Broadcasters should focus on retention, reinvesting, reimagining

Broadcasters take great pride in keeping our communities informed and entertained, even during the most difficult of environments. Like for many businesses, the past two years has been challenging. The financial stability of our broadcast stations was challenged, yet our unwavering public responsibility as a “first informer” won out. Radio and television stations throughout Wisconsin quickly pivoted to producing and performing newscasts from home. Radio on-air personalities set up in-home studios. The NAB calls this “localism.” Wisconsin broadcasters proudly call it doing our job.

Two years later, stations are feeling the sting from a slow recovering business landscape and the emotional toll on employees. As one news director recently told me, the last two years has easily been the biggest challenge of their career. The pressure of keeping employees safe and healthy while keeping the community informed is daunting and rewarding at the same time. A 20-year news veteran may call the last two years the toughest of their career, but what about the hundreds of employees that experienced it immediately after graduation?

Eager new employees still exists in each of our stations, but the number of them applying has shrunk. What can we do to help slow and reverse this industry trend?

Investing is a simple three-phase approach to help slow down the exodus of current employees for greener pastures and help increase the number of applicants in the short and long term.

Retention:

It’s 2022, and our industry has changed. Why are we still filling job titles rather than job needs? If you have a $16 an hour open position in your station, would it be better to give 16 current employees a $1 and hour raise rather than fill the open position? Would giving eight

Continued on page 3>

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PRESIDENT’S COLUMN

Springtime means renewal for your WBA

Michelle Vetterkind, CAE
WBA President and CEO

This spring is a spring we’ve been waiting for for such an oh so long time. Since 2020, we’ve been waiting for the day when we could bring back our beloved in-person events. These events are about more than just the agendas. They’re about connection, which is something particularly important to broadcasters.

The easing of the pandemic has made this spring feel extra special. We’re saying goodbye to an extended winter from in-person activities and welcoming a fresh feeling that comes from reigniting our time-honored traditions.

On May 7, we finally got to bring back the in-person WBA Awards Gala, which we haven’t been able to celebrate together since 2019. It was a wonderful reunion and an amazing night to honor the terrific work our Wisconsin broadcasters did in 2021.

Your WBA Awards Committee is already hard at work on the 2022 awards and 2023 gala, which will return to the Madison Marriott West on May 6, 2023.

We also recently got to mark the return of the Walker
The WBA Nominating Committee has set a slate of officers and directors for consideration by the WBA general membership.

As provided by WBA by-laws, Lupita Montoto, La Movida Radio, Madison, the current WBA Vice Chair and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2022 WBA General Membership meeting. The committee made the following nominations, which will be voted upon by the general membership during the WBA Summer Conference in June.

Officers
- Vice Chair – TV, Chair Elect: Jan Wade, WISN-TV, Milwaukee
- Vice Chair – Radio: Aleese Fielder, NRG Media, Wausau/Stevens Point
- Treasurer: Judson Beck, WLAX-TV/WEUX-TV, La Crosse/Eau Claire
- Secretary: Colleen Valkoun, iHeartMedia, Milwaukee

Two-Year Director Terms
- Director (Radio - SE District): Andrea Hansen, Audacy, Milwaukee
- Director (TV - SW District): Anna Eneglhart, WKOW-TV, Milwaukee
- Director (Radio - NE District): Jeff Wright, Midwest Communications, Green Bay
- Director (TV - NW District): Chris Palmer, WKBT-TV, La Crosse
- *Director (TV - NE District): Steve Lavin, WBAY-TV, Green Bay (Steve Lavin would complete the term started by Mike Smith who is retiring in June.)

Mid-term Directors not facing re-election include:
- Director (Radio - NW District): Suzanne Hoffman, Sparta/Tomah Broadcasting, Sparta/Tomah
- Director (TV - SE District): Anne Brown, WDJT-TV/CBS & Telemundo, Milwaukee
- Director (Radio - SW District): Herb Cody, QueenB Radio, Platteville

The 2021-2022 WBA Board of Directors will also include Don Vesely, WMTV-TV, Madison, who will remain as ex-officio Past Chair.

At-large Directors are appointed by the Board; the committee recommended the Board appoint Lyle Banks, WISC-TV, Madison; Terry Stevenson, Seehafer Broadcasting, Manitowoc; and reappoint Sean Dwyer, WXOW-TV, La Crosse.

At-large mid-term Directors not facing re-election include Randy Hawke, Mid-West Family, Madison; Marta Bechtol, Educational Communications Board, Madison/Statewide (representing non-commercial broadcasting); and Dennis Klas, Heartland Video, Plymouth (representing our Associate membership).

WBA participates in return to revitalized NAB Show in Las Vegas
employees a $2 an hour raise ($4,160 a year) prevent them from looking for greener pastures? Hold onto your true leaders and future stars by investing in them, because replacing them will most likely cost more.

The WBA Gala has concluded. Did you invest in your employees and submit their work for award season? It is an easy expense line to cut when things are tight, but recognition and pride can go a long way to an employee’s happiness. Don’t shortchange yourself and not make that investment.

Recruitment Short-term to Mid-term:

Do the department heads at every Wisconsin college and university know you by name? Showing up to a job fair is not recruiting; it’s going thru the motions. Our number one job is to recruit, so make the effort to invest in building relationships with our leaders in higher education. While some faculty may think their only job is to teach, the good professors and their administrators know that placing students is top priority.

Recruitment Mid-term to Long-term:

Broadcasters must invest in building relationships at the middle school and high school level. Get kids excited about radio and television. Every visit to a high school to cover a sporting event is an opportunity to show off our business. Your employees better look like they are having fun.

Planting seeds with teachers and administrators to talk about broadcasting must be more than weather in the classroom and high school sports coverage. It shouldn’t surprise us that the broadcast curricula college students are most excited about are the same areas that they were exposed to the most as a kid: sports and weather.

Your Wisconsin Broadcasters Association continues to be a resource to help members shepherd this change. The WBA Education Committee, Conference Committee, and Association and Foundation Boards will continue to help members embrace a changing industry.

Timm recognized with service award

Wisconsin Broadcast Chair Gary Timm was recognized with an award at the 54th Annual Governor’s Conference on Emergency Management and Homeland Security. More than 400 attendees representing emergency management, health care professionals, and first responders attended the event at the Kalahari Resort and Convention Center.

The inaugural Wisconsin Emergency Management Governor’s Conference Awards honored individuals who have gone above and beyond in their contributions to improving public safety.

The Service Award went to Timm for his dedication to making sure a critical lifeline is ready to alert people across the state about danger in their area. Timm’s knowledge of the Integrated Public Alert and Warning System (IPAWS) helps communities be ready before the need to even send out a message occurs.

“I am truly honored to receive this award, and it’s so touching to me that people who work in emergency management thought of nominating me,” Timm said. “All these people are the true heroes, and my reward is just helping them achieve their mission by having IPAWS available.”

Timm, a WBA Hall of Famer, remains involved in EAS issues in retirement and has assisted the National Weather Service, Wisconsin Emergency Management, Amber Alert, the FCC, and FEMA. He has authored numerous articles and handbook chapters and is recognized as an EAS expert. He has won acclaim for his ability to explain technical issues to a non-technical audience.

WBA visits media students at UW-River Falls

Your WBA recently paid a visit to students at UW-River Falls to talk about career opportunities in broadcasting. Thank you to Erik Johnson for arranging the visit with students and tour of the student media facilities.

2022 Election windows for Lowest Unit Charge

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<th>Elections</th>
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<tr>
<td>Fall Primary</td>
<td>Aug. 19, 2022</td>
<td>June 25, 2022</td>
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<td>Fall General</td>
<td>Nov. 8, 2022</td>
<td>Sept. 9, 2022</td>
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We see now why conventions matter to broadcasters

For the past couple of years, the pandemic has forced many of our interpersonal activities onto platforms like Zoom or Teams. While these platforms existed prior to the pandemic, they definitely allowed us to keep in touch with clients, family, and colleagues after March 2020. Once again, digital came to the rescue and made our lives easier.

Conventions adjusted as well. We were able to meet virtually, and more enhanced platforms like Remo enabled us to not only view a presentation collectively, but allowed us to “sit” at virtual tables and converse with others seated there. At a time when many of us were locked in our basements, these connections were important.

So, while my job is to represent how great digital is to WBA stations, I’m here to suggest that it’s time to recognize its limitations, and to talk “analog” for a few minutes. In other words, it’s time to set digital solutions aside and replace them with human solutions.

Over the past couple of months, I’ve attended several conferences as a speaker and as an attendee, and I have to tell you, there’s nothing better than engaging with people in person. There’s no comparison in actually seeing colleagues in the flesh versus “seeing” them on my laptop. I didn’t realize how much I missed being able to have a free-wheeling conversation with someone over a cup of coffee. Or bumping into someone I didn’t expect to see. Or meeting someone new. None of that happens on Zoom.

It’s also refreshing to attend a session in person. We’ve all sat through countless Zoom webinars, wondering how we can check email or text without being caught, or having our dogs bark or a child interrupt at an inopportune time. But when you are in-person, all your attention is on the people at the front of the room. It’s a communal experience – you can sense the audience’s reaction (good and bad) and pick up on nuances that are missed online. And after the session, instead of signing off to check email, I was able to hang around with colleagues, discussing what was just presented. Or I can walk up to the front of the room and ask the speaker directly. It’s a much richer experience.

So, while I think digital is great and can solve so many problems for us and make our lives easier, it’s time to respect digital’s limitations. From your station’s perspective, it’s time to get out in public and engage with the audience. If your station is into events, gear that machine back up and get outside. We know the audience wants to engage. This is the time to create opportunities that are not only good for station branding, but also for revenue.

And from the conference perspective, go to a conference or two this year. I attended NAB in Las Vegas, but if you couldn’t make that, go to the WBA Summer Conference or other event. Get out and rub elbows with your fellow broadcasters. Our industry has changed during the pandemic. The best way to truly hear “war stories” and learn best practices is to get out of the office and come together.

And if I see you there, I’ll buy you a beer, or at least give you a hug, neither of which you can do over Zoom.

The WBA Digital Hotline is a free service of the Wisconsin Association of Broadcasters. You can contact Jacobs Media with your digital question at pauljacobs@jacobsmedia.com.

Brett Favre signs on to join ESPN Milwaukee

NFL Hall of Fame quarterback Brett Favre is joining ESPN Milwaukee as a regular contributor throughout the 2022-2023 football season.

Beginning on Aug. 29, the 30-minute interview will air every Monday morning at 7:30 a.m. on 94.5 ESPN Milwaukee’s “Jen, Gabe & Chewy,” featuring Packers Hall of Fame inductee Mark Chmura. The interview will be replayed on other ESPN digital platforms.

“It’s going to be one of the most interesting Packer seasons ever, and it’s going to be fun sharing my thoughts with fans on ESPN Milwaukee and the Good Karma Brands stations,” Favre said.

Favre began his career for the Green Bay Packers in 1992 as their starting quarterback and played 16 seasons before finishing his career playing one season for the New York Jets and two seasons with the Minnesota Vikings. In Green Bay, he led the team to 11 playoff runs, seven divisional titles, four NFC Championship games, two consecutive Super Bowl appearances, and one championship title in Super Bowl XXXI.

“We are excited about our coverage of the team this season,” said Steve Wexler, Good Karma Brands Vice President and Market Manager, which owns ESPN Milwaukee, WTMJ, and 101.7 The Truth. “Brett will bring his unique perspective and experience to our programming and we can’t wait to hear his takes.”

Milwaukee’s ‘HYFIN’ to focus on Black music

Radio Milwaukee’s (WYMS-88.9FM) new Urban Alternative channel will be called HYFIN, a name that signals the full spectrum of Black music that will be played.

“A hyphen is a connector that bridges the gap between words or parts of words, bringing them together,” HYFIN Program Director Tarik Moody said. “That’s how HYFIN will function – as a bond between multiple styles of Black music, connecting the culture.”

“The name also represents the many identities within our community. Like the music we will play, our community cannot fit neatly into a single box. We are artists-mothers-dancers and friends-foodies-gamers. Rather than trying to find a name that encapsulates all of our hopes for this channel, we embraced an identity that emphasizes the multitude of the Black experience.”

HYFIN will offer an eclectic radio experience, celebrating the full spectrum of Black music and the power of public radio. It will have an on-air presence and use a multi-platform digital approach online. Radio Milwaukee’s current programming on 88.9 FM will also continue on-air and on its digital platforms.

The Corporation for Public Broadcasting is providing a $450,000 grant to Radio Milwaukee to help create the new channel. HYFIN is slated to launch on June 19, which is Juneteenth Day, a holiday commemorating the emancipation of slaves in the U.S.
WBA Summer Conference 2022

June 22-23, 2022
La Crosse Radisson ~ Wisconsin

For More Information and Registration:
wi-broadcasters.org/events/

Hotel Reservation Deadline is June 3

June 22, 2022 ~ 8 a.m.  WBA Annual Golf Outing
Cedar Creek Golf Club
Preregistration required by June 3

Thank You To All Of Our Sponsors

WEDNESDAY - JUNE 22

Registration 8 a.m. - 6:30 p.m.
Conference Sessions

Golf Outing 8:30 a.m.
Cedar Creek Golf Club, Onalaska

9 a.m. – 10 a.m.
Harness the Power of Your Voice
George Bodarky & Amy Tardif
Want to have more confidence and greater influence when you speak? Whether you’re a broadcaster, sales professional, business executive or educator, the way in which you use your voice can have very different outcomes. This lively, interactive session will teach you techniques to harness the power of your voice to communicate with audiences more effectively, whether you’re behind a microphone or in front of a boardroom. Among other things, your trainers, Amy Tardif and George Bodarky will teach you how to improve vocal variety, have greater expressiveness. Add power and projection to your voice, use your voice to highlight important ideas, improve your enunciation, and warm up to ensure you maintain a healthy and vibrant voice. You’re guaranteed to leave this session with the tools to never sound boring again!

*Note* Please come to the session with a script you have previously used or will need to use for a presentation, podcast or otherwise. If you do not have a script, please come with a paragraph written for your voice that describes something that inspires you.

10:15  a.m. - 11:30 a.m.
How You Can Connect to Today’s Student
Ken Beno - Moderator
Kelsey Brannan, WSUM, UW-Madison
Brian Lucas, UW-Whitewater
Justine Stokes, UW-Oshkosh
Dr. Ganga Vadhavkar, UW-Eau Claire
This panel discussion with members of the WBA Education Committee is aimed at helping broadcasters understand today’s college students and how best to connect with them about careers in broadcasting.

11:30 p.m. - 1:30 p.m.
Lunch on your own
(Many great restaurant options nearby)

1:30 p.m. - 2:45 p.m.
Job Fair

Thank You To All Of Our Sponsors

and Our Partner!
3 p.m. - 4 p.m.  
EEO Session from the WBA Diversity Committee  
Practical steps to diversity your station  
Wendell Ray (Moderator)  
Barbara Stewart, UW-La Crosse  
Deborah Biddle, The People Company  
Morgan Stewart, Wisconsin Public Media  
Hear from a panel of three leaders on diversity on how they’ve strengthened their workforce by promoting diversity and inclusion. We’ll review the latest information on diversity, equity and inclusion (DEI) and talk to our panelists from three different sectors about how they promote diversity, the challenges they faced, and the hurdles they’ve overcome. The aim is to give you practical steps to take back to your stations.

4 p.m. - 5:15 p.m.  
Harness the Power of Your Voice  
George Bodarky & Amy Tardif  
Want to have more confidence and greater influence when you speak? Whether you’re a broadcaster, sales professional, business executive or educator, the way in which you use your voice can have very different outcomes.

AND Legislative Update  
WBA Legislative Committee  
Join a discussion on the latest updates from the WBA Legislative Committee. Learn about key issues impacting the broadcasting industry in Wisconsin.

5:45 p.m. - 7:15 p.m.  
Reception - La Crosse Queen  
The La Crosse Queen will pick us up near the La Crosse Radisson for a 90 minute cruise on the Mississippi.

7:30 p.m. - 10 p.m.  
Dinner at the Waterfront  
(328 Front St S)  
At the dinner we will recognize the 2022 WBA Young Professional of the Year: James Groh, WTMJ-TV  
Dinner entertainment: Sam Ness

8:30 a.m. - 10 a.m.  
Business Breakfast  
10 a.m. - 10:30 a.m.  
Economic Update - U.S. Bank  
Mark Consigny, US Bank

10:45 a.m. - 11:45 a.m.  
Baby Got Back Up?  
Nancy Douglass, GM, W1K9G, Lake Geneva  
Costly, stressful, and enormously time consuming. Cyber-attacks are a threat to ANY computer connected to the internet. You can lose everything. Learn how one small Wisconsin radio station found out the hard way how important it is to protect and save your files, and what they did to recover from a triple cyber-attack.

Noon – 2:30 p.m.  
Keynote Lunch  
Keynote Speaker  
Tom Thibodeau  
and Local Broadcast Legends Presentation  
Jonathan Green, Mike Hayes, Terry West, Tom Zalaski

2:45 p.m. - 3:30 p.m.  
Purpose and Compassion at Work  
John McHugh, Kwik Trip  
Regardless of your role, what are people, customers and business partners looking for in you? What is the workplace culture you have created with your team that leads to success? Creating a mission driven culture with compassion and trust turns satisfied customers into loyal customers. In addition, if the work we do is tied into a purpose beyond profits our job satisfaction increases substantially and employee turnover is reduced.

Join John McHugh as he explores the role you play in your organization’s success and how you can find the key people to help you achieve that greatness. His examples and stories are ones that you won’t forget.

3:45 p.m. - 4:30 p.m.  
The Connected Vehicle – What Does that Mean for Radio?  
Juan Galdamez, Xperi  
How listeners consume content in the vehicle is evolving rapidly! Automakers are bringing the living room experience to the vehicle and increasing connectivity to the vehicle. The great news… Radio is still the No. 1 source of entertainment inside the vehicle! Join us as we walk through how the Connected Car is evolving and chat through what that looks like for radio.
**WEDNESDAY - JUNE 22**

**Registration 8 a.m. - 6:30 p.m.**

**Engineering Day**

9 a.m. – 9:45 a.m.

**Ransomware**

Nancy Douglass and Jay Mielke

Costly, stressful, and enormously time consuming. Cyber-attacks are a threat to ANY computer connected to the internet. You can lose everything. Learn how one small Wisconsin radio station found out the hard way how important it is to protect and save your files, and what they did to recover from a triple cyber-attack.

9:45 – 10 a.m. - Break

10 a.m. – 10:45 a.m.

**Security**

Alex Hartman

10:45 a.m. – 12 p.m.

**Ransomware - Roundtables**

12 p.m. – 1:15 p.m. - Lunch

1:15 p.m. – 2 p.m.

**Teaching the Next Generation**

Jeff Welton and Scott Mink

Thoughts on how to show an IT-centric 20-something how the big volts work, in a way they can retain that hopefully won’t kill them. This discussion will focus on trying to get the mentoring bug to bite, as we see more older engineers retiring out of the industry and fewer younger folks coming in. It’s going to become even more critical to get the younger engineers, who are mostly IT oriented and have much less experience with RF and HV, bitten with the “radio bug” that infected most of us at a young age. This discussion will focus on ways to try to create that interest, to promote safety and provide skills and some psychology to try to pass along the knowledge that’s needed to keep the watts flowing, as we keep the AC to RF converters purring.

2:00 p.m. Break

2:30 p.m.

**Youth Apprenticeship a Workforce Planning Solution for Broadcast Technical Professionals**

Amelia Phillips, DWD

For nearly 30 years, the Wisconsin Department of Workforce Development has run successful apprenticeship programs in many different occupational areas, matching motivated high school students with Wisconsin businesses. Many of these apprentices progress to becoming valued and skilled members of these industry occupations. Candidates have expressed an interest in learning more about technical careers in broadcasting, and DWD has partnered with industry experts to develop a new Youth Apprenticeship Media Broadcast Technician pathway to introduce youth into radio and TV broadcasting and allied fields.

3 p.m. – 3:45 p.m.

**More on the Future of Recruiting**

3:45 p.m. – 4:30 p.m.

**Apprenticeship – Roundtables**

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**THURSDAY - JUNE 23**

**Registration 8 a.m. - 6:30 p.m.**

**Media Technology Institute**

8:45 a.m.

**Transmitter Site Essentials and What to Watch For**

Jeff Welton, Nautel

Just what the title says. What you need to know about transmitter site safety and design and what to watch out for when you walk in the door.

9:45 a.m. Break

10 a.m.

**Broadcast Antenna Systems**

– **RF Inspection Tips**

Eric Wandel, Wavepoint Research

The good, the bad and the ugly. Real world case studies of actual problems encountered, and solutions employed in antenna and transmission systems.

11:15 a.m.

**Role of the Chief Operator and Preparing for Inspection**

Tim Loes, Midwest Communications; Tom Weeden, WBA ABIP

This session describes the specific responsibilities of a Chief Operator of a broadcast system including record keeping and legal requirements and the Alternate Broadcast Inspection Program and what is important to the FCC and therefor to your license.

12 p.m. Lunch (Provided)

1 p.m.

**Antenna Designs, Gains, Patterns and Examples**

Nicole Starrett, Diellectric

This session will give an overview of the HFSS FM pattern study process and will demonstrate a few simulation models available for volunteers to try out or give their input on. Nicole will also touch on drone measurement analysis and share a few scale model antennas to help students visualize what the simulations illustrate.

2 p.m.

**Depart for Site Tour**

A guided tour of a transmitter facility in the La Crosse area.

4 p.m. Pluses and Deltas – Wrap up

4:30 p.m. Return to Radisson

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**TUESDAY - JUNE 21**

**Registration 8 a.m. - 6:30 p.m.**

**Media Technology Institute**

9 a.m.

**Introductions, Welcome, Agenda, Housekeeping**

Bill Hubbard

9:15 a.m.

**Getting to Know You Exercises**

Bill Hubbard

9:45 a.m.

**The Business of Broadcasting**

Bill Hubbard

Staff relationships can make or break an organization. We will discuss how various employee groups interact. Discussion will also include basic business concepts and how understanding those can make your conversations with management and staff more productive.

10:45 p.m. Break

11 a.m.

**Virtualization – “What? Broadcasting isn’t real!”**

Jeff Welton, Naute!

A virtualization prep discussion: Whether you’re all for augmented reality and can’t wait for autonomous everything or you think that running on ‘somebody else’s computer’ is the worst idea ever and rue the day that automation was invented, some level of virtualization will invariably happen in your facility sooner rather than later.

12 p.m. Lunch (Provided)

1 p.m.

**Data Networking and Infrastructure**

– **“When Worlds Collide”**

Alex Hartman, WPR

Discussion of broadcast data network design and infrastructure.

2:30 p.m. Break

2:45 p.m.

**Small group activity – Design Your Data Network**

Alex Hartman, Jeff Welton, and Bill Hubbard

3:45 p.m.

**Feedback, wrap up, review Wednesday schedule**

4 p.m.

**Reception – Followed by dinner on your own**

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**June 21-23, 2022**

**La Crosse Radisson ~ Wisconsin**

**Underwriting by**

**Join the Summer Conference**

5:45 p.m. – 7:15 p.m.

Reception - La Crosse Queen

7:30 p.m. – 10 p.m.

Dinner at the Waterfront (328 Front St S)
Young Professionals

Milwaukee journalist named Young Professional of the Year

A multimedia journalist at WTMJ-TV in Milwaukee is the WBA’s 2022 Young Professional of the Year.

James Groh was the highest ranked of the five young broadcasting professionals recognized this year for making a significant impact on their stations and communities. The group was selected from a group of nominees ranked by a subcommittee of the WBA Board of Directors.

The four other honorees are Naomi Kowles from WISC-TV in Madison, Ben Brust from Good Karma Brands, Nick Tabbert from WQOW-TV in Eau Claire, and Sara Heidenreiter from WITI-TV in Milwaukee. All four were recognized in earlier issues of the WBA newsletter.

Groh got his starts at a sportswriter for the Chico State newspaper where he bought his own equipment to call baseball, soccer, and volleyball games. He transferred to Syracuse University to pursue sports broadcasting and began covering news stories as well just to get more practice writing, filming, and editing.

He eventually fell in love with news and made the switch from sports to news.

Groh joined WTMJ-TV in 2018 and was the station’s first-ever digital MMJ, a testament to his expertise in numerous digital platforms.

The nomination from his station said Groh elevates every story he touches and provided examples of how he makes stories unique, memorable, and fun. He created his own franchise, “On the Go with Groh,” and his content helped the station launch a new show titled “Milwaukee Tonight.” He’s also produced an award-winning documentary-style series titled “My Block” which shows the Milwaukee area’s many neighborhoods through the eyes of the people who know them best: The residents.

Groh said young professionals can usher in a new era of journalism, especially on the local level.

“We are producers and consumers of news. That situates us in the perfect position to create the kind of content we want to engage with," he wrote.

To other young and aspiring broadcasters, Groh said practice, practice, practice.

“The more you can practice, the better you will become,” he wrote. “Plus, you need to actively think about how this story can be different. Take 15 minutes before you leave for your story to identify ways that this story has been done before and what you can do to put a unique spin on it.”

Going forward in the news business, Groh said he sees more resources being diverted to bolster digital teams at local new organizations.

“The traditional news format must adapt to the ways people view content on platforms like Instagram, Facebook, and YouTube. I think we will see a shift in the way we package and deliver news given the specific medium," he wrote.

All honorees, including Groh, will be recognized at the 2022 WBA Summer Conference, June 22-23 at the La Crosse Radisson.

If you’d like to nominate a young professional for this recognition, you can do that here: https://www.wi-broadcasters.org/yp-nominations/

Names in the News

Heather Storm is leaving her Music Director and afternoon host duties with 95.9 KISS FM (WKSZ) in Green Bay to take a position with iHeartMedia Inc. doing research analytics for Premiere Radio Networks. She will work remotely from her home in Oshkosh. Her last day with Woodward Radio Group was March 25. Storm was a part of the Woodward Radio Group family for almost 12 years.

The VP/Market Manager of Cumulus-Green Bay (WDUZ AM/FM, WQLH, WOGB and WAKR) is moving closer to home to be director of sales for Audacy Milwaukee. Chris Moreau was with Cumulus in Green Bay for six years. The change happened in February.

Award-winning journalist Symone Woolridge is joining the TMJ4’s news anchor team. A native of Evanston, Illinois, Woolridge joins the station after anchoring and reporting in Memphis, Tennessee. Prior to that, she worked for a news station in Tupelo, Mississippi where she was a reporter and the station’s first weekend morning anchor. Woolridge also worked as an associate producer and multimedia journalist in Cartherville, Ill. She is a graduate of Southern Illinois University in Carbondale.

Andrea Williams is bringing her vast broadcasting experience to TMJ4 News in Milwaukee as a specialty reporter. Williams worked as a radio personality during morning drive in Milwaukee for 25 years, 20 of them at Jammin’ 98.3 (WJMR-FM) where she also served as the News/Public Affairs Director for the Milwaukee Radio Group. Williams’ focus will be finding those people in our community who don’t always make the news but have important stories to tell. She joins the station in May and will begin on air in early June.

Dario Melendez joined WISN-TV in Milwaukee as sports director April 18. He will serve as the anchor of sports coverage at 6 p.m., WISN 12 News at 9 p.m., WISN 12 News at 10 p.m., and during Big 12 Sports Saturday at 6:30 p.m. and 10:30 p.m. He replaces long-time Sports Director Dan Needles, who retired after 32 years with the station. Melendez previously worked as a weekend sports anchor and reporter for WISN-TV. Most recently, he served as an anchor and reporter for Bally Sports Wisconsin covering the Milwaukee Brewers and Bucks.

On-air personality Steve Czaban has signed a multi-year broadcast agreement with iHeartMedia Milwaukee’s 97.3 The Game (WRNW). Czaban, a longtime on-air personality in the Milwaukee market, joined 97.3 The Game in May of 2019 and quickly became the most listened to sports talk show in Milwaukee. “The Steve Czaban Show” can be heard weekdays from 6 - 9 a.m. on 97.3 The Game.
Making a Difference

Eau Claire stations celebrate successful toy drive

Station helps officers perform acts of kindness

Eau Claire stations celebrate successful toy drive

Personalities from the stations of Mid-West Family Eau Claire, Alex Edwards and Office Cora of WAXX 104.5, John Murphy of Greatest Hits 98.1, Scorch and T-R1 of 92.9 The X posed with Amy Giani of Family Promise of the Chippewa Valley to celebrate the more than 15,000 toys, $4,000, and lots of holiday smiles for kids in need collected during the 18th annual Festival of Toys Drive in December.

Green Bay radio station Q90FM (WORQ) is helping law enforcement make a positive impact on the community.

During the holiday season, the station provided $165,000 in gift cards to 50 law enforcement agencies throughout Wisconsin. While at the event, officers also stuffed 1,000 backpacks with hats, socks, gloves, toiletries, snacks, and free food coupons. Each backpack and its contents were worth about $40 each for a total of more than $200,000 in donations. Officers will use the gift cards to help people in need that they meet while on patrol. They can also use the backpacks to help with immediate needs of any homeless neighbors they encounter.

The program was founded to help offset the negative media surrounding our law enforcement officers and to shine a light on the acts of kindness that they do every day that go unnoticed. The donations are meant to help officers who run into situations where they might have otherwise opened their own wallets to help someone or must drive away from a situation in which they wish they could have done more.

Money is raised for the program through several events held throughout the year. Cops@Culver’s Day is the largest of the events across the state. Another is the huge law enforcement Ride with the Lights.

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Listeners fund 12K meals for Ukrainian refugees

Life 102.5 (WNWC) listeners helped make more than 12,000 meals possible for refugees and around Ukraine.

As listeners gave to Life 102.5 during the “Yes He Can” Spring Fundraiser, a generous donor paid for the resources needed to provide meals through Feed My Starving Children.

“We were incredibly moved by the passion and desire of so many Life 102.5 listeners to help refugee children and their families in Ukraine and the surrounding countries,” Steve Young, Station Manager of Life 102.5 said.

Andy Carr, Vice President of Development and Marketing at Feed My Starving Children said, “Supporters of Feed My Starving Children are thrilled to provide 12,320 meals to the Ukrainian relief efforts in honor of the generosity of Life 102.5 supporters during the ‘Yes He Can’ fundraiser. FMSC is proud to partner with ministry organizations like Life 102.5 who share our goal of feeding God’s children, hungry in body and spirit. We believe that together we can share the love and heartbeat of Jesus, whether with an encouraging word or a warm meal, to ALL in need. Thank you for helping feed so many of His kids!”

Madison station’s listeners connect with love

Listeners to a Madison radio station are helping gather needed items for a children’s hospital for Valentine’s Day.

For the last five years, Life 102.5 listeners have shown love every Valentine’s Day to the kids and their families at the American Family Children’s Hospital. This year is no different, as the hospital is needing a full restock of many items including Legos, markers, activity books, and baby items.

More than 700 items were donated as listeners participate in the season of love by reminding families going through some of the hardest moments of their lives that they are not alone.

The Family’s ‘Help for the Homeless’ tops $527K

The Family Radio Network’s 2022 “Help for the Homeless” hygiene drive received a record-breaking $527,000 worth of donated hygiene and cleaning supplies this spring from more than 760 local businesses, churches, and schools for 96 crisis agencies in 19 of their listening communities. The drive annually provides for approximately 70,000 people.

Since 1992, “Help for the Homeless” donations have provided more than $4.8 million worth of hygiene supplies to local Wisconsin crisis programs and those they serve. Donations remain in the communities where they are collected. The goal of “Help for the Homeless” is to supply a year’s worth of products to each agency.

The Family Radio Network partners with area homeless coalitions and crisis programs by inviting the community to donate needed hygiene items for their local agencies through “Help for the Homeless.” Supplying the crisis programs with laundry soap, hair and dental care items, deodorant, diapers, and other personal care and cleaning products makes it possible for them to dedicate their limited financial resources to providing qualified personnel, education, counseling, safe housing, and nutritious food to those they serve.

WMTV-TV among finalists for ‘Service to America’ Award

A Madison TV station’s inaugural community diaper drive, which launched during the pandemic, is being recognized nationally by the NAB Leadership Foundation.

NBC15 (WMTV-TV) was named a finalist in the prestigious Celebration of Service to America Awards, which honors “outstanding community service.” It is one of only three finalists in the medium market category.

“While we work hard at informing and entertaining our local communities each and every day, what makes me most proud is when our employees roll up their sleeves and work together to help people in need,” said Don Vesely, Vice President and General Manager of WMTV NBC15 and CW Madison.

Winners will be announced June 7 during the Celebration of Service to America Awards ceremony in Washington, D.C.
Awards For Excellence

WINNERS LIST 2021

Large Market Television

Best Morning Newscast
1st Place WISN TV, Waukesha Parade Tragedy
2nd Place WISN TV, Bucks In 6: NBA Champs
3rd Place WTMJ TV, TMJ4 News Today - Ryder Cup Begins

Best Evening Newscast
1st Place WISN TV, Bucks Victory Parade
2nd Place WISN TV, Waukesha Parade Tragedy
3rd Place WITI TV, FOX6 News at 10: Waukesha Parade Tragedy

Best Sportscast
1st Place WITI TV, Lily Zhao
2nd Place WISN TV, Stephanie Sutton
3rd Place WITI TV, Tim Van Vooren

Best Weathercast
1st Place WITI TV, Tom Wachs
2nd Place WISN TV, Lindsey Slater
3rd Place WISN TV, Mark Baden

Best Continuing Coverage
1st Place WISN TV, Waukesha Parade Tragedy
2nd Place WITI TV, Waukesha Parade Tragedy Suspect
3rd Place WITI TV, Major Harris

Best Spot News
1st Place WISN TV, Waukesha Parade Tragedy
2nd Place WDJT TV, Major Harris Car Found
3rd Place WISN TV, Bucks In 6: NBA Champs

Best News Writing
1st Place WDJT TV, Experimental Noise Peter Woods
2nd Place WITI TV, Rare Disease Red Tape
3rd Place WDJT TV, Karate in the Park

Best Hard News/Investigative
1st Place WISN TV, Election Clerk Threats
2nd Place WITI TV, Runaway Relationship
3rd Place WISN TV, MPD Gun Discharge Danger

Best Series or Documentary
1st Place WMVS TV, America’s Dairyland: At the Crossroads
2nd Place WITI TV, Learning Loss
3rd Place WITI TV, Honoring Veterans Day

Best Feature
1st Place WYTVU TV, Maquilladora comparte su historia de superacion
2nd Place WITI TV, Breathing Smarter
3rd Place WITI TV, Healing Through Sound

Best Live On-Scene Reporting
1st Place WITI TV, Aaron Maybin
2nd Place WISN TV, Hannah Hilyard
3rd Place WITI TV, Amelia Jones

Best Use of Video
1st Place WDJT TV, Internationally Ranked Water Skier
2nd Place WDJT TV, Sunrise Photographer
3rd Place WITI TV, Social Media Sensation
<table>
<thead>
<tr>
<th>Category</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best Use of Social Media</strong></td>
<td>WISN TV, Search for Missing 3-year-old Major Harris</td>
<td>WDJT TV, Bucks Road to NBA Championship</td>
<td>WITI TV, Kyle Rittenhouse Verdict</td>
</tr>
<tr>
<td><strong>Best Original Digital Content</strong></td>
<td>WTMJ TV, My Block: 'It's Not Just a Hood': Take a Tour of the Amani Neighborhood from those who know it best</td>
<td>WMVS TV, My Wisconsin Backyard</td>
<td>WITI TV, Defi-intely Milwaukee</td>
</tr>
<tr>
<td><strong>Best Online Personality</strong></td>
<td>WDJT TV, Jessob Reisbeck</td>
<td>WTMJ TV, Vince Vitrano: Wisconsin's best online personality</td>
<td>WITI TV, Suzanne Spencer</td>
</tr>
<tr>
<td><strong>Best Online Breaking News Coverage</strong></td>
<td>WITI TV, Waukesha Christmas Parade Tragedy</td>
<td>WDJT TV, Waukesha Christmas Parade CBS58.com</td>
<td>WTMJ TV, Waukesha Christmas Parade Tragedy - TMJ4</td>
</tr>
<tr>
<td><strong>Best Morning Newscast</strong></td>
<td>WISC TV, News 3 Now This Morning: Overnight Tornadoes</td>
<td>WLUK TV, Good Day Wisconsin - Jan. 15, 2021</td>
<td>WMTV TV, NBC15’s The Morning Show - June 15, 2021</td>
</tr>
<tr>
<td><strong>Best Evening Newscast</strong></td>
<td>WISC TV, News 3 Now at 6: ChemTool Explosion</td>
<td>WKOW TV, 27 News at 6 - Nov. 22, 2021</td>
<td>WMTV TV, NBC15 News at 6 - Nov. 22, 2021</td>
</tr>
<tr>
<td><strong>Best Sportscast</strong></td>
<td>WTMV TV, NBC15 Sports</td>
<td>WKOW TV, WKOW Sports</td>
<td>WMTV TV, NBC15 Sports with Leah Doherty</td>
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<td><strong>Best Weathercast</strong></td>
<td>WKOW TV, John Zeigler</td>
<td>WBAY TV, Steve Beylon</td>
<td>WMTV TV, First Alert Meteorologist Brian Doogs</td>
</tr>
<tr>
<td><strong>Best Continuing Coverage</strong></td>
<td>WMTV TV, Remembering Evan, Simon and Jack</td>
<td>WISC TV, News 3 Now Investigates: Unemployment Issues</td>
<td>WFRV TV, Town of Lawrence Investigation</td>
</tr>
<tr>
<td><strong>Best Spot News</strong></td>
<td>WMTV TV, Boscobel Tornado</td>
<td>WMTV TV, Rockton Plant Fire</td>
<td>WISC TV, Coverage of Overnight Tornadoes</td>
</tr>
<tr>
<td><strong>Best News Writing</strong></td>
<td>WKOW TV, Revisiting Key Figures in Madison Unrest</td>
<td>WISC TV, Restaurants try to return</td>
<td>WKOW TV, Marine in Crisis</td>
</tr>
<tr>
<td><strong>Best Hard News/Investigative</strong></td>
<td>WISC TV, News 3 Now Investigates: State of Hate</td>
<td>WBAY TV, Dept. of Corrections Crisis</td>
<td>WKOW TV, Madison’s Most Dangerous Road</td>
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</tbody>
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**Medium Market Television**

<table>
<thead>
<tr>
<th>Category</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
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<tbody>
<tr>
<td><strong>Best Sports Reporting</strong></td>
<td>WISN TV, Stephen Watson</td>
<td>WISN TV, Stephanie Sutton</td>
<td>WDJT TV, Poblocki Reflects on Miller Park</td>
</tr>
<tr>
<td><strong>Best Significant Community Impact</strong></td>
<td>WISN TV, United For Waukesha</td>
<td>WISN TV, Get The Facts On The Vax</td>
<td>WDJT TV, Asian in Wisconsin: Battling Bias in the Badger State</td>
</tr>
<tr>
<td><strong>Best Specialty Programming</strong></td>
<td>WTMJ TV, The 2021 Positively Milwaukee Awards</td>
<td>WMVS TV, Live from Bradley Symphony Center: The Milwaukee Symphony Orchestra</td>
<td>WISN TV, Bucks Championship Parade</td>
</tr>
<tr>
<td><strong>Best Image Promotion</strong></td>
<td>WTMJ TV, That’s TMJ4 News</td>
<td>WITI TV, ‘This is MKE’ Summer Version</td>
<td>WISN TV, Trust</td>
</tr>
<tr>
<td><strong>Best Weather Promotion</strong></td>
<td>WISN TV, Baden &amp; Slater – Famous Milwaukee Combos</td>
<td>WITI TV, FOX6 Weather Experts</td>
<td>WISN TV, Mark Baden Winter 2021</td>
</tr>
<tr>
<td><strong>Best Sports Promotion</strong></td>
<td>WISN TV, Celebrating NBA Champions</td>
<td>WISN TV, NBA Finals Coverage on WISN 12</td>
<td>WITI TV, Packers: All Season Long</td>
</tr>
<tr>
<td><strong>Best Topical Promotion</strong></td>
<td>WYJTU TV, T63 News Construction Fraud</td>
<td>WISN TV, 12 News Investigates - The Reckoning for Renters</td>
<td>WDJT TV, Canned Cocktails</td>
</tr>
<tr>
<td><strong>Best Public Service Announcement</strong></td>
<td>WTMJ TV, Hunger Task Force: Home for the Holidays</td>
<td>WTMJ TV, The MACC Star Ornament</td>
<td>WITI TV, Back to School</td>
</tr>
<tr>
<td><strong>Best Commercial or Underwriting Announcement</strong></td>
<td>WTMJ TV, FHK Open Enrollment</td>
<td>WISN TV, Gerhard’s Kitchen &amp; Bath Store - We Got This</td>
<td>WISN TV, Kettle Moraine Heating and AC - Snow Monster</td>
</tr>
<tr>
<td><strong>Best Coverage of Pandemic Recovery</strong></td>
<td>WITI TV, Vaccine Rollout Complications</td>
<td>WDJT TV, Holiday Shopping Surge</td>
<td>WDJT TV, It’s a Job Seekers Market</td>
</tr>
<tr>
<td><strong>Best Website</strong></td>
<td>WTMJ TV, TMJ4.com - Wisconsin Breaking News, Weather, and Sports</td>
<td>WMVS TV, Milwaukee PBS Website</td>
<td>WITI TV, FOX6</td>
</tr>
<tr>
<td><strong>Best Web Story</strong></td>
<td>WITI TV, Public Records Show Students Struggling Across SE Wisconsin</td>
<td>WTMJ TV, 50 years later: An oral history of the 1971 Milwaukee Bucks championship season</td>
<td>WITI TV, Confused about COVID-19 vaccine and pregnancy? Doctors push for change</td>
</tr>
</tbody>
</table>

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Medium Market Television | May/June 2022
### Best Series or Documentary
- **1st Place** WLUK TV, Survivors’ Story
- **2nd Place** Wabay TV, 9/11, Twenty Years Later
- **3rd Place** Wisc TV, Inside the Covid Wing

### Best Feature
- **1st Place** Wmtv TV, Back on Track
- **2nd Place** Wisc TV, Punching against Parkinson’s
- **3rd Place** Wisc TV, Wisconsin’s Dr. Fauci: The Voice of Trust

### Best Live On-Scene Reporting
- **1st Place** Wmtv TV, NBC15’s Elizabeth Wadas
- **2nd Place** Wkow TV, George Smith
- **3rd Place** Wbav TV, Jason Zimmerman

### Best Use of Video
- **1st Place** Wmtv TV, Pace of the Paddle
- **2nd Place** Wmtv TV, Big Art, Big Heart
- **3rd Place** Wkow TV, Powering Politics

### Best Sports Reporting
- **1st Place** PBS Wisconsin, Para Nordic Skier
- **2nd Place** Wmtv TV, From Farm to Finish Line
- **3rd Place** Wmtv TV, Family Field Goals

### Best Significant Community Impact
- **1st Place** Wisc TV, News 3 Now Vaccine Day
- **2nd Place** Wmtv TV, 26th Annual NBC15 Share Your Holidays
- **3rd Place** Wbav TV, CP Telethon Pivots for Pandemic

### Best Specialty Programming
- **1st Place** Wmtv TV, Cover 2: Draft Edition
- **2nd Place** Wbav TV, Cover 2: Road 2 Tampa
- **3rd Place** Wmtv TV, NBC15 Sounds of the Season 2021

### Best Image Promotion
- **1st Place** Wkow TV, Amber Noggle - “Career”
- **2nd Place** PBS Wisconsin, PBS Wisconsin - Anywhere
- **3rd Place** Wisc TV, News 3 Now - “AM News Image 2021”

### Best Weather Promotion
- **1st Place** Wkow TV, Tornado: Deb Cross Plains
- **2nd Place** Wmtv TV, First Alert Spring 2021
- **3rd Place** Wkow TV, 4 Degree Guarantee - “Cold Hard Cash”

### Best Sports Promotion
- **1st Place** Wkow TV, Lance Veeser - “Career”
- **2nd Place** Wbav TV, Cover 2 Video Game
- **3rd Place** Wkow TV, Lance Veeser - “Wisconsin Fans”

### Best Topical Promotion
- **1st Place** Wkow TV, Ghost Kitchens
- **2nd Place** Wisc TV, News 3 Now - “Chauvin Verdict Reaction”
- **3rd Place** Wbav TV, An Unforgettable Veteran

### Best Public Service Announcement
- **1st Place** Wkow TV, Taste Of Madison “Game Plan”
- **2nd Place** Wfrv TV, Veterans Day
- **3rd Place** Wkow TV, Toys For Tots

### Best Commercial or Underwriting Announcement
- **1st Place** Wisc TV, Attic Angel Community - “Smiles”
- **2nd Place** Wfrv TV, Sandberg K9 Solutions
- **3rd Place** Wkow TV, Crazy Frank’s

### Best Coverage of Pandemic Recovery
- **1st Place** Wmtv TV, Moving Forward During The Pandemic
- **2nd Place** Wkow TV, WKOW
- **3rd Place** Wisc TV, News 3 Now: Vaccine HQ

### Best Website
- **1st Place** PBS Wisconsin, Meet the Lab
- **2nd Place** Wisc TV, Channel3000.com’s State of Hate
- **3rd Place** Wisc TV, Channel3000.com

### Best Web Story
- **1st Place** WKOW TV, Madison’s Most Dangerous Road: the Uphill Fight to Make East Washington Avenue Safer
- **2nd Place** Wisc TV, State of Hate: Part 1
- **3rd Place** Wisc TV, The Chandler Halderson case: A Timeline

### Best Use of Social Media
- **1st Place** WKOW TV, 27 News WKOW Social Media
- **2nd Place** Wbav TV, Oneida Shooting
- **3rd Place** WLuk TV, FOX 11 Social Media

### Best Original Digital Content
- **1st Place** PBS Wisconsin, Why Race Matters
- **2nd Place** Wisc TV, 1 Year of COVID-19: Timeline
- **3rd Place** PBS Wisconsin, aka Teacher

### Best Online Personality
- **1st Place** Wmtv TV, Tim Elliott
- **2nd Place** WKOW TV, John Zeigler
- **3rd Place** WKOW TV, George Smith

### Best Online Breaking News Coverage
- **1st Place** WBAY TV, Fox River Mall Shooting
- **2nd Place** WLUK TV, Oneida Casino Shooting
- **3rd Place** WKOW TV, Waukesha Parade Tragedy

### Best News Writing
- **1st Place** WQOW TV, Severe Storm Coverage
- **2nd Place** WQOW TV, WQOW Daybreak
- **3rd Place** WKBT TV, News 8 Now This Morning Fire and Snow

### Best Evening Newscast
- **1st Place** WZAW TV, Evening Newscast: Feb. 4, 2021
- **2nd Place** WSAW TV, July Storm Clean-up
- **3rd Place** WQOW TV, 6 p.m. Report

### Best Sportscast
- **1st Place** WQOW TV, WQOW Sportscast
- **2nd Place** WKBT TV, News 8 Sports
- **3rd Place** WEAU TV, Sportscene 13

### Best Weathercast
- **1st Place** WXOW TV, Alyssa Triplett Compilation
- **2nd Place** WZAW TV, Chad Franzen Meteorologist Compilation
- **3rd Place** WEAU TV, Darren Maier Compilation

### Best Continuing Coverage
- **1st Place** WKBT TV, Troubled Taps
- **2nd Place** WQOW TV, DA Gary King Resigns
- **3rd Place** WEAU TV, Allegations of Misconduct

### Best Spot News
- **1st Place** WAOVT TV, Plane Crash
- **2nd Place** WSAW TV, July Storm Leaves People Cleaning Up
- **3rd Place** WQOW TV, Megacyometeor

### Best News Writing
- **1st Place** WEAU TV, Vaccine 180
- **2nd Place** WQOW TV, Bloodlines of Service
- **3rd Place** WSAW TV, Three Generations of Athens Basketball
### Best Hard News/Investigative
1st Place  WAOW TV, Sex Predators in the Classroom  
2nd Place  WKBT TV, Center of Contamination  
3rd Place  WSAW TV, Billed for a COVID-19 Vaccine

### Best Series or Documentary
1st Place  WXOW TV, Top of Mind  
2nd Place  WXOW TV, Roger Harring: Football and Beyond  
3rd Place  WSAW TV, Finding Refuge in Central Wisconsin

### Best Feature
1st Place  WKBT TV, Painting with a Purpose  
2nd Place  WSAW TV, Rudolph Rock Turns 50  
3rd Place  WEAU TV, Unlikely Adoption

### Best Live On-Scene Reporting
1st Place  WSAW TV, Emerson Lehmann Live Reporting Compilation  
2nd Place  WEAU TV, Phoebe Murray Compilation  
3rd Place  WAOW TV, Mike Brenling

### Best Use of Video
1st Place  WKBT TV, A Mighty Response  
2nd Place  WKBT TV, Cathedral Restoration  
3rd Place  WSAW TV, You Know You're From Medford: Cole Hartl

### Best Sports Reporting
1st Place  WXOW TV, Drew’s Crew  
2nd Place  WSAW TV, The perseverance of Noah Eckelberg  
3rd Place  WEAU TV, Kenny The Jet

### Best Significant Community Impact
1st Place  WQOW TV, Dancing with the Eau Claire Stars  
2nd Place  WSAW TV, Share Your Holidays  
3rd Place  WSAW TV, Buddy Check 7 Awareness Week

### Best Specialty Programming
1st Place  WSAW TV, The Home Enhancement Show 2021  
2nd Place  WSAW TV, The Wausau Conservatory of Music - 40th Anniversary  
3rd Place  WAOW TV, Jefferson Award Special

### Best Image Promotion
1st Place  WKBT TV, Mom Thoughts  
2nd Place  WSAW TV, Anchor Changes - Musical Chairs  
3rd Place  WSAW TV, Local News Matters

### Best Weather Promotion
1st Place  WKBT TV, Here We Go  
2nd Place  WEAU TV, December Storms POP  
3rd Place  WJFW TV, What’s the Weather?

### Best Sports Promotion
1st Place  WXOW TV, Bucks Parade  
2nd Place  WKBT TV, Foul Ball  
3rd Place  WQOW TV, Sports Overtime Promo

### Best Topical Promotion
1st Place  WSAW TV, Fighting for the Future  
2nd Place  WAOV TV, Child Predators  
3rd Place  WSAW TV, Shaken Baby Syndrome

### Best Public Service Announcement
1st Place  WLAX TV, Get on Living Stronger  
2nd Place  WEAU TV, The Hub  
3rd Place  WAOW TV, School Bus Safety

### Best Commercial or Underwriting Announcement
1st Place  WJFW TV, S&B Asphalt Paving  
2nd Place  WKBT TV, Making it Cool  
3rd Place  WKBT TV, HD Metal

### Best Coverage of Pandemic Recovery
1st Place  WKBT TV, Packet Problems  
2nd Place  WAOW TV, COVID Longhaul  
3rd Place  WEAU TV, La Crosse County Covid-19, One Year Later

### Best Website
1st Place  WQOW TV, WQOW.com  
2nd Place  WAOW TV, WAOW.com  
3rd Place  WEAU TV, WEAU 13 News

### Best Web Story
1st Place  WEAU TV, Historic December Storms Leave Widespread Damage, Power Outages in Western Wisconsin  
2nd Place  WSAW TV, Need to Be Heard  
3rd Place  WEAU TV, icy roads lead to multiple crashes, road closures on I-94

### Best Use of Social Media
1st Place  WEAU TV, WEAU 13 News Social Media  
2nd Place  WQOW TV, WQOW Social Media  
3rd Place  WKBT TV, News 8 Now

### Best Original Digital Content
1st Place  WSAW TV, NewsChannel 7 Sports Podcasts  
2nd Place  WLAX TV, FOX Fantasy Insiders  
3rd Place  WEAU TV, 9th Annual Clearwater Winter Parade

### Best Online Personality
1st Place  WSAW TV, Holly Chilsen Social Media  
2nd Place  WIZAW TV, Mark Holley Social Media  
3rd Place  WSAW TV, Kassandra Sepeda Social Media

### Best Online Breaking News Coverage
1st Place  WKBT TV, La Crosse Triple Homicide  
2nd Place  WAOW TV, Storm Coverage  
3rd Place  WEAU TV, Dec. 23 Interstate 94 Crashes & Closure

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**Large Market Radio News and Talk**

### Best Morning Radio Show
1st Place  WGKB FM, MKE in the Morning  
2nd Place  WKTI FM, Jen, Gabe, and Chewy  
3rd Place  WSSP AM, Bart Winkler Morning Show - Predicting NBA Championship

### Best Radio Show
1st Place  WUWM FM, Lake Effect Dec. 30, 2021  
2nd Place  WTMJ AM, Wisconsin’s Afternoon News  
3rd Place  WISN AM, The Dan O’Donnell Show

### Best NewsCast
1st Place  WTMJ AM, Wisconsin’s Afternoon News  
2nd Place  WTMJ AM, Wisconsin’s Morning News  
3rd Place  No entry

### Best Sportscast
1st Place  WTMJ AM, Greg Matzek  
2nd Place  WTMJ AM, Bryan Dee  
3rd Place  No entry

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**Wisconsin Broadcaster | May/June 2022**
**Best Continuing Coverage**
- **1st Place**: WTMJ AM, Bucks Championship Run
- **2nd Place**: WTMJ AM, Kyle Rittenhouse Trial
- **3rd Place**: WISN AM, The Waukesha Parade Massacre

**Best Spot News**
- **1st Place**: WTMJ AM, Waukesha Christmas Parade Tragedy
- **2nd Place**: WORT FM, East High School Students Walk Out Over Alleged Assault
- **3rd Place**: WTMJ AM, Overnight tornadoes hit southeast Wisconsin

**Best News Writing**
- **1st Place**: WTMJ AM, Vegan Fish Fry
- **2nd Place**: WTMJ AM, Bee Farming
- **3rd Place**: WUWM FM, ‘It’s Tangible’: George Marshall Clark, Milwaukee’s Only Known Lynching Victim, Now Memorialized With Headstone

**Best Hard News/Investigative**
- **1st Place**: WORT FM, On Call With Madison’s Crisis Response Team
- **2nd Place**: WGKB FM, The Tory Lowe Show Electrical Fires
- **3rd Place**: WISN AM, A Tragedy 15 Years in the Making

**Best Use of Audio in Radio News**
- **1st Place**: WUWM FM, Milwaukee Father-Son Duo Carries On Rich Tradition Of Latin Percussion
- **2nd Place**: WTMJ AM, Pond Hockey
- **3rd Place**: WORT FM, Watch Repairing: A Journey And Craft

**Best Live On-Scene Reporting**
- **1st Place**: WTMJ AM, Ryder Cup
- **2nd Place**: WTMJ AM, Bucks Championship Parade
- **3rd Place**: No entry

**Best Interview**
- **1st Place**: WTMJ AM, Congressman Mike Gallagher
- **2nd Place**: WGKB FM, Truth in the Afternoon with Dr. Ken Harris
- **3rd Place**: WGKB FM, Truth in the Afternoon with Dr. Ken Harris

**Best Sports Play By Play**
- **1st Place**: WIBA AM, Waunakee Wins 7th State Football Championship
- **2nd Place**: WKTI FM, Catholic Memorial at Pewaukee
- **3rd Place**: WIBA AM, Franklin Caps Off Unbeaten Season With State Football Championship

**Best Significant Community Impact**
- **1st Place**: WTMJ AM, WTMJ Cares- Penfield Children’s Center
- **2nd Place**: WGKB FM, Senior Spotlight - 101.7 The Truth
- **3rd Place**: WTMJ AM, Kids 2 Kids Christmas

**Best Specialty Programming**
- **1st Place**: Wisconsin Public Radio, The People and Their Packers
- **2nd Place**: WKTI FM, Scalzo & Brust Championship Afterparty
- **3rd Place**: WTMJ AM, Remembering Hank Aaron

**Best Promotional Announcement**
- **1st Place**: WTMJ AM, Brew October
- **2nd Place**: WORT FM, 833-WORCAR
- **3rd Place**: WKTI FM, Bucks Are Championship Dogs
Best Significant Community Impact
1st Place WOMT AM, Giving Tree
2nd Place No entry
3rd Place No entry

Best Specialty Programming
1st Place WTKY AM, A Lead Balloon Tribute to Mike Kearns
2nd Place WOMT AM, 5:30 Fair Report
3rd Place WOMT AM, Sports Talk

Best Promotional Announcement
1st Place WTAQ AM, 9/11 Remembered
2nd Place WOMT AM, WOMT Shoreline Text Line
3rd Place WOMT AM, WOMT Events Calendar

Best Public Service Announcement
1st Place WOMT AM, Puppergram
2nd Place No entry
3rd Place No entry

Best Commercial or Underwriting Announcement
1st Place WOGO AM, The Medicine Shoppe “We’ll Bring Them To You!”
2nd Place WOGO AM, The Medicine Shoppe “We Take The Time”
3rd Place WSAU F, Death-Grip Motorsports

Best Coverage of Pandemic Recovery
1st Place WFDL AM, The Pandemic Roller Coaster
2nd Place WOMT AM, Pandemic Recovery
3rd Place No entry

Best Website
1st Place WSAU FM, WSAU.com
2nd Place WAYY AM, sportstalk1051.com
3rd Place WOMT AM, SeehaferNews.com

Best Web Story
1st Place WOMT AM, Give Them the Opportunity to Live
2nd Place WSAU FM, Wausau Mayor Declares City “A Community For All,” County Supervisors Respond to NYT Article
3rd Place WOMT AM, Big Blue Wins Coolest Thing Made in WI

Best Use of Social Media
1st Place WOMT AM, Facebook Frenzy
2nd Place WSAU FM, WSAU Facebook and Twitter
3rd Place WOMT AM, Boelter’s Remote

Best Original Digital Content
1st Place WOMT AM, Remember the Fallen
2nd Place WIZM AM, Music, It’s All The Same Damn Thing
3rd Place WSAU F, Tom King’s Blog

Best Online Personality
1st Place WAYY AM, Dan Kasper
2nd Place WOMT AM, Ryan Brahm
3rd Place WOMT AM, Terry Stevenson

Best Online Breaking News Coverage
1st Place WOMT AM, MPSD Teacher Assault
2nd Place WOMT AM, Nuclear Power Plant Vaccine Mandate
3rd Place No entry
Best Sports Play By Play
1st Place WFBZ FM, Mitchell Speltz West Salem - Onalaska
2nd Place WBGR FM, Brodhead Volleyball Advances To State Championship
3rd Place WFBZ FM, Mitchell Speltz West Salem Football

Best Significant Community Impact
1st Place WBEV AM, Children’s Radiothon raises over $111,000
2nd Place WHYB FM, Brats for Breakfast
3rd Place No entry

Best Specialty Programming
1st Place WOBT FM, The Hodag Increments - Play
2nd Place WBEV AM, It’s A Wonderful Radio Play
3rd Place WFBZ FM, ESPN NFL Draft Show

Best Promotional Announcement
1st Place WBEV AM, Breaktime Alexa
2nd Place WRJO FM, WRJO 50th Anniversary Party
3rd Place WBEV AM, Light Up The Holidays

Best Public Service Announcement
1st Place WRJO FM, WRJO & VFW Post 8637 Gyro’s for Heroes
2nd Place WRJO FM, Non-Profit Holiday Help
3rd Place WBEV AM, Loco Vocals New Years Eve

Best Commercial or Underwriting Announcement
1st Place WBEV AM, Vita Park Singing Eye Docs Christmas Carol
2nd Place WRJO FM, Pirates Hideaway - Sing Along
3rd Place WRJO FM, Boat Sport Marine - Gone Fishing

Best Humorous Commercial or Underwriting Announcement
1st Place WBEV AM, Rechek’s Save-a-sauras
2nd Place WRJO FM, Kneaded Relief Christmas Massage
3rd Place WBEV AM, Surefire - Bulltinkle

Best Coverage of Pandemic Recovery
1st Place WRJO FM, Covid Recovery 2021
2nd Place WXPR FM, Here for a Year: The Impact of COVID-19 on Our Lives
3rd Place WBEV AM, Masks Drive Division In Beaver Dam Schools

Best Website
1st Place WHYB FM, Bay Cities Radio Website
2nd Place WFBZ FM, ESPNLACROSSE.COM
3rd Place WBEV AM, DailyDodge.com

Best Web Story
1st Place WFBZ FM, Aaron Morse on La Crosse Central Stars
2nd Place WBEV AM, Local Broadcast Legend John Moser Laid To Rest
3rd Place WHYB FM, Train Derailment

Best Use of Social Media
1st Place WBEV AM, Daily Dodge Facebook
2nd Place WFBZ FM, ESPN La Crosse 105.5
3rd Place WHYB FM, Shoreline Shopping Show

Best Original Digital Content
1st Place WBEV AM, Big Cheese Wheelchair Basketball
2nd Place WWIS FM, Virtual Home & Sport Show Spaulding Place
3rd Place WBEV AM, Career Opening - The Office

Best Online Personality
1st Place WWIS FM, Mary Gerdes
2nd Place WHYB FM, Play by Play Host Josh Kellner on Social Media
3rd Place WBEV AM, Wade Bates
### Best Promotional Announcement
- **1st Place**: No entry
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Station Promo
- **1st Place**: WLDB FM, “B” My Valentine Weekend
- **2nd Place**: WLDB FM, “Smart Speaker Can’t Hear You”
- **3rd Place**: No entry

### Best Station Event Promo
- **1st Place**: WHQG FM, BACONFEST X
- **2nd Place**: WHQG FM, HOG Fest
- **3rd Place**: No entry

### Best Client Event Promo
- **1st Place**: WJMR FM, Jammin 98.3’s Cutest Couple
- **2nd Place**: WKLH FM, Cabin Fever Reliever
- **3rd Place**: WKLH FM, Winter Blows

### Best Public Service Announcement
- **1st Place**: No entry
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Commercial or Underwriting Announcement
- **1st Place**: WMYX FM, Exec Park “Back to Travel”
- **2nd Place**: WHQG FM, Hill Has Eyes / Rock Sports Complex
- **3rd Place**: WOLX FM, Grahams Auto “The Name Says It All”

### Best Humorous Commercial or Underwriting Announcement
- **1st Place**: WOLX FM, Hasheider Roofing “Gesundheit!”
- **2nd Place**: WKLH FM, WKLH Sales Recruitment
- **3rd Place**: WKLH FM, Sons Of Tun Pest Control

### Best Pandemic-Related Service to Community
- **1st Place**: WMSE FM, CTSI Discovery Radio Episode 82 Contain COVID Clinical Trial
- **2nd Place**: WMSE FM, CTSI Discovery Radio Episode 83 Facts about the Vax
- **3rd Place**: No entry

### Best Website
- **1st Place**: No entry
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Use of Social Media
- **1st Place**: No entry
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Original Digital Content
- **1st Place**: WLDB FM, “Feel Good Fridays” With B93.3 On CBS 58
- **2nd Place**: WLUM FM, Adler talks with Billie Eilish
- **3rd Place**: WLDB FM, “One Good Thing” With CBS 58 and B93.3

### Best Live Online On-Site Coverage
- **1st Place**: No entry
- **2nd Place**: No entry
- **3rd Place**: No entry

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### Best Online Breaking News Coverage
- **1st Place**: WHYB FM, Carney Fire
- **2nd Place**: WBEV AM, Beaver Dam Apartment Fire Displaces 15 Families
- **3rd Place**: No entry

### Best Morning Radio Show
- **1st Place**: WLDB FM, “Feel Good Mornings With Joe”
- **2nd Place**: WKLH FM, The Morning KLH with Dave & Dorene
- **3rd Place**: WHQG FM, Bob & Brian

### Best Radio Show
- **1st Place**: WLSP LP, Greg’s List
- **2nd Place**: WLSP LP, Song Archaeology
- **3rd Place**: WHQG FM, The Afternoon Program With Borna & Mandy

### Best Newscast
- **1st Place**: WLSP LP, Sun Prairie News
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Interview
- **1st Place**: WLUM FM, Adler talks with Mariana Van Zeller of Trafficked on NatGeo
- **2nd Place**: WLUM FM, Adler talks with comedian Josh Johnson
- **3rd Place**: WMMM FM, Nirvana Couch Surfing in Madison

### Best Original Feature
- **1st Place**: WMMM FM, Luther Allison: “A Concert We’ll Never Forget”
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Live On-Site Broadcast Remote
- **1st Place**: No entry
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Use of Audio (Non-News)
- **1st Place**: WRXS FM, Pure Oldies 106.9 Launch
- **2nd Place**: WLDB FM, Listeners Ask Smart Speakers To Play B93.3
- **3rd Place**: WMSE FM, CTSI Discovery Radio Episode 83 Facts about the Vax

### Best Sports Coverage
- **1st Place**: WLUM FM, Adler talks to Damian Priest of WWE
- **2nd Place**: WLUM FM, Adler talks with Cody Rhodes of AEW
- **3rd Place**: WLSP LP, WIAA Division 1 Football State Championship Game: Sun Prairie vs. Franklin

### Best Significant Community Impact
- **1st Place**: WLSP LP, Multicultural Fair Radio Reboot
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Original Digital Content
- **1st Place**: WLDB FM, “Feel Good Fridays” With B93.3 On CBS 58
- **2nd Place**: WLUM FM, Adler talks with Billie Eilish
- **3rd Place**: WLDB FM, “One Good Thing” With CBS 58 and B93.3
### Best Station Promo
- **1st Place**: WIFC FM, WIFC Music Test
- **2nd Place**: WHTQ FM, Shopaholic Payday
- **3rd Place**: No entry

### Best Station Event Promo
- **1st Place**: WKBH FM, Rotary Lights
- **2nd Place**: No entry
- **3rd Place**: No entry

### Best Client Event Promo
- **1st Place**: WWIB FM, Stockman’s Farm Supply and More
- **2nd Place**: WIAL FM, 25 Days Of Thanks
- **3rd Place**: No entry

### Best Public Service Announcement
- **1st Place**: WIFC FM, Gigi’s Playhouse With Music
- **2nd Place**: None selected
- **3rd Place**: No entry

### Best Commercial or Underwriting Announcement
- **1st Place**: WWIB FM, AMK Cleaning Services “Love Your Home Again!”
- **2nd Place**: WGLX FM, Gorski’s Clean Floor
- **3rd Place**: WWIB FM, Stockman’s Farm Supply and More “A Savings Carol”

### Best Humorous Commercial or Underwriting Announcement
- **1st Place**: WIFC FM, Tomahawk Furniture & Gun - Deer Stand
- **2nd Place**: WWIB FM, The Raven Team “Now Listing”
- **3rd Place**: WWIB FM, The Medicine Shoppe “You Have The Medicine Shoppe!”

### Best Pandemic-Related Service to Community
- **1st Place**: WIFC FM, Interview with Dr. Sanjay Gupta
- **2nd Place**: None selected
- **3rd Place**: No entry

### Best Website
- **1st Place**: WVTY FM, VTY Country Website
- **2nd Place**: WIFC FM, WIFC.com
- **3rd Place**: WISM FM, greatesthits981.com

### Best Use of Social Media
- **1st Place**: WDEZ FM, WDEZ Connects With You
- **2nd Place**: WHTQ FM, 715 Day
- **3rd Place**: WTCX FM, Daughtry FDL Fair

### Best Original Digital Content
- **1st Place**: WGTD FM, “Inside the Rittenhouse Trial” Podcast Gives Listeners Daily Insight into Trial
- **2nd Place**: WGTD FM, The 17th Season of the WGTD Radio Theater
- **3rd Place**: WVTY FM, Military Appreciation

### Best Original Feature
- **1st Place**: WGTD FM, With “Noon Toons” Classical Music Station Finds Way to Support Local Musicians of All Stripes
- **2nd Place**: WGTD FM, The 17th Season of the WGTD Radio Theater
- **3rd Place**: WVTY FM, Military Appreciation

### Best Live On-Site Broadcast Remote
- **1st Place**: WGTD FM, 2021 WGTD Radio Theater Holiday Extravaganza Live from Lake Lawn Resort
- **2nd Place**: None selected
- **3rd Place**: No entry

### Best Use of Audio (Non-News)
- **1st Place**: WGTD FM, The WGTD Radio Theater - “2021 Cartoon Mashup: Wanted, A Kingdom”
- **2nd Place**: WIFC FM, Miller Beer Bottle Races
- **3rd Place**: WISM FM, New Year’s Eve Countdown

### Best Sports Coverage
- **1st Place**: WJMT AM, Chad Holmes Merrill Softball Sectional Final
- **2nd Place**: WIFC FM, Will he play or will he go?
- **3rd Place**: WTCX FM, Gameplan with AJ Dillon

### Best Significant Community Impact
- **1st Place**: WECL FM, Paws For The Cause
- **2nd Place**: WYTE FM, 19th Annual Y106.5 CMN Radiothon
- **3rd Place**: WGTD FM, “Inside the Rittenhouse Trial” Podcast Gives Listeners Daily Insight into Trial

### Best Specialty Programming
- **1st Place**: WGLX FM, Cricket’s Alternate Universe
- **2nd Place**: WLXR AM, Midwest Race Report
- **3rd Place**: WGTD FM, Eleanor R.: The First Lady of the World

### Best Promotional Announcement
- **1st Place**: WVBO FM, Message For Swingers
- **2nd Place**: WHTQ FM, Magical Family Getaway
- **3rd Place**: WIFC FM, WIFC Plastic Payoff

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### Wisconsin Broadcaster
wi-broadcasters.org
Best Morning Radio Show
1st Place WXRO FM, 95X Morning Show
2nd Place WLKG FM, Good Morning Wisconsin with Diane Ebert
3rd Place WLKG FM, LifeMatters

Best Radio Show
1st Place WLKG FM, Mike Mason
2nd Place WCOW FM, Classic COW97
3rd Place WGLR FM, The Afternoon Cruise with Murph

Best Newscast
1st Place WJMC FM, Local News 12 p.m. - Nov. 5, 2021
2nd Place WLKG FM, Ted Pankau - Dec. 31, 2021 News
3rd Place WJMC FM, Local News 6 a.m. - Dec. 8, 2021

Best Interview
1st Place WXRO FM, Kelefa Sanneh - Major Labels
2nd Place WCOW FM, Randy Houser
3rd Place WGLR FM, Guest Spotlight Interview - The Road to Recovery

Best Original Feature
1st Place WLKG FM, Gary Theatre
2nd Place WCOW FM, Features Fest Reveal
3rd Place WCOW FM, Country News

Best Live On-Site Broadcast Remote
1st Place WJMC FM, Barron County June Dairy Breakfast with Amber
2nd Place WLKG FM, Live From Falz Fest
3rd Place WXRO FM, The Whiparound live at Best Dam Fest

Best Use of Audio (Non-News)
1st Place WHTL FM, Middays with Mark Western Open
2nd Place WLKG FM, Gary Theatre
3rd Place WLKG FM, Sports Jam

Best Sports Coverage
1st Place WKCH FM, UW-La Crosse at UW-Whitewater
2nd Place WCOW FM, COW97 Sports Update
3rd Place WCOW FM, COW97 Sports

Best Significant Community Impact
1st Place WCOW FM, Dream Christmas 2021
2nd Place WLKG FM, Heidi’s Hope
3rd Place WLKG FM, Wet Nose Wednesday

Best Specialty Programming
1st Place WXRO FM, 95X 21 in 21 New Years Eve Countdown
2nd Place WCOW FM, George Strait Radio Special
3rd Place WCOW FM, Camp Douglas Line Up Reveal

Best Promotional Announcement
1st Place WXRO FM, The Whiparound - Rick Springfield
2nd Place WKFX FM, Who’s on Fox?
3rd Place WLKG FM, 12 Days of Christmas

Best Station Promo
1st Place WLKG FM, Saturday at the 70s
2nd Place WGLR FM, Grass Kicker Giveaway
3rd Place WCOW FM, George Strait

Best Station Event Promo
1st Place WLKG FM, 96 Days of Summer
2nd Place WCOW FM, Ride for St. Jude Promo
3rd Place WCOW FM, Kids Club Tractor Pull

Best Client Event Promo
1st Place WCOW FM, Boys & Girls Club House of Shadows
2nd Place WLKG FM, Kunes Family Foundation - Hometown Hero
3rd Place WLKG FM, Lake Geneva Jaycees - Venetian Fest

Best Public Service Announcement
1st Place WCOW FM, Features Fest 2021
2nd Place WLKG FM, Streets of Lake Geneva “Christmas Market"
3rd Place WCOW FM, Primex “Falz Fest”

Best Commercial or Underwriting Announcement
1st Place WDDC FM, Prem Meats Rap
2nd Place WJJH FM, El Charro Whisper
3rd Place WLKG FM, Champs “Join the Team”

Best Humorous Commercial or Underwriting Announcement
1st Place WHTL FM, Bite Me Bait Shop Commercial
2nd Place WLKG FM, Herner’s Hideaway “Dine With Your Dog”
3rd Place WCOW FM, Sparks Auto Body - Signs

Best Pandemic-Related Service to Community
1st Place WGLR FM, Grant Regional Health Vaccine Day
2nd Place WCOW FM, Covid Updates
3rd Place No entry

Best Website
1st Place WCOW FM, COW97.com
2nd Place WLKG FM, www.lake961.com
3rd Place No entry

Best Use of Social Media
1st Place WMBZ FM, 92.5 Buzz Country
2nd Place WHTL FM, Engaged with our listeners
3rd Place WCOW FM, COW97

Best Original Digital Content
1st Place WLKG FM, Heidi’s Hope
2nd Place WCOW FM, COW97 TikTok Duck
3rd Place WHTL FM, Big Bucket Of Candy Promotional Video

Best Online Personality
1st Place WHTL FM, Mike Gilbertson
2nd Place WCOW FM, Ben & Arnie
3rd Place WLKG FM, Heidi Lee

Best Live Online On-Site Coverage
1st Place WCOW FM, Armed Forces Day Concert 2021
2nd Place WLKG FM, Deputy Blanchard Homecoming
3rd Place WCOW FM, Country Boom 2021
## 2021 Station of the Year

### Television

<table>
<thead>
<tr>
<th>LARGE MARKET</th>
<th>MEDIUM MARKET</th>
<th>SMALL MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>WISN TV, Milwaukee</td>
<td>WKOW TV, Madison</td>
<td>WSAW TV, Wausau</td>
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</table>

### News and Talk Radio

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### Music Radio

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<tr>
<td>WLSP LP, Madison &amp; WLUM FM, Milwaukee (a tie)</td>
<td>WIFC FM, Wausau</td>
<td>WCOW FM, Sparta &amp; WLKG FM, Lake Geneva (a tie)</td>
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## 2021 News Operation of the Year

### Television

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### News and Talk Radio

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<td>WTAQ AM, Green Bay</td>
<td>WBEV AM, Beaver Dam</td>
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## 2021 Social & Digital Media Operation of the Year

### Television

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<th>SMALL MARKET</th>
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<tbody>
<tr>
<td><strong>WITI TV &amp; WTMJ TV, Milwaukee (a tie)</strong></td>
<td><strong>WKOW TV</strong></td>
<td><strong>WEAU TV, Eau Claire</strong></td>
</tr>
</tbody>
</table>

### News and Talk Radio

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<td><strong>Wisconsin Public Radio, Madison</strong></td>
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<td><strong>WBEV AM, Beaver Dam</strong></td>
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### Music Radio

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<tr>
<td><strong>WLDB FM, Milwaukee</strong></td>
<td><strong>WVTY FM, Racine</strong></td>
<td><strong>WCOW FM, Sparta</strong></td>
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**Congratulations to WBA Award winners**

Charlie Berens was right last year at our virtual Gala when he said, “There's going to be a big in-person banger in Madison at the Marriott.” There sure was! It certainly felt great to physically gather together again and celebrate each other’s achievements.

We were thrilled to welcome broadcasters back to the gala with our color theme and centerpieces. Broadcasters were looking sharp! Tom’s bugle solo as we watched the Kentucky Derby together was also a thrill! Thanks to all who supported the WBA Foundation through the sale of pins and pendants, centerpieces, and those who participated in the 50/50 raffle. All told, more than $1,100 was raised. The winner of the 50/50 raffle was WMTV-TV photographer Jason Rice.

Congratulations to all who put yourselves out there and submitted your entries to be judged by others. That is worth celebrating! In our world of quick judgement, what we do is more vital than ever for our local communities.

It was heartwarming to see the excitement from many of the first-time winners like Sierra at WKOW and many others like her. That’s what our award gala represents – recognition and industry passion.

And congratulations to all the Station of the Year winners! The competition was fierce, which is not only fun, but makes us all better broadcasters.

Thank you to Michelle, Kyle, Liz, and of course, the Awards Committee for all of your hard work on this amazing event! It really was a night to remember. See you next year on May 6, 2023!
### Member News

**Judy Clark recognized as Woman of Achievement**

WEAU-TV anchor Judy Clark was recently selected unanimously by an Eau Claire Chamber of Commerce committee as this year’s Woman of Achievement.

She was celebrated at an event March 31 for her three decades of dedication as a journalist, her true professionalism, and how she lives and breathes the Eau Claire community.

**Heather Storm joins WBA Awards Committee**

Heather Storm is joining the WBA Awards Committee. Storm is a long-time broadcaster who recently transitioned from being an on-air host into analytics. Based out of Oshkosh, she is a research analyst for iHeartMedia. Before that she spent 12 years with Woodward Radio Group in Green Bay/Appleton.

She said she enjoys bridging the data and programming communities.

In addition to her great insights on broadcasting, Heather’s background and interest in analytics will be an asset for the Awards Committee which uses data from past awards contests to help make decisions regarding future contests.

Storm also serves on the WBA’s Diversity Committee.

**Wallace joins WBA Young Professionals Committee**

Kyle Wallace, the Director of Content at the new 101.7 The Truth in Milwaukee, is joining the WBA Young Professionals Committee.

Wallace has a passion for building relationships, community service, and helping others meet their goals.

He considers working at 101.7 The Truth a once in a lifetime opportunity. He was there for its inception, and saw it go from an idea to an actual radio station.

The station helps amplify and lift the voices of those who aren’t often heard through traditional media.

In his short time at the station, he said he has learned many valuable lessons but none more valuable than the power and influence of radio. He said seeing people use their voice to enact positive and measurable change is a true career joy.

**WLUK-TV celebrates 4 milestone employee anniversaries**

Four employees at WLUK-TV in Green Bay are marking milestone anniversaries.

On March 5, Michelle Melby celebrated 15 years with FOX 11. She is an evening news anchor. On March 9, Amy Hanten will mark 30 years with FOX 11. She is the host of lifestyle show FOX 11 Living with Amy. On March 20, Don Steffens will celebrate 20 years with FOX 11. He is a news photographer. On March 24, Arnie Van Dyke will mark 53 years with FOX 11. He works in facilities maintenance.

### Wisconsin Rapids stations cut ribbon on new location

A group of radio stations in Wisconsin Rapids is coming together in a newly renovated building.

In April 2021, AM 1320 WFHR was purchased by Heart of Wisconsin Media, joining 105.5 FM WIRI and 106 FM WCWI.

A new building for the stations was purchased and renovations began in the summer.

A ribbon cutting ceremony was held Dec. 1 at the new location at 1690 2nd Ave South in Wisconsin Rapids.

### Nalbandian promoted to WPR statewide leadership

Wisconsin Public Radio (WPR) Southeast Regional Manager Lisa Nalbandian is being promoted to the role of senior regional manager. Nalbandian joined WPR in 2002, most recently holding the dual positions of southeast regional manager and director of major and planned giving based in WPR’s downtown Milwaukee studios.

As senior regional manager, Nalbandian’s role will be to create and execute an integrated strategy for community engagement across Wisconsin. To that end, Nalbandian will oversee a team of managers and outreach professionals based in WPR’s regional studios in Madison, Milwaukee, Green Bay, Wausau, La Crosse, Eau Claire and Superior. With an emphasis on diversity, equity and inclusion, this work plays a large part in WPR’s long-time mission to inform, entertain, engage and inspire the people of Wisconsin.

Her first official day in the new role was April 4.
Under a second new program, called Grow with MMM, the company is setting aside a new investment fund for current team members who desire additional training and personal development programs. This fund will be open to everyone in the company across all departments. MMM is also creating a dedicated website to showcase all training opportunities available both inside and outside the company allowing anyone to apply in a matter of minutes.

These programs continue recent company efforts to evolve newsroom workflows to create more flexibility for journalists.

The Journalism 365 program will be available to multimedia journalists (MMJs) at KOAM in the Joplin, Missouri/Pittsburg, Kansas market. The news content producer program will be housed at WKBTV in the La Crosse-Eau Claire, Wisconsin market.

Both programs are part of a broader, multi-year company investment in developing talent at all levels of the business.

Each newsroom will have a dedicated program leader for the J365 program. Participants will also have access to mentorship across the entire company. Those interested can apply online at morganmurphy-media.com.

Morgan Murphy Media launches programs to attract, grow journalists, station leaders

Madison-based Morgan Murphy Media is launching two company-wide efforts designed to better attract and grow high-quality journalists and station leaders.

Journalism 365 is a comprehensive development program for early-stage journalists to get on-the-job training and personal development experiences that set them up for a long and successful career. Selected participants will spend one year in a company newsroom working through a dedicated month-by-month curriculum designed by newsroom and company leaders.

Journalism 365 participants will earn $5,250 in the first year to pay back student loans. That annual bonus is available for two additional years should the participant stay with the company in any role. In total, these journalists can earn $15,750 on top of a competitive wage and benefit package. Those without student loans are still eligible for the J365 program bonuses.

Under a second new program, called Grow with MMM, the company

Be an ‘I’ll Do It’ person

Of the thousands of “How to Succeed in Business” books, mine would be the shortest. One chapter, three words: “I’ll do it.”

If you want to succeed, it’s that simple. Be an “I’ll do it” person.

I’ve seen evidence time and time again of how those three tiny words can change an organization. In fact, one glorious moment of my career would never have happened if it weren’t for those three words.

It was fall of 2013, shortly after our class based UWM PantherVision newscast aired an investigative report exposing holes in UWM’s preparedness for an active shooter situation. I found out that UWM alumnus John Monroe survived the Washington Navy Yard shooting. He heard the gunshots and the screams as 12 of his colleagues were slaughtered.

I e-mailed my class, asking who could do a phone interview with Monroe. No response. Then another e-mail. Still crickets. Finally, student Erin Nordloh replied, “I’ll do it.”

That three-word email led to extraordinary things.

A year later, 56 years after Edward R. Murrow’s famous “wires and lights in a box” speech, I got to stand where he stood and on behalf of Nordloh and her classmates proudly accept a national award in the glorious moment of my career.

We pushed, badgered, and pestered chancellors, administrators, police, lawmakers, and regents for answers. Finally, after dozens of pages of task force reports issued after the Virginia Tech massacre, including the presidential task force and the Wisconsin task force on campus safety. All focused on police preparedness but barely mentioned preparedness for the rest of us.

We surveyed all four-year colleges in the UW System. Not one shows a training video at student orientation nor requires training as a condition of employment. We read hundreds of pages of task force reports issued after the Virginia Tech massacre, including the presidential task force and the Wisconsin task force on campus safety. All focused on police preparedness but barely mentioned preparedness for the rest of us.

And it’s all because of those three words: “I’ll do it.”

So be an “I’ll do it” person, not a “somebody oughta” person. Your teachers will notice. Your bosses will notice. Your industry will notice. And you just might change the world along the way.

-Edward R. Murrow, October 15, 1958

This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it’s nothing but wires and lights in a box.

-Edward R. Murrow, October 15, 1958
WBA Hall of Fame

4 amazing broadcasters to be added to WBA Hall of Fame

Inductees to be honored at Summer Conference

The Wisconsin Broadcasters Hall of Fame was created in 1989 to honor broadcasters that have devoted a minimum of 15 years to the broadcasting industry including a minimum of 10 years as a Wisconsin broadcaster. The award recognizes an individual's history of exemplary leadership in community and statewide service as a broadcast professional.

The first 12 members of the Hall of Fame were inducted during the 1989 WBA Summer Conference. Since 1989, 152 outstanding broadcasters have been honored with Hall of Fame inductions.

Inductees are chosen each year from nominations by WBA members, family members and friends. Broadcasters who have been inducted into the Hall of Fame include managers, personalities, engineers, reporters, educators, and those broadcasting pioneers who were all of the above.

Four broadcasters will receive this honor in 2022. They are: Chris Bernier, Joyce Garbaciak, Howard Gloede, and Gene Purcell.

In October 1989, Alfred C. Sykes, then Chairman of the Federal Communications Commission, came to Wisconsin to formally dedicate a Hall of Fame display, including plaques honoring the inductees, at the State Historical Society of Wisconsin Library in Madison. In 2010, due to remodeling of the SHSW facility, the display was removed and put in storage.

The display now resides at the Hilton Milwaukee City Center. The Wisconsin Broadcasters Hall of Fame also has a permanent, virtual display at the online Wisconsin Museum of Broadcasting which debuted in 2009 at www.wisconsinbroadcastingmuseum.org, where the Wisconsin Broadcasters Hall of Fame Gallery is one of our major attractions.

The 2022 Hall of Fame ceremony will be held June 23 at the WBA Summer Conference in La Crosse. Registration is open and available on the WBA website.

More about this year's inductees:

**Chris Bernier**

Chris Bernier is a station owner who leads by example, aided by his lifelong career in radio with experience in every facet of the business. His dedication and passion for radio has led to his role as the owner of 35 stations in five states and as an admired industry leader.

Chris started his career in radio at age 19 as an on-air host and by age 21 he was a station manager and by age 22 he was part owner. He worked every job in radio including play-by-play, news, engineering, tower climbing, traffic, sales, marketing, management, and ownership. In 1990, he formed his own company to operate stations in Waupun, Fond du Lac, Mayville, and Ripon. In 2006 he joined Armada Media, a group he now leads as President and CEO with stations in Nebraska, Colorado, Kansas, Michigan, and Wisconsin.

He was co-chair of the largest fundraising group in Fond du Lac, the Charity Open, that supports a local hospice provider and cancer center. He is a broadcasting pioneer for credible, objective, and impactful news in service to her audience. Her natural command of the anchor desk has earned her the respect of broadcast journalists across the country.

Joyce's passion for accurate, balanced journalism serves an audience that has benefited in both tangible and intangible ways from her work. She is a mentor to young journalists.

Joyce started as a reporter and anchor at WSAW-TV in Wausau after earning bachelor's and master's degrees from Northwestern University's Medill School of Journalism. Her skills and work ethic quickly launched her to a station in Nashville, Tennessee and, in 1988, Milwaukee, where she would spend most of her career, first anchoring and reporting for WITI-TV and later with WISN-TV.

She is praised for her anchoring, reporting, and writing, and her skills as an interviewer are described as “unequaled.” She has covered countless high-profile stories, including an investigative series that led to a change in Wisconsin state law regarding the posting of code violations at childcare centers. She has been the recipient of Peabody, Emmy, and Murrow awards, as well as state and local honors.

Joyce is also involved in local charities and is a mentor to young journalists.

Joyce's passion for accurate, balanced journalism serves an audience that has benefited in both tangible and intangible ways from her skills, dedication, and warm heart.

**Joyce Garbaciak**

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Howard Gloede

Howard Gloede (1958-2019) spent his career in La Crosse inspiring broadcasters and making a difference for local residents through his leadership at a group of Mid-West Family stations.

Howard spent his career at Mid-West Family, starting as an intern in 1979 while attending Western Wisconsin Technical College. By 1982, he was the top biller in the sales department. In 1991, he was one of the first to be recognized by Mid-West Family as a “Master Sales Performer” and promoted to local sales manager. He was subsequently named general sales manager in 1996, and in 2009, named president and GM of Mid-West Family La Crosse. He was recognized for his ability to identify talent.

During Howard’s 40 years at the station, he was integral to United Way fundraising initiatives resulting in tens of thousands of dollars of airtime donated to promote the annual campaign while also inspiring all employees to support the campaign. He also oversaw numerous charitable campaigns and the establishment of the 95-7 Rock, Z-Cares and KQCares Foundations to support the community.

Howard loved the radio businesses and was seen as a father figure to many he mentored. His community spirit was infectious, and he knew how to build relationships that brought out the best in everyone.

Gene Purcell

Gene Purcell (1960-2021) was a leader in public broadcasting in Wisconsin whose numerous accomplishments are accentuated by his humility and passion for journalism. As his career expanded into new leadership roles, he maintained his love for production and being on the air.

Gene was instantly at home behind the microphone when he took his first step into broadcasting as a host on WLSU in La Crosse where he was a college student. After a short stint in commercial radio, he returned to WLSU as a journalist where he rose through the ranks to be news director, program director and station manager, later joining WPR as south-western regional manager. From there he moved to Madison to accept a job as deputy director, and later, director of the Educational Communications Board. In 2018, he was named Director of Wisconsin Public Media.

During his career, Gene led public media on many important initiatives, including addressing engineering issues, EAS and public alerting, fundraising, public access to government, an expansion of broadcast and digital services, and transitioning public media from UW-Extension to UW-Madison.

Gene’s sensibility and mild temperament exemplified the spirit of public broadcasting in Wisconsin. He was admired for his leadership and those who met him always felt heard, valued, and befriended.

Jowett Fellowship applications due June 1

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

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

Long-time Madison radio host dies at age 96

Long-time Madison radio host Ben Benedetti died on March 21. He was 96.

Benedetti was on the air for 57 years in Madison, starting at WMFM in 1952. During his career he hosted a variety of musical formats such as the Musical Millionaires at WIBU and the Big Band Ben Show at WTX.

Ben Benedetti
He also worked at Meuer Art and Frame on State Street and University Avenue in Madison from his newlywed days to his retirement.

According to his obituary, Benedetti was active with the Madison Jazz Society, emceed shows at many area music venues and charitable events, and occasionally appeared on local TV stations.

Benedetti moved to Colorado in 2018 to be closer to his family.

A private family celebration of life will be held at Roselawn Memorial Park in Monona at a future date.

The Walker Broadcast Management Institute returned to the UW Madison campus in April after a two-year break because of the COVID-19 pandemic.

This year’s instructors were Steve King on leadership, Moses Altsech on customer service, and Tom Walker on financial management for broadcasters.

The keynote speaker was Binnu Palta Hill, the Assistant Dean for Diversity and Inclusion at the Wisconsin School of Business.

This was the institute’s 23rd year, having completed its first seven 3-year management education cycles in 2018. The 2022 Institute marks the second year of another 3-year cycle. Student may join the cycle at any time. It’s designed for broadcast managers and those seeking or being prepared for broadcast management positions.

This year’s graduates are:

- Jeff Fass, WKOW-TV, Madison
- Sara Gray, WISC-TV, Madison
- Mikel Lauber, KOLN/KGIN, Lincoln, NE

They join a list of 153 graduates who’ve been through the program since the first graduates in 2000.

The 2023 Walker Broadcast Institute courses will be held April 25-27 on the UW Madison campus.

A special thank you to Joan Gillman who oversees and administers the Institute.

We would like to extend our deepest appreciation to the estate of William R. Walker which graciously donated funds to endow the WBA Foundation Management Institute. The gift is the largest single contribution ever received by the Foundation.

Walker Broadcast Management Institute returns to UW campus
Four Wisconsin broadcasters are 2022 WBA Local Broadcast Legends. The WBA Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, owner/president of Results Radio. The award recognizes individuals who work behind the scenes and within their communities fulfilling the commitment broadcasters have made to serve their local communities. They exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities. Individuals with 15 years or more service in Wisconsin broadcasting may be nominated by their company, co-workers, community leaders, family members, and friends. The station or organization which the nominee is associated with submits the nomination on behalf of the nominating individual(s).

The WBA is grateful to Bruce Grassman for his vision to establish the award. This year’s honorees will be recognized during the 2022 WBA Summer Conference at the La Crosse Radisson.

### Honorees committed to serving communities

**Jonathan Green**
Jonathan Green was a staple of afternoon radio in Milwaukee for 41 years and is known for his authenticity, good humor, and community service.

After several radio jobs in his native Ohio, Jonathan spent his military obligation in the US Army as a journalist in Turkey and then as the morning show host on the American Forces Network in Frankfurt, Germany. He joined WTMJ-AM in Milwaukee in 1969 hosting WTMJ’s afternoon drive show which he called The Green House.

Uniquely, on several Earth Days Jonathan canoed to the studio on the Milwaukee River reporting on the morning show using a walky-talky. His passion for riding led to WTMJ’s connection with Harley-Davidson during its anniversary celebrations, which welcomed thousands of Harley enthusiasts to Milwaukee.

Jonathan started the Kids2Kids Toy Drive in 2006, teaching listeners’ kids about the spirit of giving while collecting more than 250,000 toy donations for needy kids. He also led the WTMJ’s Teddy Bear Patrol with local law enforcement agencies.

Jonathan’s proudest accomplishment is his intern program: The Green House Air Force. Many young and ambitious kids got to be a part of the show, leading to many future careers in broadcasting.

Jonathan’s peers say his personality is the result of humor and authenticity. He has demonstrated talent, passion, and willingness to inspire others.

He retired in 2010.

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**Mike Hayes**
Mike Hayes has been the morning voice on WIZM-AM in La Crosse for more than 35 years. In that time, he’s interviewed thousands of people as part of his effort to serve the people of the La Crosse area.

Mike is known for his gift of gab and his willingness to talk to anyone about anything and keeping his audience informed about what’s going on in the world. He is credited with connecting his audience with a great diversity of interview subjects and viewpoints from his guests. He is also known for allowing a wide range of opinions on the air and interview subjects say Mike treats them fairly.

Generations of WIZM listeners have learned about government, activism, services, and local businesses through Mike and his morning show.

In a true sign of his dedication to La Crosse, Mike was married, live on the air, on a riverboat, the La Crosse Queen, on the Mississippi River.

Active in the community, Mike is also involved with the Pump House Regional Arts Center, serving on that board and also the board of the local chapter of Big Brothers, Big Sisters. He is involved in local community projects and station initiatives, like Freedom Honor Flight.

Mike is described as consistently honest, forthright, and sincere in his efforts to provide an informative show for his audience.

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**Terry West**
Terry West spent 40 years in broadcasting with a reputation for hundreds of compelling interviews of Country music legends.

Terry started her career in 1980 when she was named one of only two winners of a Brown Institute School of Broadcasting scholarship. Her first on-air job was at KKKXL in Grand Forks, North Dakota where she was the first woman on the station.

In 1983 Terry moved to Eau Claire where she was on the air at WIAL until 1992 when she moved to WAXX where she was on the air hosting middays until she retired in 2021.

Terry interviewed more than 200 County music stars like Blake Shelton, Shania Twain, Luke Bryan, Martina McBride, Clint Black, and Faith Hill, to name only a few. Her interviews at Country Jam USA in Eau Claire and Country Fest in Cadott were a staple on WAXX from the late 80s until her retirement.

Terry took on community work with several different local charitable organizations during her career and she earned a WBA award for her public service interviews on behalf of Transitus House. In 1995, Terry was named a Woman of Distinction by the American Girl Scout Council.

Her peers say Terry “related to her audience very well through her devotion to providing well-prepared, insightful interviews. They describe Terry as passionate, prepared, and persistent.”

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**Tom Zalaski**
Tom Zalaski has been on the air in northeast Wisconsin for more than 42 years anchoring more than 70,000 newscasts. As an anchor on WFRV-TV in Green Bay, Tom was there, guiding viewers through all the major stories over those many years.

Tom has a reputation for discussing political, public safety, and community issues in a fair and balanced manner that seeks to enlighten rather than hype. He has demonstrated the discipline to keep the subjects of his story in focus and never wants to steal the spotlight from a deserving person or group.

Tom has mentored many journalists and penned several books to help the public get a better understanding of how the media works.

Tom is dedicated to veterans causes and supports the Pearly Gates Veterans Ride which established an annual scholarship for veterans and their dependents to continue their education. He’s also the host of the annual Appleton Christmas and Flag Day parades and the Northeast Wisconsin July 4 fireworks celebrations.

Tom also shares his love of music on the radio, spending many years on WAPL in Appleton giving history lessons on legendary rock bands.

His peers say Tom has a heart of gold and, “Everyone who encounters Tom feels as if they have been recognized, respected, and better for the experience.” He is described as a caring co-worker and cool under pressure.
WE LIVE HERE.
WE WORK HERE.
WE SERVE HERE.
Wisconsin Broadcasters help keep our ranks full so we can serve when called upon. What you do matters. Thank you for your support.
Visit nationalguard.com

Your WBA Calendar of Events

May 19, 2022
EEO Webinar: Understanding and Mitigating Unconscious Bias in Our Everyday Lives
Presented by Binnu Palta Hill, UW School of Business

June 16, 2022
Webinar: How to Stand Out Amid Media Competition and Digital Fragmentation
Presented by Karen Morriss, Research Director, Inc.

June 21-23, 2022
Media Technology Institute
La Crosse Radisson

June 22-23, 2022
WBA Summer Conference
La Crosse Radisson

June 22, 2022
Annual Golf Outing
Cedar Creek Golf Course, La Crosse

June 22, 2022
WBA Job Fair
La Crosse Radisson

June 22, 2022
Engineering Day
La Crosse Radisson

July 21, 2022
Webinar: EAS Requirements and What Your Entire Staff Should Know About the Alternative Broadcast Inspection Program (ABIP)
Presented by Larry Wilkens, Alabama Broadcasters Association

Aug. 18, 2022
Webinar: Enhancing Local Coverage Just in Time for Election Season

Oct. 11-13, 2022
Broadcasters Clinic
Madison Marriott West

Nov. 17, 2022
Webinar: Post-Election Impact on Broadcasters
Madison Marriott West

Feb. 24, 2023
WBA Student Seminar and Job Fair
Madison Marriott West

More details and registration at wi-broadcasters.org/events

How strong is your station’s digital strategy?
Schedule a free Digital Checkup with Seth Resler of Jacobs Media at JacobsMedia.com/WBA-checkup