



wisconsin broadcaster

67th WBA Broadcasters Clinic a success



Attendees from at least 23 states convened in Madison Oct. 10-12 to hear from industry leaders on relevant radio and television topics.

Inset photo: Row 1: Catie Pfeifer, Veronica Plum, Christine Zuba, Nicole Starett; Row 2: Kim Kujawski, Jennifer Dargan, Vicki Kipp, Mary Crebassa

Story, more photos on page 5>

CHAIR'S COLUMN

Exciting changes coming in 2024

As I write this column, it is hard to believe it is my last one as Chair. Although my year-long term has gone quickly, it has been filled with rewarding work that we've done together as a board and meaningful work that will help benefit the association for years to come.



Jan Wade

WBA Chair

At the October 2022 WBA Board meeting, the board revisited its strategic plan. This is something we routinely do about every five years, but the pandemic had set us back. When we started our discussion, we realized we were facing many new industry-wide challenges: recruiting new talent, retaining "burned out" employees, paying higher wages, distinguishing ourselves as "local" broadcasters, and the unique predicament of building back trust.

By working with facilitator Susan Thompson of ActionCOACH, we synthesized our challenges down to an action plan with five pillars: rebranding, recruiting, expanding our strengths, member engagement, and opportunities. As a board, we made the strategic decision to focus on two goals first—rebranding and recruiting. Next, we formed a subcommittee of board members to work with Michelle and Kyle, and ultimately hired an

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PRESIDENT'S COLUMN

Make plans to bring young broadcasters to State Legislative Day

The holiday season will go quickly, which is why your WBA is already making plans for State Legislative Day in Madison on Jan. 24.

If you're not familiar with State Legislative Day, it's a day at the State Capitol for broadcasters from across Wisconsin to talk to your lawmakers. There are 132 lawmakers to talk to, so we're looking for your help. If you know your local state lawmakers, it's all the more important that you make plans to come, but even if you don't we'd love to see you there.

This year we're asking those making calls on lawmakers to bring a young person from your staff with you. These guests are welcome to join in the conversa-

tion, but they're also welcome to sit back and see how it works. We'd love to get the next generation of broadcasters involved in these important conversations and building relationships for the future.

You've heard me say repeatedly, make sure you're inviting your local lawmakers to your stations. Those visits are tremendously valuable, especially when it comes time to visit them at the Capitol.

New look for WBA Hall of Fame

Your WBA just completed some

Continued on page 2>



Michelle Vetterkind, CAE

WBA President and CEO

Montoto to retake chair role on Dec. 1



Montoto

WBA Board Chair Lupita Montoto from La Movida Radio in Madison will be re-seated as WBA Board Chair on Dec. 1 as part of a rescheduling of executive roles on the WBA Board.

As part of the role change

approved by the WBA Board, current chair Jan Wade served 12 months as chair from December 2022 to December 2023. Montoto will resume her position as chair until June 2024 to serve out her remaining six months as Chair. She previously served as chair from June 2022 to December 2022 before stepping down from the position to support her family

through a medical situation.

Montoto served as Vice Chair-Radio between December 2022 and June 2023. At the Summer Conference in June 2023, Montoto moved to the position of Immediate Past Chair as Don Vesely's term in that role expired.

The terms of all the remaining officers of the WBA Board remain unaffected.

Membership renewals in the mail, can be paid online

It's WBA membership renewal time.

When 2023 ends, so does your WBA membership. You should soon be receiving your 2024 WBA membership renewal notice in the mail. Sign up now and keep your membership in full force, without interruption, through 2024.

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.

PRESIDENT'S COLUMN *Continued from page 1*

exciting changes at our WBA Hall of Fame at the Hilton Milwaukee City Center to raise its profile while also making space for more hall of fame inductees for many years to come. You can read about it on page 14. Please stop in to check it out!

Thank you to the excellent crew at the Hilton Milwaukee City Center and our friends at American Awards and Promotions for making it happen, and thank you to WBA Hall of Famer Bill Hurwitz who was instrumental in bringing the WBA Hall of Fame to such a wonderful venue.

Successful Broadcasters Clinic

Thank you and congratulations to the Broadcasters Clinic Committee for another successful event drawing engineers and vendors from across the country. It's a delight seeing the largest room at the Marriott filled with engineers talking about the issues that help their stations to best serve their communities. Check out a report on page 5.

Your WBA is most proud to partner with Wisconsin's four regional SBE chapter to host this event.

Stay tuned for news about next year's Broadcasters Clinic. The Clinic Committee never rests on its laurels, and you'll see that again next year.

Big year ahead in 2024

Your WBA Board of Directors continues to work the strategic plan for your association, and you can expect to see much more about that in 2024. You can, of course, also expect many of the activities, events, and services you've come to expect from your WBA, yet we're always looking to keep things fresh.

For example, our WBA Student Seminar will be at Lambeau Field on Feb. 24, a first for this event and something we hope will draw in many aspiring young broadcasters.

Our WBA Summer Conference is coming to Hotel Retlaw in Fond du Lac, a new venue for the ever-popular event. There are also changes to the WBA Hall of Fame and Local Broadcast Legends nomination process. Read about that on page 15. Both will still be given out at the Summer Conference. Thanks to the WBA Hall of Fame Committee for its work.

We expect to host a U.S. Senate debate next fall, and as I mentioned before, changes are coming to the Broadcasters Clinic.

As we say around your WBA office, it's never boring!

Please take time to enjoy your moments with your loved ones this upcoming holiday season, and as always, keep up the great work serving your local communities. ■



Wisconsin Broadcasters Association Officers & Board of Directors

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Sean Dwyer WXOW-TV, La Crosse

Andrea Hansen Audacy, Milwaukee

Randy Hawke Mid-West Family, Madison

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Manitowoc

Jeff Tyler iHeartMedia, Madison/Milwaukee

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Liz Boyd

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Vice President

Kyle Geissler, CAE

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

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.

agency to help us rebrand and create mission-focused messaging to achieve our stated goals.

Over the past year, we have met with our agency, "6AM Marketing" of Madison, on an on-going basis. They have gathered feedback from the committee, presented solutions back to us, and we in turn have informed the WBA Board of that thinking. Together, we have made great progress, including proposing a redesign of the WBA logo with the goal of helping evolve our image into what the Wisconsin broadcasters are today.

Today we face new challenges and responsibilities, new technology, new media; all while serving diverse and polarized audiences. The effort is geared toward building trust in Wisconsin's Local Broadcasters, distinguishing ourselves from some national cable networks who show bias, and building back the excitement and passion we all have for what we do. In this way, we also hope to achieve our other focused goal—to recruit new employees to a business we love, so that the state of future Wisconsin broadcasting remains strong, fulfilling, and successful.

We are targeting the first quarter of 2024 as an ideal time to have our first messages airing. Our plan is to use a multimedia strategy to ensure on-going, long-term success.

It's been a productive year for the WBA and our association. We've done significant work together to lay a thoughtful foundation for a strong future. Working with Michelle, Kyle, and Liz has been a true pleasure. They are "best in class." I also want to thank the board for its long-standing commitment to ensure that Wisconsin broadcasters are always served at the highest level. And, as we end 2023, please know that it has been an honor and a professional highlight of mine to serve as your Chair. ■

Rep. Fitzgerald joins growing list of AM radio bill cosponsors



Fitzgerald

Wisconsin 5th Congressional District Representative Scott Fitzgerald is the latest member of the Wisconsin Congressional delegation to cosponsor the "AM Radio in Every Vehicle Act."

He joins other Wisconsin House members Rep. Mark Pocan, Rep. Derrick Van Orden, Rep. Glenn Grothman, and Rep. Tom Tiffany.

Wisconsin Senator Tammy Baldwin is also a cosponsor.

If passed, the bill would:

- Require the Secretary of Transportation, within one year of enactment, to issue a rule under which motor vehicles made or imported into the US would

be required to include an installed device, as standard equipment, that can receive AM radio (including analog) signals and play AM content;

- Ensure that AM is conspicuous to the driver in the dash;

- In the period between enactment and prior to the Transportation Secretary issuing the new rule, require motor vehicles that do not include AM radio to be labeled as such to consumers in a clear and conspicuous manner; and

- Direct the GAO to report on whether an alternative communication system for delivering EAS alerts exists that is as reliable and resilient as AM broadcast stations.

The bill currently has 172 cosponsors in the House and 35 cosponsors in the Senate.

WBA Award entries are a winning investment



Tim Bremel
Awards
Committee

Your station is no doubt inundated with network ads touting the benefits of investing in various stocks, funds, or even gold. They all promise big returns and stability. Listeners respond to such ads because no one wants to feel they have not gotten the best value for their money. We don't like to lose.

For the on-air personalities, digital content creators, news teams, and on-air performers, being recognized by your peers is an invaluable morale booster. The daily grind can get to everyone. The question that enters nearly everyone on

the content side at some point is, "Is what I'm doing even getting noticed among all the noise?" Placing in an awards category says, "Yes!" Having your staff compete in the WBA Awards for Excellence might be the best single thing you can do all year to boost morale.

I know. The GSMs out there are saying, "Sure, that's great. But does it make us any money?" Let me offer you that your WBA Awards entries are wise investments that have the great potential of benefiting both the revenue and performance sides of your company.

With today's ever-increasing number of options for advertising dollars, I can guarantee that your clients

want to go with a winner as well. In my history with WCLO, there was a time when we were able to arm our account representatives with a selling point unrivaled – that WCLO had been selected as the number one news/talk station in the state for five consecutive years.

The WCLO example aside, a winning commercial, feature, morning show, news team, etc., gives your clients the confidence of knowing that your team works hard. They are winners. And who doesn't want their message in that type of environment?

If your team is lucky enough to capture one of the commercial categories, even better! You can claim direct credibility to your group's understanding of how to create commercials that work as judged

by other media professionals.

I have had conversations with people who believe that making a big deal about the awards is too "inside baseball" and the clients don't care. I strongly disagree. Clients want to win. We are in front of them every day telling them we know how to help them win. What better proof can there be?

So dig up that 2023 Awards brochure and look at all the possible investments under \$50 that could bring you client contracts in the thousands, just because they will always go with a winner!

The entry deadline is Jan. 10, 2024. Good luck, and good selling.



EAS test successful

The Nationwide Periodic Test of the Emergency Alert System was a success not only in Wisconsin, but nationwide. I only had a few issues in the

state reported to me, and each of those was a station-level problem.

After the test, I was on a call with the FCC, FEMA, and other State Emergency Committee chairs, and the reports from

each state were positive. There were no reports of major issues with the wireless or broadcast alerts.

Chris Tarr
Wisconsin EAS Chair

Leverage strengths to find new digital revenue

In the 2023 media landscape, it's not enough for broadcasters to be just broadcasters anymore. The most successful companies in the industry are reaching beyond their airwaves to find other ways to convert their highly valuable audiences into other businesses. If your company is doing this, congratulations! If you're not, time to start brainstorming how you can grow your business beyond your broadcast.



By Bob Kernen
COO, jacapps

from square one. Look for your advantages and find the "hill" that you can own.

One area that most broadcasters have a strong advantage in is local. There's no point in competing with deep-pocketed major national brands, but if you lean into your local presence, local knowledge and local awareness, you have a great place to start. As other local information providers – especially newspapers – decline, this opens the door for smart, aggressive broadcasters to "fill the hole."

One area that we've seen clients have success in is local directories. These information sources provide massive opportunities to leverage your brand in creative ways. One of our Wisconsin clients, Mid-West Family, has done an outstanding job with local event directories, a guide to black-owned businesses, and other on-brand aggregations of data and content that provide their audiences with something that is a real utility. Other clients have done bar and restaurant guides, guides to local religious schools and churches (perfect for religious broadcasters) and other creative implementations. These directory concepts don't have to be year-round projects, they can just as easily be seasonal or holiday themed.

Another opportunity lies around news and sports. If you're a major news outlet in your market, you can easily create a web or mobile application that gives your audience a regular, reliable, and on-demand news source with a focus on the stories and issues in your local region. A site/app like this can present the news in whatever format makes sense – text, audio, video. Similarly, on the sports side, it's easy to create powerful fan apps,

especially if you have local high school and college sports scenes that aren't adequately covered elsewhere. You might also try business news or agricultural news, whatever best leverages your local market and your station's brands and personalities.

These kinds of elements are great sources of new revenue. Such narrowly focused content initiatives are very appealing to endemic sponsors who will pay a premium to "own" them, thus avoiding the usual digital CPM traps. We recommend really looking for opportunities to partner with potential sponsors. Let them help you create the concept, give them "naming" rights, and make it truly a long-lasting partnership. In fact, in looking for these types of opportunities, start with your best clients and see what you might partner with them on. Bringing your creativity to them will really cement the relationship and make them feel special (because, let's face it, they are).

They also provide an excellent way to digitize your audience and begin collecting the kind of first party data that can be incredibly valuable both for your advertisers and your own marketing efforts.

With some creativity and collaboration across your company – from content to sales to marketing – you can create all new digital properties that can be sources of new, high-value revenue.

Feel free to call us to talk about your ideas.

The WBA Digital Hotline is a free service of the WBA. If you have Qs about mobile, digital content and more, contact Jacobs Media at seth@jacobsmedia.com.

ESPN stations announce program changes

Three ESPN stations in Milwaukee, Madison, and Beaver Dam are changing up their programming line-ups.

All three stations will air a new afternoon program titled "Kyle, Brust, & Nortman." The show features three hosts: Kyle Wallace, a current host on 101.7 The Truth who was recently named the 2023 Wisconsin Broadcast Association Young Professional of the Year; Ben Brust, a Radio Ink '30 under

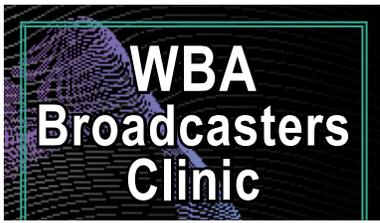
30' awardee and former Wisconsin Badger basketball player who was part of the 2013-2014 Final Four team; and Brad Nortman, a former NFL punter and Wisconsin Badger. It will air from 2-5 p.m. in Milwaukee and Beaver Dam, and 2-4 p.m. in Madison.

In Milwaukee and Beaver Dam, local weekday afternoons will continue from 5 to 6 p.m. with a new show called "The Homer Hour." Emmy award winner and 34-year veteran of Milwaukee radio, Steve 'The Homer' True, will be joined by NFL offensive tackle Bryan Bulaga, sports commentator John Anderson, ESPN NFL Nation Packers Reporter, Rob Demovsky, Wisconsin State Journal NFL contributor Jason Wilde, and more, to bring fans compelling and exclu-

sive content.

In both markets they're also adding ESPN Radio's new morning show hosted by UW-Madison alum Evan Cohen, ESPN Radio veteran Michelle Smallmon, and Super Bowl champion Chris Canty.

In Madison, a new digital show hosted by ESPN Madison's Alex Strouf debuted on Sept. 11. During each episode, fans can anticipate Alex engaging with a guest co-host in lighthearted conversations about all things Wisconsin sports and beyond. Fans have the option to stream the show on ESPN Madison's YouTube channel or listen via podcast on the Wisconsin on Demand App or any of your preferred podcast platforms.



Industry leaders bring expertise to Broadcasters Clinic

I am pleased to report that the 67th WBA Broadcasters Clinic was a success. The event was very well attended with attendees from at least 23 states, as well as Ontario, Nova Scotia, and Quebec. We also had an international visitor from the Republic of Georgia. He was a representative from the local SBE chapter there and he was in the U.S. to do research on how to improve their chapter as well as to make contacts to help him with the task.



Jim Steinhart
Clinic Committee Chair

The exhibit floor was populated with more than 45 exhibitors. Positive comments and thanks were extended to the program committee members and WBA staff.

We invited nationally recognized industry leaders to present relevant topics to our radio and television attendees. The topics included "Radio AI Technology and You," "How to Deliver NEXTGEN TV with Minimal Costs, Equipment and Power Usage," "Washington Issues for the Broadcast Engineer," and "New ATSC Encoding Features Provides New Opportunities and New Workflows."

Tuesday there was the always popular "Nuts and Bolts" session on IP Security: "How to Protect Yourself and What to do When Attacked," which included a meal of fried cheese curds and Brats. Always a favorite. The SBE held a meeting on Wednesday evening that included a field trip via bus transportation to the ETC facility where there was a session on the "Quality and Consistency of LED Fixtures for Cameras." The tour of the ETC factory was a hit.

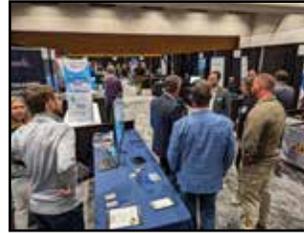
I'm proud to report that the Society of Broadcast Engineers awarded the 2022 Clinic the "Best Educational Event" for the 3rd year in a row.

The Clinic program committee appreciates the continued support of the WBA Board, Michelle Vetterkind, Kyle Geissler and Liz Boyd.

Respectfully submitted,
Jim Steinhart

THANK YOU

TO ALL OF
OUR SPONSORS!



THANK YOU TO:

Clinic Committee

- Jim Steinhart, WISN TV, Committee Chair
- Kent Aschenbrenner, E.W. Scripps
- Linda Baun
- Patrick Berger, Cumulus - Chicago
- Steve Brown, Woodward Radio Group
- Mark Burg
- Greg Dahl, Second Opinion Communications, Inc.
- Clif Groth, New Radio Group
- Bill Hubbard
- Andrew Kennedy, WSAW-TV
- Vicki Kipp, PBS Wisconsin
- Tim Laes, Midwest Communications
- Marty Mangerson, WJFW-TV
- Chris Tarr, Magnum Media, Wisconsin EAS Committee

Clinic Speakers

- Ralph Bachofen, Triveni
- Bill Bennett, ENCO Systems
- Tommy BoDean, WRUF-FM
- Craig Bowman, Futuri
- Ali Dernaika, Hewlett Packard Enterprise
- Chris Fournelle, Signiant
- Bill Harland, Electronics Research Inc.
- Kirk Harnack, Telos Alliance
- Alex Hartman, Optimized Media Group
- Bill Hubbard, WBA Duke Wright Media Technology Institute
- Fred Jacobs, Jacobs Media
- Chuck Kelly, Broadcast Marketing Consultant
- Dennis Klas, Heartland Video Systems
- Karl Lahm, Broadcast Transmission Services
- David Layer, NAB
- Chris Lennon, Ross Video
- Paul McLane, Radio World
- Jay Mielke, Wisconsin Department of Justice
- David Oxenford, Wilkinson, Barker, Knauer
- Mike Pappas, Orban Labs
- Tony Peterle, WorldCast Systems
- Amy Phillips, Wisconsin DWD
- Dave Schroeder, UW-Madison
- Nicole Starrett, Dielectric
- Chris Tarr, Magnum Media, Wisconsin EAS
- Shane Toven, Educational Media Foundation
- Jim Uphoff, ETC
- Eddy Vanderkerken, Sourcerer
- Jeff Welton, Nautel
- Mark Wittkoski, Ameko Group
- Rick Young, LTN Global Communications

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- Digigram
- Link Electronics
- LiveU
- Mediaproxy
- Midwest Digital AV
- Nemal
- Precision Communications
- Sourcerer
- SuiteLife Systems
- Summit Technology Group
- Tieline

Additional Support

- American Awards & Promotion
- Bill Bennett, ENCO
- WBA Board of Directors
- Liz Boyd, NCSA/PEP Coordinator
- Madison Marriott West's incredible Staff
- Michelle Vetterkind, WBA President and CEO
- Sara and Leader Printing

Green Bay co-anchors mark 25 years on air together

A co-anchor team on a Green Bay TV station are marking 25 years on the air together.

On Friday, Action 2 News (WBAY-TV) evening anchors Bill Jartz and Cami Rapson marked the milestone.

Jartz was already the station's established sports director when Rapson arrived in Green Bay in 1993. After working her first year as a reporter, Rapson started anchoring the 10 o'clock news.

In 1998, an evening anchor position opened up, and Jartz decided to try moving from sports into news. Just a few weeks after their audition, station management paired the two together. Both said the connection and chemistry came almost instantly, and over those 25 years, Jartz and Rapson developed a genuine



friendship.

"Think the one thing people say about it, and this goes back years and years and years, 'You guys at Channel 2 seem to have a good time, you get along, you look like you like each other,'

and we do," Jartz said.

"I don't think I would have made it a career here if it wasn't for him," Rapson said.

This month, Rapson celebrated her 30th year at WBAY. Jartz is in his 40th year.

Wagner to retire from 620 WTMJ

Last "Jeff Wagner Show" will air on Dec. 15



Wagner

Jeff Wagner, host of the "Jeff Wagner Show" on Newsradio 620 WTMJ in Milwaukee will be retiring from the station after 25 years. His last show will air on Dec. 15.

"No show runs forever, and it has been an honor and a pleasure to host a daily radio talk show in my hometown for a quarter century," Wagner said. "I am extremely grateful to Good Karma Brands, my teammates (past and present), our partners, and most importantly, our fans for all their support over the years. While I'm excited to see what comes next, I will truly miss the daily interaction with listeners about the issues of the day."

Wagner started as a part-time host at

WTMJ in the summer of 1998 and began hosting a full-time show in early November of that year.

"Jeff is a broadcasting legend whose daily wisdom and dedication to the station was felt by our audience throughout his entire career," said Greg Scalzo, market manager for Good Karma Brands-Milwaukee, which owns 620 WTMJ. "His retirement marks the end of an era, and we celebrate the legacy he leaves behind."

Wagner was recognized by Talker's Magazine as one of the "100 Most Important Radio Talk Show Hosts in America" for nine consecutive years and ten of the last eleven. Before joining WTMJ, Wagner was an Assistant United States Attorney for the Eastern District of Wisconsin and later an attorney in private practice. His show regularly emphasized local issues, including crime, the economy, and state and local politics.

The station will announce plans for the noon to 3 p.m. timeslot later this year.

Valkoun to lead Milwaukee Radio Alliance



Valkoun

Colleen Valkoun has been named President and General Manager of Milwaukee Radio Alliance.

Valkoun comes to the job with more than 25 years of experience in broadcast media. Her most recent position was as the Area President of iHeartMedia Milwaukee/Madison.

Born and raised in Milwaukee, Valkoun is a graduate of Milwaukee Vincent High School and an alumna of the University of Wisconsin-Madison, where she earned a degree in Radio, TV, and Film.

Valkoun serves on the Make-A-Wish Wisconsin Board and has served on the Wisconsin Broadcasters Association Board.

"We are thrilled to welcome Colleen Valkoun as the President and General Manager of Milwaukee Radio Alliance, LLC," said Jim Lewandowski, CEO of Times Shamrock Communications. "Her extensive experience, deep ties to the Milwaukee community, and her passion for broadcasting make her the perfect leader to guide our radio stations into an exciting future."

Dwyer joins elections advisory committee



Dwyer

WXOW-TV News Director and WBA Board member Sean Dwyer is representing broadcasters on the Wisconsin Elections Commission Advisory Committee Concerning Election Observers.

The panel will help the Wisconsin Election

Commission rework its rules for poll watchers ahead of the 2024 presidential race. It includes voting rights advocates, poll watchers, municipal clerks, and political party representatives. The committee is expected to offer perspectives on how to balance the needs of election workers and poll watchers before the commission drafts new guidelines.

The bipartisan election commission voted unanimously to establish the committee.

Morgan Murphy Media buying TV, radio stations in Michigan

Morgan Murphy Media, headquartered in Madison, is buying three TV stations and five radio stations in northern Michigan and the Upper Peninsula from the Marks Media Group.

"For more than 100 years and through four generations, our company has been committed to small market journalism and community service," said MMM executive vice president and chief operating officer Brian Burns. "We are thrilled to carry forward the tremendous legacy built by the Marks family."

The Marks family has been an important part of the Michigan broadcasting landscape since 1983 when Stephen A. Marks took ownership of WBKB in Alpena, Mich.

"I believe Morgan Murphy Media will carry on our family legacy in Michigan and build upon our service to the local communities, which were so important to Steve," said Mary Marks, who became the CEO of The Marks Group following the passing of her husband in May of 2022.

The proposed transaction includes:

- WBKB-11 in Alpena, Mich. with a primary

CBS affiliation.

- WBUP-10 in Ishpeming/Marquette, Mich. with a primary ABC affiliation.
- WBKP-5 in Calumet/Marquette, Mich. with a primary CW affiliation.
- WCCY-AM 1400; WHKB-FM 102.3; and WOLV-FM 97.7 in Houghton, Mich.

- WFER-AM 1230 and WIKB-FM 99.1 in Iron River, Mich.

In 2017, Morgan Murphy Media bought TV stations in two markets previously owned by Saga Communica-

tions. "We continue to search for ways to smartly grow our footprint in line with our demonstrated track record of success," said Burns. "We are excited to meet the needs of our new audiences and advertisers in Michigan."

After acquisition, Morgan Murphy Media will operate in eight TV markets and four radio clusters serving communities in Idaho, Iowa, Kansas, Michigan, Minnesota, Missouri, Oklahoma, Oregon, Texas, Washington and Wisconsin.

The transaction is expected to close by the end of 2023 pending regulatory approval.



Kastler named VP, market manager for Muzzy



Kastler

Marketing, business development and media veteran Lou Kastler is joining Muzzy Broadcasting as the company's Vice President and Market Manager.

"Rick and I have formed a great relationship over the years and are aligned on key objectives to keep locally owned radio a relevant part of daily life," Kasler said. "I'm excited to be joining a veteran team as we evolve our brands, product diversity and content."

Rick Muzzy said, "Lou brings a real appreciation of our heritage radio stations, and with his strong background in all facets of broadcasting, will help take our four stations to greater heights to benefit our clients, listeners, and staff in the greater central Wisconsin area. We are very pleased to have Lou join Muzzy Broadcasting."

Muzzy Broadcasting includes four radio stations serving Wausau, Stevens Point, Marshfield, and Wisconsin Rapids.

32-year WIXX morning host to retire



Murphy

The 32-year host of Murphy in the Morning on WIXX in Green Bay is retiring.

Jim Murphy started at WIXX in September 1991 when he returned to his

hometown of Green Bay after more than three years at WLMG in New Orleans.

"Working on a legendary station for 32 years has been a phenomenal ride," Murphy said. "I can't thank Duke Wright and Jeff McCarthy enough for giving me the opportunity many moons ago. I've been blessed with amazing co-hosts and co-work-

ers throughout my tenure here at WIXX. I could not have done it without them, especially Katie and Nick. Also, to all the faithful listeners in the northeast Wisconsin region, thank you for your friendship and loyalty. I will miss them tremendously. Time really does fly. Savor every minute of it."

Murphy was a fixture on Game Day at Lambeau Field for 28 years. He hosted game day activities on the field, and he also led the Packers down Lombardi Avenue in the Super Bowl victory parade when the team returned from Super Bowl XXXI in New Orleans.

In 2018 the Neville Public Museum in Green Bay included Murphy as part of an exhibit that highlighted the 50 most influential people in the

200-year history of Brown County.

Midwest Communications, Vice President/Programming, Jeff McCarthy, hired Murphy.

"It was not a smooth beginning. Murphy came from a Soft AC format and his early presentation on WIXX needed somewhat of an energy boost," McCarthy said. "MWC owner, Duke Wright informed me and WIXX Program Director Dan Stone, we had two weeks to get the show right or changes would be made. Well, 32 years later, I think the show got it right. Murphy is a true friend to all who know him. We will miss him and congratulate him on an amazing journey."

Murphy's final show on WIXX is Tuesday, Nov. 28.

Luczak to retire from WKLH in Milwaukee



Luczak

WKLH-FM morning host Dave Luczak will retire from the Milwaukee station at the end of 2024.

Luczak hosted mornings on the station since joining in 1984 what was then WMGF.

He started his career in Dayton with jobs at WVUD and WTUE and spent a year in Rochester, New York before coming to Milwaukee.

Luczak currently hosts mornings with Dorene Michaels and Marcus Allen.

Tom Clark, co-host of WPR's 'Zorba Paster On Your Health' retires, Karl Christenson named co-host

Clark ends 30-year run filled with playful banter and barbs on the show he helped create

Some names stick in the brain a little longer than others, so if you've heard of Dr. Zorba Paster, but you're not quite sure why, it's not just because of his uncommon name. In many ways, you have Wisconsin Public Radio Host Tom Clark to thank. Paster was a regular - and charismatic - guest on Tom Clark's popular morning show before the two spun off their occasional conversations into a successful national radio show - "Zorba Paster On Your Health" - that's heard across Wisconsin and more than 20 other states.

Now, after more than 30 years of playful banter and barbs, Clark is retiring from the show he helped create. WPR broadcast his final segment on the show - a tribute to his work with Paster - on Saturday, Sept. 9, at 8 a.m. with a repeat at 1 p.m. on The Ideas Network. Karl Christenson, who has served as a regular fill-in for Clark over the years and has been executive producer of the program since 2013, will now officially take on the role of co-host with Paster each week.

"Tom and I are like brothers," Paster said. "Every week for more than 30 years we chatted, laughed and had lots and lots of fun entertaining and educating people about health and wellness. He brought a unique talent, insight, charm and charisma that made the show spectacular. It has been an absolute honor and pleasure to work



"Karl was the perfect person to take over from Tom as co-host," WPR Director Sarah Ashworth said.

with him - I shall sorely miss him and wish him the best of luck in his retirement," he added.

While the chemistry and laughter between Clark and Paster have been compared to another popular public radio duo, "Car Talk" hosts and real-life brothers Tom and Ray Magliozzi, "Zorba Paster On

Your Health" is different because it focuses on a topic some people find intimidating, their health and well-being. Whether it's fielding questions about a cancer diagnosis or Tik Tok diets, the show succeeds with a bedside manner that offers sound medical perspective with compassion and humor.

"Karl was the perfect person to take over from Tom as co-host," WPR Director Sarah

Ashworth said. "He has worked wonderfully with both Tom and Zorba as a producer and he's built his own compelling connection with listeners as fill-in host this summer. I'm excited for Karl and the future ahead for "Zorba Paster On Your Health," she said.

In addition to producing the show for the past decade, Christenson has been a contributing producer to WPR's "Wisconsin Life" and "Central Time." His original music has been part of numerous award-winning podcasts at the station, including "Derailed," "Mapped Out" and "Open and Shut," a partnership with Wisconsin Watch.

"The work that Tom and Zorba did together was incredible. I am grateful for all that I've learned from working with Tom. I look forward to keeping the show fun, fresh and meaningful to listeners," Christenson said. As a father of two young children, listeners might also notice that

Christenson brings a different perspective to his conversations with Paster and the issues on the show.

"Karl's warmth, his approachable demeanor and his genuine empathy for people shines in every episode," Paster said. "And his laugh is contagious. Karl is the best choice I could ever imagine. Listeners will love him," he concluded.

Tom Clark's tribute and final segment aired on "Zorba Paster On Your Health" on Saturday, Sept. 9 at 8 a.m. and 1 p.m. on WPR's The Ideas Network stations. Listeners can also hear it via the WPR app and via the "Zorba Paster On Your Health" podcast. Find the latest on the show, including recommended recipes, at wpr.org/zorba.

"Zorba Paster On Your Health" is produced by WPR and distributed by PRX. Its weekly, one-hour episodes are heard on stations in more than 20 states and parts of Canada.

Group of TV stations add sports events to statewide network

A group of Wisconsin TV stations making up the WIAA Statewide TV Network is expanding high school sports coverage.

In addition to the boys and girls basketball tournament and boys and girls hockey championships, the stations will now also produce and broadcast high school championship games for football, boys and girls soccer, boys and girls volleyball, boys and girls wrestling, softball, and baseball.

Here's the schedule:

Nov. 4: Boys Soccer - Uihlein Soccer Park, Milwaukee (tape delayed, airs on Nov. 5)

Nov. 4: Boys and Girls Volleyball - Resch Center, Green Bay

Nov. 16-17: Football - Camp Randall Stadium, Madison

Feb. 24: Boys and Girls Wrestling - Kohl Center, Madison

June 8: Softball - Goodman Diamond, Madison

June 13: Baseball - Fox Cities Stadium, Grand Chute

June 15: Girls Soccer - Uihlein Soccer

Park, Milwaukee

The stations in the network include WKOW in Madison, WQOW in Eau Claire, WXOW in La Crosse, and WAOW in Wausau.

In Madison, live broadcasts can be seen on WKOW.2 (Catchy Comedy - Spectrum Channel 190, TDS Channel 29 and Mediacom Channel 106,) all championships can be streamed live from WKOW.com or the 27 News Now App.

WKOW has broadcast the WIAA hockey championships for 23 years and the WIAA basketball tournaments, all 32 games, for more than 40 years.

"We're very proud to be able to offer the community more high school sports coverage," said WKOW General Manager Anna Engelhart. "WKOW is thrilled to have the opportunity to bring more local sports to viewers all across Wisconsin."

Todd Clarke, WIAA Director of Communications said, "We're very excited here at the WIAA. It's been a great partnership and we look forward to years to come."



Employees buy Black River Falls radio stations

A family-owned pair of radio stations in Black River Falls is being sold to some employees.

WWIS Radio was owned by the Bob Smith family for more than 55 years. Bob's son, Dan, who took ownership in 2019, is selling the stations to G&G Media Services, which consists of Mary and Tom Gerdes and Robert "Gabby" and Cheryl Gabrielson.

The AM station, WWIS, went on the air in 1958 from a 10x50 mobile home and was the first radio station in Jackson County. The company later added an FM station and an FM translator for the AM station.

Robert and Dorothy Smith bought the company in 1968 and stated that if they were to ever sell the station, they would want to offer it to the employees first. Dan Smith, in keeping with his father's wishes, approached Mary and Gabby in early May, as he had made the decision to transition out of the station's ownership. An offer to purchase the station was accepted in August.

Mary and Tom, along with Gabby and Cheryl said they are excited to bring the ownership of the station locally and look forward to continuing to work with clients and listeners to bring a product everyone is proud of.

"We don't really plan on changing a lot," Gerdes said. "Bob Smith definitely had a good thing going, and we would like to continue to make him proud as he looks down on us, just as his son Dan has."

50-year Manitowoc radio veteran to retire



Ryan

Fifty-year radio veteran Damon Ryan is retiring from Seehafer Broadcasting in Manitowoc on Nov. 7.

Ryan began his radio career in 1973 at WGSY in Peru, Illinois, before landing at WNAM in Neenah,

followed by WMKC in Oshkosh, and in 1977 ending up at WOMT in Manitowoc. He's been with the station for 46 years.

Ryan served as the station's news/sports director. His passion is covering high school sports, including play-by-play action of local and area teams, and he also frequently serves as an emcee at area sports banquets.

Names in the News



Ridderbush

Milwaukee personality **Shaun "Ridder" Ridderbush** is back on the radio. Ridder is on 92.1 VTY Country (WVTY) from 8 a.m. to noon and 92.5 Buzz Country (WMBZ) from 10 a.m. to 2 p.m. "Between VTY and Buzz we cover a lot of territory," Ridder said. "I'm excited to be back on the air connecting with people. I'd done it for seven years, so I really missed it."



Belky

Long-time radio veteran **Paul Belky** has been promoted to the position of brand manager at 95.5 WIFC in Wausau. Belky began with WIFC in 2002 as part time air talent, eventually moving full time to afternoon drive and assistant brand manager. He will continue to host his afternoon show. Belky replaces former Operations Manager, Jon Reilly, who recently left that position.



Wagonhurst

Rocky Wagonhurst has been named Vice President and General Manager of WVTY in Milwaukee. Wagonhurst joins Sinclair from WJZ in Baltimore, where he was the Director of Local, Regional and National Sales. Prior to his role at WJZ, Wagonhurst held several leadership positions, including Director of Sales at Comcast Spotlight and General Sales Manager at WUTB/UPN in Baltimore. Earlier in his career he held sales positions at Harrington, Righter & Parsons; Blair; KDVR in Denver; and KOVR in Sacramento.



Fulton

Meteorologist **Dana Fulton** joined WKOW-TV's 27 News Wake Up Wisconsin weekday mornings from 4:30-7a.m. Fulton served four years as a meteorologist at WISC-TV in Madison. Prior to moving to Wisconsin, Fulton was chief meteorologist at WACH in Columbia, South Carolina. During her time there she also worked as a weekend manager, news anchor, multimedia journalist and meteorologist. Fulton debuted on WKOW-TV on Sept. 25. WKOW-TV's previous 27 News Wake Up Wisconsin meteorologist Max Tsaparis is heading to Chicago where he'll be working at NewsNation.



Washington

Toya Washington is joining Morgan Murphy Media to coach and mentor anchors and reporters across the company. Washington was an intern, reporter, and anchor at Morgan Murphy's WISC-TV in Madison from 1997-2002. For the past 20 years, she's been a fixture on Milwaukee newscasts before stepping back for more time with her family at the end of 2022. In this newly created role, Washington will visit stations for in-person coaching and connect virtually with journalists each month.



Kay

Life 102.5 (WNWC) in Madison has named **Cristina Kay** as Listener Engagement Director. Kay has been a part of the Life 102.5 team as a Listener Engagement Specialist.

Morgan Murphy Media general counsel to retire



Burns

After 45 years of service, Morgan Murphy Media general counsel Richard Burns will retire at the end of the year.

Media attorney Jonathan Allen will assume the leadership role after decades of legal consulting work with MMM.

"It's been a tremendous honor and privilege to serve the Murphy family for nearly a half century," Burns said. "I will miss my regular contact with the employees of the Morgan Murphy Media family particularly with the corporate office and managers."

Burns started working for the family with various legal projects as outside counsel before being named general counsel in 1984. Since then, he's overseen all legal issues and served on the company's board of directors.

"I want to thank Richard for his unwavering support for me, my family and this company," said Elizabeth Murphy Burns, Morgan Murphy Media president and chief executive officer. "His contributions have been immense."

"Jon is the ideal person to oversee the company's legal matters," said Richard Burns.

"I know Jon will continue to defend our First Amendment rights to provide quality news and information to the communities we serve and stay on all emerging trends in media technology. He is a bright, seasoned attorney with a quick wit."

Allen has worked with Morgan Murphy Media since 2000 handling FCC regulatory matters and other legal consultation. He has provided legal,

strategic, and business guidance to broadcasters, broadband providers, and other clients in communications and technology industries.

"It's an honor to take on this new role in support of the family's long-standing and widely recognized commitment to community service," said Allen. "Many thanks to Richard Burns for his guidance and leadership."

Allen is a graduate of the University of North Carolina at Chapel Hill and the University of Virginia School of Law.

Burns will continue to serve on the company's board of directors and is being named a special advisor to the executive team.

The change is effective Dec. 31.

"It's been a tremendous honor and privilege to serve the Murphy family for nearly a half century," Richard Burns said.



Get help with your student loans

RESULTS BROADCASTING EDUCATION GRANT

Deadline: Feb. 28 - Learn More: wbafoundation.org



Milwaukee Radio Group recognized for helping firefighters

Milwaukee Radio Group is being recognized for its efforts to help local firefighters.

The Professional Fire Fighters of Wisconsin Charitable Foundation presented its annual media award to Milwaukee Radio Group for its "Answering the Call" campaign in support of first

responders in southeast Wisconsin.

The media award "recognizes a media organization that has shown strong commitment and dedication to promoting fire safety in the state of Wisconsin."

The awards were presented at a luncheon on Oct. 9.



Condensed Broadcasters Clinic moving to September in '24

The award-winning Broadcasters Clinic is moving to new dates in 2024 and bringing more broadcast engineers to the event by consolidating the event's schedule.

The Broadcasters Clinic will be held Sept. 10-11 at the Madison Marriott West, with a reception on the evening of Sept. 9. Tuesday will feature two concurrent sessions, one focused on radio and the other on TV. Wednesday will bring all the engineers into the same hall for sessions relevant to all broadcast engineers.

Traditionally, the Clinic's third day has featured TV-focused topics. The content from that day will now run concurrent to the radio content on Tuesday.

The schedule and space for exhibitors will not change, but the schedule change means more TV-oriented engineers will be on hand for the exclusive exhibitor time on Tuesday.

The Broadcasters Clinic Committee is excited to introduce these changes to bring more broadcast engineers together for education and networking in 2024.

Look for registration to open in late spring 2024.

Brown inducted as SBE fellow



"To my peers and many other friends in the industry, you have all been a gift from above," said Steve Brown, who has been with the same radio stations for 49 years.



Brown

Woodward Radio Group Chief Engineer Steve Brown was recently inducted as a Fellow into the National Society of Broadcast Engineers. The recognition was held in September in Ohio.

Brown has been with the same radio stations for 49 years. During his acceptance speech, Brown thanked the companies that have owned them and his coworkers past and present. We went on to thank SBE, his family, mentors,

parents, and wife.

"To my peers and many other friends in this industry, you have all been a gift from above," he said. "You have all made the time fly by and offered a hand, or an ear, when I have needed it the most."

Woodward General Manager Kelly Radandt said they're proud of Brown's achievement and will miss him terribly when he retires.

He's scheduled to retire Jan. 9.



Educator's Column

Student broadcasters to get inspiration from Lambeau Field visit

Your WBA Student Seminar is coming to Lambeau Field in Green Bay on Feb. 24 and using the opportunity to enhance our efforts to inspire



By Ken Beno
Education
Committee Chair

future broadcasters. The event will include unique opportunities to learn, network, and gain hands-on experience. Attendees will have the opportunity to learn from industry experts who share their insights and experiences.

For those looking for career opportunities, the seminar hosts a job fair which provides a valuable chance to network and explore job prospects in the field.

Our keynote speakers will be WBA Hall of Famers and Packers broadcasting legends Wayne Larrivee and Larry McCarren.

Hands-on opportunities are another exciting aspect of the seminar, allowing students to practice their skills and gain practical experience in broadcasting. Whether it's operating equipment or practicing on-camera skills, these opportunities help students build confidence and competence.

We will also recognize four scholarship winners, and present the "Student Awards for Excellence."

The Wisconsin Broadcasters Association Student Seminar at Lambeau Field is an important event for next generation of broadcasters. It provides a comprehensive experience that combines learning, networking, and practical skill development, all in the iconic setting of Lambeau Field. For students pursuing a career in broadcasting, this seminar can kickstart their journey to success in the industry.



In Remembrance



Wisconsin TV veteran remembered



Erickson

A career Wisconsin TV producer, Ronald J. Erickson, 87, has died.

Erickson was an Eau Claire

native who started his 38-year broadcasting career while at UW-Eau Claire when he was employed by Post Corporation at WEAU-TV. In 1966, he transferred to WLUK-TV in Green Bay where he served as production manager.

According to his obituary, Erickson loved every aspect of the TV business from climbing the 1000-foot TV towers and traveling with the Packers to producing live television events and films.

After retirement, Erickson started his own company, Random Services, where he made and sold jibs and dollies used in video production.

Erickson died on Sept. 4.

Family and friends are invited to join a Celebration of Life gathering on Sept. 21 at the Stadium View in Green Bay.

Zelich was a Wausau sports legend



Zelich

WSAW-TV broadcasting legend and WBA Hall of Fame inductee Mark Zelich, affectionately known by many as "Z,"

has died at the age of 95.

Zelich's trademark "Courage" sign-off carried him through nearly 20 years as WSAU-TV's sports anchor, which was the major part of his 43-year broadcast career.

He began his career in 1951 with disc jockey and short announcing stints at WD-BC-AM in Escanaba, Michigan and WATW-AM in Ashland.

He moved to the Wausau/Merrill area in 1955 to be a sports reporter and play-by-play announcer for WOSA-AM/WLIN-FM.

He moved to WSAU-TV/AM/FM in 1957 as a sports anchor and became the television station's news and sports director in 1965. While doing local high school play-by-play, he served as the voice of Badger Football on Wisconsin Radio Network from 1959-1970.

Zelich left his position as sports anchor in 1977 and remained at the renamed WSAU-TV as Vice President of News and Sports until his retirement in 1994.

He was inducted into the WBA Hall of Fame in 1998.

Retired UW-Platteville professor dies at 84



O'Neill

An educator who was instrumental in creating and building the communications program at UW-Platteville has died.

Dr. John N. O'Neill helped design the university's television and radio broadcasting facilities and major. He

died Sept. 2 at the age of 84.

According to his obituary, O'Neill taught for 34 years at UW-Platteville and had an impact on thousands of students. He was UW-Platteville's Director of TV Services, advised students in the installation of cable television on campus and was integrally involved in the TV-5 Christmas Telethon benefiting Wisconsin Badger Camp.

O'Neill graduated from Milton Union High School and received his degree in industrial education from Wisconsin State University-Platteville in 1966. He earned his master's degree in audio visual communications from Stout State University in 1967 and in 1971 he received his doctorate in education from the University of Northern Colorado.

He also had an entrepreneurial spirit and founded Agri-Sat in the 1980's which was the nation's first agricultural satellite television network as well as Niall Enterprises which installed cable television in Whitewater, Fitchburg, and eight communities in southwest Wisconsin. Later in the 1990's, Niall Enterprises obtained a grant from the government to develop an air traffic awareness display for pilots to see while flying.

O'Neill received the Educator of the Year award from The Society of Broadcast Engineers in 1992. In 2000, he received UWP Professor Emeritus status and later in 2013 was awarded the Outstanding Alumnus Award from UW-Platteville.

He was active in his community with the Belmont Lions Club, Belmont Cub Scouts and Boy Scouts, and Belmont Fair Stunt Committee.

Mass of Christian burial was held Sept. 8 at St. Philomena Catholic Church, Belmont. Online condolences can be made at melbyfh.com.

Remembering Charles Albon 'Chuck' Morkri

Lifelong broadcaster best known for his voice over work



Morkri

A lifelong Wisconsin broadcaster is being remembered, and is best known for some of his voice over work.

Charles Albon "Chuck" Morkri, of Verona, died Sept. 16.

According to his obituary, Morkri started his career in broadcasting at WRCO radio in Richland Center. In 1968 he and his wife moved their growing family to West Middleton and he went back to WKOW-TV in Madison, where he had interned in college. He was a television weatherman there for a few years and then transitioned to WKOW radio,

which later became WTSO. His family said he loved being on the radio and he especially enjoyed working with his colleagues, meeting listeners and interacting with many of the country music artists they hosted.

His radio career spanned 28 years and he retired as the operations director of WTSO and WZEE radio.

Morkri did voiceover work and TV commercials well into his 80s and was perhaps best known as the voice of Mounds Pet Foods with his sing-songy tagline: "Don't forget your free Mounds candy bar."

A traditional funeral service was held at West Middleton Lutheran Church in Verona on Sept. 28.

In lieu of flowers, memorials can be made in Chuck's name to West Middleton Lutheran Church or the American Red Cross.

Broadcaster, educator, Hall of Famer dies



Hill

Ruane Hill, 99, of Milwaukee, known for his 45-year career as a radio station manager and com-

munications professor, died Sept. 30.

According to his obituary, Hill's military service in WWII launched his career in radio and broadcasting. He went on to manage four radio stations around the country, including WUWM-FM in Milwaukee which he put on the air in 1964.

His academic career includes faculty positions at Beloit College, Willamette University, and Syracuse University. He was on the

faculty of the University of Wisconsin, Milwaukee for 31 years before he retired. He was the first Chairman of its Department of Mass Communications. He served on national and state broadcasting boards and was on the Wisconsin Broadcasters Association Board of Directors from 1964-1976, serving as Association Secretary for 10 years. During that time, he organized the first WBA College Seminars held at UW-Milwaukee.

He was inducted into the Wisconsin Broadcasters Association Hall of Fame in 2000.

Memorial gifts may be made to WUWM-FM, Planned Parenthood, Ovation Communities, your NPR station, or your charity of choice.

Busse remembered for dedicated career



Busse

Lifelong broadcaster and WBA Hall of Famer Larry Busse has died. He was 87.

His broadcast career began

in 1961 as farm director at WBAY-TV in Green Bay. In 1965, he joined the sales department of WLUK-TV in Green Bay, starting a 19-year tenure with the Post Corporation.

During that time, he managed Post Corporation television stations in Marquette, Michigan; Rochester, New York; and WLUK-TV and WEAU-TV in Eau Claire, as well as its sister radio stations, WAYY-AM and WAXX-FM.

In 1984, he became President of Gillett Communications which had acquired the Post Corporation stations. From 1987-1998, he was President of Busse Communications, heading up a group of stations, including WEAU-TV, that were spun off from Gillett.

Busse served on the board of directors of the Michigan and New York state broadcasters associations and on the National Association of Broadcasters Small Market Advisory Committee.

He was inducted into the WBA Hall of Fame in 2000.

Visitation was held at Nicolet Memorial Gardens Mausoleum in Green Bay.

In lieu of flowers, donations can be made in memory of Larry Busse to CurePSP (PSP.org), Unity Hospice (unityhospice.org/donate), or the Howe Elementary Community School in Green Bay (checks can be sent to 525 S Madison Street, Green Bay, WI 54301).

Important Improvements

Changes make way for future of WBA Hall of Fame

Changes to your WBA Hall of Fame at the Hilton Milwaukee City Center will make way for the future of the historic recognition of Wisconsin broadcasters.

The elements of the Hall of Fame introducing visitors to the attraction, including the video display, have been moved from the middle of the hallway to the wall just outside the Hall of Fame, giving it much greater exposure to hotel guests and making room in the hallway for more Hall of Fame plaques.

QR codes have been added to each plaque in the Hall of Fame, making it easier for visitors to access and share Hall of Fame biographies and videos. The video display now plays the most recent WBA Hall of Fame show, giving visitors profiles of the most recent inductees and giving them a taste of what they can expect from other Hall of Fame videos.

Thank you to the Hilton management and staff for working with your WBA on these important improvements, and thanks you also to Mark Warren at American Awards and Promotions for helping make the changes happen.



Applications accepted for Student Leadership Award

The “WBA Student Leadership Award” is given to a broadcasting or broadcast journalism student of junior standing or above at a Wisconsin college or university who has most noticeably developed and exercised effective and creative skills in leadership. The student must be nominated in writing by an adviser, supervisor or faculty member. The nomination letter must include specific examples when citing how the student meets the following criteria:

- Is actively involved in a student broadcasting community;
- Demonstrated instances where they provided a positive influence;
- Demonstrated instances where they motivated others to accomplish a mission, despite challenges or obstacles;

- Encouraged others to contribute toward the effectiveness and success of a broadcast-related organization or project;
- Goes consistently above and beyond the scope of their job or project assignment;
- Demonstrated the ability to lead in an ethical and moral manner.

The student must also submit a 2-3 page paper describing how their experiences in student media have shaped them as a leader or helped them develop a leadership style.

WBA Student Leadership Award nominations should be sent by Jan. 15, 2024 directly to: Kyle Geissler at kgeissler@wi-broadcasters.org.

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WBA Foundation 2023 Annual Report

The WBA Foundation is wrapping up another successful year!

Scholarships were awarded to:

- **Sarah Richardson** - WBA Foundation Scholarship
 - **McClane Noffke** - Morgan Murphy Media Scholarship
 - **Michelle Stangler** - David L. Nelson Scholarship
 - **Florence Anderson** - Howard Gernetzke Scholarship
- The Walker Management Institute returned for its 24th year to the UW Madison campus. This year's graduates include:



By Al Lancaster
WBA Foundation Board Chair

- **Roxanne Steele** - Woodward Radio Group
- **Andrew Puylear** - Woodward Radio Group
- **Todd Grady** - KWQC-TV
- **Heather Reese** - PBS Wisconsin
- **Dan Gainey** - Mid-West Family Eau Claire
- **Jerard Clark** - Mid-West Family
- **Marcia Teel** - KWQC-TV
- **Bonnie Beer** - WKOW-TV
- **Lorraine Day** - WSJM
- **Phil Trepanier** - Mid-West Family Eau Claire
- **Jeff Ohlmstad** - ECB

They join a list of 156 broadcasters that have completed the three-year program since the first graduation in 2000. We proudly thank Joan Gilman for her many years of service and wish her all the best in a well-deserved

retirement!

At our Summer Conference in Elkhart Lake we welcomed four new members to the Local Broadcast Legends:

- **Dan Breeden** - WXOW-TV
- **Doug Erdman** - Results Radio
- **Gene Mueller** - WTMJ Radio
- **John Murphy** - WAXX Radio

We topped off the summer conference with this year's WBA Hall of Fame inductions. Since 1989, the Hall of Fame has grown to 156 members. This year's inductees include:

- **Joanne Williams**
 - **Bob Meyer**
 - **Dr. Jonathan Overby**
 - **Al Lancaster**
- Nominations are now open for the 2024 Hall of Fame induction.

Please review "Your WBA Serving You" 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 Foundation and its members. As part of your financial planning, please consider a contribution to the WBA Foundation and or becoming a member of our Legacy Club. All levels of giving are needed and are beneficial to our mission.

Please contact the WBA Foundation for more information about how to make a contribution! Thank you.

Thank you for making 2023 a great year!

Nominations open for WBA Hall of Fame, Local Broadcast Legends

Nominations are now open for the WBA Hall of Fame and the Local Broadcast Legends, and there are changes to the nomination process.

The WBA Hall of Fame Committee will now require all Hall of Fame nominations to come from a WBA member station, a retired Wisconsin broadcaster, member of the Foundation Board, or Hall of Fame inductee. Nominees must have served a minimum of 25 years in Wisconsin broadcasting. Nominees will be evaluated based on their "integrity, leadership, and impact on their station(s), communities served, and the state of Wisconsin broadcast industry."

For Local Broadcast Legends, nominations must be supported by the manager of the station or group employing the nominee, and the nominee must have 25 years of service in one specific Wisconsin market or community.

Nominations for both recognitions must now also be submitted through an online form. Those forms are available here:



HOF: wbafoundation.org/hall-of-fame/hall-of-fame-nomination-form/

Legends:



Nominations are due on Jan. 15. The 2024 Hall of Fame inductees will be recognized at the WBA Hall of Fame dinner on June 20. The 2024 Local Broadcast Legends will be recognized at a luncheon on June 20. Both events are a part of the WBA Summer Conference which will be held at Hotel Retlaw in Fond du Lac.

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, 160 broadcasters have been inducted.

Nominations for the WBA Hall of Fame must be submitted annually. The committee will only review Hall of Fame nominations submitted for the current year.

Nominations submitted in prior years must be resubmitted for consideration. If you wish to check whether an individual has been nominated, direct inquires to Liz Boyd in the WBA Foundation office at (800) 236-1922 or lboyd@wi-broadcasters.org.

The Wisconsin Broadcasters Association Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, owner/president of Results Radio. 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 individ-

uals that exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities.

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.

Dates set for the 2024 Walker Broadcast Management Institute

The 25th Walker Broadcast Management Institute is set for April 23-25 on the UW-Madison campus.

The 2024 Institute marks the first year of another 3-year cycle (although you may join the cycle at any time) and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

The agenda for the sessions will be announced soon.

For registration info call the WBA office: 608-255-2600.



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Your WBA Calendar of Events

Nov. 16, 2023
Webinar: A Look Ahead at the 2024 Elections and Issues
NAB

Jan. 24, 2024
WBA State Legislative Day
Madison Club/State Capitol

Feb. 24, 2024
WBA Student Seminar
Lambeau Field

April 23-25, 2024
Walker Broadcast Management Institute
UW-Madison Campus

May 4, 2024
WBA Awards Gala
Madison Marriott West

June 19-20, 2024
WBA Summer Conference
Hotel Retlaw, Fond du Lac

June 18-20, 2024
WBA Duke Wright Media Technology Institute
Hotel Retlaw, Fond du Lac

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

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

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Wisconsin Broadcasters Association

2024 Election Windows for Lowest Unit Charge

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



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