

WISCONSIN BROADCASTER

The Wisconsin Broadcaster Association Newsletter • November-December 2024

REMINDER:
WBA Awards
deadline is
Jan. 10!

The State's Big Debate



FROM WBA'S CHAIR

Year-end reflections and looking ahead



By Aleese Fielder

As the end of the year approaches, it's a natural time to reflect on the journey we've taken together as broadcasters in Wisconsin. I am incredibly proud to serve as the Chair of the Wisconsin Broadcasters Association (WBA), especially during a year filled with both challenges and triumphs. Each of you has played a vital role in keeping

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FROM WBA'S PRESIDENT & CEO

Debate builds on broadcasters' public service mission



By Michelle Vetterkind, CAE

We're so very proud of our recent WBA Foundation U.S. Senate debate, which many member stations aired on or after Oct. 18. There are countless hours put into these debates from the host station and many other supporting stations, including the ones who were represented on the question and data teams. Thank you! It's a critical public service broadcasters should be very proud to offer our fellow Wisconsinites.

This year, the WBA Founda-

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U.S. Senate candidates face each other in WBA Foundation debate

U.S. Senate candidates Democratic Sen. Tammy Baldwin and Republican challenger Eric Hovde debated Oct. 18 in Madison at a one-hour televised event sponsored by the WBA Foundation with support from the Wisconsin Counties Association. It was aired live or delayed by more than 75 television and radio stations throughout the state. The debate was also shown live on national network C-SPAN and Wisconsin public affairs cable network WisconsinEye and it was streamed on numerous online platforms. It's available to watch

on the Wisconsin Broadcasting Museum website.

The debate involved broadcasters from across Wisconsin and was produced at WMTV-TV. It was moderated by Jill Geisler, longtime Wisconsin news professional, WBA Hall of Fame member, author, and Bill Plante Chair in Leadership and Media Integrity at Loyola University, Chicago.

Question Team:

- Aditi Debnath, Reporter, PBS Wisconsin
- Allyson Fergot, Reporter, WKBT News 8 Now, La Crosse
- Neil Johnson, Reporter/

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Changing of the Guard

Our Wisconsin Army National Guard recruiting partners change leadership



By LTC Shannon Hellenbrand

In the military, ceremonies and traditions are important ways we acknowledge change. We conducted a Change of Command ceremony in the Recruiting and Retention Battalion on Oct. 18. This tradition is time-honored, and it formally signifies the transfer of total responsibility, authority, and accountability from one command team to another. In our case, Command Sergeant Major (CSM) Chris Beron and I relinquished responsibility of the battalion to Lieutenant Colonel (LTC) Jesse Augustine and CSM Alex Quade.

Handing over our team was not easy on us. With 33 combined



years of recruiting experience, we are leaving a bit of our heart and soul behind. We could not be more proud of our team – even before we exceeded our recruitment, retention and attrition missions this year for the Wisconsin Army National Guard – we knew we had something special. Connected in our values of total ownership, service, and stewardship and mastery of our profession, our team is ready to attack the challenges ahead...together.

To our cherished WBA partners, we will be forever grateful for

the public platform you gave us that played a crucial part in helping us out of our post-pandemic recruitment crisis. YOU are part of our solution to keep our WI Guard Always Ready! Despite this change in leadership, our partnership with you remains rock solid. Although Chris and I are retiring soon, you have not seen the last of us! Please welcome Jesse and Alex the way you always did for us.

LTC Shannon Hellenbrand
Wisconsin Army National Guard

WBA members testify to legislative committee on AI



WBA Executive Committee members Anna Engelhart, from Allen Media, and Randy Hawke, from Mid-West Family, testified Tuesday before the Legislative Council Study Committee on the Regulation of Artificial Intelligence in Wisconsin.

The hearing was held on the UW-Stout campus in Menomonie.

Engelhart and Hawke spoke to the committee about how artificial intelligence has helped with broadcast operations, and how it has also created chal-

lenges like protecting intellectual property and combating misinformation.

"Having someone replicate a respected journalist or anchor and use that likeness to promote biased thoughts and unsafe products reduces the public's trust in our service by no fault of our own," Englehart said. "I do think we need some kind of protection for our content and the talent to curate and present that content, but I'm really concerned that too much regulation would interfere with our news gathering process."

The study committee is directed to review current uses of artificial intelligence technology and make recommendations for legislation regarding the use and development of artificial intelligence technology.



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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.

FROM WBA'S PRESIDENT & CEO

Continued from page 1



Michelle Vetterkind (left) and Kyle Geissler (right) catch up with former WBA President & CEO (and WBA Hall of Famer) John Laabs (center).

tion debate was the only debate between the major party candidates in the U.S. Senate race.

These debates are now a 34-year tradition for the WBA Foundation. Starting with the 1990 debate between Governor Tommy Thompson and Tom Loftus, our WBA Foundation has hosted a debate in every gubernatorial and U.S. Senate race since then.

Debates have changed a lot in those three decades. I recently caught up with my predecessor, former WBA President & CEO (and WBA Hall of Famer) John Laabs, and we reminisced about those early debates. Each one certainly has a story (or a few) behind them.

You can check out all 34 years worth of debates on our Wisconsin Broadcasting Museum website: wisconsinbroadcastingmuseum.org/political-debates/

While advocacy is always one of the most important activities we do on behalf of you, our valued members, we're preparing for a particularly busy season of advocacy following the election.

Advocacy events coming up

Advocacy might be the most important service from your WBA, but it doesn't happen without you. Your WBA can help educate and organize, but lawmakers on the state and federal level want to hear from YOU!

So, what can you do? The easiest thing you can do is invite your lawmakers to your station. Show them what you do and the important role you play in serving your community.

That said, you can do so much

more (and your WBA can help).

Our State Legislative Day is scheduled for Jan. 22 in Madison. We will spend the morning getting you up-to-date on the important issues at the Capitol, and then we head over to the Capitol in the afternoon to meet with all Wisconsin lawmakers to talk about issues affecting broadcasters.

Last year we asked members to bring their young broadcasters along to see WBA advocacy in action, so we that we may start preparing the next generation for this important task. We continue that ask this year.

Young or old, if you're interested in learning more, we're happy to pair you with another broadcaster so you can see it in action, and perhaps the following year you can make your own calls.

Your WBA Executive Committee and Legislative Committee are also making plans to visit Washington DC in March to visit the Wisconsin Congressional delegation.

Your WBA is monitoring several issues on the state and federal level and will be most interested in how those issues evolve after the election.

Last but certainly not least, on behalf of your WBA Team, we hope you take time during this very busy season to spend time with family and friends. Take stock of all the great work you've done in 2024. Wisconsin broadcasters have a lot to be proud of and thankful for. ●

WBA in New Mexico

Hearing from western state broadcast associations



Your WBA was in New Mexico Oct. 23-25 for the gathering of western state broadcast associations. There we met with colleagues from across the country, including FCC Commissioner Anna Gomez (bottom left photo) and NAB President and CEO Curtis LeGeyt (on bottom, right photo).

WBA Membership renewals in the mail, can be paid online

It's WBA membership renewal time. When 2024 ends, so does your WBA membership. You should soon be receiving your 2025 WBA membership renewal notice in the mail. Sign up now and keep your membership in full force, without interruption, through 2025.

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. wi-broadcasters.org/membership-renewal/



New AI platforms hint at future directions



By Chris Brunt

This fall we're starting to see the release of many of the AI tools that have been teased all year.

Meta.AI, created by the parent company of Facebook and Instagram, has upgraded its engine and offers robust text and image generation.

Meta now also offers AI-aided image editing and a voice-mode using Hollywood likenesses such as Kristen Bell, Awkwafina, Dame Judi Dench, and John Cena.

Down the street in Cupertino, the release of new iPhones and iOS 18 means Apple finally can show off the first tools in its Apple Intelligence portfolio, which also includes AI-image editing.

But the biggest "Oh Wow!" moment in AI this fall has come from Google's AI labs with a new feature in a product called NotebookLM. This product has been out for a while and was originally designed for helping students organize class materials. Students can upload materials such as class notes, YouTube videos, PowerPoints, lecture recordings, and texts, and NotebookLM will generate cohesive study guides and Q&A sessions to help students learn complex material.

In September, an on-demand podcast generator was added to NotebookLM. Students upload the material, and in addition to the original study material, they can click a but-

“It's a big step from the current audio-generating tools that output audio with the occasional incorrect pronunciations and wrong vocal inflections.”

ton. A two-voiced WAV file is then created with a male and female voice discussing and summarizing all the material that's been uploaded.

Not only is the breadth of the content discussed in the podcast notable, but what really is remarkable is the humanness of the conversation. Google's engineers have made sure that the voices sometimes are talking on top of each other, inject the occasional "um," and use modern-day colloquialisms. It's a big step from the current audio-generating tools that output audio with the occasional incorrect pronunciations and wrong vocal inflections.

At Jacobs Media, we uploaded a PDF

of the 2024 Techsurvey to the tool as an experiment. The output was a lively, pro-radio discussion summarizing what the 30,000 listeners we surveyed were thinking about radio. (Listen to it here: bit.ly/40epb7B)

The generative audio in NotebookLM is a hit. There are now over 500 podcasts using this tool in current podcast directories, according to podcast specialist James Cridland, and Google recently announced new features would be added to the generative-audio tool, including tweaks for the business community.

NotebookLM isn't ready to summarize your radio station's morning show or your TV station's six o'clock news. But it's not hard to imagine in the near future that this tool could use a cloned voice (with permission) to easily create content with a station's brand on multiple platforms. NotebookLM shows where AI tools are headed, with the ability to expand brands to new platforms with minimal effort.

The WBA Digital Hotline is a free service of the Wisconsin Association of Broadcasters and is available to all members – contact Chris Brunt at Jacobs Media at Chris@jacobsmedia.com with any digital questions you have.

Download Jacobs Media's free weekly newsletter on AI – *The AI Edge* – at jacobsmedia.com/jacobsm-media-ai-edge.

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- Outdoor siren/strobe
- Cabling/materials

Discounts available for Wisconsin Broadcasters



The WBA supports its broadcasters who had led initiatives that serve their communities in meaningful ways.

our communities informed, entertained, and connected. As we move forward, I'd like to take a moment to discuss the highlights of our year, encourage continued membership participation, and share the importance of broadcasters' service during the holiday season.

Reflecting on our accomplishments

This year has been a testament to the strength and adaptability of broadcasters across Wisconsin. Whether it was covering pressing news stories or offering a platform for community voices, broadcasters have risen to every challenge. In a world increasingly dominated by online media, local broadcasters remain essential to preserving the identity and localism of our communities. In the WBA, we've worked hard to provide you with resources and opportunities to excel. From our annual seminars to hands-on training, we've kept our focus on fostering professional growth and keeping our industry vibrant. This year, our advocacy efforts have ensured that the unique challenges broadcasters face remain at the forefront of state and federal discussions. Our work is not done, and the WBA will continue fighting for all of our members.

Membership renewal: Time to invest in our future

As we move into the new year, it's time to renew your

membership or consider joining the WBA if you haven't already! Membership connects you with a network of professionals and provides essential resources that help you stay ahead in a rapidly evolving industry. By renewing, you're investing in the future of local broadcasting.

The holiday season: A time for service

The holiday season is a special time for broadcasters. While many industries slow down, this is when we step up. Our platforms give us the opportunity to serve our communities in meaningful ways—whether through charity campaigns, public service announcements, or uplifting stories of hope and giving. I encourage each of you to continue using your voice to make a difference this holiday season!

Looking ahead: 2025 and beyond

As we approach 2025, I'm filled with optimism about the future of broadcasting in Wisconsin. We will continue to face challenges, but together, through the WBA, we'll remain strong, adaptable, and impactful. Thank you for your dedication and support throughout the year. Here's to a successful 2025!

Wishing you all a joyful holiday season and a bright new year ahead.

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

Names in the News



Slade

Jayson Slade joined the 95.9 KISS FM (WKSZ) team for the midday show at the Green Bay station. He is the current Creative Services Director at Woodward Community Media. Slade is also an on-field entertainment host for Green Bay Packers games at Lambeau Field and serves as the in-game entertainment host for University of Wisconsin-Green Bay men's and women's basketball. Slade started in the 9 a.m. to noon slot on Sept. 23.



Lee

Laura Lee joined 105.7 WAPL in Appleton as a morning show co-host on Sept. 23. Lee came to WAPL most recently from Columbus, Ohio, with an earlier radio stint in Milwaukee. She's co-hosting the morning show with Cutter. Previous co-host Rick McNeal retired earlier this year for health reasons.



Schaper

Bob Schaper joined E.W. Scripps' WGBA-TV in Green Bay as news director starting Oct. 28. Schaper was previously news director at WOWK-TV in Charleston, West Virginia. He's filling a vacancy left by Ryan Scott, who moved to WTMJ-TV in Milwaukee, also owned by E.W. Scripps. Schaper started out as a newspaper reporter. He got his first TV reporting job at WREX-TV in Rockford, Illinois. He worked at stations in Madison and Eugene, Oregon, advancing from reporter to anchor to assistant news director before moving to his current post.



Bultena

Wisconsin Public Radio has named **Kealey Bultena** associate director. In this role, Bultena oversees WPR operations, including human resources, finance, digital services, broadcast operations, and engineering. She joins WPR's senior leadership team and serves as deputy to WPR Director Sarah Ashworth. Bultena has served in a variety of positions with WPR's content team, including executive producer, rotating substitute host, and, most recently, interim program director of the WPR News network.



Scott

Bryan Scott is the new Brand Manager for WDEZ at Midwest Communications in Wausau. Scott joined Midwest Communications in Green Bay on Y100 (WNCY-FM) in 2006. He came to WDEZ in 2011 as the morning host. Scott had been handling a lot of the brand manager duties since the position became vacant. Scott will continue to host mornings with Mikala on WDEZ.



Eason

Blake Eason is the new co-anchor of 'WISN 12 News at 5:00 p.m. and 10:00 p.m.,' alongside current WISN 12 co-anchors Kristin Pierce and Diana Gutiérrez. Prior to joining WISN 12, Eason served as a co-anchor and reporter for the news program 'Good Morning Nashville' at WKRN's News 2 in Nashville, Tennessee. Eason has also held various anchor roles at WRBL in Columbus, Georgia, and was a pre-game host for the Atlanta Braves.



Rose

WISN's **Derrick Rose** has been named co-anchor of 'WISN 12 News at 6:00 p.m.,' alongside Diana Gutiérrez. This new position for Rose builds off his current role as co-anchor of 'WISN 12 News at 4:00 p.m.' with Pierce, and solo anchor of 'WISN 12 News at 9:00 p.m.' Rose first came to WISN 12 in 2018 as the lead of '12 News Investigates.' Over the years, Rose has taken on numerous roles at the station, including anchor positions on various WISN newscasts.

Milwaukee TV station provides hurricane relief

Collaborative drive collects \$144,248 in donations



WISN-TV in Milwaukee partnered with the American Red Cross to hold the “WISN 12 Hurricane Relief Drive” to provide critical support for people devastated by Hurricane Helene. Through the generosity of viewers and corporate contributions, \$144,248 was collected to help communities following the record-setting, deadly storm.

“The death and destruction from Helene is heartbreaking, leaving destruction and the lives of so many others totally upended,” said Jan Wade, president and general manager of WISN 12. “We wanted to do whatever we could to help, and immediately partnered with the local Red Cross and our generous viewers to raise much needed funds.”

The station launched the drive on Sept. 27 with online donations to the Red Cross. On Oct. 2 the station hosted

a phone bank from 6 a.m. to 9 a.m. and 4 p.m. to 7 p.m. Along with the generosity of viewers across southeastern Wisconsin, matching donations were delivered by companies including Sargento offering \$20,000 and the WE Energies Foundation offering \$10,000. WISN 12 also contributed \$1,000 for the recovery and rebuilding efforts.

“It’s extremely touching to see communities here at home helping other communities across the country,” Wade said. “Whenever people are in need, no matter where they are, Wisconsin’s right there with them.”

The drive is the 6th relief drive that the station has hosted since 2017. Previous relief drives helped those impacted by Hurricanes Harvey (2017), Irma (2017), Florence (2018), Ida (2021) and Ian (2022). To date, the relief drives have raised \$690,255 for the American Red Cross.



In Remembrance

Wisconsin Public Media remembers Executive Director Heather L. Reese

Wisconsin Public Media (WPM) is announcing the death of Heather L. Reese, executive director of the University of Wisconsin-Madison division that, in partnership with the Educational Communications Board (ECB), provides statewide access to public media through PBS Wisconsin and Wisconsin Public Radio (WPR).



Reese

Reese died Oct. 10. She had been undergoing cancer treatments for the last several months, but her death was sudden and unexpected.

A respected leader in the public broadcasting industry, Reese began her public media career in 2010 at WPM, leading the compliance and contract management functions of the division.

Before becoming executive director in 2022, she previously served as director of strategic initiatives, associate director and interim director of the statewide public media organization.

Reese was a longtime, vocal supporter of the Wisconsin Idea — the belief that UW-Madison teaching, research, outreach and public service should provide benefits beyond the classroom. Her leadership at WPM was guided by its principles.

Reese was also a proud “Sconnie,” having grown up in rural central Wisconsin. She loved spending time outdoors.

Reese was especially proud to serve as the leader of a public service organization dedicated to lifelong learning and serving the state of Wisconsin. She was a graduate of the UW Law School (2002) and UW-Stout (1996). Prior to joining WPM, Reese practiced law in the Madison area.

“We all deeply valued Heather’s steady leadership during a time of profound change within the public media landscape, both in Wisconsin and nationally,” UW-Madison Provost Charles Lee Isbell Jr. said. “Heather performed this work with grace and skill, keeping our statewide audiences as her focus and priority. In all of our conversations together, it was always clear how much she cared about her staff and her work.”

“Heather was an outstanding colleague and steadfast advocate for the division of WPM in all its forms,” said Amy Gilman, UW-Madison Senior Director for the Arts and Media and director of the Chazen Museum of Art. “She thought strategically about the important place of PBS Wisconsin and WPR in the lives of Wisconsin’s residents, and how to strengthen every facet of the organization to best serve

our state. Her approach not only lifted WPM, but also ensured she was a valued peer and colleague.”

“Working as co-leaders with Heather has been one of the greatest joys of my professional life,” ECB Executive Director Marta Bechtol said. “We locked elbows in 2021, sharing a single vision for public media in Wisconsin that unified our teams and enabled significant organizational change. The degrees of trust and esteem we held for each other were unprecedented among all of my work relationships. I feel tremendously lucky to have had such a thought partner.”

“I worked with Heather since I began my public media career, and over that time, I witnessed and supported her as she led some of the most transformative efforts our organization has undertaken in the past several decades,” WPM Associate Director Jordan Siegler said. “She was resolute, never wavering in

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REMINDER:
WBA Awards
deadline is
Jan. 10!

SCRIPT
Client: WBA
Title: SUBMIT EARLY

Station Manager (authoritative but laid-back): You guys ever submit to the Wisconsin Broadcaster Awards?

(SFX: Light computer typing in the background)

Creative Director (energetic, and detail-oriented): Oh yeah, I've done it. Huge morale booster for the team—massive win for our clients. Plus, it's always fun seeing everyone's hard work pay off. I mean, throughout my time here I have—

On-Air Talent (charismatic, slightly impulsive, cuts off): —Remember one year when a client showed up in a tux for the awards! I warned him, "Dude, there's no acceptance speech, just grab the award and go!" Didn't matter. He was hyped! When we won, he strutted that WBA back to his shop like it was the Vince Lombardi Trophy. Hey, this would make a great segment.

Station Manager (chuckling): That's awesome. A win like that definitely gets the client excited—and I remember him and how they increased their spend the next quarter. Got my bonus.

Creative Director: But here's the thing—don't wait 'til last second. Last year I had texts and calls from on-air talent rushing to make the deadline—literally one hour before the deadline. Their entry could've been stronger and they wondered why they weren't a finalist.

(SFX: Paper shuffling, a phone ringing in the background)

On-Air Talent: Yeah, yeah, ok, ok. But who hasn't done that?

Creative Director: I get my submissions in before the holidays.

On-Air Talent: And you drink your coffee black. That's not normal. Hey, we should do this on tomorrow's show.

Station Manager: Ok guys. Back to work. We can all agree, submitting early is the way to go. Gives us time to polish the work. We want our submissions to shine, not scream "last-minute panic." That's the key. Tuesday morning sales meeting topic, right there! It shows the client you're serious about quality. They see that extra effort, they feel valued. That's what keeps them coming back year after year.

(SFX: Office chatter as everyone listens intently)

Creative Director: Exactly. Plus, when we win, it's not just good vibes—it's bragging rights. Both for us and the client, man.

On-Air Talent: Oh, no doubt. When a client says, "We won an award for our commercial," that adds instant street cred to their brand.

Station Manager: And for the station, it proves we're not just pumping out content for the sake of it—we're delivering award-winning excellence.

Creative Director: So yeah, let's recap—submissions in early. No more last-minute scramble. A win could mean stronger relationships. Trust, and... hey, maybe another client in a tux next year!

On-Air Talent (laughs): I love that. More tuxes, more trophies!

(SFX: Office door opens)

Office Assistant (bored, deadpan): Why are you guys talking like it's a commercial?

Engineer (annoyed): —and why are there so many voices? You know how hard that is to produce?

TV Producer (wound up): Are these locations locked down? Sounds way over budget.

Creative Director: It's radio. Theater of the mind.

Robert Jarzen
WBA Awards Committee



Fight FOMO

Student Forum returning to Lambeau Field



By Mark Zoromski

I was halfway up the escalator when I could see it about to happen. Things played out in slow motion in my mind, and I couldn't shake the image of the character Stork leading the marching band into the alley in the movie "Animal House."

There were so many students at the registration table for the 2024 Student Forum that the line started backing up to the top of the escalator, which was fully loaded with even more college and high school students coming up to register. The band was about to hit the brick wall at the end of the alley. Only this time, the band was on a moving escalator.

Fortunately, an alert WBA staffer saw the impending crisis and quickly moved the registration line so that those coming up the escalator wouldn't end up like the trombone players crashing into the wall.

An easy fix for Student Forum '25, of course. But the averted fiasco speaks to the success of our newly revamped Student Forum at Lambeau Field. With 400 students attending, about equally split between high school and college, we smashed attendance records. We

inspired. We taught. We entertained.

Planning is underway for next year's forum, set for Saturday, Feb. 22, 2025, and we're confident we can make it bigger and better. The event will once again include unique opportunities to learn, network, and gain hands-on experience. Students will learn from industry experts, network with potential employers, get free professional headshots, and participate in a variety of hands-on activities designed to provide experience and pro tips.

We've already booked panels on topics like podcasting and behind the scenes jobs in broadcasting. You can expect to see the full agenda soon.

Don't forget to submit your work for the WBA Student Awards for Excellence, which we will hand out at the Forum.

So, mark your calendars and plan to attend. We promise a smooth escalator ride to an exciting day.

Mark Zoromski

WBA Education Committee Chair



Young Professional of the Month

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

Allyson Fergot

Allyson was nominated by WKBT-TV News Director Jason Walker who wrote of Allyson, "Allyson has only been in the news business a short while, but in that time she has exemplified everything good about our industry. She cares about journalism first and she's willing to do the work. She shows up on the hard days, demonstrates humility and delivers good work day after day."

"She's tackled difficult stories and offers to help others and in only a short while, she's emerged as a leader," he wrote.

Allyson is also a member of the question panel for the WBA U.S. Senate debate that aired Oct. 18 on member stations throughout Wisconsin.

How did you get into broadcasting?

During my time at UW-Madison, I took some journalism classes that had a huge impact on me. In one class, I did a long-form story about prairie restoration in La Crosse, my hometown. After speaking to the community members who are working on restoration and spreading awareness about its importance, I knew I wanted to work in local news and highlight the incredible work everyday people are doing. This led me to begin my career as a producer at my hometown station. After a few months of producing, I transitioned to reporting. Although I enjoyed my time as a producer, I knew I wanted to be the one going out in my community, talking to my neighbors, and writing stories about the issues that impact the Coulee Region. I started reporting at the end of December 2023 and haven't looked back.

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

Young professionals are the people that will keep our industry evolving. I think young professionals are crucial as broadcasting continues to expand in the digital space. Young journalists know how other young people use social media and the internet, helping our industry



Company
**WKBT News 8 Now
in La Crosse, WI**

Position
Multimedia Journalist

Years at station
1 year, two months

Started in
broadcasting
2023

meet audiences where they're at. Additionally, us young professionals bring a new perspective to storytelling. Not only do we learn from our fellow journalists who've been in the industry longer than us, but we can also encourage our newsrooms to consider new angles when creating stories. Right now, young journalists have an excellent opportunity to be a resource in the newsroom. I think it's important that young professionals know how helpful they can be in making sure local news is reaching and connecting with the intended audiences.

What advice would you give to other young broadcasters?

As someone who hasn't been in this field incredibly long, the importance of showing up every day ready to learn has been engrained in me. There's an opportunity with every story to learn something new, whether it's understanding how the city's common council works or how to use a new effect in your video editing. The ability to adapt to changing plans and roll with the punches also goes a

long way. Rarely will stories go exactly as you imagined, but having a good handle on the story beforehand will help you immensely. Things like knowing who else to go to if your first source doesn't work out will give you a huge advantage. Lastly, always give your best effort. That might look different day to day, but you'll always feel proud of what you accomplished if you know you tried your best.

What does the future of broadcasting look like to you?

With the rise of AI and misinformation, well-informed journalists are more important than ever. Although there's a lot of talk about distrusting the media, I think people have confidence in their local news. It's important as local journalists that we take that role seriously and continue to be a trustworthy and educational source. In terms of viewers' needs, news stations are already adapting to meet audiences where they're at. There are still ways for us to expand in those digital spaces, and I'm excited to see how newsrooms continue to evolve to keep up.



Nominate
a Young
Professional



Young Professionals Present: The Toolbox at Lambeau Field

The Toolbox is a one-day young professional conference held at Lambeau Field on the afternoon of Feb. 21, ahead of the WBA Student Forum at Lambeau Field on Feb. 22.

There will be a range of speakers and panels that will focus on timely topics that are challenging young professionals every day.

The purpose of The Toolbox is to provide skills and resources for well-rounded young professionals in the broadcasting industry, by fostering better communication skills in the workplace, encouraging stronger relationships within communities, and creating dynamic leaders in the industry. By sharpening the tools that young professionals use on a day-to-day basis, whole organizations will benefit and become stronger and the industry itself will continue to move forward in a competitive and relevant way.

The Toolbox Agenda



Welcome & Introduction
with **Terry Stevenson**
and **Gabriella Rusk**
1 p.m. – 1:10 p.m.

Growing Your Brand 1:10 p.m. – 2 p.m.



Kaytie Kelly, Digital Director, Woodward Community Media

This session will delve into the crucial connection between your brand and your reputation, emphasizing the need to align your actions with your promises. Drawing from 22 years of experience in the radio and digital industries, I will underscore the importance of authenticity and consistency in building a strong brand identity. This presentation will highlight the significance of follow-through and accountability in branding, stressing that delivering on your commitments is essential in shaping a positive reputation. Additionally, we'll discuss the impact of personal representation on one's brand, emphasizing the idea that when someone hires you, they are entrusting their brand with yours. Through this presentation, you will better understand how

Continued on page 11 >



Station marks Hispanic Heritage Month with televised special

WISN-TV in Milwaukee presented a half-hour televised special titled "Project CommUNITY: Celebrating Hispanic Heritage" on the final day of National Hispanic Heritage Month Tuesday, Oct. 15. The program featured positive and uplifting stories about the Hispanic community and culture in southeastern Wisconsin.

"We take great pride in celebrating National Hispanic Heritage Month," said Jan Wade, president and general manager of WISN 12. "We're honored to showcase how Hispanic culture is an integral part of our community and our lives."

National Hispanic Heritage Month took place from Sept. 15 through Oct. 15. It aims to recognize and celebrate the impact and contributions of Hispanic Americans.

'Project CommUNITY: Celebrating Hispanic Heritage' was hosted by WISN 12 News' Anchor Diana Gutiérrez and WISN 12 Sports Director Dario Melendez. The

television special was part of a month-long campaign from WISN 12 during National Hispanic Heritage Month. Throughout the month on "WISN 12 News," the station produced stories, profiles, and reports about notable voices and developments involving the Hispanic community.

"Diana and Dario are very passionate about this celebratory month," Wade said. "WISN 12 is committed to telling these stories, not just during the month, but throughout the entire year."

Stories featured in the special include the impact of the Hispanic vote, a tour of Hispanic meals, the history and growth of El Rey grocery stores, the artist behind some of Milwaukee's most iconic murals, and a one-on-one with Brewers star outfielder Jackson Chourio.

La Movida hosts Hispanic Heritage Luncheon, Oct. 14



Spanish-language radio station La Movida in Madison hosted its 14th annual Hispanic Heritage Luncheon Monday at Monona Terrace.

The event brought together leaders from Wisconsin's Latin American community to recognize their accomplishments.

Speakers included Lt. Gov. Sara Rodriguez, Madison Mayor Satya Rhodes-Conway, City of Fitchburg Mayor Julia Arata Fratta, and City of Madison Common Council President Yannette Figueroa Cole. The keynote speaker was Ambassador Claudia Franco Hijuelos from the Mexico Consulate of Milwaukee.

La Movida's Luis and Lupita Montoto also paid tribute to a longtime Madison-area Latina leader, Lucia Nunez, who recently passed away.

Are you celebrating and recognizing diverse groups in your community? Let the WBA know. Share a few sentences and photos to contact@wi-broadcasters.org.

'The Fan' relaunched in Milwaukee with two new weekday shows

The Fan (WSSP-AM) in Milwaukee returned to FM and is once again heard on 105.7 FM starting Oct. 14. The station will continue to be heard on 1250 AM.

Concurrent with the FM relaunch, the station will introduce two new local weekday shows. "The Pack-A-Day Radio Show" will air weekdays from 8 to 9 a.m. Hosted by Green Bay Packers insider Andy Herman, the show will serve as a destination for all things

green and gold. Herman currently hosts the Pack-A-Day Podcast and Packer Report.

The station will also launch "The Mason Crosby Show," starring 17-year NFL kicker, Super Bowl champion and Packers all-time leading scorer Mason Crosby, weekdays from 9 to 11 a.m. The show will also feature Mitch "Thunder" Nelles as co-host and veteran producer Tommy Wortz.

"We couldn't be more excited to bring The Fan back to FM and expand the reach of the best sports talk in Milwaukee," said Jason Bjorson, Senior Vice President and Market Manager, Audacy Madison and Milwaukee. "Milwaukee has long been a premier market for football coverage, and through the addition of 'The Pack-A-Day Radio Show' and 'The Mason Crosby

Show,' coupled with our existing must-listen programming, we're elevating the listening experience and keeping fans connected to their favorite teams."

The station's weekday lineup rounds out with "The Jim Rome Show" from 11 a.m. to 2 p.m. and "Wisconsin Sports Daily" with Assistant Program Director Steve "Sparky" Fifer from 2 to 5 p.m.



Whitewater station switches to classic country

A Whitewater radio station is switching formats from Contemporary Country to Classic Country.

Magnum Media-owned WKCH is making the change after Magnum launched Bucky Country on WBKY earlier this year.

Magnum carries WKCH programming on WSJY HD-4. To add Janesville standard FM band coverage for WKCH, WSJY HD-4 is being re-broadcasted on 94.7 W234DR Beloit.

Mornings on WKCH "Klassic Country Hits" 94.7 & 106.5 will be hosted by Magnum Media's Group Director of Engineering, Chris Tarr. Tarr had been a DJ prior to taking on engineering in 2000. As an engineer, he's become known to many as

"Doc Tarr," the handle he'll use on-the-air on WKCH.

Tarr said this won't be his first rodeo with Classic Country.

"Back in 1989, Duke Wright asked me to do weekends on what was then WGEE in Green Bay, which grew to the overnight shift and eventually nights," Tarr said. "I developed a real fondness for the format. I often catch myself streaming another Classic Country station in our Magnum group, so when Dave asked me if I'd dust off my headphones, I said, sign me up!"

Magnum Media is currently comprised of 22 Wisconsin stations on 35 signals stretching from the shores of Lake Michigan to the shores of the Mississippi River.



The Toolbox Agenda

Continued from page 9 >

professional conduct directly influences brand image and reputation. You will learn that by upholding high standards in personal representation, you can effectively enhance your brand and the brands you are associated with.

Trauma Growth and Compassion Satisfaction: Setting a Sustainable Pace 2:10 p.m. – 3 p.m.



Heather Schmidt, System Medical Director, Employee Well-being, SSM Health



Matt Doll, Director of Care for Caregivers Program, SSM Health

Individual and/or collective traumatic experiences and exposure have touched most all of our lives. We can be challenged at times to grow from these experiences and sustain our compassion for ourselves and others. This session will focus on a brief review of Trauma Informed Care and look more deeply into how individuals, organizations and communities can grow from these experiences, sustaining compassion for ourselves and others.

Career Building in Broadcasting 3:10 p.m. – 4 p.m.



Emerson Lehmann, Morning Anchor, WBAY-TV
Hayley Tenpas, Host of Focus Fox Valley, WHBY
Greg Scalzo, Good Karma Brands



Our panel of Wisconsin broadcasters discuss their beginnings in broadcasting and how they found a long-term career doing what they love.

Tour of Lambeau Field media production facilities 4:05 p.m. – 5 p.m.

ONLY AVAILABLE TO THE FIRST 50 REGISTRANTS

Reception 5 p.m.

Details to come

REGISTER HERE:



In Remembrance *Continued from page 6*

the question that I believe drove her leadership: What must public media do to evolve and serve all of our audiences and their ever-changing needs? Our teams across WPM and ECB will carry on with this essential work, holding thoughts of Heather in our hearts and minds as we do so."

A Fitchburg resident, Reese

is survived by her stepdaughters, Megan and Emily; her father, Kenneth Schnorr; her stepmother, Rita Schnorr; stepbrothers, Doug Schnorr and Dan Schnorr; mother and father-in-law, Judeen and Mike Reese; her dog, Harley; and extended family. Reese was preceded in death by her husband, Eric, and her mother, Judy Roberts.



Joe Moen
(1927-2014)



Lee Davis



David Sanks



Michelle Vetterkind



Terry Baun
(1847-2022)



John Laabs



Al Lancaster



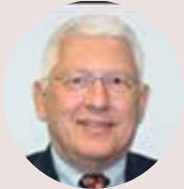
Paul LeSage



Chris Bernier



Ed Hinshaw
(1940-2016)



Laurin Jorstad



Perry Kidder



Tom Koser



Paul and Gloria
Cameron



WBA Foundation *Legacy Club* List

The Legacy Club was formed in 1998 to provide a formal procedure and recognition for those who make bequests or agree to make bequests to the WBA Foundation in their wills.

For more information on how to join the Legacy Club, please contact Foundation President Michelle Vetterkind.



Mike and
Patty O'Brien



David L. Nelson
(1921-2017)



Nate Goetz
(1926-2018)



Jack Hackman
(1933-2018)



James Schuh
(1938-2021)



Scott Lopas



Dick Record



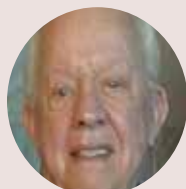
Bruce Grassman



Don Seehafer
(1935-2020)



Chuck and
LuAnn Roth



Richard Dudley
(1923-2013)



Kelly Radandt



Duke Wright
(1939-2022)



Bob Barry



Sandy Shockley



Terry Shockley

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WBA Foundation wraps up another successful year!

Scholarships were awarded to:



TJ Dysart

WBA Foundation
Scholarship



Ben Cadigan

Morgan Murphy
Media Scholarship



Riley Jauch

Howard Gernetzke
Scholarship



Amany Khreis

David L. Nelson
Scholarship

The Walker Broadcast Management Institute returned for its 25th year to the UW-Madison campus.

This year's graduates include:



Kristen Shill
WQOW-TV



Craig Dillon
Seehafer
Broadcasting



Lupita Montoto
WLMV (La Movida)



Dani Maxwell
WKOW-TV

Graduates continued:



Suzanne Hoffman
WCOW



Tracy Sabo
KTUU-TV/KYES-TV



Adam Donner
WSAW-TV

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

At our Summer Conference in Fond du Lac ...

We welcomed four new members to the Local Broadcast Legends:



JD Barber
Z104 (WZEE-FM)



Jim Callow
WHYB-FM/WAGN-AM



Bill Jartz
WBAY-TV



Bob Lindmeier
WKOW-TV

We topped off the Summer Conference with this year's WBA Hall of Fame inductions. Since 1989, the Hall of Fame has grown to 164 members.

This year's inductees include:



Steve Brown



Matt Lepay



Patty Loew



David Robinson

Nominations are now open for the 2025 Hall of Fame induction.

The WBA Foundation Board continued its 34-year tradition of holding statewide televised debates for Wisconsin's voters by airing a general election debate in the 2024 Wisconsin U.S. Senate race.

Qualifying U.S. Senate candidates Democratic U.S. Senator Tammy Baldwin and Republican State candidate Eric Hovde participated in the debate on Oct. 18 at WMTV-TV in Madison. Radio and TV stations from across Wisconsin participated in the production of the debate.

The WBA Foundation debate was sponsored by the Wisconsin Counties Association.

Green Bay anchor Aisha Morales was awarded the Results Broadcasting Student Debt Relief Grant.

Bruce and Don Grassman had the vision to establish the grant. The grant was increased to \$3,000 last year thanks to an additional contribution from Bruce Grassman. The idea for the grant is being replicated

Continued on page 15 >

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.

The WBA Hall of Fame Committee made a number of changes to the process starting with the 2025 cycle:

- A nominee for the Hall of Fame can now be a person that has contributed to the growth and success of broadcasting through areas such as teaching, technical development, consulting, and service to the broadcasting industry.
- Nominations can now be made by the general public for the Hall of Fame and Local Broadcast Legends.
- To be eligible for the Hall of Fame, nominees must have served a minimum of 20 years in, or in support of, Wisconsin broadcasting.
- To be eligible for the Local Broadcast Legends, nominees must have served a minimum of 20 years at one specific Wisconsin station, or in one specific Wisconsin community or market.

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

Nominations are due on Jan. 15. The 2025 Hall of Fame inductees will be recognized at

the WBA Hall of Fame dinner on June 19.

The 2025 Local Broadcast Legends will be recognized at a luncheon on June 19. Both events are a part of the WBA Summer Conference which will be held at the La Crosse Radisson. 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, 164 broadcasters have been inducted.

The Wisconsin Broadcasters Association Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, who at the time was 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 individuals that exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities.



Hall of Fame
nomination forms:

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



Legends
nomination forms:

wi-broadcasters.org/awards/local-broadcast-legends

Dates set for the 2025 Walker Broadcast Management Institute

The 26th Walker Broadcast Management Institute is set for April 15-17 on the UW-Madison campus.

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

The agenda for the sessions will be announced soon.

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

Annual Report

Continued from page 13

by other state broadcast associations.

Please review "Your WBA Foundation Serving You" from the September-October 2024 newsletter to read more about what your WBA Foundation supports annually.

The WBAF needs 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.

In closing, this will be my final annual report. I have had the honor and privilege of leading this fine organization the past five years. It is time for me to step down. It has been a fun journey working with Michelle and her great team. In hindsight, it is important for the Foundation Board Chair to still have a hand in day-to-day broadcasting. There is so much change in things like AI, staffing, and technology that being out of the industry for even a year or two leaves a void.

Thank you for allowing me the opportunity to serve broadcasters, for this privilege. I am honored.



By Al Lancaster
WBA Foundation
Board Chair



U.S. Senate Debate

Continued from page 1

Producer, Big Radio, Janesville

- Shannon Sims, Anchor, TMJ4, Milwaukee
- Jeff Thelen, Anchor/Producer, WSAW-TV, Wausau

Data Team:

- Darrielle Fair, Political Reporter, WKOW-TV, Madison
- Jonathan Krause, Director of Multimedia, Woodward Community Media, Appleton
- Harm Venhuizen, Political Reporter/Multimedia Journalist, WGBA-TV, Green Bay (and WTMJ-TV)

• Elizabeth Wadas, Lead Investigative Reporter, WMTV-TV, Madison

Broadcast veteran and WBA Hall of Famer Joyce Garbaciak served as special advisor for the debate team.

The data team is dedicated to sharing the resources and sourcing behind the questions asked during the debate. These debate resources, including links to source materials are available at: [debate.wi-broadcast-](http://debate.wi-broadcasters.org)

[ers.org](http://debate.wi-broadcasters.org)

The candidates debated numerous issues including health care, child care, foreign policy, immigration, reproductive rights, and Social Security, among many more.

The WBA Foundation debate was sponsored by the Wisconsin Counties Association.

This debate marks a continuation of the WBA Foundation's 34-year tradition of conducting broadcast debates.

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, 2025 directly to: Kyle Geissler at kgeissler@wi-broadcasters.org.



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Your wba Calendar

Nov. 21, 2024
**Webinar: The Election is Over -
What it Means for Broadcasters
for 2025 and Beyond**

David Oxenford, Wilkinson Barker Knauer LLP
Shawn Donilon, National Association of
Broadcasters

Jan 10, 2025
WBA Awards Deadline
4 p.m. CT

Jan 22, 2025
WBA State Legislative Day
Wisconsin State Capitol

Feb. 21, 2025
Young Professionals Toolbox
Lambeau Field

Feb. 22, 2025
WBA Student Forum
Lambeau Field

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

May 3, 2025
WBA Awards Gala
Madison Marriott West

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

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

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



More details
registration at
wi-broadcasters
.org/events

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Dr. Probst will record promotional messages for the local sponsor,
enabling your sales department to encourage a local, market-exclu-
sive opportunity for image advertisers.

For more information, contact Keith at Radiolinx: <https://radio-linx.com/heres-a-thought> or email: Drprobstwisconsin@gmail.com

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