Planting seeds for future broadcasters

I spent years in sales, reminding our sellers that we are simply farmers planting seeds. It’s an obvious metaphor for connecting with a new business and working to cultivate the relationship into a healthy client. Without good farmers, seeds don’t always grow.

I told our sellers if they stop planting seeds every day and take too much time to enjoy a healthy harvest, the future will bring an empty field and an empty checking account. Our sellers were trained to always plant seeds regardless of how bountiful the harvest was today.

Our industry needs good broadcast farmers. What kind of farmer have you been over these difficult 16 months?

It’s hard to farm when the water has been turned off and the sun doesn’t seem to shine as bright, but those seeds still want to be planted. Our young future broadcasters are waiting for your special mix of nurturing, development, and mentoring.

We need to make up for almost two years of intermittent outreach and once again make it a priority. Make sure you reach out to local universities, colleges, trade schools, high schools, and job development centers to restart the conversation.

As you work on your 2022 budgets, please take time to develop a plan on how your station will connect with young future broadcasters. Post-pandemic outreach needs to feel, sound, and look different than 2019. Please keep these following action items top-of-mind, and let’s challenge ourselves to modernize and freshen up these familiar ideas by creating new initiatives.

1. Don’t assume colleges and universities know you offer internships

Continued on page 3>
Sen. Baldwin adds support to Broadcast VOICES Act, Local Journalism Sustainability Act

Wisconsin Senator Tammy Baldwin is cosponsoring two bills aimed at supporting local journalism and expanding diversity in broadcast station ownership.

The Local Journalism Sustainability Act supports local journalism, both broadcast and print, by providing tax credits for the hiring and retention of journalists. It also allows certain small businesses to claim a tax credit for advertising with a local broadcaster.

The Broadcast VOICES Act represents the recreation of the Diversity Tax Certificate Program. The program provides a tax incentive to the seller of a broadcast station to sell to women, people of color, or other underrepresented communities.

Versions of the measures are making their way through both the House and the Senate.

Membership renewals in the mail, can be paid online

It’s WBA membership renewal time.

When 2021 ends, so does your WBA membership. You should soon be receiving your 2022 WBA membership renewal notice. Sign up now and keep your membership in full force, without interruption, through 2022.

I’m sure you’ll agree that membership in your WBA is a bargain. As an organization and as a cooperative of individuals with a common goal, the WBA believes in itself and its members. The benefits of being a WBA member are many, and pride of association with WBA is itself worth the price of admission. We urge you to renew your membership and join your colleagues in continuing to support the WBA.

Renewing your WBA membership means uninterrupted service: You will continue to receive ALL services in WBA’s special programs. And best of all, you will continue to belong to the WBA, the only organization in the whole state devoted entirely to the service and promotion of the broadcasting industry in Wisconsin.

Renew online: wi-broadcasters.org/dues

Will you head out to the Awards Gala, Summer Conference, and Broadcasters Clinic? Broadcasters Clinic are all currently scheduled to happen during their normal times of year. Find that schedule in the calendar on the back page of the newsletter.

I recently turned over the gavel as chair of the Wisconsin Society for Association Executives. It was an honor to lead this esteemed group of fellow association executives, teams, and our valued industry partners. It was a tough year but I learned a lot and we demonstrated the old adage that we’re stronger together. It was most definitely a highly worthwhile experience.

Finally, we just received more amazing evidence of the power of broadcasting. Many of you ran spots this year promoting the availability of funding for Wisconsin households to get access to the Internet. Well, Wisconsin has a take-up rate of more than 20 percent of likely eligible households enrolled. The national average is 15 percent. No doubt your efforts to promote the program have made a difference.

It’s just one more example of what makes broadcasters exceptional, especially our favorite…broadcasters from Wisconsin.
WBA Student Seminar to team up with job fair

The WBA Student Seminar is returning as an in-person event in March and making a big change aimed at connecting more students and aspiring broadcasters.

The WBA Job Fair, typically held in January, is moving to be a part of the WBA Student Seminar, which will be held March 5 at the Madison Marriott West. It’s a great opportunity for both students and broadcasters.

While the rest of the agenda is currently coming together, there will be time during the Student Seminar for students to visit the job fair. We also plan to bring back the popular speed networking session, which will run during part of the WBA Job Fair. Students will be able to attend either event.

The Student Seminar will still include a keynote speaker, the WBA Student Awards for Excellence, and recognition of scholarship recipients and the Student Leadership Award winner.

Sessions are still coming together but likely topics include: social media branding, new technology, diversity, sports reporting and play-by-play, and we’ll also bring back the student media roundtables.

Look for more details coming soon to your inbox and in the next WBA newsletter.

CHAIR’S COLUMN

Continued from page 1

again. Be proactive and inform them.

2. Job shadowing is perfect for providing a taste of our business. Excitement, fulfilling, and fun should be what is felt on a visit to your station. Do not go through the motions.

3. Think about filling one full-time opening with two part-time employees from your local college, university, or trade school. This provides young broadcasters the chance to make money, learn the job, and become the perfect full-time employee upon graduation.

4. Introduce yourself to the dean and professors at your local university. How many of you have had the chance to add to a professor’s curriculum with an in-class Q&A? Make sure they know you.

5. Get involved in WBA Student Seminar each March.

6. Get involved in Job Fairs both virtual and in-person held by the WBA.

7. Set up an ongoing dialogue with students via virtual meetings. Find specific times every week that your station is available for 15-minute mentoring sessions.

8. Connect current employees with their schools. Everyone wants to show they made it and would love to help nurture the next class of grads.

9. Triple the number of times you connect with students and new employees in your workplace. Emotionally, the pandemic ruined a portion of their high school/college experience…relate.

Please feel free to provide Kyle Geissler your station’s ideas for connecting better with our future broadcasters and we’ll share them with your peers.

New WBA member benefit boosts trust in your website

Your WBA is now a member of JournalList. As a member of JournalList, your WBA represents a network of trusted publishers in Wisconsin. JournalList uses your membership in the WBA as a signal of trust to give your websites a boost of credibility with search engines.

Working with JournalList, your WBA recently published a list of the websites of all of our member stations to a special file on the WBA website. This file is scanned by search engines, like Google, giving the search engines a list of websites they can consider “trusted.” It’s up to the search engine how to use that data, but naturally search engines are more inclined to share links to websites considered “trusted.”

This is a free WBA member benefit, and all you need to do is let us know if your website address ever changes so we can keep the file up-to-date.

Want to do more? Your station can also join JournalList. You’ll be able to publish your own trust file to your website and be able to add your social media pages to the listings. More importantly, the more stations that participate in publishing their own lists, the greater the network effect. In other words, it makes the whole program stronger.

You can learn more by contacting Kyle Geissler at the WBA (kgeissler@wi-broadcasters.org) or check out the JournalList website: https://journallist.net/

2022 Election windows for Lowest Unit Charge

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Podcasting? Be included in the WBA member podcast directory

Join us March 5 Madison Marriott West

CHAIR’S COLUMN
Moody to program new urban alternative channel in Milwaukee

Public radio innovator and “Rhythm Lab Radio” creator and host Tarik Moody will lead 88Nine Radio Milwaukee’s new Urban Alternative channel as its program director, the station announced Monday.

In early 2022, the station will hire additional Urban Alternative staff members and will share the channel’s name and brand identity. The new channel is slated to launch on June 19, which is Juneteenth Day.

“Tarik is an incredible visionary,” Radio Milwaukee (WYMS-88.9FM) Executive Director Kevin Sucher said. “He has been instrumental in Radio Milwaukee’s pursuit of the Urban Alternative channel, and his nationally syndicated program ‘Rhythm Lab Radio’ has pioneered this sound across the country. Tarik’s passion for new technology, music and Milwaukee make him the perfect choice for this important role.”

The Corporation for Public Broadcasting is providing a $450,000 grant to Radio Milwaukee to help create the new channel. The Urban Alternative channel will offer an eclectic radio experience, celebrating the full spectrum of Black music and the power of public radio. It will have an on-air presence and use a multi-platform digital approach online. Radio Milwaukee's current programming on 88.9FM will also continue on-air and on its digital platforms.

“Our Urban Alternative channel aims to reclaim the word ‘urban’ for the Black community,” Moody said. “Instead of putting Black artists in a box, our channel will celebrate the beauty and diversity of Black music and creativity.”

“We will champion new talent from Milwaukee and pay respect to artists that paved the way,” he said. “We will also share the untold stories of our community in a way that isn’t found in mainstream media. Most importantly, we invite the community to be part of this journey.”

Raised in Atlanta, Moody graduated from Howard University with a degree in architecture. He practiced as an architect in Detroit and Minneapolis. While working in Minneapolis, he volunteered for local radio station KFAI-90.3FM, ultimately co-hosting the station’s long-running program “Groove Garden.” From there, Tarik went on to create his own program, “Rhythm Lab Radio,” which he began hosting on Minnesota Public Radio in 2005.

In 2006, Tarik was approached by up-and-coming station 88Nine Radio Milwaukee to move to Milwaukee and help start the station. He’s held several roles at Radio Milwaukee since the station’s inception.

Moll to lead Detroit Lions broadcast operations

Carl Moll has accepted an offer to become Director of Broadcasting for the Detroit Lions.

This is a homecoming for Moll after many years in broadcasting in Wisconsin. The Michigan native worked at Journal Broadcast Group in Milwaukee in both radio and TV for more than 20 years overseeing the Green Bay Packers radio and TV broadcasts along with the Milwaukee Brewers and Milwaukee Bucks radio broadcasts.

In 2018 Moll joined the Packers to build out an in-house radio and TV broadcast business for the team.

In Detroit, he will oversee all radio and TV broadcast operations for the Lions.

Moll can be reached at this new email address: Carl.Moll@lions.nfl.net.
Broadcasters should refocus on apps post pandemic

One thing we learned during the COVID-19 pandemic is that this event not only challenged all aspects of our work and personal lives, it served as an accelerator of trends that were already in place. For example, according to McKinsey, in the eight weeks after the start of the pandemic, e-commerce accelerated to a point not expected to be reached in ten years. And streaming video hit a seven year projection in five months.

And it doesn’t appear these trends will reverse themselves and return to normal any time soon.

The advertising business was also affected. Not only were budgets reduced as businesses had to dramatically cut back due to the economic decline, but whatever was spent shifted, especially to digital platforms like Facebook.

Now that we are emerging from the initially significant impact of the pandemic, BIA/Kelsey has released its 2022 forecast of local advertising spending – the dollars that will be spent throughout Wisconsin markets – and have reached a conclusion that creates problems as well as opportunities for all broadcasters:

BIA/Kelsey is reporting for the first-time that local advertising on mobile devices will surpass direct mail and all other categories in 2022. That includes local radio and television.

As someone who owns a mobile app development company, even I was surprised at this result. And yes, we know the largest percentage of the $34 billion will go to Facebook and Google, but this still creates a significant opportunity for broadcasters.

Why? Broadcasters have had mobile apps since the beginning of the iTunes App Store’s opening more than 13 years ago. Most radio and television broadcasters have had at least one mobile app for years, and in the case of many television stations, a second app for a specific purpose like the weather.

With this shift to mobile advertising, we recommend broadcasters need to re-evaluate their approach to mobile by taking these steps:

1. If your app hasn’t been upgraded for a while, it’s time. Talk to users of the app via Zoom focus groups (we can provide you with details on how to do these) and look for ways to enhance the usability as well as the content.

2. Start promoting your app as if it’s a priority. We know many broadcasters promote their mobile app when it first comes out, then it goes into “rotation.” Take a page from ESPN – every single time they promote a program or other event, the app is mentioned as a priority. This will not only drive up usage, it will signal to your advertisers that your app is a priority.

3. Consumers are used to discovering new things on their mobile apps – look for new content and approaches you can use to promote as well as to increase usage. For example, Mid-West Family has included an area guide to events and happenings throughout the Chippewa Valley called “Around The 715.” Check it out – why let your audience go to other apps when it’s easy to include that information in yours.

4. One of the biggest barriers to digital sales success is the buy-in of local salespeople. Share this BIA/Kelsey study with them. And start asking local advertisers about their mobile advertising spending plans. You – and your sales team – might be surprised by the answer.

5. Market your mobile app as a major asset to advertisers. Conduct a webinar, capture success stories, do some email marketing, as well as social media posts about your app. The bigger priority you make your app, the more interested advertisers will become.

Everyone in broadcasting understands the past two years have been quite a challenge, and most are looking for new revenue streams. The good news is most of you have already made the investment. Now, let’s make that investment pay off.

You can purchase BIA/Kelsey’s report here: https://shop.biakelsey.com/product/uslocaladvertisingforecast

The WBA Digital Hotline is a free service of the Wisconsin Association of Broadcasters. If you have any questions about your digital strategy, social media, or digital revenue, contact Paul Jacobs at paul@jacobsmedia.com.

How strong is your station’s digital strategy?

Schedule a free Digital Checkup with Seth Resler of Jacobs Media at JacobsMedia.com/WBA-checkup
Making a Difference

Viewers raise $58K in school supplies

Milwaukee TV station WISN-TV collected more than $58,000 in school supplies to help local students at the beginning of the school year.

WISN 12’s “Class Act School Supply Drive” delivered essential school supplies to children in the Milwaukee area who need them most. The money was raised online and through text messaging.

From Aug. 24 through Sept. 2, WISN-TV and the Salvation Army conducted a fundraising drive so that local students would have backpacks, notebooks, pens, pencils, and other classroom necessities before the beginning of the school year.

“People across southeastern Wisconsin recognize that as kids are heading back to school, so many are arriving on that first day without the supplies they need,” said Jan Wade, president and general manager of WISN 12. “This campaign helps them start the school year ready to learn.”

Through this year’s financial donations, the ‘Class Act School Supply Drive’ will provide more than 2,300 backpacks stocked full of supplies that will be distributed to school districts throughout southeastern Wisconsin. WISN 12 devoted time and resources to promoting the campaign through on-air, online, and social media coverage.

“It’s hard to put into words just how grateful we are for our generous viewers,” said Wade. “Since this campaign launched in 2013, we’ve raised $460,000 and it’s nothing short of inspirational to think of how many children have been positively impacted by these efforts.”

Event increases breast cancer awareness for women of color

A radio and TV station in Milwaukee held a successful event to increase breast cancer awareness among women of color.

V100.7’s (WKKV-FM) Sista Strut was held Oct. 9 at the Marcus Center of Performing Arts Peck Pavilion with support from Fox 6 (WITI-TV). Thousands of breast cancer survivors and their supporters came out from across southeastern Wisconsin to celebrate survival and increase education among their friends and loved ones.

The event featured a concert with music and local celebrities from Fox 6 (WITI-TV) and V100.7.

Milwaukee station raises $130K for hurricane victims

Milwaukee TV station WISN-TV partnered with the American Red Cross to raise money for the victims of Hurricane Ida.

The ‘WISN 12 Hurricane Relief Drive’ raised $130,505 from local viewers to deliver urgent assistance for those affected by the natural disaster.

Hurricane Ida’s devastating impact was felt from the Gulf Coast up through the Northeast with dangerous winds, tornadoes, rainfall, and flooding. It ultimately led to dozens of deaths across Louisiana, New Jersey, New York, Pennsylvania, and Connecticut.

“Along with the tragic loss of life, countless others were also left without a home, water, electricity, and so much more,” said Jan Wade, president and general manager of WISN 12. “We knew that we had to do something after seeing this disaster unfold.”

From Sept. 3-10, the station and the American Red Cross conducted an online fundraiser. In addition to the viewer donations, the following institutions donated matching funds: Dorothy Inbusch Foundation contributed $10,000, West Bend Mutual Insurance contributed $10,000, and Schneider National Foundation contributed $25,000 to the fundraising effort. The money brought in through the drive will supply people with essentials such as food, shelter, blankets, tarps, and personal care items.

“When people in Wisconsin see that others are down, they step up,” Wade said. “The compassion and support of our viewers is truly inspirational. We simply can’t thank the community enough for their generosity at a time of such great need.”

Donations to the American Red Cross can always be made at www.RedCross.org or by calling 1-800-RED-CROSS.
Radio Milwaukee to add café, outdoor seating

The 88Nine Radio Milwaukee (WYMS-88.9FM) studios in the Walker’s Point neighborhood will undergo a major $770,000 renovation and expansion for a new café and eatery that will feature a full food and beverage menu and covered outdoor seating.

The café and eatery will be operated by Milwaukee chef and restaurateur Chad Meier, who owned the top-rated fine-dining restaurant Meraki in Walker’s Point. Meraki specialized in world dishes made with local ingredients. It closed in August 2020 because of the coronavirus pandemic.

Meier said he is excited about the new café and eatery and working with Radio Milwaukee to reactivate its currently empty retail space.

“Our menu will be eclectic and constantly changing, just like the music that 88Nine plays,” Meier said. “I look forward to sharing some amazing dishes and helping create a casual, creative space to facilitate community connections.”

Radio Milwaukee Executive Director Kevin Sucher said these improvements to the station’s studio and office building, 220 E. Pittsburgh Ave., would further strengthen its ties to the community.

“Our latest investment will add to the economic vitality of the growing Walker’s Point neighborhood,” Sucher said. “It will also create new and improved spaces where the community can have a quick bite or camp out for the day to create and collaborate, with food and beverage offerings to help fuel them.”

In exploring the concept for the new eatery, Meier hired the Milwaukee-based TKWA architecture firm, which has designed the façade and internal changes.

The renovation will include:

- Building a 333-square-foot addition to the front of the café and eatery area, bringing the café space to a total of 1,650 square feet.
- Adding outdoor seating in front of the building covered by an opaque overhang.
- Installing three garage doors with windows along the sidewalk to allow partial open-air use of the community room and connections to the outdoor seating.
- Creating a kitchen in the back of the café space.
- Complete remodeling of the café area.

When complete, the eatery will include 35 seats inside and 30 outdoors. Construction is slated to begin later this year, with the café and eatery opening tentatively scheduled for late February.

Funds for the renovation were provided by generous donors who ask to be anonymous. Reinhart Boerner Van Deuren provided pro bono legal assistance.

Radio Milwaukee and Meier will hold a community reception at the station at 5:30 p.m. Wednesday, Dec. 1 to unveil the eatery’s menu and name and other details about the project.

Online training available on important topics for journalists

Dec. 8
Webinar: Battling Bias
Presented by Poynter

Where do our biases come from? How do we recognize our own biases? Eight kinds of biases that can influence our journalism (these don’t make you a bad person, they mean you are normal) How biases influence who is in and out of our coverage How you can find new voices that will give you new insights, even on deadline

How biases even show up in our Google searches The MOST likely place your biases might show up in a carefully crafted story.

Jan. 4
Webinar: Fighting Fakes and Truth Decay
Presented by Poynter

Where does information come from and who is behind it? Why do people spread disinformation? How can you detect fake photos? What is metadata and what will it tell you? What does every journalist need to understand about algorithms? See the newest tools fakers use to alter video and audio. How to use polysearch tools to get to the root of an images’ origin.

These webinars are free to all WBA members. Register online at wi-broadcasters.org/events.

Find links to previous webinars at wi-broadcasters.org/webinars
Roth retires after long Wisconsin broadcasting career

WBA Hall of Famer Chuck Roth is retiring after a career in broadcasting that started when he was in high school.

“From my senior year of high school, I knew broadcasting was the career I wanted to pursue,” Roth said. “I was very fortunate to be able to work in broadcasting for my entire career, with so many great people, and to do it all right here in Wisconsin.”

Roth graduated from the University of Wisconsin-Stevens Point in 1980 and began his professional broadcasting career that year as an account executive with WQOW-TV in Eau Claire, and became station manager in 1985. In 1988 he moved to La Crosse, and for the next 20 years served as vice president/general manager for WQOW and WXOW-TV. In 2010 he moved into a corporate role for the stations’ parent company, Quincy Media (QMI), taking on the position of director of business administration.

In January 2019 he added the title of regional vice president as he took on oversight of KVOA-TV in Tucson, Arizona along with oversight of the digital business operations of QMI.

Quincy Media, Inc. closed on its sale to Gray Television in August. He joined Gray Television on a temporary basis to assist with the transition of the sale and he retired on Sept. 24.

Roth was on the WBA board of directors from 1992-2002 and was board chair in 2000, has served on the WBA Foundation board. He was inducted into the WBA Hall of Fame in 2016. He’s served his community as president of the boards of United Way, La Crosse Community Theatre, and La Crosse Performing Arts Center.

“LuAnn and I are looking forward to traveling, spending time with friends and family, staying connected to our community, and keeping Wisconsin our home,” Roth said.

Bennett named GM at Radio Milwaukee

Cheryl Bennett, a professional with more than 28 years of experience in accounting, finance, human resources and business administration, has been named general manager of 88Nine Radio Milwaukee (WYMS-FM 88.9), the station announced Monday.

Bennett joined Radio Milwaukee in 2015 and has previously served as the station’s human resources manager and accountant.

“Radio Milwaukee is lucky to have Cheryl Bennett,” station Executive Director Kevin Sucher said. “Cheryl’s professionalism and commitment to our mission is unparalleled. I couldn’t think of anyone better to be in this position.”

Bennett will be responsible for all human resource matters, including managing employee relations, employment programs and initiatives, recruitment, performance management and evaluation, FMLA, compensation and benefits, and policy administration; and managing operations of the station’s facility, including building use, maintenance and operational systems. She will report to Sucher.

Bennett earned a Bachelor’s of Science in Business Administration Management from Central State University in 1991 and worked in wealth management at several financial institutions before joining Radio Milwaukee.

An active member of the St. Mark A.M.E. Church, Bennett said, “Helping people and making a positive impact in their lives and the community inspires me. I’m fortunate to get the opportunity to work with people who inspire me every day.”

Luljak named interim leader of WPR

Tom Luljak, recently retired vice chancellor for university relations & communications at University of Wisconsin-Milwaukee, will serve as interim head of Wisconsin Public Radio (WPR) until a national search can be completed for a permanent director. He takes over from Mike Crane who stepped down on October 1.

WPR has contracted with the National Educational Telecommunications Association (NETA) to provide executive consultation and leadership for the network.

“We are grateful to NETA for their support services during this period of transition,” Educational Communications Board (ECB) Executive Director Marta Bechtol said. “We are excited to be working with Tom, who brings a wealth of experience in broadcast journalism, strategic communications and management. In addition to sustaining WPR’s essential service to the state, he will help our leadership team plan for the future and recruit a new, full-time director in 2022.”

Luljak started his career in communications as a student at UW-La Crosse and UW-Oshkosh where he worked at the student radio stations WLSU and WRST. Both of those stations are now affiliated with WPR’s statewide network. During his professional broadcast career Luljak served as news director for WTMJ-AM and WTMJ-TV in Milwaukee where he won a prestigious Peabody Award for investigative journalism.

“Tom also has more than two decades of leadership experience within the University of Wisconsin system,” Wisconsin Public Media Interim Director Heather Reese said. “That means he’s uniquely positioned to support both the mission of the station and its wonderful relationship with the university.”

“I have been a listener and a fan of public radio for as long as I can remember, so when I heard about this opportunity to serve WPR, I couldn’t pass it up,” Liljak said. “I have enormous respect for the work done by the great team of professionals at WPR and I look forward to working through NETA to help them continue to thrive during this transition.”

Former student named to lead WSUM

A former student who worked at the student-run radio station on the UW-Madison campus is returning to serve as general manager.

Kelsey Brannan previously worked as the assistant program director at The Current and as the afternoon show manager at KEXP.

Dave Black is retiring from the position after 28 years at the station which he helped to launch.
La Crosse area engineer retiring after 33 years

An assistant chief engineer who's been working at a La Crosse TV station for 33 years and served on the Broadcasters Clinic Committee for 24 years is retiring.


"Everyone in town was hoping we were going to be Fox, and this was before Fox even had the NFL" Burg said. "When we became Fox people were happy. When Fox got the NFL and Packers, everything changed. It was great."

"Then we kept adding to it, one step at a time, expanding and growing," he said.

The station later added a second transmitter in Colfax. WEUX went on the air in 1993. Burg was also part of the engineering team that stepped up in March 2011 to help WEAU-TV when its tower collapsed. Fox 25-48 began to simulcast WEAU’s signal until it could rebuild.

"Thank you Mark for your contributions," wrote General Manager Judson Beck. "Thank you for persevering and helping build something special that we all enjoy being a part of today."

Mark's final day was Oct. 22. He plans to continue serving on the Clinic Committee.

Brust named MIlwaukee Bucks radio team

The Milwaukee Bucks have named Ben Brust as the team's radio analyst for home games on WTMJ Radio and the statewide Bucks Radio Network. Brust will join Bucks new play-by-play announcer Dave Koehn in the radio booth at Fiserv Forum this season.

A former University of Wisconsin men's basketball team standout, Brust currently co-hosts a local sports talk radio show, "Scalzo and Brust," from 4-6 p.m. each weekday on 94.5 FM ESPN Milwaukee and 100.5 FM ESPN Madison. He's also served as a television color analyst and studio analyst for college basketball games on the Big Ten Network since 2017.

After a successful career at Wisconsin where he left as the school's all-time leader in three pointers made and helped lead the Badgers to the 2014 Final Four as a senior, Brust played with the Bucks Summer League team in 2014 before playing overseas in Lithuania's top league in 2014-15.

Terry West retires after 40 years in broadcasting

WAXX 104.5’s Terry West is retiring after more than 40 years in broadcasting.

West made her final appearance Oct. 15 on WAXX in Eau Claire. She spent most of her career on WAXX and sister station I-94 (WIAL).

West's career started in 1980 when she was selected as a Brown Institute School of broadcasting scholarship winner, one of just two winners from 1,200 applicants. She was the first woman to work in radio in Grand Forks, North Dakota where she got her start at KKKL in 1980. She joined I-94 in Eau Claire in 1983 and in 1992 she first appeared on WAXX and has been the midday host for 29 years.

Terry was part of the WAXX team that won NAB Marconi Station of the Year and CMA Station of the Year awards. She once flew with the legendary Blue Angels. She worked with several different charitable organizations in the community and also conducted interviews with hundreds of country, pop, and rock stars.

Terry was also named the winner of Woman of Distinction /American Girl Scout Council in 1995. Former Wisconsin Supreme Court Justice Shirley Abrahamson was in attendance and presented Terry with the award.

"She was such a gem!" Terry said.

West's public service interviews on behalf of Transitus House earned her a WBA Award.

Names in the News

Matt Infield has been named Sports Director at WSAW-TV in Wausau. Infield joined WSAW in 2018 as a sports reporter. He replaces Reece Van Haaften who accepted a job in Knoxville.

Assistant News Director Briggs LeSavage has been promoted to news director at KBJR-TV in Duluth. A Duluth native, LeSavage started at KBJR-TV as a co-anchor, producer, and reporter in 2016. She's a graduate of the University of St. Thomas in St. Paul, Minnesota where she studied communications and journalism.

Reporters Jessie Slater and Emerson Lehmann will be joining WSAW-TV in Wausau. Slater took LeSavage's position as Assistant News Director. She joined the station in January 2017 and has served as weekend anchor, 5 p.m. anchor, and 10 p.m. weekday lead reporter. She led coverage of the Duluth City Council and Duluth School Board. Slater graduated from Lyndon State College's Electronic Journalism Arts program. After graduation she became the morning/noon news anchor and producer for WOAY-TV in Oak Hill, West Virginia before joining KBJR-TV as reporter. She will continue to anchor the news weekdays at 5 p.m.

A morning show co-anchor at WSAW-TV in Wausau is moving to Milwaukee. Emerson Lehmann will be a reporter at CBS 58 (WDJT-TV). Lehmann grew up in Milwaukee. He started his new job in November.
“Morning radio is the place to be!” And no one knows that better than WIFC’s Dave Kallaway. His radio career spans four decades, with nearly three in his current role.

“We were allowed to listen to the radio in high school, in typing class, and that’s where I first got the bug that radio might be my thing,” he said.

I know Dave Kallaway professionally and I can share that he’s the same radiant guy in person, on-air and at events. So I had to know, how does a guy stay so passionate about broadcasting year after year?

He explained the unique joys and the freedom to be creative that this career has.

“Create events that you’re passionate about. My wife and I love to dance. So that’s where our WIFC Disco Cures Cancer dance came from. We knew we just wanted to dance but what if we did a public dance, and what if we did it to raise money for a charity. We really thought that whole concept would last a couple of years, but we ended up doing it for 19 years!”

He’s been married to his wife for 40 years, and they were married on-air, on the radio.

So what advice would he give his younger self in the early years of his career?

“Chill out on the air and talk to the audience. When I started out, there was a lot of screaming going on. DJs that sounded like they were auctioneers and that got old fast. Just talking to listeners, playing good music, having a good time. That’s the way to start your day,” he said.

Kallaway said the part he enjoys most about morning radio is getting to work with other talent.

“Most other shifts there’s only one person. It’s much more fun to work on the air with others. The other part is getting to do so much in our communities… with events and charity things. I love that part of the gig.”

Kallaway said he’s spent time studying how to interview guests.

“I’m sure I sucked at that early on, but I followed a lot of pros along the way and tried to pick up the techniques to asking good questions and being ready when you get short answers, no answers, or in some cases where you’re ready to ask 20 questions and you only get to ask one question because the guest is such a talker.”

If you are concerned with the initial low salary at the entry-level, Kallaway offers the reminder of the growth potential in this career.

“The guy who hired me at WIFC is now the ops manager of the iHeart radio’s country division—a very big step up from working in Wausau, Wisconsin. The other aspect of the low pay thing with radio is that it’s a job that can turn into several jobs and opportunities for making more.” For Kallaway, that’s hosting events and photographing them. And I had to ask (and man, I am I glad I did) what’s your favorite radio memory?

“One of my favorite bits to do was the “WIFC Mow to Lambeau.” I literally rode a riding lawn mower from Wausau to Lambeau Field in Green Bay. The idea was to have listeners guess how long it would take and if you were closest then you won the mower and tickets to see the Packers play the Bears!

Eighteen hours and 21 minutes. That’s how long it took if you are wondering.

Heather Poltrock
WSAW-TV, Wausau
WBA Awards for Excellence contest opens Dec. 1

Find all the details online at wi-broadcasters.org/awards
The WBA Awards Gala is May 7 at the Madison Marriott West

Awards committee unveils new tool for tracking award submissions

For a while now, the WBA Awards Committee has wanted to provide all of you with a simple spreadsheet template to track your awards submissions throughout the year. It should make for a much easier time as the deadline bears down on you. It’ll give any station or cluster a place to begin. It can be adapted to add or subtract whatever you want.

We’d be remiss if we didn’t thank Elwood for this simple tool. Use it. It works.

In the words of famed basketball coach, John Wooden, learn to master the 4 P’s: planning, preparation, practice, and performance. This will help with your planning and preparation part.

You can find the spreadsheet template at wi-broadcasters.org/awards-template

<table>
<thead>
<tr>
<th>Award Category</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
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<td>1</td>
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<tr>
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<td>2</td>
<td>0</td>
<td>1</td>
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<tr>
<td>104.7 FM Classic Rock</td>
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<td>2</td>
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<tr>
<td>106.9 FM Country</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Deadline: Wednesday January 12, 2022 (6:00 PM CST)
WBA Foundation getting back to business 2021

Chair’s Report

Al Lancaster
WBA Foundation chair

Starting with our summer conference, the WBA Foundation was able to hold its Joint Board Meeting with the WBA in person! How great was it to get off the Zoom merry-go-round! It has been a very challenging time. As we move forward the WBA Foundation is in great shape to “Get back to the business of broadcasting” with a strong 2022!

The Foundation continues to be focused on core activities of fundraising, public affairs education, and historic preservation. Here are some highlights from 2021:

We are happy to report that our WBA scholarships have increased. The David L. and Rita E. Nelson Family Fund Scholarship is now at $1,500 (up from $1,000). The Howard Gernetzke Scholarship is now at $1,500 (up from $1,000). The Morgan Murphy Media Scholarship is at $2,500 (up from $2,000). And the Wisconsin Broadcasters Association Foundation Scholarship is now at $2,500 (up from $2,000).

Applicants must have either graduated from a Wisconsin high school or be attending a higher education institution in Wisconsin that has been designated as eligible by the WBA Board.

Our four scholarship award winners for 2021 are:

- Reagan Zimmerman-WBA Scholarship recipient
- Tamia Fowlkes-Morgan Murphy Scholarship recipient
- Sydney Trapp-David L. Nelson Scholarship recipient
- Kingsley-Reigne Pissang-Howard Gernetzke Scholarship recipient

Ryan Whittaker from WTMJ- is the recipient of the Rick Jowett Fellowship.

Jowett grew up in a media family and spent his career in photography working for Wausau Daily Herald and WMTV in Madison. Rick began working with the WBA in 1985 as the Association’s event photographer. He served graciously and unconditionally until his passing.

The Results Broadcasting Education Grant was awarded to Morgan Schillinger. The Results Broadcasting funds a $1,000 grant to assist a recent graduate working in Wisconsin broadcasting or a related business in the management of their student loan debt. Thank you to Bruce and Don Grassman for changing the Results Scholarship to the Results Broadcasting Education Grant.

The Walker Management Institute was delayed for a second year because of the pandemic. We look forward to conducting the Institute in person in 2022. Enrollment is open for the April 19-21, 2022 session. At last count 153 Broadcast Managers have graduated from the 3-year module.

The WBA honored five new Local Broadcast Legends at our Summer Conference at Blue Harbor Resort in Sheboygan: Karen Dalessandro, Erin Davission, Peter Murphy, Bill McCollum, and John Moser. We were doubly honored to have as our keynote speaker NAB President and CEO, Senator Gordon Smith. Later that evening the WBA inducted four admired broadcasters to the WBA Hall of Fame:

- Nancy Zieman, author, designer, business woman, TV producer, and National Sewing authority.
- Jack Mitchell, a pioneer in Public Radio.
- Thom Gerretsen, a respected, dedicated local journalist.
- Wayne Larrivee, the voice of the Green Bay Packers.

With this year’s inductees, the WBA Hall of Fame membership roll grows to 152 members.

Nominations for the 2022 Hall of Fame is now open. Find information on how to submit your nomination on the WBA website.

The Foundation continues to support the future of broadcasting through the WBA Student Seminar, which was held virtually in 2021. We had 130 students participating in the event on March 6. We look forward to an in-person Student Seminar in 2022. We want to thank the WBA Education Committee for putting together this event!

We would like to thank Terry and Sandy Shockley for making the WBA pins and pendants available. Please show your support for broadcasting in Wisconsin with a pin or pendant. They make a great gift for individuals and teams. Contact the WBA office to get them.

The Foundation is looking forward to the 2022 political season. We will continue our more than 30-year tradition of hosting live broadcast political debates. With Wisconsin being a swing state, these debates will serve our viewers at a time when every vote counts! Stay tuned for more details.

Please review “Your WBA Serving You” on the WBA website or in the September/October newsletter to read more about what your WBA Foundation supports annually.

We need your financial support so that we can continue to help establish a lasting legacy for our Association and its members. As part of your financial planning, please consider a contribution to the WBA Foundation and or becoming a member of the Legacy Club. All levels of giving are needed and are beneficial to our mission. As a new member of the Legacy Club, I wanted to give back to the Industry that has been so good to me. This Legacy Club will help other young broadcasters enter the broadcasting field. Something we will all need.

Please contact the WBA for information about how to make your contribution.

Thank you for helping us all survive a challenging year. I look forward to a brighter 2022.

Wisconsin Broadcasters Association Foundation Officers & Board of Directors  www.wbafoundation.org

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Chuck Steinmetz
WITI-TV, Milwaukee
**TWO WAYS TO RECOGNIZE GREAT BROADCASTERS**

**Hall of Fame Award**

The Wisconsin Broadcasters Association Foundation Hall of Fame Committee is now requesting and accepting nominations for the Wisconsin Broadcasters Hall of Fame.

The Hall of Fame nomination process is open and will run through Feb. 15, 2022. Submissions should be made on the official nomination form found on the WBA website and sent to the WBA Foundation office. Selected nominees will be inducted on June 23, 2022, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Radisson Hotel in La Crosse in conjunction with the WBA Summer Conference.

The Wisconsin Broadcasters Hall of Fame was established in 1989 and formally dedicated by then FCC Chairman Alfred Sikes. Its purpose is to honor individuals who have dedicated their professional lives to the advancement of broadcasting in Wisconsin. Since then, 152 broadcasters have been inducted.

**Selection Criteria**

Nominees must have 15 years of service as a broadcast professional that includes 10 years of service in the state of Wisconsin. This is the minimum requirement that must be met in order to qualify for a Hall of Fame nomination. Individuals may be cited posthumously.

Nominations should also include the following:

1. A description and/or documentation of a nominee’s key contributions to (and leadership in) broadcasting either nationally or within the state of Wisconsin and the benefit(s) provided to the audiences and/or industry resulting from their contributions.
2. A narrative noting the highlights of the nominee’s history of exemplary leadership in community and statewide service as a broadcast professional. Please include information regarding the nominee’s contribution to the growth and well-being of the industry and its service to the citizens of Wisconsin.
3. Attributes and characteristics that distinguish the nominee among their peers.
4. Letters or supporting information from colleagues, friends, and community leaders.

The Hall of Fame Committee typically selects three-to-five individuals per year to be inducted into the Hall of Fame. A nomination meeting the criteria for consideration does not guarantee induction (see below). Wisconsin is blessed with many wonderfully deserving broadcasters. The Hall of Fame Committee puts a significant amount of thought into selecting those who will be inducted each year.

**Nomination Review**

Committee rules provide that nominations must be submitted annually. The committee will only review Hall of Fame nominations submitted for the current year (2021). Nominations submitted in prior years must be updated and resubmitted for consideration this year.

If you wish to check whether an individual has been nominated, direct inquiries to Liz Boyd in the WBA Foundation office at (800) 236-1922 or lboyd@wi-broadcasters.org.

The Hall of Fame committee will meet after the Feb. 15 deadline to consider nominations and the WBA Foundation will act on the nominations in March.

**Local Broadcast Legends Award**

The Wisconsin Association of Broadcasters Association Local Broadcast Legends Award.

The Local Broadcast Legends Award nomination process is open and will run through Feb. 15, 2022. Submissions should be made on the official nomination form available on the WBA website and sent to the WBA office. Selected nominees will receive the award Thursday June 23, 2022 during the WBA’s Summer Conference Luncheon at the Radisson Hotel in La Crosse.

The Wisconsin Broadcasters Association Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, owner/president of Results Radio. The first award was given posthumously to Norm Habeck, a former Results Radio employee. The Local Broadcast Legends Award is a great honor and recognition for individuals that work behind the scenes and within their communities fulfilling the commitment broadcasters have made to serve their local communities. They are individuals that exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities.

Past honorees can be found at the Wisconsin Broadcasting Museum at https://www.wisconsinbroadcastingmuseum.org.

**Selection Criteria**

Individuals may be nominated by their company, co-workers, community leaders, family members, etc. The nominee’s station or organization will be responsible for submitting the nomination on behalf of the nominating person or group along with the required supporting documentation.

Nominees must have 15 years of service as a broadcast professional in the state of Wisconsin. Individuals may be cited posthumously.

Nominations should also include the following:

1. A description of the nominee’s character and why they are deserving of the award. How do they exemplify localism (see below).
2. Provide examples of the nominee’s support of local community needs and interests including, yet not limited to, participation in economic, non-profit, education, and civic development as well as support of their colleagues and station.
3. Letters or supporting information from colleagues, friends, and community leaders.
4. A letter of support for the nomination from the general manager or another person in a similar position employed by the station the nominee represents.

**Nomination Review**

The Local Broadcast Legends Award Committee, which is a part of the Hall of Fame Committee, may select a nominee from each of the four (4) districts of the state represented on the WBA Board of Directors. The number of awardees will be determined by the Committee.

The Local Broadcast Legends committee will meet after the Feb. 15 deadline to consider nominations and recipients will be selected in March.
A Radio Vagabond Wows the Boomers

By Doug Moe

It was while sleeping at an inn on California’s Monterey Peninsula that a legendary radio vagabond – a program director who worked ratings magic at numerous stations across America – had his most recent epiphany.

Appropriately, the inn is named the Vagabond House.

When John Sebastian woke that morning a few years ago in Carmel-by-the-Sea, he realized his dream had coalesced the waking thoughts he’d been having about a new radio opportunity.

In today’s tough media landscape, station playlists had shrunk, no matter the formatted music. So, too, had the demographic groups targeted by programmers. The result was a lack of musical variety and one vastly underserved audience: baby boomers, who – paradoxically – love radio and have the kind of money to spend that should draw advertisers.

That morning in Carmel, Sebastian envisioned a playlist that would bring together the best music from all the formats he’d succeeded with in the past – rock, country rock, top 40, smooth jazz, and country.

The playlist would be expansive – the only stipulation was the songs must be great – and in targeting the boomers (roughly ages 55-74) it would concentrate on music from the 1960s and ‘70s, sprinkling in some ‘50s, some ‘80s and some newer songs that met John’s “only great songs” criteria.


The format never failed to get attention. A 1981 Rochester, N.Y. newspaper headline read: “WMJQ’s slogan attracts attention… but some listeners think the slogan is vulgar.”

And that’s what I did. I became a disc jockey and I’ve never looked back.”

Recalling those early months in the business, Sebastian says, “I was scared. I’m a bit of an introvert, as I’ve discovered a lot of radio people are. But I also discovered that when I was behind closed doors, in front of a microphone with no one else in the room, I became this other personality. It brought me out of my shell, and I did pretty well.”

He was also astute enough to realize that at a radio station, it’s the program director who makes the important decisions. Sebastian soon became – at age 22 – a program director in Portland.

His programming career would take him to more than two dozen markets, including Los Angeles, Boston, Chicago, Dallas, and – especially – Phoenix. Sebastian estimates he’s left and returned to live in Phoenix 10 different times. He came back most recently in 2014, drawn as always by the sunshine and the enduring friendships he’s forged in the area over the years.

An early career lesson was that in one way radio is no different than most businesses – it is resistant to change.

“Probably since my first programming job in Portland, I’d ask veterans why we were doing this or that;” Sebastian says. “Often the answer was that they’d always done it that way. I was enough of a rebel to think we could explore other ways to do things. It was the genesis of my success. My ability to come up with new ideas, new formats. With the help of some very good people, we were able to do some amazing ratings turnarounds.”

In between programming gigs, he consulted, and had significant success in the 1980s with a format called “kick ass rock and roll.” He’d debuted it in 1979 at KUPD in Phoenix – changing the station from top 40 – and it shot to number one in the market. Next, WCOZ in Boston created historic ratings success with Sebastian’s rock format.

The format never failed to get attention. A 1981 Rochester, N.Y. newspaper headline read: “WMJQ’s slogan attracts attention… but some listeners think the slogan is vulgar.”

Later, Sebastian upended expectations at a country music station in Los Angeles.

“Driving out there,” Sebastian recalls, “I was thinking, ‘What am I doing? I don’t even like country.’”

What he did was expand the boundaries of country music. “Los Angeles is not a very country-friendly market;” he says. “But my idea of what country could be was different from the stereotypical country programmer. I included the Eagles, Bob Seger, Jackson Browne, what you might call country rock. We had the best country ratings in the history of that market by far.”

Looking back, Sebastian says, “I’d like to think I helped pave the way for a little more inclusivity and open-mindedness in the country format.”
Wisconsin Broadcaster | November/December 2021

WBA Hall of Fame video to be available

A single half-hour program highlighting the 2021 WBA Hall of Fame inductees will soon be available to download for you to air over the holiday season.

There will NOT be two programs as we have in past years.

The program will showcase the contributions of the four 2021 WBA Broadcasters Hall of Fame inductees: Thom Gerretsen, Wayne Larrivee, Jack Mitchell and Nancy Zieman.

Once ready, the show can start airing anytime and is suitable for airing during the holiday season and thereafter as a way to highlight the importance of broadcasting in Wisconsin and the achievements of this year’s inductees. Airing the video is an excellent way to promote and enhance the image of the broadcasting industry in Wisconsin.

Stations will receive more details and a download link as soon as the program is ready.

Support Wisconsin Broadcasters Association Foundation Inc.

When you shop at smile.amazon.com, Amazon donates.

Go to smile.amazon.com

John Reddy photos added to Museum

Photos of Milwaukee area broadcaster John Reddy were recently added to the Wisconsin Broadcasting Museum. Reddy spent decades on the air on both radio and television. You can find the photos and clippings online at wisconsinbroadcastingmuseum.org. Thank you to Reddy family for sharing these terrific memories.

Bob Barry’s Unearthed Interviews Podcast

Recent Episodes
Monty Hall
Gary Burghoff
Bobby Sherman
Adam West
Burt Ward

Upcoming Episodes
Red Skelton
Alan Thicke
Johnny Olson
Desi Arnaz Jr.
Harry Chapin

Search for it on your favorite podcast app
WE LIVE HERE.
WE WORK HERE.
WE SERVE HERE.

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

Visit nationalguard.com

Your WBA Calendar of Events

Nov. 18, 2021
Webinar: Political File
Presented by David Oxenford, Wilkinson, Barker, Knauer

Dec. 8, 2021
Webinar: Battling Bias
Presented by Poynter

Jan. 4, 2022
Webinar: Fighting Fakes and Truth Decay
Presented by Poynter

Jan. 12, 2022
WBA Awards for Excellence Deadline

Jan. 14, 2022
WBA Student Awards for Excellence Deadline

March 5, 2022
WBA Student Seminar and Job Fair
Madison Marriott West

May 7, 2022
WBA Awards Gala
Madison Marriott West

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

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

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

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