

# WISCONSIN BROADCASTER

wba

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The Wisconsin Broadcaster Association Newsletter • March-April 2025 Edition

## Connections made at WBA Student Forum at Lambeau Field



By Mark Zorowski,  
WBA Education  
Committee Chair

There's nothing like a surprise in a story, or, apparently, in a seminar.

Ellie Davis (*pictured bottom right above*) can attest to that. The U-W LaCrosse senior was sitting in the front row when Boyd Huppert came up and shook her hand during his

presentation.

Huppert was talking about using "handshake shots" to introduce characters in his stories. Research shows that people form first impressions within one tenth of a second of meeting someone, so he carefully chooses shots when

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Check out video  
from the forum!



FROM WBA'S CHAIR

### Take time to reflect on what matters



By Aleese  
Fielder

I have a sign hanging in my office that reads, "Wherever life plants you, bloom with grace." It's more than just a decoration. It's a daily reminder. It reminds me that I'm exactly where I'm supposed to be, at this very moment, for a reason. And honestly, it helps me recenter when the inevitable daily frustrations crop up. I'd bet many of us feel the same way at some point.

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FROM WBA'S PRESIDENT & CEO

### Walker Institute offers unique opportunity



By Michelle  
Vetterkind, CAE

Your WBA has a lot to offer in terms of events and educational opportunities, but there's at least one that's difficult to find elsewhere.

The Walker Broadcast Management Institute offers an opportunity to get management training that's designed for current and future broadcast managers. Participants come from across the country, but it's in your backyard, on the UW-Madison campus.

The three-day sessions run in three-year cycles, so participants

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## FROM WBA'S CHAIR

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Whether you're in sales, production, news, traffic, or any of the countless roles in TV and radio broadcasting, taking time to refresh and reconnect with yourself is vital. It's about finding what works for you — that way to recharge when facing challenges, disappointments, and successes. Because let's be honest, even good news can be overwhelming sometimes!

Our mental, physical, and emotional well-being are all intertwined, shaping both our personal and professional lives. Self-care isn't a luxury. It's essential in today's fast-paced world. The good

news is that many companies and communities now offer resources to support those seeking guidance and direction in prioritizing their wellbeing. I encourage everyone to explore and use these valuable tools.

Maybe it's the anticipation of spring that has me feeling so reflective lately. The thought of spotting that first robin or seeing a patch of green grass emerging from the snow (a welcome change from what I'm looking at right now!), brings a sense of renewal and hope. And that's a feeling I wanted to share with all of you.

Yes, our industry tends to ramp

up as the weather warms! Let's look forward to those vibrant farmers' markets, June Dairy Month celebrations, exciting concerts, thrilling ball games, and all the other wonderful events we cover and enjoy each year! It's a great time to remember that our listeners, viewers, and clients rely on the work we do year-round to keep them informed and entertained. We all play a vital role in connecting our communities, so enjoy and embrace the fun and activities ahead!

*Aleese Fielder, GM, NRG Media, Wausau/Stevens Point/Rhinelanders, is the WBA chair.*



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

## FROM WBA'S PRESIDENT & CEO

Continued from page 1



come back three years in a row to complete the training cycle. In addition to the fantastic training, designed and organized by the UW School of Business, participants also enjoy a fantastic networking opportunity. If you talk to our Institute graduates, you'll find that the connections and friendships they formed over the three years were as impactful as the training.

Another unique aspect of the program is that space is limited. We keep the classes small to maximize the effectiveness of the training.

That said, space is still available. Perhaps you want to join, or know someone else who should consider it. All you need to do to enroll is to call or email the WBA office. You'll want to do so soon, in case the class fills up.

#### Your WBA takes over Lambeau

Wisconsin broadcasters were all over Lambeau Field for two days in February for a series of events

that showcased the future of broadcasting.

On Friday, Feb. 21, we hosted the Toolbox, put on by our WBA Young Professionals Committee, which featured an exclusive tour of the Lambeau Field media production facilities and an afternoon of wonderful sessions.

The Toolbox attendees joined a larger group of broadcasters that evening for a memorable reception.

Then, on Saturday, we welcomed hundreds of high school and college students from across the state for our WBA Student Forum at Lambeau Field. It was a day full of informative and inspirational sessions, hands-on experiences, and great networking opportunities. Thank you to all the broadcasters who make this event possible by giving their time and talents to inspire the next generation of broadcast-

casters.

You can check out more about the Forum on the front page and page 4.

#### Your WBA on the Road

Your WBA was also busy the last few months representing you, our valued members, at important events, like CES in Las Vegas, the Silver Circle awards in Milwaukee, and most recently on our annual visit to Capitol Hill. (See photos above)

Please know that your WBA supports you. We know you take your commitment to serving your communities seriously, and we do too. That commitment is what sets you apart from social media and other tech behemoths. It's your strength, and we're here to help you make the most of it.

You're there for your community, and your WBA is there for you. ●



# Wisconsin broadcasters visit Capitol Hill



Wisconsin's radio and TV broadcasters were on Capitol Hill on March 4-5 to meet with members of Wisconsin's Congressional delegation in the House and Senate.

Broadcasters visited the offices of all eight House members and both Senators to talk about issues like keeping AM radio in all vehicles, protecting broadcasters from a performance tax, and protecting the deductibility of advertising expenses.

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





# Broadcasters bring their message to the Wisconsin State Capitol



About 50 Wisconsin broadcasters gathered in Madison on Jan. 22 to talk to state lawmakers about the coming legislative session and how local radio and TV stations are serving their constituents.

Before making calls at the Capitol, broadcasters heard from Governor Tony Evers, Assembly Speaker Robin Vos, and Attorney General Josh Kaul.

Broadcasters talked to lawmakers about artificial intelligence, access to police videos, and regulation of social media.



## Connections Made at WBA Student Forum at Lambeau Field

*Continued from page 1 >*

introducing story subjects. He wants viewers to form instant connections.

Connections. With nearly 40 media organizations at the job fair, industry professionals on panels, and faculty advisors from around the state, connections are a big part of the Student Forum at Lambeau Field.

For the second consecutive year, registration for the event topped 400. College and high school students attended seminars and heard inspiring comments from WGN-TV sports reporter/anchor Kaitlin Sharkey's keynote address. They also got the chance to get professional headshots and participate in hands on activities such as reading teleprompters, using green screen, and conducting celebrity interviews. They wrapped up the day by cheering winners of the WBA Student Awards for Excellence.

Davis estimates she shook hands at least 100 times during the event, smiling and exuding confidence each time. She now knows one-tenth of a second counts as she looks for her first reporting job.

Mark Zoromski  
Chair  
WBA Education Committee



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Comlab Inc./Davicom  
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LiveU  
Local Broadcast Sales  
LumenServe  
Marketron  
Marshall Electronics  
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Maxconnect Group  
Mediaproxy Pty Ltd  
Midwest Digital AV Inc.  
Nautel  
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Pillsbury Winthrop Shaw Pittman LLP  
Plum Media  
Precision Communications  
Radio Advertising Bureau  
Radio GBX  
Radio Gearheads  
Radio Music License Committee  
RCS  
Rohde & Schwarz  
Ross Video  
RTI Media  
Shockley Group, Inc.  
Skyline Tower Painting  
Slatercom-WCD  
Smarts Broadcast Systems  
Society of Broadcast Engineers Inc.  
Sony Electronics  
SPX Attn  
Staco Energy  
Summit Technology Group  
Telestream  
The Capitol Group  
The Museum of Broadcast Communications  
Tieline Technology  
Troy Research  
U.S. Bank  
Utah Scientific  
WEXL Coaching  
Wheatstone  
Wilkinson Barker Knauer LLP  
Wisconsin Army National Guard  
Wisconsin Athletic Hall of Fame  
Wisconsin Center For Investigative Journalism  
Wisconsin Interscholastic Athletic Assoc.  
Wisconsin Lottery  
WisconsinEye  
WisPolitics  
WLHA Radio  
YellowTec  
ZapperBox

## RETIRED

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

## TELEVISION

Appleton  
WACY  
Eau Claire  
WEAU  
WEUX  
WQOW  
Elk Mound  
WBDL  
Green Bay  
WBAY  
WCWF  
WFRV  
WGBO  
WLUK  
WMEI  
WPNE  
La Crosse  
KQEG  
WHLA  
WKBT  
WLAX  
WXOW  
Madison  
TVW  
WHA  
WIFS  
WISC  
WKOW  
WMSN  
WMTV  
Menomonie  
Milwaukee  
WBME  
WDJT  
WISN  
WITI  
WMLW  
WMTV  
WMTJ  
WVCY  
WVTV  
WVRS  
WYTU  
Rhineland  
WJFW  
Superior  
KBJR  
Tomah  
WPDH  
Wausau  
WAOW  
WHRM  
WLEF  
WMOW  
WSAW  
WYOW  
WZAW

## RADIO

Adams  
WCWI  
WHAA  
Amery  
WLAK  
WPCA-LP  
Antigo  
WACD  
WATK  
WATK-AM  
WVRN  
Appleton  
WAPL  
WEMI  
WHBY  
WKZY  
WORQ  
WSCO  
WZOS  
Baldwin  
WSCM  
Baraboo  
WBOO

WCNP  
WRPQ  
Beaver Dam  
WBVE  
WBEV-AM  
Beloit  
WGEZ-AM  
Berlin  
WISS  
Black River  
Falls  
WWIS  
WWIS-AM  
Burlington  
WBSD  
Chilton  
WZBU-AM  
Chippewa  
Falls  
WCFW  
Crandon  
WEQC  
Dodgeville  
WDMP  
WZRP  
Durand  
WRDN  
Eagle River  
WERL  
WRJO  
Eau Claire  
WATQ  
WAXX  
WAYY  
WBIZ  
WBIZ-AM  
WEAQ  
WECL  
WGNW  
WHEM  
WHWC  
WIAL  
WISM  
WOGO  
WMEQ  
WMEQ-AM  
WQRB  
WUEC  
WVCF  
WWIB  
WWJC  
Fond du Lac  
KFIZ  
WFDL  
WFON  
WTCX  
WVFL  
Fort Atkinson  
WFAW  
Goodman  
WMDX  
Green Bay  
WDKF  
WDUZ  
WDUZ-AM  
WEMY  
WFZZ  
WGBW  
WGEE  
WHID  
WHND  
WIBD  
WIXX  
WKRU  
WKSZ  
WNCY  
WNFL  
WOGF  
WPKR  
WPNE  
WQLH

WTAQ  
WTAQ-AM  
WZOR  
Hayward  
WBZH-AM  
WHSM  
WRLS  
Hudson  
WDLB  
Hurler  
WHRY  
Iron River  
WATW  
WBSZ  
WJUH  
WNXR  
Janesville  
WCLO  
WJVL  
WSJY  
WWHG  
Kenosha  
WGTD  
WIIL  
WLIP  
WVTY  
La Crosse  
KCLH  
KQEG  
KQYB  
WEQL  
WEQM  
WEQS  
WFBZ  
WHLA  
WIZM  
WIZM-AM  
WKIJ  
WKTY-AM  
WLCX-AM  
WLSU  
WLXR-AM  
WQCC  
WRTQ  
WTPN  
Lake Geneva  
WLKG  
Madison  
WBKY  
WEQW  
WERN  
WHA-AM  
WHHI  
WHIT  
WIBA  
WIBA-AM  
WJJO  
WJQM  
WLMV  
WMAD  
WMDX  
WMGN  
WMHX  
WMMM  
WNWC  
WNWC-AM  
WOLX  
WORT  
WOZN  
WRIS  
WSSW  
WSUM  
WTLX  
WTSO  
WVRE  
WXXM  
WZEE  
Manitowoc  
WCUB  
WOMT  
WQTC

WTSW-LP  
Marinette  
WAGN  
WHYB  
WLST  
WMAM  
WSFQ  
Marshfield  
WDLB  
WOSQ  
Mausaton  
WRJC  
WRJC-AM  
Mayville  
WMDC  
Medford  
WIGM  
WKEB  
Menomonie  
WVSS  
Merrill  
WHJL  
WJMT  
Milwaukee  
WAUK  
WDDW  
WEMK  
WGKB  
WHAD  
WHQG  
WISN  
WJMR  
WJOI  
WKKV  
WKLH  
WKTI  
WLDB  
WLUM  
WMIL  
WMSE  
WMYX  
WOKY  
WRIT  
WRNW  
WRXS  
WSSP  
WTMJ  
WUWM  
WVCY  
WXSS  
WYMS  
WZTI-AM  
Minocqua  
WLKD  
WMQA  
Monona  
WVMO-LP  
Monroe  
WBGH  
WEKZ-AM  
Neillsville  
WCCN  
WCCN-AM  
WPKG  
Oconto  
WOCO  
WOCO-AM  
Oshkosh  
WNAM  
WOCT-LP  
WOSH  
WRST  
WVBO  
WWWX  
WYDR  
Owen  
WVCS  
Park Falls  
WQCM  
WPFM  
Platteville

WGLR  
WPVL  
WPVL-AM  
WSUP  
Plymouth  
WSTM  
Portage  
WAUN  
WDDC  
WPDR  
Prairie du  
Chien  
WPRE  
WPRE-AM  
WQPC  
Racine  
WRJN  
Reedsburg  
WNFM  
WRDB  
Rhineland  
WCYE  
WHDG  
WNWX  
WOBT  
WRHN  
WRLO  
WXPR  
WXPW  
Rice Lake  
WAQE  
WAQE-AM  
WEPP  
WJMC  
WJMC-AM  
WKFX  
WYRL-LP  
Richland  
Center  
WRCE-AM  
WRCO  
Ripon  
WRPN-AM  
River Falls  
WRFW  
Shawano  
WJMQ  
WOTE  
WOWN  
WTCH  
WTCH-AM  
Sheboygan  
WBFM  
WCLB  
WEMP  
WHBL  
WHBZ  
WLKN  
WWSH  
WXER  
WYVM  
Sparta  
WCOW  
Stevens Point/  
Wausau  
WBCV  
WGLX  
WHTQ  
WPCN  
WPCN-AM  
WSPT  
WSSP  
WYTE  
Sturgeon Bay  
WBDK  
WDOR  
WDOR-AM  
WLGE  
WPVM  
WQDC  
WRKU

WRLU  
WSBW  
Sun Prairie  
WLSP-LP  
Superior  
KDKE  
KUWS  
WDSM  
WDUL-AM  
WEBC  
WHDI  
WHSA  
WHWA  
WSSU  
WUWS  
Suring  
WRVM  
Tomah  
WBOG  
WLXR  
WTMB  
WVCX  
Tomahawk  
WEQR  
WJQJ  
WJQJ-AM  
Two Rivers  
WLTU  
Viroqua  
WKPO  
WVRQ  
WVRQ-AM  
Washburn  
WEGZ  
Wausau  
WAUP-LP  
WDUX  
WILW-LP  
WPCA  
Wausun  
WFDL-AM  
Wausau  
WAVL  
WCLQ  
WCWB  
WDEZ  
WGNV  
WHBM  
WHRM  
WHSF  
WIFC  
WLBL-AM  
WLBL-FM  
WMZK  
WOZZ  
WRIG  
WSAU  
WSAU-AM  
WXCO  
Wautoma  
WAUH  
West Bend  
WMBZ  
WRYU  
Whitehall  
WHTL  
Whitewater  
WKCH  
WSLD  
WSUW  
Wisconsin  
Dells  
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Rapids  
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# 5 key areas of digital success

## Revenue growth comes through digital expansion

In 2025, local business investment in digital marketing is accelerating at an unprecedented pace. According to eMarketer, traditional linear TV advertising is expected to shrink by \$4 billion between now and 2027. Meanwhile, Kagan forecasts a 3



By Chris Brunt

percent decline in radio broadcast revenue this year. Despite these challenges for terrestrial media, total ad spending is still projected to grow by 4.5 percent in 2025, largely fueled by a double-digit surge—at least 12 percent—in digital advertising. The takeaway? The path to revenue growth this year runs through digital expansion. For broadcast professionals, this means evolving your sales strategy to align with where advertisers are putting their dollars. Q1 presents the perfect opportunity to conduct a thorough digital audit, ensuring your operation is positioned to capture a bigger share of this growing market.

As you prepare for digital success this year, here are five key areas to concentrate on:

### 1. Ensure Every Salesperson is Proactively Discussing Digital Needs with Key Clients

This is non-negotiable. It's easy to fall into the trap of thinking we fully understand our key clients' marketing strategies. However, many advertisers still see our reps primarily as

"broadcast" salespeople rather than comprehensive marketing partners. As a result, they may not openly share their digital needs or even realize we can provide digital solutions. To bridge this gap, sales reps must consistently engage in strategic conversations that uncover opportunities beyond traditional media buys. Asking insightful, open-ended questions that get to the heart of their digital pain points, goals, and challenges positions our stations as full-service marketing partners. We then not only expand revenue potential but also deepen client relationships and reinforce our value to local businesses in an evolving media landscape.

### 2. Establish Digital Goals for Each Salesperson and Develop a Custom Digital Plan for Every Key Client

Setting clear digital goals for each salesperson ensures they have a structured approach to integrating digital solutions into their book of business. As local advertisers continue shifting budgets toward digital, our sales teams must evolve alongside them—proactively bringing forward digital strategies that align with their clients' growth.

Of course, some clients will push back with, "I already have a digital guy." That's where we need to reframe the conversation. Instead of competing with their existing digital agency, we should highlight how our stations offer unique, integrated digital programs that leverage the power of our brand equity, on-air personalities, and audience trust. Whether it's through our owned-and-operated digital, social media campaigns, branded content, or streaming

opportunities, we can provide solutions that complement—rather than replace—their current digital efforts.

### 3. Align Your Digital Offerings with Client Needs and Market Trends

To drive digital revenue growth, your station's digital solutions must align with what advertisers are actively seeking. Across all market sizes, businesses are significantly increasing their investment in OTT/CTV (smart TV advertising), influencer marketing, and social media campaigns. If your sales reps aren't fluent in these evolving digital strategies, you risk missing out on valuable opportunities.

Many of our most important advertisers trust us as a local, credible source for effective marketing advice. They're aware of emerging digital tactics, but they may not fully understand how to implement them—or how these strategies fit into their broader advertising mix. This presents a key opportunity for our teams to educate, guide, and offer integrated solutions that combine traditional and digital media for maximum impact.

### 4. Ensure Your Rate Cards Reflect Current Market Conditions

Relying on outdated rate cards won't cut it in today's rapidly evolving marketing landscape. The advertising world has shifted dramatically, and local businesses now face an overwhelming number of choices when allocating their budgets.

Unlike two decades ago, when radio, TV, and print dominated local ad spending, small and medium-sized businesses (SMBs) are now being aggressively targeted by digital-first competitors. It's no longer just Google and Meta capturing local dollars—streaming giants like Hulu, Paramount+, and Spotify have made SMB advertising

a core part of their growth strategy. These platforms offer highly targeted, data-driven campaigns that appeal to local businesses looking for measurable results.

### 5. Secure the Best Pricing from Your Digital Vendors

The digital advertising landscape is constantly evolving, and wholesale programmatic ad exchanges have seen pricing shifts. Media like OTT/CTV have recently experienced dramatic price drops, creating an opportunity for ad sellers to lower retail pricing while increasing profit margins. To maximize revenue and maintain a competitive edge, it's essential to regularly negotiate with your digital vendors to ensure you're getting the most competitive rates. Many vendors have flexibility in pricing, especially as new technologies and buying strategies emerge.

Advertisers have more choices than ever, and if your station isn't offering comprehensive, integrated digital solutions, they will find a competitor who does. The good news? As local broadcasters, you have a unique advantage—trusted brands, engaged audiences, and powerful long-time connections that digital-only platforms can't replicate – and we're located right down the street.

*Chris Brunt is the Director of Digital Revenue and AI at Jacobs Media. The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association and is available to all members – contact Chris Brunt at Jacobs Media at [chris@jacobsmedia.com](mailto:chris@jacobsmedia.com) with any digital questions you have.*

# What to expect when you're expecting ... awards in May



By Robert Jarzen,  
Creative Director for  
Audacy Midwest

Ah, May. A time for flowers blooming, birds chirping, and broadcasters pacing nervously like expectant parents waiting for the big reveal: Will your baby—the spot, campaign, breaking news story, or show you poured your heart into—get the big First Place nod? And will you make that winding walk through the mass of round tables to the

front of the room, nodding and smiling as you receive the handshake and the coveted shadow box award? The WBA Awards are just around the corner, and whether you're a first-timer or a seasoned pro, here's what to expect when you're expecting... awards.

## The Ultrasound Stage: Early Signs of Greatness

Every broadcaster knows that familiar mix of pride and doubt when submitting work for the WBA Awards. You've nurtured this piece from its earliest stages—sketched-out ideas on a napkin, late-night edits, and countless tweaks—and you're hoping it's got “that glow.” Like an ultrasound, you can't help but examine every detail. Is this the year your baby stands out? Will the judges see its potential?

It's easy to speculate. Will this year's awards lean toward clever humor? Or will heartfelt storytelling and that one perfect soundbite capture the spotlight? Regardless, your baby deserves a place in the nursery of greatness.

## The Nesting Phase: Preparing for the Big Day

As May approaches, it's time to get your broadcast baby ready for its public debut. Think of the awards night as your version of a family reunion photo—your baby in all its glory, shining for everyone to admire.

You'll want to plan accordingly. This year's theme is Masquerade Ball. Are you going all out, or just bringing a subtle mask you can easily hold or put down while networking? Who will join you at the table? Did your entire team accept the invite? Every baby has a village behind it, and there's nothing like celebrating your collective effort together.

## Labor of Love: The Journey to This Moment

Let's be honest—some babies are easier than others. Some of your projects might have felt like a breeze, delivering results faster than expected. Others? Well, those were the marathon sessions—the ones where you doubted if it would ever come together. But you stayed up late, fueled by too much

caffeine and sheer determination, until you saw the spark that made it all worthwhile.

Regardless of the process, every entry is a testament to your creativity, your persistence, and your refusal to settle for anything less than extraordinary.

## Delivery Day: Bringing Your Baby into the Spotlight

When awards night finally arrives, emotions will run high. As the names are called, you'll sit there with that familiar mix of nerves and excitement—like an expecting parent in the delivery room, waiting to hear that spectacular radio voice narrate the tidbits of trivia about your station, your team, and your category. What a voice this guy has!

If your baby's name is announced, there will be cheers, hugs, and maybe even a few proud tears. You'll march up, get the handshake from your peers in the industry, and then stroll confidently to the back for the photo with Jeff Wright or Judson Beck. You've earned the right to be that proud parent.

## Proud Parent Moments: Sharing the Joy

Once the ceremony is over, don't be shy about showing your baby off to the world. Post it on social media, send out a press release, or casually “forget” the award on your desk for everyone to see. Let your audience and peers celebrate with you, and remind them why local broadcasting is such a vital part of the community.

And if your baby doesn't take home a trophy this year? Remember, every entry represents your hard work and passion for this industry. Sometimes, even the best ideas don't come home with hardware, but they still leave a mark. Treat it as motivation to go back, dream bigger, and create something even better for next year's awards.

After all, Charlie Chaplin never won an Oscar for his work during his lifetime, but his creations remain timeless. Eventually, yes, he did receive an honorary Oscar—but not winning never stopped him.

## Baby Steps to Greatness

The WBA Awards are more than just a competition—they're a celebration of the incredible talent in our industry. They remind us that every great piece of work begins as an idea, nurtured with care and effort until it's ready to shine.

So, as you prepare for May, remember: this is your baby's moment. Whether it's a groundbreaking campaign, a perfectly produced spot, or a show that resonates with listeners, it's all about celebrating the joy of creation.

Come May, we'll all be proud parents in that room—cheering for the work that makes this industry what it is.

## Stations participating in WBA awards

**KFIZ AM** Fond du Lac, **KUWS FM** Superior, **PBS Wisconsin** Madison, **WAOW TV** Wausau, **WAUK AM** Milwaukee, **WAVL FM** Wausau, **WAXX FM** Eau Claire, **WAYY AM** Eau Claire, **WBAY TV** Green Bay, **WBCV FM** Wausau, **WBEV AM** Beaver Dam, **WBEV FM** Beaver Dam, **WBOG AM** Tomah, **WBOO FM** Baraboo, **WCFW FM** Eau Claire, **WCOW FM** Sparta, **WCQM FM** Park Falls, **WDDC FM** Portage, **WDJT TV** Milwaukee, **WEAQ AM** Eau Claire, **WEAU TV** Eau Claire, **WECL FM** Eau Claire, **WFBZ FM** La Crosse, **WFDL AM** Waupun, **WFDL FM** Fond du Lac, **WFHR FM** Wisconsin Rapids, **WFON FM** Fond du Lac, **WFRV TV** Green Bay, **WGBW AM** Green Bay, **WGKB FM** Milwaukee, **WGLX FM** Wausau, **WGTD FM** Kenosha, **WHBY AM** Appleton, **WHDG FM** Rhinelander, **WHIT AM** Madison, **WHLA FM** La Crosse, **WHQG FM** Milwaukee, **WHRM FM** Wausau, **WHTL FM** Whitehall, **WHTQ FM** Wausau, **WHWC FM** Eau Claire, **WHYB FM** Marinette, **WIAL FM** Eau Claire, **WIBA AM** Madison, **WIRI FM** Wisconsin Rapids, **WISC TV** Madison, **WISM FM** Eau Claire, **WISN TV** Milwaukee, **WISS AM** Oshkosh, **WITI TV** Milwaukee, **WJFW TV** Rhinelander, **WJJO FM** Madison, **WJMC FM** Rice Lake, **WJMR FM** Milwaukee, **WJMT AM** Wausau, **WKBH FM** Portage, **WKBT TV** La Crosse, **WKCH FM** Whitewater, **WKLH FM** Milwaukee, **WKOW TV** Madison, **WKSZ FM** Green Bay, **WKTI FM** Milwaukee, **WLAX TV** La Crosse, **WLBL FM** Wausau, **WLCX AM** La Crosse, **WLKG FM** Lake Geneva, **WLKN FM** Manitowoc, **WLSP LP** Sun Prairie, **WLST FM** Marinette, **WLUC TV** Green Bay, **WLUM FM** Milwaukee, **WMAM AM** Marinette, **WMBZ FM** West Bend, **WMDC FM** Mayville, **WMDX AM** Madison, **WMGN FM** Madison, **WMHX FM** Madison, **WMMM FM** Madison, **WMSE FM** Milwaukee, **WMTV TV** Madison, **WMVS TV** Milwaukee, **WMYX FM** Milwaukee, **WNAM AM** Oshkosh, **WNFM FM** Reedsburg, **WNNO FM** Wisconsin Dells, **WOGO AM** Eau Claire, **WOKY AM** Milwaukee, **WOLX FM** Madison, **WOMT AM** Manitowoc, **WORT FM** Madison, **WOSH AM** Oshkosh, **WPKR FM** Appleton, **WQCC FM** La Crosse, **WRDB AM** Reedsburg, **WRIS FM** Madison, **WRJC FM** Mauston, **WRJN AM** Racine, **WRJO FM** Eagle River, **WRLS FM** Hayward, **WRNW FM** Milwaukee, **WRPQ AM** Baraboo, **WRXS FM** Milwaukee, **WSAU FM** Wausau, **WSAW TV** Wausau, **WSCO AM** Appleton, **WSFQ FM** Marinette, **WSJY FM** Janesville, **WSLD FM** Whitewater, **WSSP AM** Milwaukee, **WTAQ AM** Green Bay, **WTCX FM** Fond du Lac, **WTLX FM** Madison, **WTMB FM** La Crosse, **WTMJ AM** Milwaukee, **WTMJ TV** Milwaukee, **WUWM FM** Milwaukee, **WVBO FM** Appleton, **WVMO FM** Monona, **WVTV TV** Milwaukee, **WVTY FM** Racine, **WWIB FM** Eau Claire, **WWQM FM** Madison, **WXCO AM** Wausau, **WXSS FM** Milwaukee, **WYTU TV** Milwaukee

# Lt. Col. Hellenbrand to receive WBA Distinguished Service Award

Recently retired Wisconsin Army National Guard Lt. Col. Shannon Hellenbrand will receive the Wisconsin Broadcasters Association's Distinguished Service Award at the WBA Summer Conference in La Crosse this June for her accomplished 20-year relationship with Wisconsin broadcasters.

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."

Hellenbrand was nominated by the Wisconsin Broadcasters Association Board and by the Wisconsin Broadcasters Association Foundation Board, which subsequently approved the recognition unanimously.

Hellenbrand's 26-year military career is marked with numerous accomplishments and brave service to the people of Wisconsin and the United States. She deployed twice to Iraq, led human resources in various roles at the state level, commanded the 132nd Brigade Support Battalion, and was commander of the Wisconsin Army National Guard's Recruiting and Retention Battalion, overseeing the work of 800 soldiers and recruits across Wisconsin.

Hellenbrand's relationship with Wisconsin broadcasters dates back to 2006 when she played an instrumental role in helping to restore a long-standing relationship between the Guard and Wisconsin broadcasters after a brief pause in the relationship. She identified the importance of broadcasters in helping the Guard with its recruiting efforts. She's been a staunch supporter of the WBA Public Education Program (PEP) and has championed PEP as an integral tool for the Guard to communicate with Wisconsinites.

More recently, as commander



of the Recruiting and Retention Battalion, Hellenbrand was tasked with helping the Wisconsin Army National Guard through a dramatic drop in recruiting in the early 2020s. Her collaborative and candid approach to problem solving led her to leveraging partnerships to spread the word about the recruiting crisis and tell the story about life in the Guard to potential recruits and their families.

"Shannon has been a great partner to the WBA, continuing a long tradition between our organizations of mutual cooperation, garnering mutual gains. But more than that, she was successful in her mission," said WBA Chair-Elect Judson Beck. "The Guard, along with the Armed Forces in general, has worked tirelessly to drive recruiting efforts. Facing stricter physical and medical standards, the pandemic interruption of traditional recruiting methods, they faced challenges. In 2024 the Wisconsin Army National Guard met its recruiting goal for the first time in seven years."

Beck said the Recruiting and Retention Battalion focused on

building trust, accountability, and a winning culture.

"On Lt. Col. Shannon Hellenbrand's watch, they forged this message in the heart of Wisconsinites and won. This is a critical mission for all of us and we were proud to be a part of her success. This is a unique and hard-won victory and we think she is a perfect champion to be the recipient of the Distinguished Service Award."

Hellenbrand's leadership, foresight, and brand of personal charisma brought the partnership between the Guard and Wisconsin broadcasters to a whole new level.

"Shannon's exceptional leadership, both in service to the Wisconsin Army National Guard and her unwavering dedication to the Wisconsin Broadcasters Association, makes her a truly deserving recipient of the WBA Distinguished Service Award," said WBA Board Chair Aleese Fielder. "Her commitment to both organizations exemplifies the highest ideals of service and community."

Led by Hellenbrand, the recruiting turnaround showed the strength of their partnership between the

Guard and Wisconsin broadcasters. In addition to numerous other efforts, Hellenbrand collaborated with radio and TV stations across the state to bring attention to the Guard's recruiting needs, illustrate the risks it posed to the public, and enlightened potential recruits and their families to the realities of service in the Guard.

"Shannon's record of military service alone is worthy of recognition. Her work with Wisconsin's broadcasters is just a part of her inspiring body of work, but it's an important one," said WBA President and CEO, Michelle Vetterkind. "She's left a lasting impression with radio and TV stations across the state that will, for many years, continue to serve the Wisconsin Army National Guard and the people of Wisconsin. The relationships she's cultivated go deep and have made the bond between the Guard and local broadcasters closer than ever."

"Service is at the heart of everything I do—whether in the military or in partnership with Wisconsin broadcasters," Hellenbrand said. "The WBA has played a vital role in informing, educating, and strengthening our communities, and I am deeply honored to be recognized for our shared commitment to service. Together, we've built connections that not only support the Guard but also uphold the values of trust, accountability, and public service that define both of our organizations."

This is only the third WBA Distinguished Service Award to be handed out. The first was awarded to former Wisconsin Governor Tommy Thompson in January 2019. The second was awarded to long-time WBA and NASBA legal counsel Dick Zaragoza in June 2021.

Registration for the WBA Summer Conference will open this spring. Check the Summer Conference page for updates.



# WSAW-TV's Share Your Holidays raises more than \$159,000

WSAW-TV annual Share Your Holidays campaign raised \$159,009 and thousands of pounds of non-perishable food during its 22nd 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.

"It's been more than 20-years now and the generosity of people in central and north central Wisconsin continues to amaze me," said Jeff Thelen, News Anchor and Campaign Coordinator for WSAW. "It's so touching that with all the great charities out there, people choose ours as a way of helping."

Share Your Holidays has now raised \$1,648,585 since its inception 22 years ago. Studies show that every dollar donated to a food pantry buys three or four meals.

"This community is so generous," said Donna Ambrose, Executive Director of The Neighbors' Place. "Our guests, our volunteers, our staff, it really motivates them because they know the community has our back, that they support our work."



"It just makes me feel proud of the community that we're in and how supportive they are in wanting to help," said Colleen Hilber, Community Outreach Coordinator, Wausau Salvation Army.

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 are thankful for our matching donors incredible support of Share Your Holidays," said Betsy Keefe, VP/General Manager, WSAW-TV. "Their commitment to matching donations has been crucial to our campaign's success. Each year, their generosity

inspires us. Their impact on the community is remarkable."

The 2024 Share Your Holidays campaign began on Nov. 20 and concluded on Jan. 3. Viewers were encouraged to donate money online. Donors could also drop off food or money at WSAW or at locations in the Wausau area.

WSAW staff and sponsors participated in several events aimed at driving donations. On Dec. 6, staff walked along the Wausau Holiday Parade, collecting hundreds of pounds of non-perishable food and monetary donations. On Dec. 19, IncredibleBank staff worked the phone lines during a two-and-a-half-hour phone bank, raising more than \$7,500.

"Share Your Holidays is a station wide initiative that takes everyone on our team to make it a success," said Bridget Fargen, News Director, WSAW. "From reporters sharing stories about the need and impact of your donation, to our producers who run the information in newscasts for six weeks. It's an amazing effort we're proud to take on to help support people in the community."



## Station's 'sharing tree' supports men's homeless shelter

A "Sharing Tree" in the lobby of Seehafer Broadcasting in Manitowoc gathered 196 items and monetary donations during the holidays for a local homeless shelter.

The Haven Men's Homeless Shelter Executive Director Alex Hunt told the station he was appreciative.

"We are super grateful for all of the good things that Seehafer Broadcasting for has done for The Haven this year."

# Chastain named WISC-TV GM

Morgan Murphy Media named broadcasting and media veteran Scot Chastain vice president and general manager of WISC-TV in Madison.

Chastain has been a local TV general manager twice before, in Lansing, Michigan and Sacramento, California. Most recently, he was director of sales and marketing for KUTV in Salt Lake City, Utah.

Earlier in his career, Chastain spent more than two decades at NBC ending as head of affiliate marketing for the network.



Chastain

"Scot Chastain's depth of broadcasting and media leadership really stands out," said Brian Burns, Morgan Murphy Media executive vice president and chief operating officer. "He has a strong vision for how to lead and grow a local media organization and has the results to prove it."

In Madison, he will oversee the CBS affiliate WISC-TV, Television Wisconsin (OTA 3.2, cable channel 14), the award-winning local website channel3000.com, the city-regional monthly publication Madison Magazine, and a local digital agency, Phase 3 Digital.

"I am thrilled to be joining Morgan Murphy Media and leading its multiple broadcast and digital operations in Madison, Phase 3 Digital, Madison Magazine and contributing to the success of other verticals throughout the company," said Chastain. "I am looking forward to driving even greater success for the Madison businesses and across the entire portfolio for brand, content, digital, revenue and operations. The reputation of the company precedes itself and I am excited to be a part of the team that takes us to the next level."

In his latest role in Salt Lake City, Chastain was one of the key leaders in driving local business

revenue, expanding local sports partnerships, including playing a vital role in relaunching the Utah Jazz back on broadcast TV in the DMA on KJZZ-TV. In doing so, the stations extended its value in the local market.

"We have a unique set of challenges and opportunities in front of us in local broadcasting," said Burns. "The need for high quality local news, information and local programming is as greater than ever and I'm confident Scot will be the right person to find ways to deepen our engagement with local audiences and build creative and effective solutions for advertisers."

Before his time at NBC, Chastain had various leadership roles in marketing, promotions, and production at local stations in Louisiana, North Carolina, and Texas.

Chastain will start in this new role in early March.

# Kramer named VP/GM of WMSN-TV

Jon Kramer is the new Vice President and General Manager of WMSN-TV in Madison. He was the station's General Sales Manager starting in 2019.



Kramer

"Jon's extensive expertise in developing innovative advertising strategies and his proven track record in maximizing revenue make him the perfect choice to lead WMSN FOX 47," said Rob Weisbord, Sinclair's Chief Operating Officer and President of Local Media. "Jon also has a strong background as a research analyst, further enhancing his ability to deliver outstanding results for our clients and audiences in Madison."

Prior to joining Sinclair, Kramer held several executive leadership positions at Capital Newspapers and their digital agency Amplified, including Director of Sales Development, Digital Business Developer and Market Research Analyst.

"I am honored and excited to become VP, General Manager at WMSN-FOX47," Kramer said. "Rob and our leadership within Sinclair push us forward in an ever-changing media landscape. We have a very talented team here in Madison and they have my full support. I'm committed to our valued advertisers as we help drive results for them, and we appreciate and continue to serve our loyal viewers throughout the Madison area community."

Kramer also is the founder and president of the Wisconsin Billiards Hall of Fame, a statewide 501(c)(3) non-profit. He holds a Bachelor of Arts degree from the University of Wisconsin-Eau Claire.

# 101.7 The Truth announces lineup, changes

Good Karma Brands and 101.7 The Truth are announcing changes to their programming lineup and leadership team, set to take effect Jan. 20.

Among the changes is the introduction of Truth to Power with Kyle Wallace from 12 p.m. to 1 p.m. weekdays. Hosted by Milwaukee native Kyle Wallace, a familiar voice on ESPN Wisconsin's Kyle, Brust and Nortman, this new show will amplify diverse voices and perspectives, tackling a wide range of topics, from sports and culture to trending headlines and community issues. With Truth to Power, Wallace will offer his unique insights and engaging commentary, providing a fresh take on the conversations that matter most.

Additionally, 101.7 The Truth is launching The Truth Unfiltered, airing on Mondays at 6 p.m., hosted by Denise Thomas and Dr. Ken Harris. The program will tackle hard-hitting topics with unfiltered honesty.

Jammin' with Juice—featuring the lively duo of Benjamin Hooks and Carrie Mahone—will now air during morning drive time from 7 a.m. to 9 a.m., moving from its previous time slot of 12 p.m. to 1 p.m. Known for their energetic and



entertaining style, Ben Jammin and Carrie 'Noni' Juice will now help fans start their day with a vibrant mix of conversation, commentary, and entertainment.

As part of these changes, 101.7 The Truth is also welcoming back Sean Thompson as Director of Content. After suc-

*Continued on page 12 >*



## Names in the News



**Kim Stead** of NRG Media in Wausau/Stevens Point was named one of the four MIW Erica Farber Mentorship in Management Class of 2025 mentees.

The program selects four female radio professionals to further their leadership skills in sales, marketing, programming and digital media. Participants gain direct mentorship and industry insights to further their careers in broadcasting.



**Dana Fulton** has been named 27 News Anchor and Executive Producer of 27 News Wake Up Wisconsin at WKOW-TV in Madison. Fulton was promoted from Wake Up Meteorologist and now anchors the weekday morning news from 4:30-7 a.m. on 27 News Wake Up Wisconsin. Fulton joined WKOW-TV in September 2023 as WKOW TV's Wake Up Meteorologist. Previously Fulton worked at WISC-TV in Madison and WACH-TV in Columbia, South Carolina. During her time at WACH she also worked as a weekend Manager, news anchor, multimedia journalist and meteorologist.

# Rusk to chair YP Committee, Stevenson stepping down

One of the original members of the WBA's Young Professionals (YP) Committee is stepping down as chair. Terry Stevenson was also one of the founding organizers of the YP event known as the "Toolbox" which will take place Feb. 21 at Lambeau Field. It will be Stevenson's last activity as a member and chair of the committee. He's Vice President of Seehafer Broadcasting.

"It's been my privilege to not only have been actively involved in the WBA YP committee for so many years but to have actually been a part of its inception, as well as events including The Toolbox and the WBA Mentorship Program," Stevenson said. "It was also my true honor to receive the inaugural YP of the Year Award in 2020. My grandfather, Don Seehafer, was an active member of the WBA and it brings me a lot of joy to follow in his footsteps."

Taking the role of chair is WMTV-TV News Anchor, and current YP Committee member Gabriella Rusk.

"I'm thrilled to be the next chair of the WBA YP Committee! I believe fostering relationships and mentorships between younger broadcasters across the state is the best way to ensure the strength of our industry for years to come," Rusk said. "I've



enjoyed working alongside the other young professionals through my involvement with the YP Committee since 2022. It's been an honor to learn from Terry Stevenson's leadership and I look forward to continuing his great work with YP events like The Toolbox in February."

Stevenson said, "I'm excited for the future of our industry and the WBA, and very excited to watch as Gabriella takes the YP Committee to new levels under her leadership."

Stevenson also serves on the WBA Board of Directors.

## Future Proofing: 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.

## WFRV-TV sales manager to retire



Arneson

WFRV-TV General Sales Manager Jim (Arnie) Arneson will retire at the end of March.

Arneson started his career in broadcasting in 1982 at WCGV in Milwaukee as a local account executive and then spent a three-year national stint with Blair in New York. He returned to his native Milwaukee in 1987 to serve at WCGV/WVTV. For more than 15 years he held multiple roles from local seller to director of sales in Milwaukee.

In 2007 he left broadcasting briefly to be engaged in his daughter's high school years in Door County where he worked for five years as a rigging specialist for a yacht company in Sister Bay. He also got certified and volunteered as a paramedic.

He returned to broadcasting in 2012 joining WFTV-TV in Green Bay where he spent the last 13 years, and the last ten as general sales manager.

A statement from WFRV-TV congratulated Arneson and described him as a valued leader and great friend to all at the station.



## WBA Hall of Famer Bob Uecker remembered as 'Mr. Baseball'



Uecker

"Mr. Baseball," the voice of the Milwaukee Brewers, and WBA Hall of Famer Bob Uecker has died. He was 90.

The Milwaukee Brewers on Jan. 16 announced his passing.

Uecker's broadcast career extended beyond Wisconsin, the Milwaukee Brewers and radio to starring roles in such television and cable shows as ABC's "Mr. Belvedere" and "Bob Uecker's

Wacky World of Sports." He is known worldwide for his television commercial work that has included Miller Brewing Company and Chevrolet, as well as Wisconsin's own Division of Tourism.

His community involvement included many charitable projects, perhaps best typified by the "Uecker Ride for the Arts" which provided great recognition for the Arts in Milwaukee while raising thousands of dollars.

Uecker was a native of Milwaukee, had a long career in



major league baseball with the Milwaukee Braves, Philadelphia Phillies and St. Louis Cardinals. He was inducted into the Wisconsin Performing Arts Hall of Fame in 1993 and into the WBA Hall of Fame in 1994.

## Madison-area broadcast engineer Simmons dies



Simmons

Madison area broadcast engineer, Roy Simmons, died Jan. 30. He was 62.

According to his obituary, Simmons graduated from the Wisconsin School of Electronics and worked most recently as chief broadcast engineer for iHeartMedia. Prior to that he worked as a broadcast engineer and radio talent for Mid-West Family Broadcasting, and as a co-owner with Auto Marketing

Services (AMS).

A visitation was held Monday, Feb. 10 at Gunderson East Funeral and Cremation Care in Madison.

In lieu of flowers, please consider making a donation to the charity of your choice.

## Engineer remembered for passion for radio



Bauer

Long time Madison area broadcast engineer, John Bauer, died on Feb. 4. He was 71.

John graduated from LaFollette High School in Madison in 1971 and moved to La Crosse where he started his career as a broadcast engineer at WIZM radio.

According to his obituary, his passion for radio brought him to Michigan and Iowa before returning to the Madison area in 1987. Bauer became the Director of Engineering for Mid-West Family Broadcasting until his retirement in 2023.

No services are planned. However, a celebration of life will be held at a later date.

## 101.7 THE TRUTH

*Continued from page 10 >*

successful stints with Westwood One, Audacy, and Bonneville, Thompson will bring a wealth of experience and a fresh perspective to the station. He will oversee content development and help steer the station into its next chapter of growth and innovation.

Kyle Wallace, in addition to his new on-air role, will also take on the position of Director of Community Relations, where he will focus on strengthening the station's ties with the local community, driving outreach initiatives, and fostering meaningful connections with listeners.

"We're excited to welcome Sean back to the Good Karma Brands team. His extensive experience and passion for great content will be invaluable as we continue to evolve 101.7 The Truth," said Greg Scalzo, Vice President and Market Manager at Good Karma Brands Milwaukee. "With the new programming changes, we are confident our listeners will enjoy an even more engaging lineup, starting their mornings with Jammin' with Juice and staying informed and connected throughout the day with Truth to Power and The Truth Unfiltered."

### The weekday 101.7 The Truth lineup:

7 a.m.- 9 a.m.: Jammin' with Juice with Carrie "Noni" Juice and BenJammin

9 a.m. - 12 p.m.: The Truth with Sherwin Hughes

12 p.m. - 1 p.m.: Truth to Power with Kyle Wallace

1 p.m. - 4 p.m.: The Tory Lowe Show with Tory Lowe

4 p.m. - 6 p.m.: Truth in the Afternoon with Dr. Ken Harris



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# WBA Young Professionals bring Toolbox to Lambeau Field

The Wisconsin Broadcasters Association Young Professionals Committee welcomed young professionals from across the state for The Toolbox, the first time hosting it at Lambeau Field. The goal of the career-based workshop is to help young broadcasters hone their skills and network with other aspiring leaders in the industry.

Katie Kelly of Woodward Community Media showcased ways broadcasters can identify an authentic, consistent, and reliable brand to build a strong reputation as a professional or for their station.

In the fast-paced world of broadcasting, Matt Doll with SSM Health led a session introducing ways that young professionals can establish a work life balance and make their mental health a priority.

Understanding the first job is not always the last job, a moderated panel shared advice for rethinking a career in broadcast. Emerson Lehmann (WBAY), Hayley Tenpas (WHBY), and Greg Scalzo (Good Karma Brands) gave insight into how they've shaped their own careers to advance to a new position, leadership role, or station.

The Young Professionals ended the day with a private, exclusive



tour of the Lambeau Field media production facilities, getting a first-hand look at what a control room is like for a Packers home game.

Overall, the Toolbox was a success! The WBA YP Committee is hoping to bring this back for another year.

*Gabriella Rusk*  
Chair, WBA Young Professionals Committee



Toolbox Video:



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M. (920) 242-0560





# Young Professionals of the Month

Young professionals are making their mark on broadcasting in Wisconsin and the WBA is recognizing them. The WBA Young Professional of the Month is a nominee for the WBA Young Professional of the Year Award. The award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors will select the Young Professional of the Year, who will be recognized at the 2025 WBA Summer Conference on June 18 in La Crosse. Meet November and December's Young Professionals of the Month below.

Nominate here:



## Eric Bauer



A new reporter for Seehafer Broadcasting in Manitowoc, Eric Bauer, is the WBA Young Professional of the Month for the month of January.

The WBA Young Professional of the Month is a nominee for the WBA Young Professional of the Year Award. The award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors will select the Young Professional of the Year, who will be recognized at the 2025 WBA Summer Conference on June 18 in La Crosse.

Eric was nominated by Seehafer Broadcasting News Director Ryan Brahmstadt, who said Bauer has grown the quality and quantity of their news coverage.

"Since his arrival, SeehaferNews.com has been able to cover a wider range of stories, specifically in Sheboygan County, where he lives. He has been responsible for covering stories in that area that we previously didn't have the manpower to achieve," Brahmstadt wrote.

Bauer is also calling local high school sports games.

"Eric has been open to doing and trying anything, even if it is not something he would have thought to try before."

Company  
**Seehafer Broadcasting**  
Position  
**News and Sports Reporter**

Years at station  
**6 months**

Started in  
broadcasting  
**2024**

### How did you get into broadcasting?

I originally started in broadcasting while studying journalism at the University of Wisconsin-Whitewater where I hosted a biweekly sports talk radio show for four years on the campus radio station. At Whitewater, I also spent four years as a play-by-play announcer for the football team as well as men's and women's basketball. I then started with Seehafer Broadcasting as a color commentator for boy's and girl's high school basketball games before starting full time with the company as a journalist in June 2024.

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

I view the role of young professionals in broadcasting as a glimpse into the future of the industry. While honoring what and who has come before us, I feel it is essential for young broadcasters to pave the way for where broadcasting will go in the coming years and decades. Broadcasting is an industry that is ever-changing as societal and technological practices do as well. I believe that as young professionals, it is on us to bring a new energy and perspective to the field while not straying too far away from what has made this industry what it is today.

### What advice would you give to other young broadcasters?

First and foremost, work hard and never give up. After I graduated from UW-Whitewater it took me four years to find a job in the broadcasting industry. I feel I can serve as a good example for anyone discouraged when looking

for a job in the field. If you work hard and keep at it, good things will come. Secondly, do not fear failure. Especially early on, no one is perfect, and mistakes are bound to happen. However, these mistakes will prove to be some of the greatest learning experiences for a young professional in the world of broadcasting. Lastly, always be open to learning and accept constructive criticism. As young professionals, we are often the least experienced in the room. Anytime someone offers teaching moments or criticism relating to your work, always accept it with an open mind. There is always room for improvement whether you are a 30-year vet or, in my case, someone in their first year as a broadcaster.

### What does the future of broadcasting look like to you?

Bright! I feel the future of broadcasting looks great, however a bit uncertain with state-of-the-art technology appearing seemingly every day. While quite often these are luxuries, in the world of broadcasting, media, and news reporting, they can often blur the lines between fact and fiction. Especially with the rise in AI, it is on us as young broadcasters to educate ourselves and the public on the ethical use of it in the media and everyday life. We must work hard to better understand these technologies. Furthermore, I believe the future of broadcasting looks wildly exciting. Part of being in a business that experiences so much change is the thrill of not always knowing what's next. Knowing that we as broadcasters will have to adapt and learn as these changes come excites me. So, while the future of broadcasting will have stark differences compared to what the industry looks like today, it will be grounded in the same principles that it has been for nearly a century.



# Austin Brumet



Company  
**Civic Media**

Position  
**News Director**

Years at station  
**2**

Started in  
broadcasting  
**2023**

A news contributor for Civic Media, Austin Brumet, is the WBA Young Professional of the Month for the month of February.

The WBA Young Professional of the Month is a nominee for the WBA Young Professional of the Year Award. The award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A sub-committee of the WBA Board of Directors will select the Young Professional of the Year, who will be recognized at the 2025 WBA Summer Conference on June 18 in La Crosse.

Brumet was nominated by Civic Media Program Director Joel Karnick, who said Brumet joined the station right out of high school, starting as a board operator for local games and church services.

"He quickly added on-air responsibilities, such as various on-air shifts, co-hosting our Shopping Show and Reality Radio and helping with live broadcasts. Austin has also taken on the duty of putting together a daily four-minute newscast that airs several times throughout the day. This added responsibility includes gathering information about local events and incorporating state news from our Civic Media news stations," Karnick wrote.

Brumet is also involved in local clubs and charitable causes.

"He is a rising star in radio and social media platforms," Karnick wrote.

## How did you get into broadcasting?

I was trying to plan out potential careers that coincided with my skills and interests. I remembered my hometown has a station, gave them a call, and the rest is history.

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

I believe we are very important. The future of the industry rests with us young professionals. It's up to us to ensure the legacy and values of broadcasting can continue long into the future.

## What advice would you give to other young broadcasters?

Always remember, you are your own harshest critic. There's going to be many projects you work on where you might think it's terrible even while others tell you it's great. Listen to those people. They hear it from an outside perspective, the same as our listeners. Deep breath, you're going to do great!

## What does the future of broadcasting look like to you?

I believe it will continue to evolve. Even in my own network I've seen the rise of apps and streaming vs. traditional radio. I believe that will continue. Traditional radio probably won't ever go away completely, but apps and other various mediums are definitely going to only grow in popularity.

# SAVE THE DATE

## WBA GALA *May 3*

## Madison Marriott West

### Registration Deadline: April 22

### Hotel Deadline: April 14

# WBA Student Awards for Excellence Winners

## High School - Radio

### Newsicast

- 1st Union Grove High School - Broncos Radio News-UGHS Veterans Day Spotlight 24
- 2nd Union Grove High School - Broncos Radio News-UGHS Holiday Community
- 3rd Union Grove High School - Broncos Radio-UGHS Holiday Spirit Week News 2024

### Feature Story

- 1st Union Grove High School - Interview with the Queen of Homecoming

### Sports Play-by-Play

- 1st Union Grove High School - Broncos Radio Sports-UGHS vs Beloit Memorial Football
- 2nd Union Grove High School - Broncos Radio Sports-UGHS vs BHS Boys Basketball
- 3rd Notre Dame Academy - Notre Dame Basketball

### Sports Programming

- 1st Kewaunee High School - Kewaunee Sports Report Winter Sports Preview

## High School - TV

### Event Coverage

- 1st Wauwatosa West High School - Tosa West Experiences the Eclipse
- 2nd Fond du Lac High School - Spring Art Show
- 3rd Pulaski High School - PHS 2024 Spirit Day Recap

### Newsicast

- 1st Oregon High School - Panther Vision News - Dec. 6, 2024
- 2nd Union Grove High School - UGHS Veterans Day News
- 3rd Fond du Lac High School - Cardinal TV Newscast Nov. 15, 2024

### Feature Story

- 1st Fond du Lac High School - Are AP Classes Worth It?
- 2nd Wauwatosa West High School - Tosa West APPSE Team: Building Community Through Civics
- 3rd Oregon High School - 2024 OHS Wrestling Profiles

### Sports Play-by-Play

- 1st Pulaski High School - Pulaski vs Bay Port Basketball
- 2nd Union Grove High School - UGHS vs New Berlin East Boys Basketball
- 3rd Wisconsin Rapids Public Schools - WR vs DC Everest Hockey Dec. 5, 2024

### Sports Programming

- 1st Oregon High School - Sports Desk with Maycee - Dec. 20, 2024
- 2nd Notre Dame Academy- Basketball Postgame Interview
- 3rd Oregon High School - Sports Desk With Maycee - Oct. 18, 2024

### Promo/PSA

- 1st Wisconsin Rapids Public Schools - Wisconsin Rapids Football Promo/Hype Video 2024
- 2nd Fond du Lac High School - Hallway Etiquette
- 3rd Oregon High School - OHS PSA - Make It Home

## College/University - Radio

### Boyd Huppert Excellence in Radio Writing Award

- 1st WRST (UW-Oshkosh) - Fashion and Lingo Fads
- 2nd UW-Stevens Point - Calahan Skogman Interview
- 3rd WRST (UW-Oshkosh) - Warm Winter Weather

### News Series/Documentary

- 1st WSUM (UW-Madison) - The LaFollette Line: Reproductive Freedoms Edition

### Newsicast

- 1st WRST (UW-Oshkosh) - Week In Review Nov. 8, 2024
- 2nd WSUM (UW-Madison) - Dec. 11 6 p.m. News
- 3rd WUEC (UW-Eau Claire) - Live News Talk

### General News Story

- 1st WRST (UW-Oshkosh) - Fentanyl
- 2nd WRST (UW-Oshkosh) - Model A UW O Restructure
- 3rd WRST (UW-Oshkosh) - UW O Academic Restructure

### Feature Story

- 1st UW-Stevens Point - Andy Beshear Election Season Interview
- 2nd UW-Stevens Point - Elizabeth Warren Interview
- 3rd UW-Stevens Point - Scarlett Johansson Political Surrogate Interview

### Sports Show

- 1st WRST (UW-Oshkosh) - The Sports Page Dec. 2, 2024
- 2nd WRST (UW-Oshkosh) - The Sports Page Oct. 21, 2024
- 3rd WSUM (UW-Madison) - Her Take Oct. 1, 2024

### Sports Story

- 1st WSUM (UW-Madison) - Bonnie Oleson
- 2nd WSUM (UW-Madison) - The Jump Around
- 3rd UW-Milwaukee - Milwaukee College Teams Face Off at American Family Field

### Sports Play-by-Play

- 1st WRST (UW-Oshkosh) - UW O Football vs River Falls
- 2nd UW-Stevens Point - UWSP Hockey Play by Play
- 3rd WSUM (UW-Madison) - Wisconsin Volleyball vs. Northwestern

### Air Check

- 1st UW-Green Bay - Official Spring Airchecks GBX 2024
- 2nd UW-Green Bay - Kaylee Zimonick - Bay Area Breakdown
- 3rd WRST (UW-Oshkosh) - KDB Radio

### Station Imaging

- 1st UW-Green Bay - Radio GBX Station Imaging 2024
- 2nd UW-Green Bay - Station Imaging for Radio GBX
- 3rd UW-Green Bay - Legal ID/Show Sweeper/Station Sweeper

### Podcast

- 1st WUEC (UW-Eau Claire) - Female Political Underrepresentation

- 2nd WUEC (UW-Eau Claire) - Breaking Free: College Life After Strict Parenting

- 3rd WRST (UW-Oshkosh) - Louder Than Words

### Long Form Audio Storytelling

- 1st WUEC (UW-Eau Claire) - Shortages and Struggles: The WUEC Housing Crisis
- 2nd WRST (UW-Oshkosh) - A Mother's Memoir
- 3rd WUEC (UW-Eau Claire) - Two Feet in Wisconsin, One Heart in Somalia: Finding Home in Barron

### Episodic Entertainment Program

- 1st WUEC (UW-Eau Claire) - Philoso-Yappers
- 2nd UW-Green Bay - "The Joe Show" Episode 11 - Broken Arrow Interview
- 3rd WUEC (UW-Eau Claire) - Girl's Guide to College

### Public Affairs/Talk Show

- 1st UW-Stevens Point - Professor Jennifer Collins Election Night Interview
- 2nd WSUM (UW-Madison) - The LaFollette Line: Women Shaping Wisconsin's Future
- 3rd UW-Stevens Point - Politicking Me Off College Radio Day Special

### Promo

- 1st WSUM (UW-Madison) - Syd's 22nd Birthday
- 2nd UW-Stevens Point - Jazzsides Promo
- 3rd UW-Green Bay - Bay Area Breakdown Promo

### PSA

- 1st WSUM (UW-Madison) - Early Voting
- 2nd UW-Green Bay - Believe You Can Rise (Cree Que Puedes Elevarte)
- 3rd WSUM (UW-Madison) - Clairo's Bags

## College/University - TV

### Boyd Huppert Excellence in Television Writing Award

- 1st UW-Madison - Art Show
- 2nd UW-Whitewater - Benedict Vigil
- 3rd UW-Madison - Maddox Durst Composite

### News Series/Documentary

- 1st UW-Whitewater - Modern Day Farmer
- 2nd UW-Milwaukee - Saint Augustine
- 3rd UW-La Crosse - The Dolowy Files

### Newsicast

- 1st WUEC TV 10 - BNN Oct. 16, 2024
- 2nd Titan TV (UW-Oshkosh) - Titan TV News
- 3rd UW-Whitewater - Wake Up Whitewater: Week of Nov. 18, 2024

### General News Story

- 1st Milwaukee PBS/MATC - MATC Now! 903: Souls to the Polls
- 2nd UW-La Crosse - Vice President Harris' visit to La Crosse
- 3rd UW-Whitewater - Benedict Vigil

### Feature Story

- 1st Milwaukee PBS/MATC - MATC Now! 905: Program of the Week (Baking & Pastry Arts)
- 2nd Milwaukee PBS/MATC - Class Creative: Jacob Odrzywolski, Holiday Music
- 3rd UW-Madison - Concrete Canoe Creates Passion,

*Continued on page 18>*



## Wisconsin Broadcasters Association Foundation Officers & Board of Directors

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# Four awarded scholarships at 2025 WBA Student Forum

Four scholarships were given out during the WBA Student Forum at Lambeau Field on Feb. 22 to students studying broadcasting in Wisconsin.

The recipients are:



Gerharz

## Oliver Gerharz

Oliver Gerharz is the 2024 WBA Foundation Scholarship recipient.

Gerharz is attending UW-Madison and majoring in journalism. He is planning to graduate in spring of 2027.

His career goal is to work in radio production, focusing on researching stories and the editing stage of producing audio content.

In addition to his responsibilities as a student, Gerharz works at three local radio stations and a student newspaper. He produces a weekly interview show for college radio WSUM. He engineers on the weekends for Wisconsin Public Radio. And he produces a weekly campus news segment, a collaboration between community radio WORT and student newspaper The Daily Cardinal, where he is also the editorial director for the paper's podcasts.

His supporters say Gerharz is already living the life of a broadcast journalist. One wrote, "Oliver's record clearly shows how seriously he takes these opportunities to gain hands-on experience." He's described as curious and actively seeking out new opportunities.



Kirsch

## Ray Kirsch

Ray Kirsch is the 2024 Morgan Murphy Media Scholarship recipient.

Kirsch is attending UW-Madison and majoring in journalism and English. They are planning to graduate this spring.

Their career goal is to work in editorial or audio/video production, preferably in publishing or broadcasting.

Kirsch was very involved on and off campus, having served as a reporter and talk director for WSUM student radio, staff writer for The Daily Cardinal, production director and fiction editor of the Madison Journal of Literary Criticism, poetry editor at The Madison Review, and culture editorial assistant at MODA Magazine. They've also published work with the Madison Public Library Foundation, Illumination Journal, and Brittle Paper.

Kirsch is described as a leader who "makes challenges approachable for their team by rolling up their

sleeves and leading by example." One of their instructors said Kirsch, "is one of those rare individuals who continually seeks out new challenges and looks for ways to increase their skills and improve the overall performance in anything they are doing."



Darvanian

## BellaRain Darvanian

BellaRain Darvanian is the 2024 Howard Gernetzke Scholarship recipient.

Darvanian is attending UW-Green Bay and is majoring in audio production and music performance. She is planning to graduate in the spring of 2027.

Her career goal is to find healthier ways for the world to share information in the media industry.

Darvanian graduated from high school at the age of 16 and has been working at Seehafer Broadcasting in Manitowoc as an announcer on WLKN.

She's described as having a work ethic "like no other" as she juggles multiple jobs on top of schoolwork. One of her instructors wrote, "Ms. Darvanian is an excellent student with a high level of intelligence. She absorbs material quickly and asks specific questions that reveal how close she is to understanding difficult concepts entirely on her own." She's also described as self-motivated, respectful, teachable, helpful to her peers, and having a constant desire to improve.



Bonadonna

## Joey Bonadonna

Joey Bonadonna is the 2024 David L. Nelson Scholarship recipient.

Bonadonna is attending UW-Madison and majoring in Journalism. He is planning to graduate in spring 2026.

His career goal is to become a play-by-play announcer for an NFL team.

Bonadonna has been very involved in broadcasting outside the classroom. He

served as the play-by-play announcer for the IFL's Green Bay Blizzard since spring 2021. He also works as a press box assistant for the Green Bay Packers as a part of their gameday staff at every home game. During my time at WSUM and Big Ten Plus, he's broadcast several Wisconsin athletic events, both on campus in Madison and around other locations across the country like Milwaukee, Minneapolis, and Iowa City. In summer 2021, he spent time with the Green Bay Packers of the Northwoods League, as part of their television broadcast crew and will be their TV play-by-play voice this summer. In 2020, he founded Triton Sports Network to broadcast Notre Dame Academy athletic events through COVID-19 restrictions.

Bonadonna is described as versatile, talented, incredibly motivated, humble, and hard-working.

# UW-Oshkosh student TV station manager receives Student Leadership Award

Jenavieve Plutz, the station manager for student-run Titan TV on the UW-Oshkosh campus, was recognized for her "exceptional abilities, dedication, and leadership."

She was awarded the WBA Student Leadership Award at the Student Forum at Lambeau Field on Feb. 22.

Titan TV General Manager Justine Stokes said she was im-



Plutz

pressed by her abilities and potential to recruit and retain students and encouraged her to apply for the station manager position.

"In this role, Jenavieve has consistently exceeded her job responsibilities," Stokes wrote. "She manages staff and producers, oversees show selection, conducts staff training, and fills in when- ever needed, whether in front of or behind the camera. Titan TV's production schedule is a marathon, not a sprint, and Jenavieve excels at managing her own stress while recognizing when a student or production needs help."

Stokes said Plutz has a unique ability to meet students where they are and help them find their place.

"Whether it is a freshman with no experience, or an upperclassman interested in producing their own show, she makes students feel welcome and provides them with the tools to succeed."

Plutz said she learned a lot about her leadership style when she helped create and produce a live sketch comedy show on Titan TV.

"I was managing around thirty people and always had so much to do," she wrote. "It became very

clear that I needed to stay organized, create deadlines to keep the show production on schedule, and communicate efficiently with my team. I also wanted to maintain a friendly relationship with my cast and crew so they knew I was someone they could go to with questions and concerns.

And she said she enjoys the work.

"I love helping people learn and feel comfortable with their tasks, being organized and making schedules, and working with a team and helping create a project together."

## WBA STUDENT AWARDS FOR EXCELLENCE

*Continued from page 16 >*

Family for Engineers at UW

### Sports Show

- 1st UW-Whitewater - Warhawk Sports Saturday - UW-W vs UW-RF
- 2nd UW-Whitewater - UWW-TV Sports Update - Week of Nov. 18, 2024
- 3rd UW-Whitewater - Warhawk Sports Saturday - UW-W vs UMHB

### Sports Story

- 1st Milwaukee PBS/MATC - Tour of America's Dairyland Pacecar
- 2nd Milwaukee PBS/MATC - Tour of America's Dairyland Commissaire Interview - Ethan Ramsey
- 3rd UWECTV 10 - New Season, New Home, New Head Coach

### Sports Play-by-Play

- 1st UW-Whitewater - Warhawk Volleyball vs Platteville - Elite Eight Bound
- 2nd SPTV (UW-Stevens Point) - UWSP Men's Hockey - Eau Claire vs. Stevens Point - Dec. 13, 2024
- 3rd Carthage College - NECC Smash Bros Week 6: Carthage Firebirds vs UW-Stevens Point

### Special

- 1st Milwaukee PBS/MATC - Live at the Lakefront 2024 - Reverend Raven and the Chainsmoking Altar Boys
- 2nd Titan TV (UW-Oshkosh) - Twelfth Night
- 3rd UW-Whitewater - Warhawk Hall of Fame 2024

### Photojournalism

- 1st UW-Madison - Art Show
- 2nd Milwaukee PBS/MATC - MATC HVAC Program of the Week
- 3rd UW-Whitewater - Benedict Vigil

### Episodic Entertainment Program

18 *Wisconsin Broadcaster* | [wi-broadcasters.org](http://wi-broadcasters.org)

1st Milwaukee PBS/MATC - MATC Now! 902 - Annphie Shelton/Ethan Ramsey

2nd Madison College - MCTV: After Hours

3rd Titan TV (UW-Oshkosh) - Honey-Do

### Informational/Educational/Corporate Production

1st Madison College - Writer's Life Lecture Series with Susanna Daniels

### Public Affairs/Talk Show

1st Milwaukee PBS/MATC - Shattered Peace: Realities of Gun Violence

2nd UWECTV 10 - Sounds of the Valley, Nov. 12, 2024

3rd Titan TV (UW-Oshkosh) - Campus Clarity

### Promo

1st Titan TV (UW-Oshkosh) - Titan TV 50th Anniversary

2nd Milwaukee PBS/MATC - Tour of America's Dairyland West Allis Race Promo

### PSA

1st Titan TV (UW-Oshkosh) - The Hub

2nd Titan TV (UW-Oshkosh) - Student Recreation and Wellness Center

### College/University - Radio and TV

### Social Media

1st UW-Green Bay - Radio GBX Station Social Media

2nd UW-Stevens Point - WWSP 90FM Instagram Page

3rd UW-Madison - Curb Magazine

### Website

1st UW-Madison - Curb Magazine

2nd UW-Stevens Point - WWSP 90FM Website

3rd UW-Whitewater - UWW-TV Website

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

The 26th Walker Broadcast Management Institute is set for April 15-17 on the UW-Madison campus. Enrollment is now open and seats are available. It's an excellent opportunity to grow your leadership and network in broadcasting.

The 2025 Institute marks the second year of another 3-year cycle (although you may join the cycle at any time) and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

All broadcasters are welcome. You need not be a member of the WBA.

To register please call the WBA office at 608-255-2600 or email [contact@wi-broadcasters.org](mailto:contact@wi-broadcasters.org).





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WKOW-TV  
WNWC Radio  
Lindsay Wood Davis  
Mark Zoromski

## 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.



Jowett

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](http://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

*Submission  
Deadline is  
June 1*

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.



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**WISCONSIN ARMY NATIONAL GUARD**

## Your wba Calendar

**March 20, 2025**  
**Webinar: Fair Use Fundamentals: Best Practices and Pitfalls for Journalists**  
with Charlie Kadado & Brian Wassom | Warner Norcross & Judd Delv

**April 15-17, 2025**  
**Walker Broadcast Management Institute**  
UW-Madison Campus

**April 17, 2025**  
**Webinar: Environmental Reporting**  
with Bob Lindmeier

**May 3, 2025**  
**WBA Awards Gala**  
Madison Marriott West

**May 15, 2025**  
**Webinar: FCC, Government, & Regulatory Update**  
with David Oxenford

**June 18-19, 2025**  
**WBA Summer Conference**  
La Crosse Radisson, La Crosse

**June 18, 2025**  
**Golf Outing at WBA Summer Conference**  
Forest Hills Golf Course

**June 17-19, 2025**  
**WBA Duke Wright Media Technology Institute**  
La Crosse Radisson, La Crosse

**Summer 2025**  
**WBA's Doug Chickering - WIAA Sports Workshop**  
Lambeau Field, Green Bay

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

More details  
registration at  
[wi-broadcasters.org/events](http://wi-broadcasters.org/events)



## Stay on top of how AI is affecting broadcasters

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

