Falls
 WCFW
Crandon
 WEQC
Dodgeville
 WDMP
 WZKR
Durand
 WRDN
Eagle River
 WERL
 WRJO
Eau Claire
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 WAYY
 WBIZ
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 WDVN
 WEAQ
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Fort Atkinson
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Goodman
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Green Bay
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 WZTI-AM
Minocqua
 WLKD
 WMQA
Monona
 WVMO-LP
Monroe
 WBGR
 WEKZ-AM
Neillsville
 WCCN
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Oshkosh
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 WOCT-LP
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 WVCY-AM
 WWWX
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Owen
 WVCS
Park Falls
 WQCM
 WPPF
Platteville

WCUB
 WOMB
 WQTC
 WTSW-LP
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 WAGN
 WHYB
 WLST
 WMAM
 WSFQ
Marshfield
 WDLB
 WOSQ
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Medford
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Menomonie
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 WEKZ-AM
Neillsville
 WCCN
 WCCN-AM
 WPKG
Oshkosh
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 WWWX
 WYDR
Owen
 WVCS
Park Falls
 WQCM
 WPPF
Platteville

WPVL
 WPVL-AM
 WSUP
Plymouth
 WSTM
Portage
 WBKY
 WDDC
 WPDR
Prairie du Chien
 WPRE
 WPRE-AM
 WQPC
Racine
 WRJN
Reedsburg
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 WRDB
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 WCYE
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 WNNX
 WOBT
 WRHN
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Rice Lake
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 WJMC
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 WKFX
 WYRL-LP
Richland
Center
 WRCE-AM
Ripon
 WRPN-AM
River Falls
 WRFW
Shawano
 WJMC
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Tomahawk
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Two Rivers
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 WPCA
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Wausau
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 WXCO
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 WMNM-LP
West Bend
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 WRYU
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Dells
 WDLN
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Rapids
 WFHR
 WIRI
 WMMMA

Diaper Drive raises close to 1.2 million diapers

WMTV-TV in Madison raised 1,177,137 diapers in just one week for The Village Diaper Bank as part of its 4th Annual Diaper Drive. The campaign collected 18,274 diapers and raised \$185,418 in cash donations - \$178,238 of that total in just one day.

The Village Diaper Bank distributes more than 130,000 diapers every month to families in need in the southern Wisconsin counties of Dane, Green, Jefferson, and Columbia, through 27 partner agencies. With their buying power, \$1 can buy \$3 worth of diapers.

"In the past four years, our collaboration with the WMTV Diaper Drive has not only helped us raise an incredible sum of over \$600,000 but has also been a catalyst for our exponential growth as a steadfast and sustainable pillar for families in our community," said Megan Sollenberger, Founder and CEO of The Village Diaper Bank. "This initiative transcends the mere provision of diapers. It plays a crucial



role in supporting children's development, assisting families in achieving financial stability, and enabling parents to pursue consistent employment. Changing diapers is more than a daily task. It's a life-changing act. We are thrilled to continue making this profound impact together."

The 2024 drive was held between Feb. 15-22. Those who donated diapers in-person could drop them off at 15 community drop sites. Two Men & A Truck picked up those donations on the last day of the campaign and dropped them off at the Village Diaper Bank for volunteers to count and sort.

"Our viewers really came through during WMTV's Diaper Drive," said Don Vesely, WMTV 15 Regional Vice President/General Manager. Megan and her team at the Village Diaper Bank work tirelessly to build a foundation that allows sponsors and viewers to make a difference in our community. It is inspirational when you see our community step-up and make a difference."

WMTV 15 News Director Jessica Laszewski said, "Our coverage focused on the tough choices families are making and the reasons why one in two families are struggling to afford diapers. The diaper drive will have an immediate impact— providing an essential item to even more families."

Milwaukee TV station to celebrate 70 years with campaign to end hunger

WISN 12 in Milwaukee is honoring its 70th anniversary by launching the '70 Years of Service' campaign, in partnership with Hunger Task Force. Throughout 2024, WISN 12 will highlight a different hunger-related need each month, with a call-to-action to address that need. Viewers can also help WISN 12 in this campaign, by making a donation online: www.wisn.com/hunger.

"For seven decades, WISN 12 has dedicated itself to the community we serve, not just through our news coverage and programming, but also through significant outreach and fundraising initiatives throughout southeastern Wisconsin," said Jan Wade, president and general manager of WISN 12. "The '70 Years of Service' campaign with Hunger Task Force, continues that passion and commitment to helping others."

WISN 12 is kicking off the initiative with a \$2,500 donation to Hunger Task Force. Each month, the station will then focus on a

distinct topic related to hunger, such as highlighting the importance of volunteering, collecting donations of a specific food item, or holding a fundraising drive. WISN 12 is devoting significant coverage to the campaign on-air, online, and across social media, to raise awareness and enact change throughout southeastern Wisconsin.

Wade said working with Hunger Task Force (HTF) throughout 2024 is also very special to the station, since HTF is the station's valued and longest-tenured partner.

"Hunger Task Force is excited to celebrate WISN 12's 70th Anniversary! As we enter our 50th year of operation we can celebrate our mutual service to the community, feeding the hungry and working together to end future hunger," said Sherrie Tussler, CEO of Hunger Task Force.

WISN 12 began its work with Hunger Task Force in 1978, after launching 'Food For Families' - a



grassroots community project to confront hunger. Among the many highlights throughout the partnership, WISN 12 received the 'Celebration Of Service To America Award' by the National Association of Broadcasters (NAB) Leadership Foundation for its commitment to addressing hunger-related issues after helping raise more than \$1 million and rescue milk that was unable to be sold by local farmers during the COVID-19 pandemic. During the most recent 'Food For Families Food Drive' in 2023, WISN

12 and Hunger Task Force were able to collect more than \$152,000 to help local families. Since 2012 more than \$1.7 million has been raised during that annual event.

"Year after year, the WISN 12 team commits many hours of community service, and their knowledge of anti-hunger work in Milwaukee has become integral to their service to the community," Tussler said. "There is no better way to celebrate 2024 than to have WISN 12 at our side. Together we are making a difference!"

WSAW-TV holiday campaign raises \$166K

WSAW NewsChannel 7's annual Share Your Holidays campaign raised \$166,834 and thousands of pounds of non-perishable food during its 21st year.

The money will be split between the Wausau Salvation Army and The Neighbors' Place. Food that was donated will go to Peyton's Promise for distribution to multiple food pantries.

"I know 2023 was a tough economic year for a lot of people," said Jeff Thelen, News Anchor and Campaign Coordinator. "Still, there was incredible generosity shown again for Share Your Holidays. Our donations were up by more than \$10,000 over 2022. It's not surprising, because the support we've gotten for this effort for more than 20 years now has always been amazing!"

Share Your Holidays has now raised \$1,489,576 since its inception 21 years ago. Studies show that every dollar donated to a food pantry buys three or four meals.

"This collective effort is more than we could do alone," said Elizabeth Robinson, Community Engagement Manager for The Neighbors' Place. "It's just overwhelming for us to see the outpouring of support year after year and to know that our community is willing to show up. Every little bit counts and we're just so grateful."

Thanks to matching grants, every dollar donated up to

\$85,000 was doubled. The BA and Esther Greenheck Foundation, The MacDonald Foundation, The Miller-Halvorsen Family, the Dudley Foundation, and IncredibleBank all provided matching grants.

"We extend our gratitude to our matching donors for their unwavering support of Share Your Holidays," said Betsy Keefe, VP/General Manager, WSAW-TV. "Their commitment to doubling every dollar donated has been the cornerstone of our success. We are in awe of their tremendous commitment to positively impacting our community."

The 2023 Share Your Holidays campaign began on Nov. 22 and concluded on Dec. 29. Viewers were encouraged to donate money online. Donors could also drop off food or money at WSAW-TV or at IncredibleBank locations in the Wausau area.

With zero overhead cost, a significant portion of Share Your Holidays continued success can be attributed to its sponsors: IncredibleBank, JX Truck Center and Wagner Shell. WSAW-TV staff also play a large role, donating their time and resources to help support the campaign.

WSAW-TV staff and sponsors participated in several events aimed at driving donations. On Dec. 1, staff walked along the Wausau Holiday Parade, collecting hundreds of pounds of non-perishable food and monetary donations.



Madison radio station gathers craft supplies for children's hospital

Madison radio station Life 102.5 (WNWC) recently gathered craft supplies for children at American Family Children's Hospital as a part of an annual effort to brighten spirits at the hospital.

Heather Sheehan, who works at The American Family Children's Hospital said, "On behalf of the Child Life team, The Crafts for Kids drive with Life 102.5 will impact so many patients and families. The art kits are so special and something caregivers can treasure for years and bring joy, normalization, diversion, and comfort to our patients while being hospitalized. With more than 1,000 items donated, we are incredibly grateful to our community, for the



ongoing support you show year after year."

The Crafts for Kids drive is an opportunity to bring hope and creativity into the lives of children at the hospital.

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Broadcasters visit state Capitol



Wisconsin broadcasters visited lawmakers throughout the State Capitol on Jan. 24. Thank you to all the broadcasters who joined in the effort to talk to state lawmakers about issues important to their fellow members.



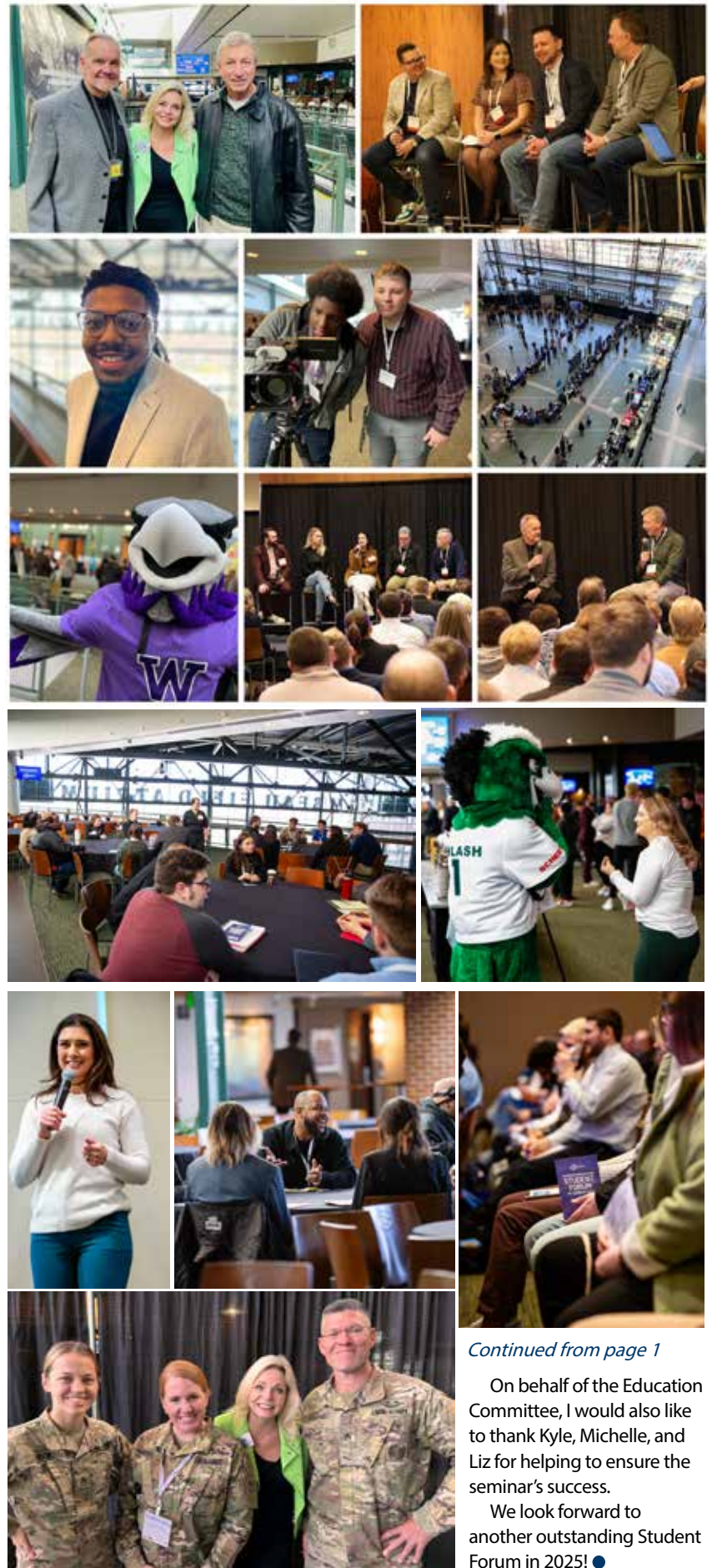


SAVE THE DATE!

2025 WBA STUDENT FORUM:

FEB. 22

Student Forum continued from page 1



Continued from page 1

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

We look forward to another outstanding Student Forum in 2025! ●

Young professionals are making their mark on

broadcasting in Wisconsin and the WBA is recognizing them.

The WBA Young Professional of the Year Award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors selected five young professionals to recognize in 2024, and one of those five has been identified as the "Young Professional of the Year."

Two of the other honorees were identified in the last Wisconsin Broadcaster, Keith Heisler and Briggs LeSavage. The Young Professional of the Year will be announced in the May/June newsletter and awarded at the WBA Summer Conference on June 19 in Fond du Lac. The honorees will also be recognized at the conference luncheon.

Our next two honorees are Salam Fatayer and Shannon Hoyt.

Q&A with Salam Fatayer

How did you get into broadcasting?

Amidst the significant events of the 2016 election, I found myself not only navigating the political landscape but also delving into my commitment to storytelling. In that transformative year, I made a crucial decision to shift my academic focus from a science emphasis to a major that would foster my passion. It became clear that storytelling was my true calling, and I was driven by the fundamental questions of who gets to ask questions and what questions are being asked. While majoring in journalism at the University of Wisconsin-Milwaukee, I secured an internship with Radio Milwaukee. Initially, I worked under the guidance of our previous music director. Through dedication and commitment, I evolved into an essential member of the team and became an audio producer. This position, in turn, transitioned into that of an audio storyteller and the host of "Uniquely Milwaukee,"

where I continue to craft stories that stick with you.

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

The role of young professionals in this industry is incredibly pivotal. In today's digital age, news is at our fingertips. While this may lead to saturation, it also presents an opportunity for broadcasters to engage with audiences in a fresh and authentic manner.

What advice would you give to other young broadcasters?

Curiosity is your secret weapon—nurture it. Ask questions, even if you believe you know the answer, but be mindful not to waste someone's time. Striking that right balance will come with experience and practice. Additionally, there will be a pivotal moment in your career when you must confidently stand up for your stories and pitch them with conviction.

Company
Radio Milwaukee

Position
Audio Storyteller

Years at station
5

Started in broadcasting
2017



tion. Remember, you've earned a seat at the table for a reason; you deserve to be there.

What does the future of broad-

casting look like to you?

A well-informed public is crucial for the health of our democracy and communities. Public media will always be needed. However, within this industry, challenges and growing pains persist. I am mindful of the shifts in consumer behavior and the disruptions caused by artificial intelligence. Despite these challenges, I envision a future where there is a commitment to diverse and impactful reporting, as well as adopting more sustainable practices across this industry.

Q&A with Shannon Hoyt

How did you get into broadcasting?

As a graduate from the University of Wisconsin-Stout, I was looking to get involved in as much as I could. I initially struggled to find a path forward my first year. So, I sat myself down and thought about what I was good at and what I found pure joy in. Some dread giving speeches. I couldn't wait for mine. I was also involved in theater, behind-the-scenes and on stage. I also had a knack for writing. I quickly realized journalism, specifically broadcast, was my calling. I joined the UW-Stout paper, finishing my senior year as editor in chief. I also joined a local group called Take2. Take2 provided the Stout community with on-air updates on events happening on cam-

pus. My senior year, I locked in an internship at WQOW News 18 in Eau Claire, WI. Once I finished my 10-week program, my news director at the time called me back to work part-time. Once I graduated, I took on a full-time multimedia journalist position, working my way through the ranks. Today I am proud to hold a position of leadership, helping my team produce and deliver broadcasts to the Chippewa Valley.

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

Each generation can offer so much. Young professionals in broadcasting bring a new and fresh perspective to our communities and fellow coworkers. Not only that, but we learn from older generations to continue building these professions and upholding

what we stand for. One day, these young professionals in broadcast will become newsroom leaders. Those leaders will prepare new leaders. In this ever-evolving world of news, young broadcasters keep journalism alive and strong.

What advice would you give to other young broadcasters?

My advice to young broadcasters is to take feedback whenever you can and ask questions. This is a profession where you learn as you go. Use the experience of others to build yours. I've had so many mentors to thank that have gotten me to where I am today.

What does the future of broad-

Company
WQOW News 18, Eau Claire

Position
Evening Anchor, Evening Executive Producer

Years at station
6.5

Started in broadcasting
2017



casting look like to you?

Even though I may be considered a young professional in broadcasting, I've already become

a mentor to young journalists entering the field for the first time. It's a proud feeling seeing others achieve and that's what my future looks like. I'll always love sharing local stories and being a part of our viewers lives, but I want to share what I've learned to young broadcasters, and continue to learn from those I, to this day, consider a mentor to me.

Four awarded scholarships at Student Forum

Four scholarships were given out during the WBA Student Forum at Lambeau Field on Feb. 24 to students studying broadcasting in Wisconsin. Learn more about the WBA Student Scholarship program and apply online. The recipients are:

TJ Dysart

TJ Dysart is the 2023 WBA Foundation Scholarship recipient.

Dysart is attending Marquette University and majoring in journalism. He is planning to graduate in the spring of 2025.

Dysart's career goal is to be an anchor for a network news station.

Dysart has been an intern at WISN-TV in Milwaukee and the Milwaukee Journal Sentinel and has worked for Marquette Student Media, along with being involved in numerous other campus activities and groups. In addition to the recognitions he earned on campus, he's also twice been a nominee for a NATAS Crystal Pillar Award.

Dysart is described as exceptional, hardworking, a quick study, and a good colleague. During his internships he was quickly entrusted with prominent reporting duties. An experienced journalist said he's rarely seen a student as advanced in his journalistic skills as TJ. He describes TJ as a resourceful digger who generates stories, ideas, develops sources, and follows up leads in impressive fashion.

Ben Cadigan

Ben Cadigan is the 2023 Morgan Murphy Media Scholarship recipient.



Dysart



Cadigan



Jauch



Khreis

ient.

Cadigan is attending UW-Madison and majoring in journalism. He is planning to graduate in the spring of 2025.

Cadigan's career goal is to become a producer and reporter at a medium-sized market broadcast television station. He said he loves telling impactful, heartwarming, and local character stories.

Cadigan worked at the Badger Herald on the UW campus and has served as an associate producer at WMTV-TV in Madison. He's been recognized for his work at the Badger Herald by the Milwaukee Press Club. He appeared on the Silver Dean's List all four of his completed semesters.

Cadigan is credited with being a key contributor at WMTV-TV, who is the first sophomore the station has hired to the position. His supervisor said he is curious, reflective, intuitive, and a hard worker. He has good news judgment and takes full advantage of professional development opportunities. Another supervisor said he's earned the trust of the newsroom.

Riley Jauch

Riley Jauch is the 2023 Howard Gernetzke Scholarship recipient.

Jauch is attending UW-Madison and majoring in journalism. He is planning to graduate this spring.

Jauch's career goal is to become a professional play-by-play announcer for a Division 1 school or a professional sports team, and says he's open to other career opportunities in broadcasting.

Jauch has served as a play-by-play and radio show host on campus station WSUM and has served in other leadership roles on campus. He's made repeated appearances on the UW-Madison Dean's List. He's also been an intern for Wisconsin Athletics and has held numerous roles at ESPN Madison including producer, studio anchor, and marketing events supervisor.

Jauch is described as having eagerness to step into every opportunity made available to him and always looking for ways to improve and contribute to

elevating the team. A supervisor said Jauch appreciates and respects broadcast journalism and has an incredibly bright future.

Amany Khreis

Amany Khreis is the 2023 David L. Nelson Scholarship recipient.

Khreis is attending UW-Madison and majoring in journalism and communication arts. She is planning to graduate this spring.

Her career goal is to work in the music industry, with an eye toward radio promotion and publicity. She is also interested in pursuing law school at some point to get involved in media law.

Khreis has a long list of academic accomplishments and was involved in many groups on and off campus. She has served numerous roles at WSUM, the UW-Madison campus radio station, serving most recently as the Music Director. In that role she organized a music festival for the station. She was involved with EMMIE Magazine since 2020, and most recently served as the publication's editor-in-chief. She was also a talent buyer and publicist for the Wisconsin Union Directorate. She's currently employed at Terrorbird Media as a publicity intern and at UW Law School as a Student Assistant in their Career & Professional Development Department.

Khreis is described as having relentless enthusiasm for her work, giving her the experience to develop a uniquely versatile skillset. She's described as goal-oriented and an excellent collaborator with great dedication and leadership qualities.

'Stand out' UW-Whitewater student receives Student Leadership Award

Drew Best, the Station Manager at WSUW on the UW-Whitewater campus is being recognized for epitomizing influential leadership. Best was awarded the WBA Student



Best

Leadership Award at the Student Forum at Lambeau Field on Feb. 24.

WSUW faculty adviser Brian Lucas said Best's leadership qualities were evident the first time he met him as a sophomore and saw him asking many questions and getting

deeply involved in the station. He started by calling games, hosting a daily sports talk show, and being an active sports committee member, all during his first semester.

Within a year he was named sports director. He produced a list of goals and set out to accomplish them. That included updating the training for live sports broadcasts and instituting practice sessions ahead of broadcasts to minimize technical errors. While sports director, he also played important roles in other aspects of station programming and events.

Best worked with student broad-

casters to assess their strengths and help them improve on their weaknesses.

In fall 2023, Best stepped up to fill the unexpectedly vacated role of station manager.

"He brought much-needed enthusiasm and demonstrated his desire to have a successful semester," Lucas wrote. "It was as if he had been station manager all along, and students responded very favorably to Drew."

Lucas said Best loves to learn and seeks out opportunities for growth and improvement. He also credits Best with the level of

enthusiasm and optimism among station staff.

"Drew Best is the kind of person who takes leadership as a responsibility to serve those around him. He does this with grace, compassion, and understanding," Lucas wrote. "He treats others with respect and makes them feel welcome and assured. He holds himself to a high standard; students see that and don't want to disappoint him."

Best was recognized with the Student Leadership Award on Feb. 24 at the Wisconsin Broadcasters Student Forum at Lambeau Field.

WBA Student Awards for Excellence Winners

High School

Feature Programming (Radio)

- 1st Union Grove High School - Last Teacher Standing with Phoebe Temple
- 2nd Union Grove High School - The Latework Show-Holiday Memories Episode

News Programming (TV)

- 1st Union Grove High School - Holiday Tree Lighting Spotlight Interviews 2023
- 2nd Oregon High School - Panther Vision News 12/21/23
- 3rd Fond du Lac High School - Autos Classes at Fondy High

Sports Programming (Radio)

- 1st Notre Dame Academy - Boys Basketball Notre Dame
- 2nd Union Grove High School - Broncos Football-UGHS vs
- 3rd Bay Port High School - Baseball Bay Port

Sports Programming (TV)

- 1st Wisconsin Rapids High School - Wis. Rapids Boys Basketball vs. Eau Claire North (11/30/23)
- 2nd Notre Dame Academy - Football Notre Dame
- 3rd Union Grove High School - Boys Basketball Play-By-Play/UGHS VS South Milwaukee

College/University

News Series/Documentary (Radio)

- 1st UW-River Falls - Crime Victim Services

News Series/Documentary (TV)

- 1st UW-Milwaukee - The Northwoods Beast: The Hodag
- 2nd UW-Milwaukee - Dominic the Food Reviewer
- 3rd UW-River Falls - Dairy Community Documentary

Newscast (Radio)

- 1st WRST (UW-Oshkosh) - Andrew Bott 8pm Newscast Oct. 30, 2023
- 2nd WSUM (UW-Madison) - Oct. 3 Newscast
- 3rd WRST (UW-Oshkosh) - James Tishler 8pm Newscast Nov. 9, 2023

Newscast (TV)

- 1st UW-Whitewater - Whitewater Windown - "Episode 4, Week of 10/30/2023"
- 2nd UWEC TV 10 - BNN 12.6.23
- 3rd Titan TV (UW-Oshkosh) - Titan TV News

General News Story (Radio)

- 1st WSUW (UW-Whitewater) - Rising Star
- 2nd WRST (UW-Oshkosh) - Students Weigh in on Budget Cuts
- 3rd WRST (UW-Oshkosh) - Dylan Eckhart Chancellor Interview

General News Story (TV)

- 1st UW-Whitewater - Candlelight Vigil Baby
- 2nd UW-Whitewater - Peace For Palestine
- 3rd UW-Green Bay - Building the Future at UW-Green Bay

Writing (Radio)

- 1st WSUW (UW-Whitewater) - The Average Actuary

Writing (TV)

- 1st UW-Whitewater - Palestine Protest
- 2nd UW-Whitewater - Career Fair

Feature Story (Radio)

- 1st UW-Madison - Diving into the Female Athlete's Perspective: The Hidden Voices

- 2nd WSUW (UW-Whitewater) - The Average Actuary
- 3rd UW-Stevens Point - USGA Senior Open Interview

Feature Story (TV)

- 1st UW-Whitewater - Sister Cindy
- 2nd Milwaukee PBS/MATC - geMKE: Miller High Life Theatre
- 3rd Titan TV (UW-Oshkosh) - UWO Photographer Spotlight

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

- 1st WRST (UW-Oshkosh) - UWO vs UW Platteville Pregame - Nov. 4, 2023
- 2nd WRST (UW-Oshkosh) - UWO vs UW-Stevens Point Pregame - Oct. 28, 2023
- 3rd WRST (UW-Oshkosh) - Deven Michalak - Peter Jennings Interview

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

- 1st Titan TV (UW-Oshkosh) - Titan Hold 'Em
- 2nd Beloit College - Beloit In Action
- 3rd Beloit College - Comeback Szn

Sports Story (TV)

- 1st UW-Whitewater - Inside Warhawk Sports - "Men's Basketball"
- 2nd UW-Green Bay - New Coach-New Era for UW Green Bay Basketball
- 3rd Titan TV (UW-Oshkosh) - Titan TV Sports Director Spotlight

Sports Play-by-Play (Radio)

- 1st WRST (UW-Oshkosh) - UWO vs Illinois Tech. Nov. 8, 2023
- 2nd WSUM (UW-Madison) - Cam Johnson Silences Camp Randall 11/11/23
- 3rd WSUM (UW-Madison) - Badgers v. St. Thomas 4/12

Sports Play-by-Play (TV)

- 1st UW-Whitewater - Warhawk Football vs Wheaton, Warhawks Take Control
- 2nd UW-Madison - 10/13/2023 Women's Hockey - Minnesota State at Wisconsin
- 3rd Carthage College - Carthage vs Valpo - Play-by-Play

Air Check (Radio)

- 1st UW-Green Bay - Rockin' In The Night Time Aircheck
- 2nd WRST (UW-Oshkosh) - Taycee Zach "BX3" on WRST-FM
- 3rd WRST (UW-Oshkosh) - Gabe Graski "The Shuffle" 6pm-8pm

Station Imaging Radio

- 1st UW-Green Bay - Radio GBX Imaging #1
- 2nd WRST (UW-Oshkosh) - WRST Promo
- 3rd UW-Green Bay - Radio GBX Imaging #3

Podcast (Radio)

- 1st UW-River Falls - Positivity in Ag Podcast
- 2nd WRST (UW-Oshkosh) - Smokepoint Podcast "Boeuf Bourguignon" Episode
- 3rd WRST (UW-Oshkosh) - Songs From the Past Podcast "AC/DC" Episode

Live Special (Radio)

- 1st WRST (UW-Oshkosh) - 2023 Chancellor's Late Night Breakfast Broadcast

Live Special (TV)

- 1st Milwaukee PBS/MATC - Cathy Grier - Live at the Lakefront 2023

- 2nd Madison College - Innovative Future: The 7th Annual Embrace Fashion Show

Audio Storytelling - Sound (Radio)

- 1st WSUW (UW-Whitewater) - Lily Weitner Storytelling

Photojournalism (TV)

- 1st UW-Whitewater - Candlelight Vigil Baby

Episodic Entertainment Program (Radio)

- 1st WRST (UW-Oshkosh) - Taycee Zach and Becky Schmidt "Soundstrip"
- 2nd UW-Green Bay - The Joe Show, Episode 3 - Ditch the Hubcap

Episodic Entertainment Program (TV)

- 1st UW-River Falls - Adequate: Film Noir
- 2nd Titan TV (UW-Oshkosh) - Extraterrestrial Roommates
- 3rd Titan TV (UW-Oshkosh) - Honey-Do

Special Programming (Radio)

- 1st UW-Stevens Point - Yam Haus College Radio Day/ EP Release Feature
- 2nd WSUW (UW-Whitewater) - Inside Warhawk Bowling
- 3rd WSUW (UW-Whitewater) - Nobody Really Cares - Ep. 1

Special Programming (TV)

- 1st Madison College - Songwriting with Beth Kille: Writer's Life Lecture Series

Public Affairs/Talk Show (Radio)

- 1st WSUM (UW-Madison) - In Konglish
- 2nd WUEC (UW-Eau Claire) - Off the Clock feat. Dr. Matt Evans
- 3rd WSUM (UW-Madison) - On Wisconsin: Latinx Heritage Month

Public Affairs/Talk Show (TV)

- 1st Milwaukee PBS/MATC - MATC Now! Dec. 11, 2023
- 2nd Titan TV (UW-Oshkosh) - Room & Board
- 3rd Milwaukee PBS/MATC - Dreams of the Monarch Butterfly

PSAs/Commercials (Radio)

- 1st WSUW (UW-Whitewater) - Halloween Promo
- 2nd WSUM (UW-Madison) - Fire Safety Event
- 3rd UW-Green Bay - HallowQueen Drag Show PSA

Promotional/PSAs/Commercials (TV)

- 1st Beloit College - Rust Moon Railway | Promo Teaser
- 2nd Beloit College - Fentanyl Awareness
- 3rd Titan TV (UW-Oshkosh) - Women's Basketball Promo

Informational/Educational/Corporate (TV)

- 1st Titan TV (UW-Oshkosh) - Distinguished Alumni, Cheryl Mellenthin
- 2nd Titan TV (UW-Oshkosh) - Distinguished Alumni, Maurice Wince
- 3rd Madison College - MCTV-LIVE

Website

- 1st WRST (UW-Oshkosh) - wrst.org
- 2nd UW-Whitewater - UWW-TV Website
- 3rd WSUM (UW-Madison) - WSUM Website

Social Media

- 1st UW-Madison - Curb Magazine
- 2nd WSUM (UW-Madison) - WSUM Instagram
- 3rd UWEC TV 10 - UWEC TV-10 Instagram

Jowett 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:

wbafoundation.org/scholarships-grants/rick-jowett-fellowship

*Submission
Deadline is
June 1*



Jowett

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.

2023 Foundation Contributors

Armada Media	Koser Radio Group	Gary Timm
Greg and Sandy Bell	Al Lancaster	Scott Trentadue
Ken and Donna Beno	Wayne and Julie Larrivee	Michelle and Kirk Vetterkind
Tom and Kathy Bier	Paul and Karen LeSage	WBAY-TV
Big Radio	Madison Community Foundation	WCWI-FM
Liz and Tommie Boyd	Magnum Media	WDJT-TV
Tom Boyson/ WISS-AM	Dean Maytag	Jonathan Whirry
Scott Chorski	Midwest Communications	WISC-TV
Christian Life Communications	Mid-West Family	WISN-TV
Lindsay Wood and Amanda Davis	Morgan Murph Media	WITI-TV
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Bob Barry	Laurin Jorstad	Dick Record
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Lee Davis	Al Lancaster	Don Seehafer (1935-2020)
Richard Dudley (1923-2013)	Paul LeSage	Sandy Shockley
Nate Goetz (1926-2018)	Scott Lopas	Terry Shockley
Bruce Grassman	Joe Moen (1927-2014)	Michelle Vetterkind
Jack Hackman (1933-2018)	David L. Nelson (1921-2017)	Duke Wright (1939-2022)
Ed Hinshaw (1940-2016)	Mike and Patty O'Brien	
	Kelly Radandt	

UW lecturer to discuss AI at Institute

An award-winning academic, venture financier, and serial entrepreneur at the UW School of Business will give his insights on artificial intelligence at the Walker Broadcast Management Institute dinner on April 24.



Bock

Adam Bock studies entrepreneurship, business models, and technology venturing. He co-founded four life science companies spun out of university

research.

His presentation is titled, "The AI Challenge in the Media Industry."

Is AI the end of broadcasting as we know it? Or is it the white knight that democratizes journalism and revitalizes civil society? Let's see what ChatGPT has to say... This year's keynote talk will explore everyone's favorite hot button issue, along with a reminder that innovation outcomes are notoriously difficult to predict. Our fearless guide into the unknown is Adam J. Bock, MBA, PhD, an internationally recognized expert on entrepreneurship, innovation, strategy, and

business models. When he's not teaching at the Wisconsin School of Business, Dr. Bock keeps busy launching and advising technology ventures, facilitating executive education programs, and consulting to businesses around the world. Although it's been more than a decade since he last coded a neural network, he's helping organizations surf the genAI wave and provided webinars on genAI for the LinkedIn AI Salon and the UW-Madison Center for Professional and Executive Development (CPED). Join us to get the discussion started on the



possibilities and pitfalls of AI in the Media Industry.

You can find information about the full three days of sessions (April 23-25) here. Space is still available. Contact Liz Boyd in the WBA office to learn more and enroll.

Creative radio pioneer Bill Vancil dies

WBA Hall of Famer and creative radio pioneer Bill Vancil died Jan. 3 after a long illness. He was 82.

Vancil grew up in Kewanee, Illinois. While attending Wesleyan University, he hit the air at KSTT, Davenport, Iowa in the early 60's. Ken Draper, KSTT PD would be programming WCFL, Chicago a few years later. When Draper left, Vancil became PD and among his hires was rising radio star Bobby Rich.

In 1969, Vancil left Davenport for a job with Mid-West in Madison, to program WISM-FM, then an automated easy listening station. He soon created an innovative AC format "Movin' Easy 98FM." A few years later he was PD of both Top 40 WISM/1480 and AC WISM-FM. WISM/1480 had been a market leader since its flip to Top 40 in 1960. A busy voiceover talent as well as a skilled artist and designer, Vancil created a fresh new station logo, and each year he designed a custom WISM T-shirt. He was director/organizer of the annual WISM Frisbee Fly-in and he was coach of the WISM Wizards basketball team.

In 1981, he guided the transition of



Vancil

WISM/1480 from Top 40 to News-Talk WTDY. Two years later, Vancil along with Audience Development Group consultant Tim Moore, and air talent and PD Pat O'Neill, created a spirited, very community involved AC station Magic 98 to replace WISM-FM. It was an instant success scoring No. 1 25-54 women in its first book. This Vancil, Moore, O'Neill's creation became a model for successful AC radio in the US. O'Neill, who was PD and hosted the Magic 98 Morning Show for 30 years considered Vancil "an AC Adult Contemporary visionary." In the 1990s, Vancil co-founded and served as president of the Madison Area Radio Association. He retired from Mid-West as executive VP and Madison GM in 2002.

Jonathan Little, close friend and 70's WISM personality, described Vancil in this way, "He's a renaissance man, who is really talented in so many areas." Upon retirement, Vancil focused on writing, painting, and photography - his three major interests. His first book Don't Fear the Big Dogs (2005) told the story of the journey he made to find a cure for his prostate cancer. Following his cure, he served on the Advisory Council of Loma Linda University Proton Treatment Center. After two liver transplants, which involved three

months in the hospital, he developed an opiate dependency. Vancil described his journey from dependency to withdrawal in his second book Almost An Addict. In support of his books, Vancil did countless radio and TV interviews and he counselled 100's of people diagnosed with cancer and oxycodone dependency. Friends and the people who benefited from his counselling said he saved many lives.

Vancil had unique talent as a graphic designer. He created logos for nearly all Mid-West Family stations over his years there. He created logos for The Train, The Fast Train, and Cowboy Singers and Poets, three formats Little programs for AccuRadio. In the last decade Vancil became a website developer and he authored a blog called Brain Showers, using his trademark wit and humor to expand and comment on "stuff I find interesting." After his move to Tucson, Vancil reunited with Bobby Rich and became graphic designer for The Drive (KDRI).

Vancil is survived by his partner of 25 years Andrea "Andy" Byk and best friend Lee Fischl. He is also survived by his son Lou, who will host a celebration of Bill's life this spring in Madison.

Vancil was inducted into the WBA Hall of Fame in 2013.

<https://vimeo.com/72350232>

Bornstein remembered as 'man who saved NPR'

A WBA Hall of Famer known for his state and national influence in public radio has died. Ronald Bornstein, 91, died Feb. 23.



Bornstein

Bornstein was Director of Telecommunications for the UW-Extension, managing WHA radio and television from 1967 until 1984. In 1980-81, Bornstein served as Vice

President for Telecommunications for the Corporation for Public Broadcasting. In 1983, he became known to many as the "Savior of NPR" after serving as Acting President of National Public Radio and managing a successful business turnaround for the financially troubled network.

Bornstein was the recipient of numerous professional awards including a National Academy of Television Arts and Sciences Emmy Award for documentary production and the Edward R.

Murrow Award for Distinguished service to Public Radio.

He was active in an array of community and industry organizations, including the boards of Public Broadcasting Service, National Public Radio, the Association of Public Radio Stations, and the Governor's Blue Ribbon Commission on Cable Communications.

Bornstein also served as the Senior Vice President for Administration and Chief Operating Officer of the UW System and the

Wisconsin Educational Communications Board.

He was inducted into the WBA Hall of Fame in 1993.

Memorial contributions may be sent to: Wisconsin Public Radio and Television, 821 University Avenue, Madison, WI 53706, the M.D Anderson Cancer Center, 1515 Holcombe Blvd., Houston, TX or the Attic Angel Community, 8301 Old Sauk Road, Middleton WI 53562. A memorial service will be announced at a later date.

<https://vimeo.com/72380633>

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Hotel Retlaw, Fond du Lac

June 18-20, 2024
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Hotel Retlaw, Fond du Lac

Sept. 10-11, 2024
Midwest Regional Broadcasters Clinic
Madison Marriott West, Madison

Jan 22, 2025
State Legislative Day
State Capitol

Feb. 22, 2025
WBA Student Forum
Lambeau Field



More details
registration at
wi-broadcasters.org/events

2024 Election Windows for Lowest Unit Charge

Elections	Dates	Window for LUC begins
Spring Primary	Feb. 20, 2024	Jan. 6, 2024
Spring Election	April 2, 2024	Feb. 2, 2024
Presidential Primary	April 2, 2024	Feb. 17, 2024
Partisan Primary	Aug. 13, 2024	June 29, 2024
General Election	Nov. 5, 2024	Sept. 6, 2024



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

