

WISCONSIN BROADCASTER

The Wisconsin Broadcaster Association Newsletter • May-June 2024 Edition

WBA SUMMER CONFERENCE

Find the agenda and registration info on pages 8-11

Broadcasters take a bow



WBA Awards Gala celebrates 634 TV and radio winners for 2023 work

Radio and television stations from across Wisconsin were on hand Saturday to be recognized at the 2024 Wisconsin Broadcasters Association Awards Gala. The awards were handed out at the Madison Marriott West in Middleton with 400 in attendance.

Competition for this year's awards was as strong as ever with 1,535 award entries. A total of 120 stations participated. Entries were judged by professional broadcasters outside Wisconsin.

"The atmosphere at this year's awards gala was electric, reflecting the amazing work Wisconsin's broadcasters did in 2023," said WBA President and CEO Michelle Vetterkind. "Wisconsin should be proud of the public service provided by local radio and TV stations. They are truly making a difference."

More photos from the event can be found on the WBA's Facebook and Instagram accounts. Professional photos will be published online soon.

The stations below were honored with News Operation of the Year, and Station of the Year awards. These are awarded based on a station's placement in the single category awards and determined through a point system. The Wisconsin Army National Guard assisted with handing out the Station of the Year Awards.

The 2024 awards will be given out at the Awards Gala on May 3, 2025.

More gala photos on page 21 >

Stations and News Operations of the Year



See all winners on pages 12-21 >

FROM WBA'S CHAIR

Embrace change and be ready for the future

It's 2024 and broadcasters are facing so many challenges in the media, but this is only a test that the media can continue to be resilient and strong, no matter what the struggles are. Be ready to embrace change, as we have to adapt to new challenges, like artificial intelligence (AI) the same way we embraced streaming and podcasting a decade ago. These new alternatives

Continued on page 6 >



By Lupita Montoto

FROM WBA'S PRESIDENT & CEO

Thank you Ken Beno!

Ken Beno has been involved with our WBA Education Committee so long, it's hard to imagine it without him. He oversaw and led so many monumental changes affecting how we interact with high school and college students throughout the state, a mission that has only grown in importance over time.

Ken is retiring from the committee after decades of service. He's earned his place in the WBA Hall of Fame. "Thank you" simply

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By Michelle Vetterkind, CAE

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FROM WBA'S PRESIDENT & CEO

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doesn't cover it.

We greatly appreciate you Ken. Enjoy your long-delayed and well-deserved full retirement.

You can read his farewell message on page 5.

WBA Hall of Fame spots available

With all the changes made recently to the WBA Hall of Fame at the Hilton Milwaukee City Center, we recorded new spots to showcase the refined space. It was a great shoot. A heartfelt thank you to WITI-TV for shooting and producing the spots.

The spots are now available. If you didn't get the email from your WBA on how to download them, please reach out.

From Las Vegas

We've been on the road a lot lately, most recently coming back from the NAB Show in Las Vegas where we met and had an interesting conversation with Aura. Impressive, but AI still has some distance to cover.

Recent visits

Recently I visited Milwaukee Radio Alliance and Tomsun Media in Hartford. Great members and wonderful visits. Keep up the great work serving your local communities!

Women's Symposium

I also attended the Wisconsin Army National Guard's inaugural Women's Symposium at Madison College.

This impressive women's symposium provided a platform for open discussions about the challenges, triumphs, and unique experiences of female Soldiers while fostering an environment of empowerment, mentorship, and career development.

We're so very proud to work closely with Lt. Col. Shannon Hellenbrand, the Wisconsin Army National Guard's Diversity Advisory Team leader and the only National Guard officer on the Army's Women's Initiative Team.

Our relationship with the Guard is an important one. Broadcasters are here to help



(Above) Michelle Vetterkind at the NAB Show in Las Vegas; (Top right) Milwaukee Radio Alliance; (Right) Tomsun Media in Hartford.



Lt. Col. Shannon Hellenbrand (pictured in all three photos above) at the Wisconsin Army National Guard's Women's Symposium at Madison College.



keep Wisconsin's Army National Guard strong.

We look forward to seeing you on the road soon, hopefully in Fond du Lac for the WBA Summer Conference at Hotel Retlaw. We'll be there June 19-

20 and couldn't be more excited about the venue.

You can check out the details on pages 8-11.

Meanwhile, soak up the sun and have a wonderful and safe summer! ●



WBA OFFICERS & BOARD OF DIRECTORS

OFFICERS 2023-2024

Chair of the Board

Lupita Montoto La Movida WLMV Radio, Madison

Vice Chair Elect

Aleese Fielder NRG Media, Wausau/Stevens Point/Rhineland

Vice Chair - TV

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Treasurer

Jeff Wright Midwest Communications, Green Bay

Secretary

Anna Engelhart WKOW-TV, Madison

Immediate Past Chair

Jan Wade WISN-TV, Milwaukee

BOARD OF DIRECTORS

Lyle Banks WISC-TV, Madison

Marta Bechtol Educational Communications Board, Madison/Statewide

Anne Brown WDJT-TV/WMLW-TV/Telemundo, Milwaukee

Terry Davis Radio Plus, Fond du Lac

Sean Dwyer WXOW-TV, La Crosse

Andrea Hansen Audacy, Milwaukee

Randy Hawke Mid-West Family, Madison

Suzanne Hoffman Sparta/Tomah Broadcasting, Sparta/Tomah

Betsy Keefe WSAW-TV, Wausau

Dennis Klas Heartland Video, Plymouth

Steve Lavin WBAY-TV, Green Bay

Chris Palmer WKBT-TV, La Crosse

Terry Stevenson Seehafer Broadcasting, Manitowoc

Jeff Tyler iHeartMedia, Madison/Milwaukee

Ex Officio - NAB Board

Jeanna Berge iHeartMedia, Eau Claire

WBA Team

President & CEO

Michelle Vetterkind, CAE

mvetterkind@wi-broadcasters.org

NCSA/PEP Coordinator

Liz Boyd

lboyd@wi-broadcasters.org

Vice President

Kyle Geissler, CAE

kgeissler@wi-broadcasters.org

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

WBA Diversity Statement

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



Gov. Evers signs AI bill

Law includes critical liability amendment for broadcasters

Gov. Evers signed into law on March 21 a bill requiring the disclosure of content from artificial intelligence in political ads, which included an amendment protecting broadcasters and other parties from legal liability.

The legislation requires a new disclaimer on political campaign commercials using artificial intelligence in video, audio, or print content. Your WBA successfully lobbied for an amendment to the bill which would exclude

commercial broadcasters, cable, and print from any action legal or otherwise, that would result in a violation of this new law.

The amendment was approved on a bipartisan basis in both the State Assembly and the State Senate committees and passed unanimously by both legislative bodies.

WBA members were involved in communicating with lawmakers the importance of the amendment. Thank you to everyone who participated.

SBE releases station self-inspection guides

The Society of Broadcast Engineers has released new Broadcast Station Self-Inspection Guides for FM and TV broadcast stations. The SBE partnered with the National Association of Broadcasters (NAB) to produce the documents, which are the first part of a planned series to cover all broadcast services. These guides are designed to aid stations and Alternative Broadcast Inspection Program (ABIP) inspectors in evaluating a broadcast station's compliance with FCC rules and regulations.

The announcement was made at the NAB Show in Las Vegas. WBA President and CEO Michelle Vetterkind was part of the presentation, representing the National Alliance of State Broadcast Associations (NASBA).

The Guides were developed to replace the FCC Self-Inspection Checklists that



were first released in the 1990s, but have not been updated for nearly 15 years. While the previous Checklists only provided references to rules, the new SBE Guides include recommended practices for stations to establish policies and procedures for their own stations to ensure overall regulatory compliance.

Additional Guides for AM and other services are under review and will be released later.

The Guides are available for download on April 16 from the SBE website under the Legislative/Regulatory and Resources tab. They are free to SBE members.

WBA slate of officers, directors announced

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, Aleese Fielder, NRG Media, Wausau/Stevens Point/Rhineland, the current WBA Vice Chair and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2024 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

Judson Beck, WFRV-TV, Green Bay (Vice Chair – TV, Chair Elect)

Jeff Wright, Midwest Communications, Green Bay (Vice Chair – Radio)

Anna Engelhart, WKOW-TV, Madison (Treasurer)

Randy Hawke, Mid-West Family, Madison (Secretary)

TWO-YEAR DIRECTOR TERMS

Chris Palmer, WKBT-TV, La Crosse (TV – NW)

Terry Stevenson, Seehafer Broadcasting, Manitowoc (TV – NE)

Lyle Banks, WISC-TV, Madison (TV – SW)

Colleen Valkoun, Milwaukee Radio Alliance, Milwaukee (Radio – SE)

(As **Randy Hawke** was mid-term in his Radio-SW Director position, if Hawke is elected Secretary, **Andrea Hansen**, Audacy, Madison, would be nominated to fill the remainder of Hawke's unexpired term.)

MID-TERM DIRECTORS (NOT FACING RE-ELECTION)

Suzanne Hoffman, Sparta/Tomah Broadcasting, Sparta/Tomah (Radio – NW)

Steve Lavin, WBAY-TV, Green Bay (TV – NE District)

Anne Brown, WDJT-TV/CBS & Telemundo (TV – SE)

The WBA Board of Directors will also include **Jan Wade**, WISN-TV, Milwaukee who will serve as ex-officio Past Chair through Dec. 1, 2024. **Lupita Montoto**, La Movida, Madison, will serve as ex-officio Past Chair from Dec. 1, 2024 until June 2025.

At-large Directors are appointed by the Board; the committee recommended the Board appoint **Eric Voight**, Results Broadcasting, Shawano.

At-large mid-term Directors not facing re-election include **Betsy Keefe**, WSAW-TV, Wausau; **Terry Davis**, Radio Plus, Fond du Lac; **Jeff Tyler**, iHeartMedia, Milwaukee; **Marta Bechtol**, Educational Communications Board, Madison/Statewide (representing non-commercial broadcasting); and **Dennis Klas**, Heartland Video, Plymouth (representing our Associate membership).

In addition, **Jeanna Berge**, iHeartMedia, Eau Claire, remains on the board as an ex-officio member, per her seat on the NAB Board, according to WBA bylaws.

Setting policy key to using AI at your station



As Jacobs Media's Director of Digital Revenue and AI, I'll be popping up in this newsletter often. My mission is to demystify AI for you. I want to show you how it can supercharge what broadcasters do and guide you towards savvy choices with this emerging, yet potent tech. Let's get to it!

By Chris Brunt

The world of AI is moving quickly, and the rate of innovation is accelerating. Over the last few weeks, there have been big announcements from the major AI platforms, including OpenAI (funded by Microsoft), Gemini (a division of Google), Anthropic/Claude (funded by Amazon), and Llama (a division of Meta). The weekly revelations and innovations presented by these billion-dollar-behemoths consistently range from impressive to jaw-dropping, and they are slated to revolutionize work and play over the next 10 years as much as the internet did in the previous three decades.

But (and there's always a "but") even though AI may be powering things behind the scenes, research is showing that the general public has reservations about the technology and is apprehensive about its impact on everything from November's national election to employment on Main Street. Additionally, there is general distaste for AI-personalities on-air and online.

You may have seen the results of the Jacobs Media Tech-survey 2024 about the audience's opinions on AI. (You can download the summary at jacobsmedia.com.) In this study of 30,000 radio listeners in Q1, 53 percent feel that artificial intelligence will lead to a somewhat or very negative impact on their world, 74 percent feel that AI needs strong government safeguards, and 74 percent say they would have major concerns about AI replacing on-air talent.

The opinions on AI-generated talent are supported by

Survey says:

53%

feel that artificial intelligence will lead to a somewhat or very negative impact on their world.

74%

feel that AI needs strong government safeguards.

74%

say they would have major concerns about AI replacing on-air talent.

(See article for survey details)

recent moves by Instagram and TikTok about using virtual influencers to endorse products. Instagram's new program only uses AI to support and customize human-influencers, not replace the humans. TikTok admitted that its AI avatars created fewer e-commerce sales than humans. The human touch is superior for engagement on both platforms.

Research and anecdotes may inform why there aren't widespread AIs on-air and online to present stations' content, but it doesn't give a pass to broadcasters on integrating AI tools into its employees' daily workflow. AI can empower employees to create more robust content and to easily customize content for specific media that deepens audience engagement if used correctly, and that's where station policy comes into play.

To be sure, every broadcaster should have an AI leader AND an AI policy. The policy should not only include what employees can't do, but it needs to include training programs that set expectations for how employees use AI. For example, use AI to generate copy, don't use it to fact check (at least in 2024). The AI policy should also include a training program that allows employees to experiment with AI tools, to learn what tools work best for their specific jobs, and to prepare staff for the oncoming deluge of AI tools – and compete against other digital companies who have AI fully integrated into their workplaces. The content of the AI policy and training programs will change as AI evolves, but at this point the future impact of AI on broadcasters can not be understated. The time to prepare is now.

*The WBA Digital Hotline is a free service of the WBA. To contact Chris Brunt directly with any questions relating to digital revenue, AI, and anything else in the digital space, he can be reached at Chris@jacobsmedia.com. Jacobs Media has a free weekly newsletter for broadcasters called *The AI Edge*. You can subscribe to it at Jacobs Media and AI.*

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Discounts available for Wisconsin Broadcasters

UW-RF embraces international collaboration in media production



By Erik L. Johnson
UW-River Falls
professor

While the old adage of "Teamwork makes the dream work" may seem cliché, the idea of collaboration has proven to be a successful model for many things including student projects and work.

Last summer five University of Wisconsin-River Falls students and two faculty members traveled to Wiesbaden, Germany for a weeklong intensive experience that not only proved to be successful but literally changed their lives on many levels!

The International Media CoSpace conference hosted by RheinMain University's Media Conception & Production Department featured presenters and attendees from around the world that included Germany, Norway, Thailand, United States and others, with English being the common language.

In addition to the conference, there was a collaborative short film project from a program called "The International Travelling Classroom" which paired RheinMain graduate degree students with UWRF undergrads, that was funded in part thanks to the generous Erasmus Plus grant program.

The short film project was inspired by the "48 Hour Film Competition" where teams of filmmakers produce short films based on randomly assigned criteria, such as genre, characters and lines of dialogue over the course of a weekend, which has been a UWRF campus tradition for years. However, in the case of the international film project, teams were assembled weeks in advance for virtual preproduction meetings between UWRF and RheinMain students that led to some of the work on the projects to be done prior to the arrival of the Americans such as scripting, location scouting and casting of actors.

For most of the River Falls students, it was their first time traveling internationally, and after a nine-hour flight the group finally arrived in Germany where we were warmly welcomed by our RheinMain hosts at the airport. Introductions were made and we were able to put names with faces in person, which was not only a wonderful introduction to German culture but the beginning of a productive relationship and kick off to the week's activities.

The three teams of student filmmakers set off



(Top photo) UWRF and RheinMain University student filmmakers on set; (Middle photo) International Traveling Classroom Film Screening event; (Bottom photo) UWRF Faculty and students on the campus of RheinMain University in Wiesbaden, Germany

to work going their separate ways, while the faculty attended the International Media CoSpace conference who shared experiences with partner media production programs that ranged from student study abroad opportunities to faculty and staff collaborations and also resulted in forging new partnerships and plans for the future.

After a busy four days of filmmaking and cultural experiences, the event culminated with a screening party where the students debuted the short films and celebrated their hard work on the big screen which was a gratifying conclusion to the International Travelling Classroom experience.

It was clear that the UWRF students gained valuable new production skills through the peer mentoring and hands-on experiential learning that took place during the week and also made new lifelong friendships that could prove useful for future career development and international networking, which for all was a dream come true!

Ken Beno to retire from WBA Education Committee



By Ken Beno

WBA Education Committee Chair Ken Beno is retiring from the committee. He's shared the following thoughts. Thank you for your service, Ken!

I have recently made the very difficult decision to step aside as Chair of the WBA Education Committee. I have been part of the WBA for more than

30 years, and the Education Committee Chair for more than 20 years. I leave this committee and the Wisconsin Broadcasters Association with wonderful memories of working and planning student seminars, attending the summer and winter conferences, and developing friendships with many quality broadcast professionals. I also consider it a great honor to have been chosen for induction into the WBA Hall of Fame. To say that I am humbled to be a part of this distinguished group is an understatement.

In my professional life, I was fortunate to have worked in commercial broadcasting, taught at a university and a community college where I was also Humanities Department Chair, and managed radio and TV stations. Within the WBA, a chance meeting with John Laabs at a broadcast sales seminar in the early 90s led to my teaching the Radio Advertising Bureau's "Radio Marketing Professional Certification" course and certifying 840 Wisconsin college and high school students and later to becoming the Education Chair of a great group of educators and broadcast professionals. Each year this group worked hard to create a relevant and exciting student seminar. Through the efforts of this committee, the outreach to future broadcasters continues to grow. Be assured that the educators in the state always have the student's best interest in mind.

A huge thank you to the staff of the WBA, Michelle Vetterkind, Kyle Geisler, Liz Boyd, Linda Baun, and John Laabs for all of their guidance, assistance, and friendship over the years. I am extremely grateful to the Board of Directors and the Foundation for supporting the committee and my endeavors. They continue to demonstrate their support of and investment in education. To the members of the Education Committee, past and present, it has been a pleasure working with you.

To all of my WBA colleagues, past and present, I will miss all of you, personally and professionally.

FROM WBA'S CHAIR *Continued from page 1*



Lupita Monoto co-hosted the WBA Awards Gala with WBA President and CEO, Michelle Vetterkind

are now a significant component to continuing increasing growth in sales and loyal listeners, despite those challenges.

Recently, Gov. Tony Evers signed into law a bill that requires the disclosure of content from AI in political ads, which included an amendment protecting broadcasters and other parties from legal liability. It is so crucial that local broadcasters continue to play an important role in the communities we serve, providing news, sports, entertainment, and coverage of local events that keeps our audiences engaged. Put your heart into what you are doing. Broadcasters are distinguished for making an impact in many areas in our communities even if the industry is changing. Be part of the change and continue facing the challenges and obstacles with courage and persistence.

When challenges arise, opportunities follow. Broadcasters, embrace change and be ready for what the future holds in the upcoming years. Continue to strengthen collaborations and serve your communities. Broadcasters are an important component of society and are here to stay for many years to come. Continue looking for new opportunities, reinvent, and create new advertising categories. Provide new opportunities for your clients, like IT,

professional services, local live sports. Radio and TV continue to be strong. Using the digital world and AI, broadcasters can generate even more revenue than in past years.

Keeping to the fundamentals, broadcasters are more than 100 years old and continue to be strong and vibrant. They reach underserved communities that have proven to become an important economic part of our society, as their consuming power continues to grow. Diversity, Equity and Inclusion is one of the greatest initiatives we have embraced in our industry based on our values and commitment.

I'm proud and humbled to have served as your WBA Board of Directors Chair. Thank you for the opportunity to serve on one of the most recognized boards across the country and for embracing me and for the support each of you have provided to one of the most successful and innovative broadcasters associations with almost 100% membership. Thanks to the amazing leadership of Michelle and the very professional team of Kyle and Liz.

Thank you for all you do to keep Wisconsin informed and entertained. Keep up the good work.

¡Hasta la próxima!

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

Broadcasters Clinic unveils logo

Midwest Regional Broadcasters Clinic reveals new logo, welcomes SBE meeting



Your Broadcasters Clinic is making some exciting changes and we can't wait for you and your fellow broadcast engineers to experience it when we meet in September!

A new logo is giving the Midwest Regional Broadcasters Clinic its own identity as it continues to grow and involve more groups in the Midwest.

We're also announcing that SBE will be holding its membership meeting on Sept. 11 at the Clinic, along with its awards event that evening.

The agenda is coming together. We will announce speakers as they are confirmed.

If you missed our previous an-

nouncement, there are a lot of other changes happening at the Clinic this year:

- The Minnesota Broadcasters Association is joining the Wisconsin Broadcasters Association in supporting the Clinic.

- We're calling it the "Midwest Regional Broadcasters Clinic."

- The event is Sept. 10-11 to better accommodate busy fall schedules.

- TV and radio sessions will now run concurrently on Tuesday.

- New networking reception on Monday night in the atrium of the Madison Marriott West.

Learn more on the WBA website. Look for the Clinic in "Events."

Student Forum to return to Lambeau in 2025

The recent Wisconsin Broadcasters Student Forum at Lambeau Field will return to Green Bay in 2025.

The date for the next Forum will be Feb. 22, 2025.

The recent Forum drew about 200 high school student and 200 college students to the legendary venue to learn about careers in broadcasting and try their hand at broadcasting skills. It also featured a job fair, speed networking, and a keynote address

from Packers Radio Network broadcasters and WBA Hall of Famers Wayne Larrivee and Larry McCarren.

The WBA Education Committee is working on plans for the 2025 Forum, which will include a revamped student awards program. An agenda for the 2025 Forum will come out next fall.

Thank you to all the broadcasters, speakers, and students who participated in this year's Forum.



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Magnum station makes move to southern Wisconsin

A Portage radio station owned by Magnum Media, WBKY, has moved to the Stoughton-Janesville area.

Dave Magnum said the process took 21 years.

"My two sons, Reid and Ty, were just lads when we started this process," Mag-

num said. "Whenever we reminisce about the umpteen town and county zoning meetings and hearings, we make sure to have a stout beer in hand."

WBKY programming is also airing on on WSJY-FM HD-4. WSJY HD-4 is re-broadcasting on Madison translator W258CM which operates on 99.5-FM.

"For WBKY we need listeners to remember just two numerals: 9's and 5's," Reid Magnum said. "We are so appreciative of



Magnum



everyone who stood with our family over the years."

The combination of 95.9 and 99.5 provides WBKY with analog coverage from Arlington to Beloit, plus HD coverage of the Class B signal of WSJY.

Dave Magnum and his late wife, Lynn, started from scratch in 1991 with a Tomah construction permit. Magnum Media currently operates 22 Wisconsin radio stations and multiple FM translators.

Names in the News



Five employees are marking milestones in broadcasting at a Green Bay TV station. On March 22, **Diane DeGrave** marked 20 years at FOX 11 (WLUK-TV) in Green Bay. Diane is a production assistant. On March 24, **Arnie Van Dyke** celebrated 55 years at the station. He works in facilities maintenance. Chief Meteorologist **Patrick Powell**'s 20th anniversary was April 5 and Digital Executive Producer **Scott Hurley** marked 20 years on April 21. On May 26, Production and Newscast Director, **Chris Groat**, is celebrating 30 years at the station.



Noonan



Jezo

Brian Noonan, host of "WTMJ at Night" on WTMJ Radio in Milwaukee joined Kristin Brey from 1pm - 3pm on "Spanning the State." Noonan brings with him years of experience in radio, including a notable tenure at WTMJ, where he served as a full-time host of "WTMJ At Night" from 2019 to 2022.

Amanda Jezo has been named Brand Ambassador for Mid-West Family in Madison. In her role, she will act as a marketing manager for the group. Jezo started with Mid-West Family in 2021 and has completed Center for Sales Strategy Training and Email Marketing Mastery with Digital Marketer.

Charlotte Deleste leaving WISC-TV

News 3 Now (WISC-TV) anchor Charlotte Deleste left the anchor desk at the Madison television station in April.

Deleste, who has 32 years of experience in broadcast journalism, has spent the last 18 years with News 3 Now. She began on News 3 Now This Morning alongside Rob Starbuck.

"This is such a different job because



Deleste

truly every day is different," she said.

"The variety of what we can report on, witness and experience is like none other."

Throughout her time in Madison, she has reported on many impactful events including the elections of three different presidents, three Wisconsin governors, a Packers Super Bowl win and the COVID-19 pandemic.

Deleste also showcased everyday heroes making a difference in communities across southcentral Wisconsin.

WOMT broadcaster dies in car crash

WOMT on-air personality Tom Craig, 66, died in a car crash while driving with his wife on Highway 41/141 in the Town of Little Suamico on March 19.

Craig started in broadcasting in 1977 and spent time working in Mississippi, Ohio, and Wisconsin, including Manitowoc's WOMT and WCUB radio. During his nearly 50-year career, Craig served roles as program director, music director, public service director, farm director, talk show host, news director, sports director, sports play-by-



Craig

play announcer, and on-air personality.

He took a break from radio in the 1990s to work in education. He returned to radio in the mid-2010s as news director for WCUB. He most recently hosted mid-afternoons on WOMT.

WOMT legend Damon Ryan called Craig a "wonderful human being."

"He was one of those people that had a great demeanor," Ryan said. "Very humble, very kind."

Ryan said Craig was always very prepared for his shows, and never went on the air without knowing his exact vision for the shift.

Craig leaves behind his wife, who was also injured in the crash, and family.

Making a Difference



Reedsburg station hosts record-breaking radio auction

A Reedsburg radio station raised a record amount during a radio auction in January to benefit nonprofits in the community.

The United Fund WRDB Radio Auction was held Jan. 22-26 and raised money for more than 30 nonprofit organizations in the Reedsburg and Weston school districts.

The goal for the year was to raise \$54,000 and the final tally was more than \$62,000.

"An event of this magnitude doesn't happen without amazing community partners and volunteers to run it," Mayor Dave Estes wrote. "Without the generosity and kindness of a caring community the radio auction couldn't be the successful fundraising event it is and have the longevity of being in existence for 72 years."

The auction used 38 hours of air time during the week to sell more than 1,500 items, raising just more than \$1,600 per hour of air time.

2024 Summer Conference



WISCONSIN BROADCASTERS
ASSOCIATION

June 19-20, 2024

Hotel Retlaw, Fond du Lac



Sponsored by:



Partner:



How to Register:

Golf Outing



Deadline: May 19

Hotel



Deadline: May 25

Conference



Deadline: May 30

Media Technology Institute (June 18-20)



Deadline: May 30

Wednesday schedule

June 19, 2024

7 a.m.

Golf Outing

Whispering Springs

Play your own ball. Cash prizes for flag events, betting hole & drawings.

Separate registration at wi-broadcasters.org/golf, or scan top left QR code

Registration open 8 a.m. to 6:30 p.m.



Heather Schmidt



Matt Doll

10 - 11 a.m.

Building a Culture of Support for You and Your Teams

Heather P. Schmidt, DO, System Medical Director, Employee Well-being Department, SSM Health Greater FDL Ministry
Matt Doll, Director of Care for Caregivers Program, SSM Health

Are you or others at your station struggling to keep up with the demands of the job? Heather Schmidt and Matt Doll will share with you strategies for avoiding burnout and for building a station culture that will keep teams happy and productive.

11 a.m. - 1 p.m.

Lunch on your own



Susan Thomson

12:45 - 1:45 p.m.

How to Be the Leader They Need and Your Authentic Self at the Same Time

Susan Thomson, CEO, ActionCOACH

Leadership styles are as varied as fingerprints. Your style might be more strategic, or authoritarian, or maybe you have a coaching style, or you're an inspiring leader. The most successful leaders have two things: an awareness of your preferred style and an understanding of the style your people need. During this session you'll get three proven tools to understand both your preferred style and theirs, and you'll learn a simple approach to be effective as a leader!



Jean Marie Brown

2 - 3:30 p.m.

EEO Session: Looking Beyond the Right Places

Jean Marie Brown, Senior Fault Lines Trainer, Maynard Institute

(cont'd on next column —>)

When looking in the right places isn't enough, how Fault Lines and bias can influence hiring and promotion decisions.

This 90-minute session explores how social identities and self-categorization can affect decision-making. Using Maynard Institute's Fault Lines™ Framework, this session will help participants understand their own Fault Lines and in turn their own biases. The discussion will focus on topics such as performance, confirmation, conformity, attribution, competence/likeability, and priming.



David Oxenford



Brandon Scholz



Michelle Vetterkind

3:45 - 4:45 p.m.

Legislative Update

David Oxenford- Wilkinson, Barker, Knauer LLP
Brandon Scholz - The Capitol Group
Michelle Vetterkind, CAE - WBA President and CEO & the WBA Legislative Committee

5 - 7 p.m.

Reception

7 - 10 p.m.

Dinner at Cellar District

At the dinner we will recognize the 2024 WBA Young Professional of the Year



lived more than most could in several lifetimes.

Reception entertainment: Sam Ness

Many people have a quick double-take when meeting 26-year-old Sam Ness. "His hair and beard conjure images of Jim Morrison circa 1969, and, like Morrison, Ness writes poetry that he sets to music and prefers the character of old European cities. But Ness isn't as lost as Morrison was" (Wisconsin State Journal). But it's not just his looks that often surprise. After leaving his small hometown of Sauk City, WI, Sam has already seen and

Thursday schedule

June 20, 2024

Registration open 7:30 a.m. - 6 p.m.

8:30 - 10 a.m.

Business Breakfast and WBA Update



Bob Beggs

10 - 10:30 a.m.

Economic Update - U.S. Bank

Bob Beggs, U.S. Bank



Chris Brunt

10:45 - 11:45 a.m.

Intelligent Media: AI Strategies to Use Throughout Your Station - Thelma Fountain City Room

Chris Brunt, Director of AI, Jacobs Media

Every day our inboxes are inundated with news about AI. Keeping up can be challenging. Amidst the buzz of exciting new tools and the murkier aspects of AI fabrications, how can your station enhance content and boost sales staff efficiency? In this session, we delve into what's effective and what's not when it comes to AI at the station level. We'll explore tools, best practices, and potential pitfalls.



Charles Franklin

Noon - 2:30 p.m.

Keynote Lunch

Keynote Presentation: The Outlook for the 2024 Elections in Wisconsin and the Nation

Charles Franklin

Director of the Marquette Law School Poll

With the presidential and congressional elections looming in a few short months, what are the state and national forces that are shaping the elections? How are the economy, immigration, presidential approval, and other issues likely to push the elections in the favor of one party or the other? At the state level, how is the U.S. Senate race seen by the public? The Marquette Law School polls of Wisconsin and national voters help understand where we are, how we got here, and what to watch in the run-up to the November elections.

Local Broadcast Legends Presentation



JD Barber



Jim Callow



Bill Jartz



Bob Lindmeier



Paul Coffman

2:45 - 4 p.m.

An Unbelievable Journey

Paul Coffman, Former Green Bay Packer

The story of legendary Green Bay Packer Paul Coffman is an unlikely and inspiring one. Paul will tell you how he persevered and learned leadership lessons from some of the biggest names in Packer's history. A consummate storyteller, Paul will weave stories from the Frozen Tundra with relevant life lessons for you and your broadcast teams.

Register for the 2024 Summer Conference by scanning the conference QR code on page 9 or visit wi-broadcasters.org/events/summer-conference/



5 - 6 p.m.

Hall of Fame Reception

6 - 7 p.m.

Hall of Fame Dinner

7 - 8:30 p.m.

Hall of Fame presentations

Masters of Ceremonies



Michelle Vetterkind, CAE



Tom Koser

2024 Hall of Fame Inductees



Steve Brown



Matt Lepay



Patty Loew



David Robinson

Update Your Headshot!

WBA photographer Debbie Borth, with Camera Kisses, is offering professional studio headshots from 3-4 p.m. on Thursday, June 20. Sessions start at just \$60, discounted from \$200 (tax included). Photos will be taken on a gray backdrop in just a few short minutes. Reservation recommended: sign up at wba.camerakisses.com by Monday, June 17 (or scan QR code). Photo day walk-ins are also welcome and will be accommodated as session time is available. Contact Debbie with questions at dborth@camerakisses.com.



Wba Duke Wright Media Technology Institute

June 18-20, 2024

Tuesday

Registration open 8 a.m. to 4:30 p.m.

Tuesday, June 18, at Hotel Retlaw will cover topics including the business of broadcasting, audio processing theory and practices, and transmission system test and measurement using time and frequency domain.

Morning



Bill Hubbard

Intro, Welcome and Orientation

Bill Hubbard, WBA Duke Wright Media Technology Institute



Tom Walker

Business of Broadcasting

Tom Walker, Mid-West Family

Afternoon



Mike Pappas

Audio Processing theory

Mike Pappas, Orban Labs



Steve Wilde

Time and Frequency Domain measurement

Steve Wilde, American Amplifier Technologies

Register separately for the WBA Duke Wright Media Technology Institute by scanning the top right QR code on page 9 or visit wi-broadcasters.org/mti

*All agendas subject to change

Wednesday

Registration open 8 a.m. to 4:30 p.m.

Wednesday, June 19, will be conducted on-site at a local radio station studio and transmitter and at a translator site. Measurements discussed in theory on day one will be demonstrated live.

Morning



Mike Pappas



Steve Wilde



Jeff Welton

Hands-on processing and measurement demo

(setup for onsite field trip to KFIZ, Fond du Lac)

Mike Pappas, Orban Labs

Steve Wilde, American Amplifier Technologies

Jeff Welton, Nautel

Stu Muck

Afternoon

KFIZ transmitter and studio test and measurement

Return to Retlaw Hotel and view, test, measure translators located on site



Join the Summer Conference

5 - 7 p.m.

Reception

7 - 10 p.m.

Dinner at Cellar District

Reception Entertainment: **Sam Ness**

Thursday

Registration open 8 a.m. to 4:30 p.m.

Thursday, June 20, at Hotel Retlaw will be packed full of data network topics including infrastructure, configuration, troubleshooting, upgrades, and audio over internet protocol, SNMP.

Morning



Tony Peterle

SNMP hands-on setup

Tony Peterle, WorldCast Systems



Eric Bartos

Network configuration and setup hands on

Eric Bartos, Wisconsin Public Radio

Afternoon

AoIP Network Configuration and demonstration

Nick Straka

Daniel Hyatt



Jeff Welton

Site safety, grounding and general brilliance

Jeff Welton, Nautel

Don't forget!

2024 BROADCASTERS CLINIC

SEPT. 10 - 11



2023 Awards For Excellence

WINNERS LIST

Large Market Television

Best Morning Newscast

1st Place	WISN TV	Alert Day: Ice, Sleet & Snow
2nd Place	WDJT TV	CBS 58 Morning News Summerfest Opening Day
3rd Place	WITI TV	FOX6 WakeUp: Brewers Home Opener

Best Evening Newscast

1st Place	WISN TV	Parking Garage Collapse
2nd Place	WITI TV	FOX6 News at 4:00
3rd Place	WISN TV	GOP Debate In Milwaukee

Best Sportscast

1st Place	WDJT TV	Darius Joshua
2nd Place	WISN TV	Stephanie Sutton
3rd Place	WISN TV	Dario Melendez

Best Weather Coverage

1st Place	WDJT TV	Drew Burgoyne
2nd Place	WISN TV	Mark Baden
3rd Place	WISN TV	Lindsey Slater

Best Continuing Coverage

1st Place	WISN TV	Toxic Chemical: Apartments Evacuated
2nd Place	WTMJ TV	Project Drive Safer: The Death of Pastor Aaron Strong
3rd Place	WTMJ TV	Maggot Mess

Best Spot News

1st Place	WISN TV	Parking Garage Collapse
2nd Place	WISN TV	Milwaukee Police Officer Killed
3rd Place	WTMJ TV	A Mother's Desperate, Yet Deadly Plea

Best News Writing

1st Place	WISN TV	Wisconsin Astronaut's Legacy
2nd Place	WITI TV	Immoral Conduct
3rd Place	WYTU TV	El Clásico Navideño Recibe un Nuevo Aire en el "Cascanueces Flamenco"

Best Hard News/Investigative

1st Place	WISN TV	COVID Test Billing Scheme
2nd Place	WDJT TV	House of Horrors
3rd Place	WMVS TV	Voces de la Frontera

Best Series or Documentary

1st Place	WISN TV	Wisconsin Prison Lockdown
2nd Place	WISN TV	Spinal Cord Injury Hope
3rd Place	WITI TV	Flock Surveillance

Best Feature

1st Place	WTMJ TV	The Family Behind the Flower Hole
2nd Place	WMVS TV	Malik Johnson Cellist
3rd Place	WDJT TV	Barn Find DeLorean Starts Up

Best Live On-Scene Reporting

1st Place	WISN TV	Matt Smith
2nd Place	WDJT TV	Adam Rife
3rd Place	WDJT TV	Amanda Becker

Best Use of Video

1st Place	WMVS TV	Somos Latinas
2nd Place	WYTU TV	Latina Boxedora de Milwaukee Rompiendo Barreras
3rd Place	WITI TV	Dirty Beer?

Best Sports Reporting

1st Place	WITI TV	A Courageous Journey
2nd Place	WDJT TV	Beep Baseball
3rd Place	WITI TV	Cooper's Corner

Best Significant Community Impact

1st Place	WYTU TV	Nuestra Comunidad
2nd Place	WDJT TV	Natalie's Everyday Heroes
3rd Place	WTMJ TV	The TMJ4 Community Baby Shower

Best Specialty Programming

1st Place	WDJT TV	The Funeral of Officer Peter Jerving Live Coverage
2nd Place	WISN TV	Project Community: Celebrating Hispanic Heritage
3rd Place	WTMJ TV	Milwaukee's 52nd Juneteenth Day Parade & Celebration

Best Image Promotion

1st Place	WISN TV	WISN Chopper Tracker
2nd Place	WITI TV	FOX6 News at 10
3rd Place	WDJT TV	CBS 58 Photography Image

Best Weather Promotion

1st Place	WTMJ TV	Stay Safe with Storm Team 4: Tornadoes
2nd Place	WTMJ TV	Stay Safe with Storm Team 4: Flash Floods
3rd Place	WITI TV	FOX6 Weather Experts: Severe Weather

Best Sports Promotion

1st Place	WITI TV	Super Bowl AM and PM Teams
2nd Place	WDJT TV	CBS 58 Montell Jackson TSR
3rd Place	WISN TV	WISN 12 Operation Football

Best Topical Promotion

1st Place	WISN TV	WISN 12 Missing Teen Devil's Lake
2nd Place	WTMJ TV	Turning Pain into Change
3rd Place	WITI TV	U.S. Marshals Ride Along

Best Public Service Announcement

1st Place	WTMJ TV	Home 4 the Holidays
2nd Place	WITI TV	Coats for Kids
3rd Place	WTMJ TV	Adopt a Driver

Best Commercial or Underwriting Announcement

1st Place	WTMJ TV	22 Fitness Boxing
2nd Place	WTMJ TV	My New Floors Inc.
3rd Place	WITI TV	Chevy and Wayne Larrivee

Best Website

1st Place	WYTU TV	TelemundoWI.com
2nd Place	WITI TV	FOX6Now.com
3rd Place	WDJT TV	CBS58.com

Best Web Story

1st Place	WITI TV	Wisconsin AI-powered Flock Cameras are Tracking Where You Drive
2nd Place	WDJT TV	Oh, Milwaukee! Can AI Write Good Music?
3rd Place	WITI TV	Milwaukee Juneteenth Shooting; 6 Hurt Near MLK and Chambers

Best Use of Social Media

1st Place	WISN TV	WISN 12 Best Use of Social Media - What's Up Wednesday
2nd Place	WDJT TV	MKE Influencers
3rd Place	WITI TV	FOX6 News Digital Team

Best Original Digital Content

1st Place	WMVS TV	Rhythm Cafe MKE
2nd Place	WTMJ TV	My Block: The Four Dharmic Temples of Milwaukee
3rd Place	WDJT TV	Music Video - AI Wrote this song: 'Oh, Milwaukee' - Apex Aura

Best Online Breaking News Coverage

1st Place	WITI TV	Milwaukee Officer Killed in Shootout Chasing Robbery Suspect on Probation
2nd Place	WISN TV	Milwaukee Police Officer Shot and Killed: 37-year-old Peter Jerving
3rd Place	WITI TV	Wisconsin Eyedrops Homicide Trial; Jessy Kurczewski Guilty

Best Online Personality

1st Place	WDJT TV	Alex Corradetti
2nd Place	WYTU TV	Montse Ricossa
3rd Place	WISN TV	Cyreia Sandlin

Medium Market Television

Best Morning Newscast

1st Place	WISC TV	Biden Visit Preview
2nd Place	WISC TV	Badgers Season Opener
3rd Place	WMTV TV	The Morning Show: Sept. 5

Best Evening Newscast

1st Place	WMTV TV	15 News at 10PM: Aug. 23
2nd Place	WISC TV	News 3 Now at Six: President Biden Visit
3rd Place	WKOW TV	Wildfires in Wisconsin

Best Sportscast

1st Place	WMTV TV	WMTV 15 Sports Team
2nd Place	WKOW TV	WKOW Sportscast
3rd Place	WISC TV	Zach Hanley

Best Weather Coverage

1st Place	WISC TV	Alex Harrington
2nd Place	WISC TV	Gary Cannalte
3rd Place	WMTV TV	First Alert Meteorologist Brian Doogs

Best Continuing Coverage

1st Place	WMTV TV	MMSD Open Records Roadblock
2nd Place	PBS Wisconsin	2023 Wisconsin Supreme Court Election
3rd Place	WISC TV	Problems at the Harmony

Best Spot News

1st Place	WISC TV	Condo Explosion
2nd Place	WMTV TV	A Morning Arson & A Deadly Crash
3rd Place	WKOW TV	WKOW - Home Explosion Team Coverage

Best News Writing

1st Place	WMTV TV	Saved by a Stranger
2nd Place	PBS Wisconsin	When Wisconsinites Buy Legal Marijuana in Neighboring States
3rd Place	WISC TV	No Such Thing as Moving On

Best Hard News/Investigative

1st Place	WLUK TV	FOX 11 Investigates: GBCI Inmates Plead for Help Amid Three Months of Restrictions
2nd Place	WISC TV	Pastor Accused of Sex Assault
3rd Place	WISC TV	What Happened to Christopher Miller?

Best Series or Documentary

1st Place	PBS Wisconsin	Wisconsin in Black & White
2nd Place	PBS Wisconsin	Abortion in Wisconsin
3rd Place	WMTV TV	Honoring Our Educators: WMTV's Crystal Apple Awards

Best Feature

1st Place	WISC TV	Who You Gonna Call?
2nd Place	PBS Wisconsin	Jack the Magnificent
3rd Place	PBS Wisconsin	Peace Gardens

Best Live On-Scene Reporting

1st Place	WISC TV	Josh Spreiter
2nd Place	WMTV TV	WMTV's Phoebe Murray
3rd Place	WISC TV	Brady Mallory compilation

Best Use of Video

1st Place	PBS Wisconsin	Mark'ing Tradition at the Annual Crane Count
2nd Place	WISC TV	Price of Perfection
3rd Place	WISC TV	Different Buc-ee Coming to Wisconsin

Best Sports Reporting

1st Place	PBS Wisconsin	Bat Dogs
2nd Place	WFRV TV	Angels at Bat
3rd Place	WMTV TV	Jocko & Joe

Best Significant Community Impact

1st Place	WMTV TV	WMTV's Share Your Holidays Campaign
2nd Place	WMTV TV	WMTV's Diaper Drive Benefitting The Village Diaper Bank
3rd Place	WISC TV	Koats for Kids

Best Specialty Programming

1st Place	PBS Wisconsin	Wisconsin's Scenic Treasures: Northwoods
2nd Place	WLUK TV	The Future of Green Bay's Prison: A Your Voice, Your Future Town Hall
3rd Place	WMTV TV	WMTV Sounds of the Season 2023

Best Image Promotion

1st Place	WMTV TV	Morning Show Back To School - Where's Charlie?
2nd Place	WKOW TV	Back 2 School 2023
3rd Place	WISC TV	News 3 Now This Morning - Start Your Day

Small Market Television

Best Weather Promotion

1st Place	WKOW TV	Dana's Umbrella Giveaway
2nd Place	WBAY TV	Weather Image VIPIR MAX
3rd Place	WISC TV	First Warn Weather - Beyond The Barometer

Best Sports Promotion

1st Place	WKOW TV	Turning Play Into Profit
2nd Place	WBAY TV	2023 Draft Special "Darkness"
3rd Place	WFRV TV	High School Sports Xtra

Best Topical Promotion

1st Place	WISC TV	Life in the Flex Lane
2nd Place	WMTV TV	6 & 10 POP Sept 25 Week
3rd Place	WISC TV	The Smell of Success

Best Public Service Announcement

1st Place	WKOW TV	Toys for Tots 2023
2nd Place	WKOW TV	Art Fair on the Square 2023
3rd Place	WMTV TV	Take Your Brat To Work Day 2023

Best Commercial or Underwriting Announcement

1st Place	WLUK TV	Hy-Vee
2nd Place	WFRV TV	Fox River Brewing Company
3rd Place	WMTV TV	Roto-Rooter Disposal

Best Website

1st Place	PBS Wisconsin	PBS Wisconsin Education, Early Learning
2nd Place	WISC TV	Wisconsin Huddle
3rd Place	WMTV TV	WMTV 15 News - Share Your Holidays page

Best Web Story

1st Place	WKOW TV	Most Wanted: The Search for Kevin Anderson
2nd Place	WISC TV	Blue-Collar Blueprint to Rebuild America
3rd Place	WMTV TV	Who killed Fr. Kunz? Detectives Detail Top Theories 25 Years After Death

Best Use of Social Media

1st Place	WMTV TV	WMTV UW-Madison Homecoming Parade coverage
2nd Place	PBS Wisconsin	Wisconsin Life
3rd Place	WBAY TV	A Quote From Sarah Thomsen

Best Original Digital Content

1st Place	PBS Wisconsin	Wisconsin Biographies, Electa Quinney: Mohican Teacher and Mentor
2nd Place	PBS Wisconsin	Meet the Lab, Climate Trackers: Superpowered by Ecometerology
3rd Place	WKOW TV	El Niño Climate Pattern to Impact Southern Wisconsin's Upcoming Winter

Best Online Personality

1st Place	WKOW TV	Karley Marotta
2nd Place	WLUK TV	Rachel Manek
3rd Place	WISC TV	Kathryn Merck

Best Online Breaking News Coverage

1st Place	WISC TV	Memorial Union Pier Collapse
2nd Place	WISC TV	Aaron Rodgers Moves On
3rd Place	WKOW TV	Tactical Team Called to Arrest Suspect After Pursuit Ends at Madison Apartment Complex

Best Morning Newscast

1st Place	WSAW TV	Sunrise 7 - U.S. Senior Open Opening Round Preview
2nd Place	WSAW TV	Sunrise 7 - Winter Storm
3rd Place	WAOW TV	Snowpocalypse 2023

Best Evening Newscast

1st Place	WQOW TV	Remembering the Fallen
2nd Place	WQOW TV	Investigation Into Sheriff Travis Hakes
3rd Place	WSAW TV	NewsChannel 7 at 5:00: Snowstorm and Deadly Fire

Best Sportscast

1st Place	WSAW TV	Noah Manderfeld Sports Anchoring Compilation
2nd Place	WEAU TV	Sportscene 13
3rd Place	WAOW TV	Keegan & Austin Live

Best Weather Coverage

1st Place	WEAU TV	Darren Maier Compilation
2nd Place	WSAW TV	Meteorologist Mark Holley Compilation
3rd Place	WKBT TV	First Warn Weather

Best Continuing Coverage

1st Place	WSAW TV	Taylor County Veteran Service Office Issues
2nd Place	WQOW TV	After 'In the Red': DHS Fallout
3rd Place	WAOW TV	Wausau Teacher Racism Investigation

Best Spot News

1st Place	WSAW TV	Merrill Missing Teens
2nd Place	WSAW TV	Deadly House Fire in Rural Marathon County
3rd Place	WKBT TV	De Soto Train Derailment

Best News Writing

1st Place	WQOW TV	Cancer Doula
2nd Place	WSAW TV	Jammin' at the Library

Best Hard News/Investigative

1st Place	WSAW TV	7 Investigates: Missed
2nd Place	WQOW TV	Not in Custody: Shane Helmbrecht Coverage

Best Series or Documentary

1st Place	WSAW TV	7 Investigates: Urgency vs. Emergency
2nd Place	WLAX TV	Rivertown - 1935
3rd Place	WSAW TV	7 Investigates: Supporting Students

Best Feature

1st Place	WSAW TV	Spreading Goodwill Despite the Challenges
2nd Place	WAOW TV	A Life of Fire - Chief Jeremy Kopp
3rd Place	WJFW TV	Oxbo Tick Races

Best Live On-Scene Reporting

1st Place	WEAU TV	Bob Gallaher Compilation
2nd Place	WSAW TV	Dale Ryman Live Reporting Compilation
3rd Place	WQOW TV	Julia Lopez Live Reporting

Best Use of Video

1st Place	WQOW TV	WQOW Skateboarding Surge
2nd Place	WKBT TV	Floating History
3rd Place	WEAU TV	Memorial Day in Eau Claire

Best Sports Reporting

1st Place	WQOW TV	Rice Lake Football Moms
2nd Place	WJFW TV	Sol Mayer Sports Reporting Compilation
3rd Place	WKBT TV	Aiming for Gold

Best Significant Community Impact

1st Place	WAOW TV	Central Wisconsin Jefferson Award
2nd Place	WSAW TV	2023 Share Your Holidays
3rd Place	WEAU TV	WEAU Community Impact

Best Specialty Programming

1st Place	WSAW TV	Sounds of Season
2nd Place	WSAW TV	Home Enhancement Show 2023
3rd Place	WXOW TV	A Complicated Loss

Best Image Promotion

1st Place	WJFW TV	Sports From Where You Live
2nd Place	WKBT TV	News App 2023
3rd Place	WEAU TV	Our Community Promo

Best Weather Promotion

1st Place	WAOW TV	Justin Said
2nd Place	WSAW TV	Shopping Spree
3rd Place	WEAU TV	First Alert Weather App Promo

Best Sports Promotion

1st Place	WSAW TV	Hilight Zone - Coach
2nd Place	WKBT TV	Friday Night Frenzy - "Woo"
3rd Place	WAOW TV	Alex Stewart - Sports Director

Best Topical Promotion

1st Place	WSAW TV	Pain in the Pothole
2nd Place	WKBT TV	BTS All Week
3rd Place	WAOW TV	Derek Goplin Sentencing

Best Public Service Announcement

1st Place	WSAW TV	Children's Miracle Network - Jana
2nd Place	WAOW TV	Crime Stoppers - WAOW
3rd Place	WEAU TV	Hom Furniture Winter Clothing Drive, PSA 2023

Best Commercial or Underwriting Announcement

1st Place	WLAX TV	Doll House to Home
2nd Place	WLAX TV	The Cars of Your Life
3rd Place	WKBT TV	Valley Fudge "Expressions"

Best Website

1st Place	WKBT TV	News8000.com
2nd Place	WEAU TV	WEAU.COM
3rd Place	WSAW TV	WSAW Newschannel 7

Best Web Story

1st Place	WSAW TV	What Led to Two Teens Dying After Getting Lost in the Oneida Co. Forest
2nd Place	WQOW TV	"Lacking in Integrity": Report Details Accusations Against Sheriff Travis Hakes
3rd Place	WKBT TV	Joe Gow Fired

Best Use of Social Media

1st Place	WQOW TV	WQOW Social Media
2nd Place	WSAW TV	WSAW Instagram Page
3rd Place	WKBT TV	News 8 Now Facebook/Twitter

Best Original Digital Content

1st Place	WLAX TV	First News Junior
2nd Place	WLAX TV	Harvesting Heroes - Ferguson's Morningside Orchards
3rd Place	WSAW TV	Forgotten Wisconsin Cold Cases: Cassandra Ayon - Unfinished Justice

Best Online Personality

1st Place	WEAU TV	Mike Dandrea
2nd Place	WKBT TV	WKBT Ken Kosirowski
3rd Place	WKBT TV	WKBT Bill Graul Facebook

Best Online Breaking News Coverage

1st Place	WQOW TV	Shelter in Place Order
2nd Place	WXOW TV	Crawford County Train Derailment
3rd Place	WKBT TV	Police Confirm Remains Discovered are Madeline Kingsbury

Large Market Radio News and Talk

Best Morning Radio Show

1st Place	WRNW FM	The Steve Czaban Show
2nd Place	WTMJ AM	Wisconsin's Morning News
3rd Place	WGKB FM	Truth Be Told with Denise Thomas and Telly Hughes

Best Radio Show

1st Place	WKTl FM	Kyle, Brust, and Nortman - Counsell Leaves
2nd Place	WAUK AM	The Maggie Daun Show
3rd Place	WTLX FM	Wilde & Tausch

Best Newscast

1st Place	WORT FM	6pm Local News - New Bill Would Block Gender Affirming Care, Local Soccer Celebrates Hispanic Heritage, Alders Remove Redundant Ordinance
2nd Place	WTMJ AM	Wisconsin's Morning News

Best Sportscast

1st Place	WIBA AM	Doug Russell Sports
2nd Place	WTMJ AM	WAN: Rodgers Trade & Bucks Playoffs

Best Continuing Coverage

1st Place	WUWM FM	Cardinal Stritch University Closing
2nd Place	WTMJ AM	Milwaukee Police Officer Peter Jerving Death and Funeral
3rd Place	WAUK AM	The Earl Ingram Show - Lead Pipes

Best Spot News

1st Place	WORT FM	City Moves to Remove Nunchuck Ban While Cleaning Up Municipal Code
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Best News Writing

1st Place	WUWM FM	Wisconsin Researchers Develop First Hearing Test for Hmong Community
2nd Place	WUWM FM	Cherry Street Community Garden Takes Beauty Seriously
3rd Place	WORT FM	Madison, 1963 - Death of a President

Best Hard News/Investigative

1st Place	WUWM FM	Small Town Digs Deep to Solve PFAS Contaminated Drinking Water Crisis
2nd Place	WUWM FM	Wisconsin Dairy Farms Depend on Undocumented Workers, So Why Won't the State Let Them Drive Legally?
3rd Place	WORT FM	Digging Deeper Into July Jail Attack

Best Feature

1st Place	WORT FM	At 93, Joe Silverberg Is Still Sailing
2nd Place	WUWM FM	Experience the Joy of Watching Dogs Eat Ice Cream at Salty Paws in Milwaukee
3rd Place	WTMJ AM	Milwaukee Bars Embrace Sobriety

Best Use of Audio in Radio News

1st Place	WUWM FM	This Wisconsin High School Band Prepared for Over a Year to March in the Macy's Thanksgiving Parade
2nd Place	WTMJ AM	A Partnership with a Purpose
3rd Place	WUWM FM	Where to Get Bubble Tea in Milwaukee? A Treat with Taiwanese Origins

Best Live On-Scene Reporting

1st Place	WTMJ AM	Washington DC March for Israel
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Best Interview

1st Place	WGKB FM	Tory Lowe Show - Milwaukee County Jail Death
2nd Place	WTMJ AM	UW La Crosse Chancellor Joe Gow on Porn Career & Firing from University
3rd Place	WTMJ AM	Bruce Pearl on Israel and Middle East Conflict

Best Sports Play By Play

1st Place	WTLX FM	UW-Whitewater vs. St. Johns Football
2nd Place	WTLX FM	Division 2 Football State Championship
3rd Place	WGKB FM	Marquette vs Franklin WIAA State Championship Game

Best Significant Community Impact

1st Place	WGKB FM	101.7 The Truth Thrive Through Initiative
2nd Place	WTMJ AM	Steve Scaffidi's Salute to Service
3rd Place	WGKB FM	101.7 The Truth Walk Against Violence

Best Specialty Programming

1st Place	WUWM FM	Lake Effect On-Site: Walker's Point
2nd Place	WGKB FM	101.7 The Truth Thrive Through Special

Best Promotional Announcement

1st Place	WGKB FM	The Truth Video Stream Launch
2nd Place	WKTJ FM	Dame Time In Milwaukee
3rd Place	WTMJ AM	Brewers Online Streaming

Best Public Service Announcement

1st Place	WTMJ AM	Special Olympics Wisconsin
2nd Place	WTMJ AM	American Red Cross: Blood Drive

Best Commercial or Underwriting Announcement

1st Place	WGKB FM	Atwood Hwy BBQ Company Commercial
2nd Place	WOZN FM	Bergstrom Automotive - The Say Yes To Seven Day Return
3rd Place	WTMJ AM	Prize Picks

Best Humorous Commercial or Underwriting Announcement

1st Place	WTMJ AM	Pella & Tauscher
2nd Place	WTMJ AM	Side X

Best Website

1st Place	WUWM FM	WUWM.com
2nd Place	WTMJ AM	WTMJ.com

Best Web Story

1st Place	WAUK AM	The Maggie Daun Show - #NikkiHaley
2nd Place	WTMJ AM	Milwaukee's Streetcar: A Critical Crossroads
3rd Place	WTMJ AM	Honor Flight Board Member Faces Felony Theft Charges

Best Use of Social Media

1st Place	WTLX FM	ESPN Madison Social Media
2nd Place	WTMJ AM	WTMJ Radio
3rd Place	WGKB FM	101.7 The Truth Social Media

Best Original Digital Content

1st Place	WTLX FM	Lead Her Forward - Celebration of Women in Sports
2nd Place	WGKB FM	101.7 The Truth Vlogs
3rd Place	WTMJ AM	A Partnership with a Purpose: Special Needs Employees Thrive at Dodge County Plant

Best Online Personality

1st Place	WGKB FM	101.7 The Truth Carrie Mahone
2nd Place	WTMJ AM	Steve Scaffidi

Best Online Breaking News Coverage

1st Place	WTMJ AM	Bayshore Town Center Parking Garage Collapse
2nd Place	WTMJ AM	Milwaukee Police Officer Killed In Line of Duty
3rd Place	WAUK AM	President Joe Biden in Wisconsin

Medium Market Radio News and Talk

Best Morning Radio Show

1st Place	WOMT AM	Jim and Rick Remembering Childhood
2nd Place	WTAQ AM	WTAQ Morning News With Matt And Rob
3rd Place	WMDX AM	WMDX - The John and Gordy Show

Best Radio Show

1st Place	WLBL FM	Afghan Refugee Update, 1 Year Later
2nd Place	WHBY AM	Focus Fox Valley with Hayley Tenpas
3rd Place	KUWS FM	The Naked Truth About Boys' Swimming In School, And Rachael Kilgour's Tribute To Her Dad

Best Newscast

1st Place	WHBY AM	WHBY 5 a.m. Newscast Dec. 14
2nd Place	WTAQ AM	WTAQ's Morning News
3rd Place	WTAQ AM	WTAQ's Morning News

Best Sportscast

1st Place	KFIZ AM	KFIZ Morning Sports with Chuck Freimund
2nd Place	WFDL AM	Local Teams Top Sports!
3rd Place	WOMT AM	WOMT Sports

Best Continuing Coverage

1st Place	WSAU FM	Wausau School District Reverses Course on School Consolidation
2nd Place	WFDL AM	Deadly Shooting
3rd Place	WOMT AM	Mid-Cities Mall Saga

Best Spot News

1st Place	WFDL AM	Apartment Shooting
2nd Place	WFDL AM	Tragic Drowning
3rd Place	WOMT AM	Residents Clash Over Ending Free School Lunches

Best News Writing

1st Place	WOMT AM	Manitowoc Chef Now Called "Miracle Myke"
2nd Place	WOSH AM	Solar Panels versus Church
3rd Place	WSAU FM	Wausau Mayor Responds to Rumors of Another Water Rate Hike

Best Hard News/Investigative

1st Place	WTAQ AM	Missing Awareness
2nd Place	WOMT AM	Manitowoc Public School Concerns
3rd Place	WFDL AM	Dog Gone

Best Feature

1st Place	WTAQ AM	A Winning Tradition At Appleton North High School
2nd Place	WFDL AM	No Teen Shame
3rd Place	WOMT AM	The Legacy of Dillon Mueller

Best Use of Audio in Radio News

1st Place	WOMT AM	Lucy Redo World Traveler, Loving Wife and Mother, Centenarian
2nd Place	WTAQ AM	Green Bay High School Grad Ready For His Broadway Debut
3rd Place	WOMT AM	Two Rivers Schmitt Brothers Stage to Officially be Dedicated in July

Best Live On-Scene Reporting

1st Place	WOMT AM	Manitowoc Fire
2nd Place	WOMT AM	Manitowoc Car Crash
3rd Place	WFBZ FM	ESPN La Crosse 2023 Post Game Show

Best Interview

1st Place	WHBY AM	Golf Odyssey with DJ Piehowski
2nd Place	WXCO AM	Chad Holmes Show: Interview with author Kenneth Farmer
3rd Place	WOMT AM	Jim and Rick - Price of Eggs

Best Sports Play By Play

1st Place	WSCO AM	Tony G. & John Dinse - HS Football - West De Pere at Kaukauna
2nd Place	KUWS FM	UW-Superior Men's Hockey vs. St. Scholastica
3rd Place	WFDL AM	CWC Throwdown

Best Significant Community Impact

1st Place	KFIZ AM	Annual KFIZ Halloween Party
2nd Place	WOMT AM	Battle of the Cats and Dogs for Sandi Paws
3rd Place	WFDL AM	Senior Soundwaves with Visiting Angels

Best Specialty Programming

1st Place	WFBZ FM	ESPN La Crosse Draft Show
2nd Place	WISS AM	Maino & the Mayor take on EAA
3rd Place	WOMT AM	Afternoon Fair Report

Best Promotional Announcement

1st Place	WISS AM	Diamonds Are a Girls Best Friend
2nd Place	WFBZ FM	ESPN 105.5 High School Football
3rd Place	WFBZ FM	ESPN La Crosse High School Football

Best Public Service Announcement

1st Place	WOMT AM	Compost
2nd Place	WOMT AM	Holiday Lights Recycling

Best Commercial or Underwriting Announcement

1st Place	WOGO AM	Rust Proofers "Adventures of Rust Proofers!"
2nd Place	WOGO AM	The Raven Team "Break Free!"
3rd Place	WOMT AM	Wisconsin Maritime Museum - Think Native American

Best Humorous Commercial or Underwriting Announcement

1st Place	WOGO AM	Josef's Cheesecake "Follow Your Dreams...to Josef's!"
2nd Place	WFDL AM	Where's the Heat?
3rd Place	WOMT AM	Gib's on the Lake

Best Website

1st Place	WFBZ FM	ESPN La Crosse
2nd Place	WHBY AM	WHBY
3rd Place	WOMT AM	SeehaferNews.com

Best Web Story

1st Place	WMDX AM	The Devil's Lair is Back with Kaylin Kole, A Fresh New Voice in the Nashville Music Scene
2nd Place	WFBZ FM	Lexi Donarski
3rd Place	WSAU FM	Visit Wausau CVB: "Conservative" 2025 NFL Draft Impact for Wausau is Between \$500,000 and \$900,000

Best Use of Social Media

1st Place	WFBZ FM	ESPN La Crosse
2nd Place	WSAU FM	WSAU Facebook and X
3rd Place	WOMT AM	Generation Gap

Best Original Digital Content

1st Place	WFBZ FM	ESPN 105.5 Basketball
2nd Place	WSCO AM	HS Basketball Video Stream - Neenah at Oshkosh North 12/22/23
3rd Place	WMDX AM	Why don't #farmers deserve this too? @repandraca did you ever get an answer?

Best Online Personality

1st Place	WAYY AM	Dan Kasper
2nd Place	WOMT AM	Ryan Brahm
3rd Place	WFBZ FM	John Pappadopoulos

Best Online Breaking News Coverage

1st Place	WOMT AM	Manitowoc Lincoln Football Coach Fired
2nd Place	WOMT AM	Early Morning Crash Leaves Utility Pole Dangling in Manitowoc
3rd Place	KFIZ AM	FDL House Fire/Police Incident

Small Market Radio News and Talk

Best Morning Radio Show

1st Place	WTCH AM	The Legend In The Morning
2nd Place	WBEV FM	95.3 WBEV Morning Show - Everyone's A Suspect
3rd Place	WFHR FM	Mornings with WFHR Morning Show

Best Radio Show

1st Place	WFHR FM	The Kitchen's Open
2nd Place	WBEV FM	Breaktime
3rd Place	WHYB FM	Swap Shop

Best Newscast

1st Place	WHYB FM	June 6 Newscast
2nd Place	WTCH AM	WTCH News Dec. 28
3rd Place	WATW AM	Heartland News

Best Sportscast

1st Place	WBEV FM	WBEV Sports
2nd Place	WHYB FM	High School Football Roundup

Best Continuing Coverage

1st Place	WHYB FM	The Menominee Marijuana Debacle
2nd Place	WFHR FM	PFAS Wausau
3rd Place	WBEV FM	New Training Tower Built For Beaver Dam Fire Department

Best Spot News

1st Place	WBEV FM	Beaver Dam Home Destroyed By Fire
2nd Place	WTCH AM	Rabbits In Heat
3rd Place	WHYB FM	Fatal Fire in Marinette

Best News Writing

1st Place	WBEV FM	Uncle Bill's Cheers To 60 Years
2nd Place	WTCH AM	Middle School Attack Causes Chaos

Best Hard News/Investigative

1st Place	WTCH AM	Grams Walks Out
2nd Place	WBEV FM	Mayville Mired In Controversy
3rd Place	WHYB FM	The UW Sewer System

Best Feature

1st Place	WTCH AM	Teaching About 9-11
2nd Place	WHYB FM	Old World Christmas
3rd Place	WBEV FM	Governor Stresses Importance For Childcare Funding During Lomira Visit

Best Use of Audio in Radio News

1st Place	WTCH AM	Packers Bridge The Gap
2nd Place	WBEV FM	Dodge County's Fallen Law Enforcement Officers Honored
3rd Place	WFHR FM	Anti Mask Resolution

Best Live On-Scene Reporting

1st Place	WBEV FM	Wandering Wade at Dodge County Fair
2nd Place	WHYB FM	Our Town: USS Marinette
3rd Place	WTCH AM	The Fun Of Nickle Pitch

Best Interview

1st Place	WFHR FM	Director's Cut- interview with Mary Jo Pehl
2nd Place	WBEV FM	Local, State Leaders Talk Child Care Issues In Dodge County
3rd Place	WHYB FM	Rainbow House Domestic Violence Awareness

Best Sports Play By Play

1st Place	WHYB FM	Turk to Turk Touchdown
2nd Place	WPVL AM	River Ridge at Potosi-Cassville Football
3rd Place	WBEV FM	Columbus vs. Aquinas State Quarterfinals 11-3-23

Best Significant Community Impact

1st Place	WHYB FM	Water Celebration
2nd Place	WHYB FM	Brats for Breakfast
3rd Place	WBEV FM	Children's Radiothon Raises over \$148,000

Best Specialty Programming

1st Place	WHYB FM	Menominee Mayoral Debate
2nd Place	WFHR FM	Seth Faces the Music
3rd Place	WFHR FM	Director's Cut

Best Promotional Announcement

1st Place	WFHR FM	Seth Faces the Music Promo
2nd Place	WHYB FM	Maroons to State
3rd Place	WBEV FM	Fore The Kids Promo

Best Public Service Announcement

1st Place	WBEV FM	2023 Children's Radiothon
2nd Place	WBEV FM	Sweet Thanks PSA
3rd Place	WHYB FM	Red Cross PSA

Best Commercial or Underwriting Announcement

1st Place	WHYB FM	SNBT Simple Rewards
2nd Place	WHYB FM	Jim Callow and Karlie Callow (Age 5)
3rd Place	WBEV FM	Professional Floor Covering - No Singing

Best Humorous Commercial or Underwriting Announcement

1st Place	WBEV FM	McKinstry's - Math Award
2nd Place	WBEV FM	Rock River - Cardboard Boat Regatta
3rd Place	WFHR FM	Doorworks Voicemail - WFHR

Best Website

1st Place	WTCH AM	TCHDailyNews.com
2nd Place	WBEV FM	DailyDodge.com
3rd Place	WHYB FM	Bay Cities Radio News

Best Web Story

1st Place	WTCH AM	Raising The Roof
2nd Place	WHYB FM	Fatal Fire in Marinette
3rd Place	WBEV FM	First Solar Panel Placed At Beaver Dam Solar Project Site

Best Use of Social Media

1st Place	WHYB FM	Ultimate Tailgate Stateline
2nd Place	WBEV FM	Daily Dodge Facebook
3rd Place	WHYB FM	Melissa Ebsch News

Best Original Digital Content

1st Place	WBEV FM	A Day With Heroes - Shadowing Badger Honor Flight
2nd Place	WBEV FM	2023 Sekel Scrimmage at Beaver Dam High School
3rd Place	WTCH AM	Has It Hit You Yet

Best Online Personality

1st Place	WBEV FM	Wade Bates
2nd Place	WHYB FM	Melissa Ebsch News
3rd Place	WHYB FM	Shopping Show with Eric and Stephanie

Best Online Breaking News Coverage

1st Place	WBEV FM	Crews Battle House Fire In Horicon
2nd Place	WHYB FM	Wisconsin Street Home Fire
3rd Place	WTCH AM	Naborhood Opens

Large Market Radio Music Format

Best Morning Radio Show

1st Place	WMYX FM	Elizabeth and Radar Show on 99.1 The Mix
2nd Place	WXSS-HD2	"Morning Grind" with Promise; "Not a Threat, a Promise"
3rd Place	WVMO FM	This Week in Music History: Jeff Perry

Best Radio Show

1st Place	WWQM FM	WWQM Kristi Kelly Live From Sturgis
2nd Place	WVMO FM	The Weekend Concert: Pat O'Neill
3rd Place	WVMO FM	Jazz Brunch: Grandma Cyd

Best Newscast

1st Place	WVMO FM	Community Calendar: Willy Fredricks
2nd Place	WVMO FM	Monona Bird Report: Mary Murrel

Best Interview

1st Place	WHQG FM	Tim Duffy - Harley Davidson
2nd Place	WLUM FM	Adler talks with William Shatner
3rd Place	WVMO FM	VMO Show with Mike Leckrone and Joe Kass

Best Original Feature

1st Place	WXSS-HD2	Promise and WTFriday (What The Friday)
2nd Place	WWQM FM	WWQM Nashville Music Notes. Luke Bryan Farm Tour Is Coming
3rd Place	WVMO FM	The Lake Loop: Bill Graf

Best Live On-Site Broadcast Remote

1st Place	WLDB FM	B93.3 and CBS58 Hunger Task Force Food Drive
2nd Place	WVMO FM	Loud In the Library: Willie Fredricks
3rd Place	WLSP LP	Sun Prairie Pride Fest Live Remote Broadcast

Best Use of Audio (Non-News)

1st Place	WMGN FM	Shelly Clark White Interview
2nd Place	WVMO FM	Adopt A Watt: Pat O'Neill
3rd Place	WXSS FM	KISS FM "Food Delivery"

Best Sports Coverage

1st Place	WLUM FM	Adler Talks with Tim Dillard of Bally Sports Wisconsin
2nd Place	WLUM FM	Adler Talks with Al Snow of Ohio Valley Wrestling and Netflix Wrestlers
3rd Place	WVMO FM	VMO Show with Jim Makey

Best Significant Community Impact

1st Place	WWQM FM	AFCH Radiothon
2nd Place	WMSE FM	CTSI Discovery Radio Episode #110 (June 2023) - BRAVE Program: TBI Treatment for Military Veterans & First Responders

Best Specialty Programming

1st Place	WVMO FM	Vinylthon
2nd Place	WLUM FM	FM 102/1 Retro Brunch
3rd Place	WJMR FM	Jammin Legends

Best Promotional Announcement

1st Place	WHQG FM	Crash Test Polka
2nd Place	WKLH FM	New Coveted Magnet
3rd Place	WWQM FM	WWQM Storytellers

Best Station Promo

1st Place	WHQG FM	In The Pits
2nd Place	WJMR FM	That's My Mixtape
3rd Place	WRXS FM	Christmas In July

Best Station Event Promo

1st Place	WLDB FM	B93.3 Summer Lifestyle In Milwaukee
2nd Place	WVMO FM	WVMO Holiday Party: Fletcher Keyes
3rd Place	WHQG FM	Nothing Artificial/Baconfest

Best Client Event Promo

1st Place	WVMO FM	St. Dennis Parish: Lindsay Wood Davis
2nd Place	WHQG FM	I Need Cash!/Fall Into Cash
3rd Place	WVMO FM	Free Bikes 4 Kids: Kristie Goforth

Best Public Service Announcement

1st Place	WRXS FM	Salute The Troops
2nd Place	WVMO FM	Be Saltwise: Kristine Gunther
3rd Place	WVMO FM	Monona Library Reading Program: Tiffany Helgerson

Best Commercial or Underwriting Announcement

1st Place	WMMM FM	HJ Pertzborn "Your Story"
2nd Place	WHQG FM	Boo At The Zoo
3rd Place	WHQG FM	Watts Up!

Best Humorous Commercial or Underwriting Announcement

1st Place	WOLX FM	Middleton Farmers Coop "Watching the Neighbors"
2nd Place	WOLX FM	Middleton Farmers Coop "Again and Again and Again"
3rd Place	WMMM FM	HJ Pertzborn "Heart Emoji"

Best Website

1st Place	WWQM FM	q106.com
2nd Place	WLUM FM	FM 102/1 Website
3rd Place	WLDB FM	B933FM.com

Best Use of Social Media

1st Place	WMYX FM	Elizabeth Kay - A BRCA2 Previvor
2nd Place	WVMO FM	The Cheetah with C-Sharp
3rd Place	WWQM FM	Best Use Of Social Media

Best Original Digital Content

1st Place	WMYX FM	991 The MIX and Stuff the Bus
2nd Place	WVMO FM	Boogie Down GIF: Taylor Cherry
3rd Place	WLDB FM	"Feel Good Friday" with Joe on CBS 58

Best Online Personality

1st Place	WVMO FM	DJ Shotski
2nd Place	WVMO FM	Savage Scott
3rd Place	WWQM FM	Cailynn Hensen

Best Live Online On-Site Coverage

1st Place	WVMO FM	Conectados!
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Medium Market Radio Music Format

Best Morning Radio Show

1st Place	WBCV FM	Trav In The Morning - Fa La La La La Finally Friday
2nd Place	WAXX FM	The WAXX Morning Show with Alex Edwards
3rd Place	WFON FM	Moose and Chandra in the Morning

Best Radio Show

1st Place	WIFC FM	Belky - 955 WIFC
2nd Place	WIFC FM	Mike Mathers
3rd Place	WVBO FM	Dan Markus on WVBO

Best Newscast

1st Place	WBCV FM	Headlines With Newsman Paul Hart
2nd Place	WGTD FM	WGTD "Mid Day News" with News Director David McGrath
3rd Place	WIFC FM	Tom King News on WIFC

Best Interview

1st Place	WGTD FM	WGTD "Morning Show" Gregory Berg Interview with William Shatner
2nd Place	WLKN FM	Belinda Carlisle on Lake 98.1
3rd Place	WAXX FM	Lorcan McCabe, Irish Dairyman

Best Original Feature

1st Place	WYTE FM	Dear Diary - Whiskey Pillow
2nd Place	WFON FM	Real Midwestern Heroes 47
3rd Place	WHTQ FM	Free Flow Friday - Look At What She Made Me Do...

Best Live On-Site Broadcast Remote

1st Place	WLKN FM	Lake 98.1 at Rob's Family Market
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Best Use of Audio (Non-News)

1st Place	WGTD FM	The WGTD Radio Theater: "The 2023 Holiday Show"
2nd Place	WYTE FM	Woodshed Woopins - Battle of the Jasons
3rd Place	WFON FM	Kid Weather & Pickles

Best Sports Coverage

1st Place	WFDL FM	Local Ladies Road to the Resch
2nd Place	WTCX FM	NFL Star Aaron Jones with Gregg Owens and Keith Heisler
3rd Place	WIFC FM	WIFC PackAttack Questions from the Sidelines

Best Significant Community Impact

1st Place	WYTE FM	WYTE CMN Radiothon
2nd Place	WHTQ FM	2023 Teacher of the Year
3rd Place	WGTD FM	Gateway Radio Reading Service

Best Specialty Programming

1st Place	WGTD FM	"The KANE SHADOW: The Library Mystery" - The WGTD Radio Theater
2nd Place	WGBW AM	Maino & The Mayor Veteran's Day/ Thanksgiving Day Special
3rd Place	WHTQ FM	A Christmas Carol

Best Promotional Announcement

1st Place	WIFC FM	Swiftie Summer Down Under Getaway Winner Promo
2nd Place	WLKN FM	Lake 98.1 Survey
3rd Place	WISM FM	June Dairy Month

Best Station Promo

1st Place	WISM FM	Greatest Hits For Trick-Or-Treating
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Best Station Event Promo

1st Place	WLKN FM	Lake 98.1 Battle of the Cats and Dogs
2nd Place	WHTQ FM	The Big Half Time Show Bracket

Best Public Service Announcement

1st Place	WLKN FM	Lake 98.1 Holiday Light Recycle
2nd Place	WBCV FM	Wisconsin National Guard SFC Lockman
3rd Place	WHTQ FM	The Giggles Gala

Best Commercial or Underwriting Announcement

1st Place	WWIB FM	Comfort Heating and Cooling "The Room"
2nd Place	WWIB FM	The Raven Team "Enjoy The Show"
3rd Place	WAXX FM	A-1 Express Rental "Mower Event"

Best Humorous Commercial or Underwriting Announcement

1st Place	WWIB FM	Travel Leaders of Chippewa Falls "Trust"
2nd Place	WWIB FM	The Medicine Shoppe "Better, Not Bigger!"
3rd Place	WLKN FM	Gib's on the Lake

Best Website

1st Place	WLKN FM	WLKN.COM
2nd Place	WAXX FM	WAXXRadio.com

Best Use of Social Media

1st Place	WYTE FM	CMN Radiothon Raises Over \$236k
2nd Place	WFON FM	107.1 The Bull Facebook Page
3rd Place	WLKN FM	Lake 98.1 Local Business Showcase

Best Original Digital Content

1st Place	WFDL FM	RP Sports Prep Preview Kickoff Show
2nd Place	WIAL FM	Best Holiday Ever
3rd Place	WECL FM	The 715 News Makers Podcast

Best Online Personality

1st Place	WFON FM	Moose and Chandra in the Morning
2nd Place	WLKN FM	Lake 98.1 - Ian Schebel
3rd Place	WLKN FM	Lake 98.1 Mascot, Radio

Best Live Online On-Site Coverage

1st Place	WLKN FM	Lake 98.1 at the County Fair
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Small Market Radio Music Format

Best Morning Radio Show

1st Place	WLKG FM	Lifematters
2nd Place	WGLR FM	The Big Show with Rob Spangler
3rd Place	WLKG FM	Good Morning Wisconsin

Best Radio Show

1st Place	WLKG FM	Middays with Andi
2nd Place	WLKG FM	Mike Mason, Afternoon Drive
3rd Place	WCOW FM	COW97 Country Classics

Best Newscast

1st Place	WCOW FM	COW97 News with Josh Leyh
2nd Place	WJMC FM	April 10 Monday Local News 5p
3rd Place	WRDB AM	Tom Demmin

Best Interview

1st Place	WJMC FM	Wisconsin FFA Secretary Isaac Hopke Feb. 23
2nd Place	WHTL FM	Superintendent Interview with Mike Beighley
3rd Place	WGLR FM	Mark Evenstad - Jerry Petitgoue Final Interview

Best Original Feature

1st Place	WLKG FM	Gary Theatre
2nd Place	WGLR FM	Platteville Inclusive Playground Chat with Kim Zelinski
3rd Place	WCOW FM	Split or Steal for Fest

Best Live On-Site Broadcast Remote

1st Place	WGLR FM	WGLR LIVE Buzz On The Square
2nd Place	WLKG FM	Mike Mason at Stinebrink's Piggly Wiggly
3rd Place	WCOW FM	Live at Country Boom

Best Use of Audio (Non-News)

1st Place	WLKG FM	Gary Theatre
2nd Place	WHTL FM	Happy Hour With Buck Davy
3rd Place	WCOW FM	COW97 Split or Steal

Best Sports Coverage

1st Place	WRJC FM	WIAA D4 State Championship Volleyball Newman v Wonevot-Center
2nd Place	WHTL FM	The Road To State B-T Girls Basketball
3rd Place	WLKG FM	Badgers State Championship Game

Best Significant Community Impact

1st Place	WCOW FM	Dream Christmas
2nd Place	WGLR FM	WGLR's Holiday Auction 2023
3rd Place	WLKG FM	Wet Nose Wednesday



From the Winner's Circle

Scenes from the WBA awards gala on May 4

Best Specialty Programming

1st Place	WCOW FM	Country Boom Reveal 2023
2nd Place	WLKG FM	Saturday at the 70s
3rd Place	WCOW FM	Ben & Arnie 3k

Best Promotional Announcement

1st Place	WLKG FM	12 Days of Christmas
2nd Place	WLKG FM	96 Days of Summer
3rd Place	WCOW FM	Ben & Arnie on COW97

Best Station Promo

1st Place	WCOW FM	COW97 Winners
2nd Place	WLST FM	Insider Liner
3rd Place	WCOW FM	Country Boom VIP

Best Station Event Promo

1st Place	WJMC FM	Lovin' The Lake 2023
2nd Place	WGLR FM	WGLR's Thirsty Thursday with The Fighting Saints
3rd Place	WHTL FM	Ring Bling 2023

Best Client Event Promo

1st Place	WCOW FM	Hillsboro Charity Pull
2nd Place	WHTL FM	Ashley For The Arts Promo
3rd Place	WCOW FM	Features Fest

Best Public Service Announcement

1st Place	WCOW FM	Sparta Boys & Girls Club
2nd Place	WLKG FM	Lake Geneva Jaycees - Venetian Fest
3rd Place	WPVL FM	2023 Easter Bunny Candy Parade

Best Commercial or Underwriting Announcement

1st Place	WHDG FM	Carpet City - Clutter
2nd Place	WCOW FM	Sparks Busy Mom
3rd Place	WRLO FM	MD Small Engine - Winter

Best Humorous Commercial or Underwriting Announcement

1st Place	WJH FM	Frankies Pizza Karen
2nd Place	WHDG FM	Pawz & Clawz - The Furminator
3rd Place	WCOW FM	Sparks Auto Deer Talk

Best Website

1st Place	WHTL FM	WHTL Website
2nd Place	WPVL FM	Xtreme 107.1 Website
3rd Place	WGLR FM	WGLR-FM Website

Best Use of Social Media

1st Place	WCOW FM	COW97
2nd Place	WPVL FM	Xtreme 107.1 Facebook
3rd Place	WLKG FM	Go Badgers!

Best Original Digital Content

1st Place	WGLR FM	Middendorf's Meals in the Field
2nd Place	WHTL FM	Live With Alice In Dairyland
3rd Place	WLKG FM	The Impossible Question

Best Online Personality

1st Place	WCOW FM	Ben & Arnie
2nd Place	WCOW FM	Ty Anna
3rd Place	WHTL FM	Mike Gilbertson

Best Live Online On-Site Coverage

1st Place	WCOW FM	Country Fest 2023
2nd Place	WCOW FM	Country Boom 2023
3rd Place	WLKG FM	Little Leg Races at Das Fest



2023 Station of the Year

Television

LARGE MARKET

WISN-TV, Milwaukee



MEDIUM MARKET

WISC-TV, Madison



SMALL MARKET

WSAW-TV, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ FM, Milwaukee



MEDIUM MARKET

WOMT FM, Manitowoc



SMALL MARKET

WBEV FM, Beaver Dam



Music Radio

LARGE MARKET

WVMO FM, Monona



MEDIUM MARKET

WLKN FM, Sheboygan



SMALL MARKET

WCOW FM, Sparta



2023 News Operation of the Year

Television

LARGE MARKET

WISN-TV, Milwaukee



MEDIUM MARKET

WISC-TV, Madison



SMALL MARKET

WSAW-TV, Wausaw



News and Talk Radio

LARGE MARKET

WTMJ FM, Milwaukee



MEDIUM MARKET

WOMT FM, Manitowoc



SMALL MARKET

WBEV FM, Beaver Dam



Ryan Brahmstadt named YP of the Year



Passion for community hallmark of WBA Young Professional of the Year

A news associate at Seehafer Broadcasting in Manitowoc with a passion for his local community is being named the Wisconsin Broadcasters Association Young Professional of the Year.

Ryan Brahmstadt 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.

Brahmstadt is a retired Army specialist who served in Afghanistan. He came to a career in broadcasting through a veterans' internship. He is a champion for the military and veterans' rights, and he brings that passion and spirit to his work.

Brahmstadt was the driving force behind his station winning a first place WBA Award for a live

event titled "Remember the Fallen," an in-person and live streaming reading of each individual name of all fallen service members who died in Afghanistan. He organized the community event in 2021. He also earned a first place WBA Award in 2021 for interviewing his former interpreter from his time in Afghanistan about the plight of the Afghan people and their desire to "Have An Opportunity to Live."

Brahmstadt has also taken his professional life online winning the Best Online Personality on 2022 from the WBA. He has been connected to more than 20 place WBA awards over his time with Seehafer Broadcasting.

Brahmstadt is described by his coworkers as dependable and accountable as well as coachable. He is a team player that can also lead, which he demonstrates by mentoring college and high school interns to encourage their interest and growth in the broadcasting industry. He has a passion for hyper-local news and content and writes

an average of 50 stories a week for Seehafer News.

He also donates his time, talents, and energy to veteran projects and associations.

Brahmstadt wrote, "Young professionals are the future of the industry. The veterans of the industry teach the young professionals, who are then tasked with finding ways to take broadcasting into the future."

He encourages young broadcasters to be themselves and that while you have audience, you don't have fans. "Yes, some of your audience may legitimately be fans of your work, but once you view them as fans, you have put yourself on a pedestal. In my opinion, remaining humble is a key part of being able to get better in any line of work."

Seehafer Vice President, Terry Stevenson, who nominated Brahmstadt, wrote, "Ryan personifies what it means to love your local community, to have passion and a driving force, and he brings all of that to his work in broadcasting."

The four other 2024 honorees

are Keith Heisler from Radio Plus in Fond du Lac; Briggs LeSavage from KBJR-TV in Duluth/Superior; Salam Fatayer from Radio Milwaukee; and Shannon Hoyt from WQOW-TV in Eau Claire.

All four were recognized in earlier issues of the WBA newsletter.

Brahmstadt will be recognized at the 2024 WBA Summer Conference, June 19-20 at Hotel Retlaw in Fond du Lac.

If you'd like to nominate a young professional for this recognition, you can do that by following this link: [wi-broadcasters.org/yp-nominations/](https://www.wi-broadcasters.org/yp-nominations/) (<https://www.wi-broadcasters.org/yp-nominations/> (or scan QR code below).



Walker Institute gathers at UW for 25th year



7 graduate from the Walker Broadcast Management Institute

Seven graduates of the Walker Broadcast Management Institute got their briefcases on April 25 as the Institute marked the beginning of another three-year cycle.

The Institute is designed for broadcast managers and those seeking or being prepared for broadcast management positions. It's held at the UW School of Business on the UW-Madison campus.

This year the students heard from Tom Walker on financial management, Sarah

Smyrk on building high performing teams, and Paul Riehemann on the brain science of optimal leadership. Lecturer Adam Bock spoke at the graduation dinner at the Fluno Center about the AI challenge in the media industry.

This year's graduates are:

Kristin Shill – WQOW-TV

Craig Dillion – Seehafer Broadcasting

Lupita Montoto – WLMV (La Movida)

Dani Maxwell – WKOW-TV

Suzanne Hoffman – WCOW

Tracy Sabo – KTUU-TV/KYES-TV

Adam Donner – WSAW-TV

The graduates get briefcases to mark their accomplishment.

The next Institute courses will be held April 15-17, 2025 on the UW-Madison campus.

The Institute is funded by an endowment from the estate of William R. Walker. It represents the largest single contribution ever received by the WBA Foundation.

2024 WBA Hall of Famers announced

The Wisconsin Broadcasters Association Foundation is proud to announce the 2024 WBA Hall of Fame inductees:

Steve Brown is a career broadcast engineer with a reputation for giving back and thinking of the future.

Matt Lepay is the voice of the UW-Badgers Football and Men's Basketball teams and has been for 35 years.

Patty Loew led a long, successful career in academics and broadcasting while drawing attention to Native American issues.

Dave Robinson is a lifelong broadcaster who's served his communities and industry in so many ways.

The 2024 Hall of Fame honorees will be celebrated the night of June 20 at the 2024 Summer Conference at Hotel Retlaw in Fond

du Lac.

The Wisconsin Broadcasters Hall of Fame was created in 1989 to honor broadcasters that have devoted a minimum of 25 years to the broadcasting industry. Nominees are evaluated based on their "integrity, leadership, and impact on their station(s), communities served, and the state of Wisconsin broadcast industry."

The first 12 members of the Hall of Fame were inducted during the 1989 WBA Summer Conference. Since 1989, 160 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.

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.

David Robinson has

dedicated his career both to radio and to whole-heartedly serving the western Wisconsin communities his stations cover.



Robinson

Robinson's broadcasting career started at his parents' radio station that they began in 1958, now known as WVRQ-AM, the first radio station in Vernon County. He worked in radio through high school and college, when he assisted in the planning and construction of WVRQ-FM.

Robinson enlisted in the U.S. Army, trained in Special Forces and was Infantry platoon leader in the 101st Airborne Division in Vietnam. He returned in 1971 to resume his career in broadcasting, serving as an on-air host, program director, music director, and farm news director. He also trained himself to address many of the station's necessary engineering needs. In 1985 he and his wife, Jane, purchased the Viroqua radio stations.

Later, as station manager, Robinson mentored a generation of young broadcasters,

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Matt Lepay has been

known since 1994 as the Voice of the Badgers for both UW football and men's basketball and has called key games on



Lepay

Wisconsin radio stations for a generation.

Lepay joined WTSO-AM in 1988, where he was the play-by-play voice for UW basketball as well as a sports anchor and reporter. He was named Sports Director in 1989, and when Learfield acquired the rights to UW broadcasts in 1994, he added Badgers football to his play-by-play duties. That same year, the broadcasts moved to WIBA-AM and WIBA-FM in Madison, and have been there ever since. Also, fans in Milwaukee hear the games on WRNW-FM.

In his career, Lepay has called five Big Ten football championships, six Rose Bowl games, and three appearances to the NCAA Final Four. For eight seasons, Lepay also served as a television play-by-play announcer for selected Milwaukee Brewers games.

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Patty Loew, Ph.D., built

a long career in Wisconsin broadcasting and journalism as part of a lifelong effort to mentor, model, and educate people through-



Loew

out the country about Native American culture and model the virtues of civic-minded broadcasting. Her career started as a radio news reporter in La Crosse in 1974 and expanded to television reporting in La Crosse and Madison, eventually leading to hosting public television programs and documentaries that aired across the state, nation, and world. She also served as an journalism professor at UW-Madison and Northwestern University. An accomplished author, she has published four books aimed at expanding cultural appreciation and understanding, including a textbook for grade school students. A citizen of the Mashkiziibiig reservation, Loew brought to public attention issues affecting Native Americans and recounted the history, struggles, and tenacity of Wisconsin's Native

Continued on page 26 >

Steve Brown is a

broadcast engineer who's focused on giving back to his industry, cultivating relationships, and building



Brown

a future for broadcasting on a local, state, and national level. Brown started in broadcasting as an on-air host in 1975 on WAPL-FM in Appleton, but quickly shifted his career focus in 1978 to broadcast engineering. Known as an "engineer's engineer," Brown earned a reputation for being able to interact with all personality types and explain engineering issues in practical and relatable terms. Brown is a founding member of the Fox Valley Chapter 80 for the Society of Broadcast Engineers (SBE) and has served in many roles for the organization since 1981. He was named SBE Fellow by the National Society of Broadcast Engineers in 2023, a distinction reserved for having made valuable contributions to the advancement of broadcast engineering. Before retirement Brown

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2024 Local Broadcast Legends

WBA to recognize four Wisconsin broadcasters

JD Barber, an on air host with a huge and hilarious personality entertaining southern Wisconsin for 27 years.

Jim Callow, a lifelong broadcaster who's earned a reputation for service to the community and his fellow employees.

Bill Jartz, a long time Green Bay TV anchor who is also the gameday voice of Lambeau Field.

Bob Lindmeier, a leader in the field of meteorology and as an ambassador to the station he served for 44 years.

The WBA Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, former owner/president of Results Broadcasting. 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 25 years or more service as a broadcast professional in one specific Wisconsin market/community and have made a significant impact on their station and in the community(ies) they served. The station or organization which the nominee is associated must submit 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 2024 WBA Summer Conference at Hotel Retlaw in Fond du Lac.



JD Barber was more than a morning show host—he was a play-by-play announcer, comedy writer, and radio ratings success in southern Wisconsin.



Barber

Barber had a lifelong love of music and shared his passion for it. He knew at an early age that he wanted to work in radio.

After serving in Vietnam, Barber attended Brown Radio Institute, landing his first job hosting nights on WISM in Madison. He moved to a radio station in Two Rivers to host a drive time show and was lured back to Madison to host mornings on Z104 (WZEE-FM).

There he led a morning team that featured original comedy bits and parodies. The team grew in size and in ratings, dominating morning drive for most of the 1980s. He was known for his comprehensive show prep and having a team-oriented philosophy that incorporated his self-deprecating humor with his morning show team.

He was proud of the money raised by the many station fundraising initiatives he was involved with.

Barber later moved to Q106 (WWQM-FM) and Y105, duplicating the success he enjoyed at Z104. After trying to retire, he joined WJVL-FM in Janesville to host a Saturday Morning Classic Country show.

Barber entertained listeners in southern Wisconsin until shortly before his passing in 2007.

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David Robinson

some of whom went on to work in large markets.

He oversaw the purchase and relocation of two Prairie du Chien radio stations in 1998 and grew the company again in 2009 with the construction of WKPO-FM in Soldiers Grove.

Robinson has been deeply involved in his community, serving on local merchant groups, local committees, and being a booster for Viroqua's economic revitalization.

Robinson has provided service to community and country and left his mark on Wisconsin broadcasting.

Matt Lepay

In 2022, Badger Sports Properties named Lepay as Director of Broadcasting.

Lepay and his wife Linda have dedicated themselves to the University of Wisconsin-Madison's Initiative to End Alzheimer's, a cause in which they have been actively involved.

Lepay is praised for his unquestioned talent and versatility. He is described as a broadcaster who serves with leadership and excellence.

Patty Loew

Americans.

Loew earned a reputation for objectivity and conducting civil interviews with public officials. She has been recognized with numerous awards and honorary doctorates. Lowe provided Wisconsin-ites with a high standard of integrity in broadcasting and a generation of young Native Americans inspiration to establish their own voices to represent their community.

Steve Brown

started working with the Wisconsin Department of Workforce Development to develop a Youth Apprenticeship pathway for media broadcast technicians, to train high school students in broadcast engineering. Brown is an active member of his local community and the broadcasting community, willing to share his knowledge and experience with any peer who needs it.

Jim Callow has dedicated his career to radio, a career marked by excellence, innovation, and a profound commitment to the art of broadcasting.

Starting at the age of 15, Callow began his life in broadcasting at WAGN-AM



Callow

in Menominee, Michigan as a weekend and evening announcer. He was assisting the news department when he was still in high school and also began learning the technical side of the business.

He expanded his engineering knowledge at Michigan Tech and helped put WLST-FM on the air in 1976. He served roles at Marinette area radio stations as operations manager, chief engineer, news director, and general manager. He was co-owner of WCJL AM and FM in Marinette from 1978 to 1992.

After a brief break from radio, Callow returned in 2007 to lead a five-station group in Marinette purchased by Armada Media, where he continues to serve as operation manager and chief engineer, while also co-hosting the "Chuck and Jim Morning Show" on WHYB-FM and WAGN-AM.

Callow is involved in the Marinette community, serving on local boards and committees aimed at community improvement. He served as entertainment director of the Menominee Waterfront Festival from 1984 to 2019.

Callow is known at the station and in the community as someone who can get things done and he's credited with making the stations the success they are today.

Bill Jartz is a broadcaster with an unparalleled work ethic, affable personality, booming laugh, and tireless commitment to public service.



Jartz

Jartz' career started as a 10 p.m. sports anchor on WSAW-TV in Wausau. He moved to WBAY-TV in Green Bay in 1983 to be a sports reporter on the station he watched growing up.

After a brief break from broadcasting, Jartz returned to WBAY-TV in 1993 as sports director, where he also performed play-by-play duties for Green Bay Packer preseason games.

In 1998 he moved to the news desk, taking a role as evening anchor. He was paired with anchor Cami Rapson who he still co-anchors the news with more than 25 years later.

Jartz is also the voice of Lambeau Field on Packer home game days, a role he started in the 2005 preseason.

Jartz supports countless local fundraisers and events for charitable organizations, serving as an emcee, auctioneer, guest speaker, or celebrity judge. In 2023, he participated in 53 such events and is estimated to have dedicated more than 5,000 hours of service to the community during his career. He's got a reputation for not saying no to any charitable cause or opportunity where his time and energy can make a difference.

Bob Lindmeier's leadership, advocacy, and influence in broadcast meteorology reach far beyond the impact he's had on his southern Wisconsin viewers during his more than 45 years in the business.



Lindmeier

After receiving his degree in meteorology from UW-Madison, Lindmeier joined Weather Central in 1980. Weather Central, a private weather consulting company, also provided weather data and weather graphic systems to the media. Over the years at Weather Central he would witness the rapid development of new generations of weather graphics systems that revolutionized the television broadcast industry.

Weather Central also partnered with WKOW-TV. Lindmeier was promoted to chief meteorologist at WKOW in 1989, a role he held for more than 30 years. Since 2020, Lindmeier has been the Senior Chief Meteorologist.

Bob believes strongly in climate change education, and has given more than 150 presentations to school, civic, and faith-based groups. He is former Chair of the American Meteorological Society Station Scientist Committee, which encourages broadcast meteorologists to speak out about climate change.

An avid golfer, Lindmeier participates in many charity golf outings for organizations like the American Red Cross, Gilda's Club, Door of Hope, and Clean Lakes Alliance.

Lindmeier has also helped train and mentor countless meteorologists, many who now lead their own weather departments across the country.

Jowett Fellowship supports training for photographers

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

Recipients of the fellowship can use the grant for professional development in the areas of photography and videography. Applicants must specify how the funds

will be used. Potential uses include but are not limited to courses offered by the National Press Photographers Association, the Poynter Institute, or any accredited college or university. This fellowship intends to award a total of up to \$2,000 in grants annually to multiple recipients to cover part or all of the recipients' expenses.

Apply by
June 1

[wbafoundation.org/
scholarships-grants/
rick-jowett-fellowship](http://wbafoundation.org/scholarships-grants/rick-jowett-fellowship)

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WBA Student Forum
 Lambeau Field

April 15-17, 2025
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May 3, 2025
WBA Awards Gala
 Madison Marriott West



More details
 registration at
wi-broadcasters.org/events

2024 Election Windows for Lowest Unit Charge

Elections	Dates	Window for LUC begins
Partisan Primary	Aug. 13, 2024	June 29, 2024
General Election	Nov. 5, 2024	Sept. 6, 2024



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