

WISCONSIN BROADCASTER

The Wisconsin Broadcaster Association Newsletter • Sept.-Oct. 2025 Edition

See how
your WBA is
serving YOU!

Pages 9-10

Engineers gather in Wisconsin



I'm pleased to report that the Midwest Regional Broadcasters Clinic—a collaborative effort between the engineering teams of the Wisconsin Broadcasters Association and the Minnesota Broadcasters Association—was a success. Now in its 69th year, the Clinic was well attended, drawing participants from at least 25 states.

The exhibit floor featured more than 46 exhibitors. We received many positive comments, and our thanks go to the program committee members and the Midwest Regional Broadcasters Clinic staff.

The Clinic program committee appreciates the continued support of the WBA Board as well as the Minnesota Broadcasters Association.

Jim Steinhart
Program Chair, Broadcasters Clinic



FROM WBA'S PRESIDENT & CEO

Planning underway for our big 75th

Your WBA turns 75 in 2026, and planning is already in full swing for the celebrations!

By now you'll have noticed that the theme for the 2026 WBA Awards Gala is Diamond Jubilee, in honor of our 75th Anniversary. We also plan to celebrate the anniversary at our WBA Summer Conference at the Grand Geneva Resort.

Your WBA likes to celebrate these milestones in some special places. The 50th Anniversary conference was held at the

Continued on page 2 >



By Michelle Vetterkind, CAE

FROM WBA'S CHAIR

Balancing pain, opportunity of change

Broadcasters, I feel your pain.

Opportunities abound and as the Romans said, Fortes fortuna adiuvat or the modern translation of "Fortune favors the bold." As I wrote last quarter, deregulation is upon us and that's good for broadcasting. Bold moves are grabbing headlines as multiple organizations seek



By Judson Beck

Continued on page 3 >

FROM WBA'S PRESIDENT & CEO



Pictured top, directly above: a Wisconsin Broadcasters Association sculpture at Alliant Energy Center. Pictured left: WBA meets with UW-Oshkosh students who will be pilot ambassadors.

Continued from page 1

historic Pfister Hotel in downtown Milwaukee, where we also toured the brand-new Miller Park.

We're thrilled to announce that NAB President and CEO Curtis LeGeyt will be joining us at the Summer Conference. Sue Keenom, Senior Vice President of State, International and Board Relations for NAB will also be joining us and there are other potential surprises in the works, so please make plans to join us June 17-18 in Lake Geneva.

Campus ambassadors

Your WBA knows a good idea when we see it! Our friends at the Kansas Association of Broadcasters started a successful student ambassador program on their college campuses. The student ambassadors represent the association and its broadcast members on campus, promoting events, scholarships, and professional networking.

Our friends at UW-Oshkosh were kind enough to serve as a pilot program for a similar

program here in Wisconsin.

We recently met UW-Oshkosh students Jacob Link and Dylan Przybylski who will be our pilot ambassadors on campus (pictured above). We're excited to try this out and hopefully bring the program to other campuses in future years. Thank you so much, Jacobs, Dylan, and UW-Oshkosh!

Broadcasting sculpture

Your WBA recently checked in on our special wood-carved display featuring Wisconsin broadcasters which is housed at the Alliant Energy Center exhibition hall. It's in wonderful shape and the Alliant Energy Center is enthusiastic about continuing to house it.

The sculpture, titled "Broadcasting" was created by Richard Pinney and Patrick Hamer and gifted to the WBA Foundation in 1997.

We took some pictures and pulled together some history on the piece and you can now see it and learn more about it on our WBA Foundation website.

Scan the QR code above to learn more about the sculpture:



Clinic success

Thanks to everyone who joined us for the Midwest Regional Broadcasters Clinic. Our partnership with the Minnesota Broadcasters Association on this regional event is going strong. As always, look for the Clinic and the Clinic Committee to step up its game next year. We're always looking to make this event the best educational and networking opportunity for broadcast engineers.

As you get busy with fall activities, take a moment to congratulate your teams and yourself on the tremendous service to do for your local communities. Your fellow Wisconsinites are so very fortunate to have you at their service! ●



WBA OFFICERS & BOARD OF DIRECTORS

OFFICERS 2025-2026

Chair of the Board

Judson Beck WFRV-TV, Green Bay

Vice Chair Elect

Jeff Wright Midwest Communications, Green Bay

Vice Chair - TV

Anna Engelhart WKOW-TV, Madison

Treasurer

Randy Hawke Mid-West Family, Madison

Secretary

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

Immediate Past Chair

Lupita Montoto La Movida Radio, Madison

BOARD OF DIRECTORS

Scot Chastain WISC-TV, Madison

Terry Davis Radio Plus, Fond du Lac

Juan Galdamez Xperi Corporation, Washington D.C.

Brian Jackson Mid-West Family, La Crosse

Jessica Laszewski WMTV-TV, Madison

Steve Lavin WBAY-TV, Green Bay

David Lee WUWM, Milwaukee

Chris Palmer WKBT-TV, La Crosse

Terry Stevenson Seehafer Broadcasting, Manitowoc

Colleen Valkoun Milwaukee Radio Alliance, Milwaukee

Eric Voight Results Broadcasting, Shawano

Monica Wittkopp iHeartMedia, Madison

Ex Officio - NAB Board

Jeanna Berge iHeartMedia, Eau Claire

WBA Team

President & CEO

Michelle Vetterkind, CAE
mvetterkind@wi-broadcasters.org

Vice President

Kyle Geissler, CAE
kgeissler@wi-broadcasters.org

Membership Coordinator

Robin Stephens
rstephens@wi-broadcasters.org

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



SBE recognizes WBA engineering event

Fox Valley's Converse also honored as Engineer of the Year

The Society of Broadcast Engineers has announced the recipients of the 2025 SBE National Awards, which recognize outstanding achievements by individual members, local chapters, and Sustaining Member companies.

The 2024 WBA Duke Wright Media Technology Institute

(MTI) was recognized as the Best Chapter or Regional Educational Event. The annual three-day institute, held in June, provides a comprehensive and immersive learning experience designed to support the professional development of broadcast engineers at all career



Hubbard

stages.

"I am deeply honored and incredibly grateful to the Society of Broadcast Engineers for recognizing the important role that the WBA Duke Wright Media Technology Institute plays in the professional development of broadcast and media engineers," said Bill Hubbard, who leads the Institute.

The 2025 event was held in La Crosse and next year's event will be held June 16-18 at the Grand

Geneva Resort in Lake Geneva.

SBE also recognized Matthew Converse from Chapter 80 in the Fox Cities as a Chapter Engineer of the Year. He will be placed into consideration for the Robert W. Flanders SBE Engineer of the Year honor in addition to direct nominees.

Converse is chair of Chapter 80 and Director of Engineering for Woodward Community Media stations in Appleton and Green Bay.

FROM WBA'S CHAIR *Continued from page 1*

to acquire, divest, trade, maneuver, expand, align, consolidate...etc. Stuff is happening. Good stuff, but a lot of it.

Beyond that, our business has changed dramatically. We must embrace change as it is both inevitable and necessary. In addition to our broadcast responsibilities, we are engaged in core and targeted digital, streaming, CTV apps abound and require creative content. AI is impacting our business in ways that we could not have imagined just a few years ago and it presents both concerns and possibilities.

We live in interesting times. Outside of the beginning of broadcasting, I'm not sure anyone has seen this much change-seemingly all at once. As we all balance broadcast, digital, streaming, AI, content, industry change, increased competition and more, it's a hell of a juggling act. It can be stressful.

I do feel your pain. But I also share your excitement.

We are seeing compelling opportunities that will help strengthen local broadcasters to challenge the dominances of legacy mainstream media and Big Tech. It will help us all better serve

local communities. Local stations and local news are under enormous pressure from social media giants, like Facebook and of course Netflix, Google, and Amazon. Big Tech reaches literally every phone, TV, and computer in the country, with unlimited reach and financial resources and no limits on their size, growth, or influence.

These changes to regulations and new opportunities for local broadcasters are vital to providing alternatives to Big Tech and to preserving local journalism that is unbiased

and accurate, presented by folks you know who are committed to delivering the full range of perspectives and opinions reflected in our community. Big Tech isn't interested in any of those things. Big Tech is interested only in views, scrolls, and clicks-they thrive on engagement, not accuracy.

Overcome the pain and remember that Americans cite local broadcast news as their most trusted source of information. We've got a job to do and it's a great and important job.

Thank you, local broadcasters. ●

The Evolution of Broadcasting and its Impact on Journalism Education



By Ganga Vadhavkar

Broadcasting has evolved over the last three decades from traditional mass media platforms such as traditional television and radio channels to Digital Multimedia Broadcasting (DMB) avenues. The

era of passively consuming content during scheduled time frames is increasingly being overshadowed by interactive components and on-demand audio and visual packages. Consumers now have the flexibility and options to choose various genres of shows they wish to view or listen to in real time or based on their convenience using streaming services.

The current landscape of multimedia platforms reflected in the broadcast industry warrants rethinking the way journalism is taught in educational institutions to align with industry trends such as blogging,

podcasting and webcasting. While the foundations of traditional skills in print, radio, and television cannot be undermined, journalism schools are increasingly mindful of incorporating courses that call for multimedia skills involving various technologies and platforms. Adaptability and versatility are imperative in teaching broadcasting skills across various digital platforms using both professional equipment and mobile phones to create media packages. Anymore, merely learning skills such as writing in a specific style or format, approaches to capturing still images or video clips, or recording audio for a radio broadcast is not enough.

With the technological shift from linear, analog storytelling techniques to digital broadcasting, such as eRadio on the internet, journalism programs have their work cut out for them. For instance, teaching scriptwriting for audio and video platforms, capturing and editing sound and visuals, and then editing

and disseminating the same to local, national or worldwide audiences via the internet requires updated equipment, facilities, and ongoing professional development for journalism faculty to keep up with the changing media landscape. This demands an educational approach that is collaborative where students engage with media professionals for experiential learning, applying the skills and theoretical knowledge that they have gained in classrooms. For example, in Wisconsin, Wisconsin Broadcasters Association and other state and local media outlets offer students opportunities to participate in media industry-related workshops, webinars and job-shadowing opportunities to gain first-hand experience as future professional leaders in broadcasting. The valuable partnerships between educational institutions and media outlets are mutually beneficial to students, faculty, and media professionals.

The leap from old media to Digital

Multimedia Broadcasting (DMB) is both exciting and challenging in the context of journalism education. I use the term "exciting" because it provides students the opportunity to use Artificial Intelligence (AI) like ChatGPT, Gemini and Grammarly as online tutors, writing and seeking information at a fast pace. The challenge lies in emphasizing the importance of teaching students to use it as an assistive, reference tool, all the while keeping legal and ethical considerations in mind and avoid misuse that could lead to credibility issues. With the journalism profession going through innovative phases involving AI, Virtual Reality (VR) and Augmented Reality (AR), it is crucial for journalism programs to adequately prepare them for their professional careers.

Ganga Vadhavkar is a professor in the department of communication and journalism at UW-Eau Claire.

Awards Column

WBA Awards updated for 2025 contest



By Heather Reese
WBA Awards
Committee

The Wisconsin Broadcasters Association turns 75 next year, and what better way to mark the occasion than with the "Diamond Jubilee" theme Wisconsin Broadcasters Awards? Like a diamond, the As-

sociation's legacy, and the work of Wisconsin broadcasters, shines with brilliance, strength, and timeless beauty.

And in the spirit of shining bright, we're rolling out a few sparkling updates to this year's annual awards for excellence.

One of the most exciting changes is the addition of 'General Judging Criteria'. These new guidelines remind everyone exactly what judges are looking for as they review

entries. Alongside the specific category descriptions you already know, judges will also consider qualities like value, accuracy, creativity, and originality. Think of it as a polished checklist to help you present your best work, and to make sure the judging process is as fair and transparent as possible.

And here's something brand-new you'll notice: social and digital media entries may now be submitted in either horizontal or vertical format. Categories that accept vertical video will be clearly noted in the descriptions. So don't hold back. This is your chance to show off those innovative, creative vertical entries that are redefining how audiences engage with your work.

But that's not the only glow-up! A few categories have been updated to reflect today's fast-changing industry. For example, online promotion categories have been reworked

to better match how broadcasters connect with audiences in the digital space. And for our television friends, we're giving you more time to sparkle: promotional spots may now be up to two minutes long - twice the previous limit. These tweaks ensure that entries can truly showcase the craft and creativity that define Wisconsin broadcasting.

As always, the updated rulebook will outline every detail. It's your ultimate guide to making sure your submission stands out.

Of course, part of the fun of the WBA Awards is the friendly competition. Every year, broadcasters across the state submit their finest work to be judged by their peers. And every year, the creativity, dedication, and passion of Wisconsin broadcasters shine through. So, as you prepare your entries for the Diamond Jubilee, remember: The bar is high, the competition is ready, and

this is your moment to sparkle.

After all, as Tom Petty once said, "Some days are diamonds, some days are rocks." We hope your WBA experience this year is nothing but diamonds, and we can't wait to celebrate the brilliance of Wisconsin broadcasters together!

So, polish up those entries, put your best work forward, and get ready to shine bright like a diamond at the 2025 WBA Diamond Jubilee Awards!

Scan for Awards Rulebook



Half-full or half-empty?

Two views on the
future of broadcasting



By Paul Jacobs

All broadcasters – regardless of market size – understand firsthand the tumultuous times we are living in. The economy is clearly “going through some things,” and concurrently, we continue to see a shift in the way

advertisers of all sizes are allocating their dollars. Ad spend in “traditional” forms continues to decline, while investment in digital continues to grow. No one can argue this.

This was made clear as we’ve been treated to second-quarter earnings reports from the major companies. In every case, the pattern holds: Traditional revenue declined a fairly significant amount, while digital revenue continues its growth pattern.

As I travel around and meet broadcasters, I continue to be amazed at how many continue to stubbornly believe this will turn around. While I would love that to happen, there is absolutely no evidence to support that. These trends are real, and out of our control. Pining for the “good old days” won’t make them return.

So what to do? Is broadcasting doomed (their glass is half-empty) or is there a way forward (their glass half-full)?

I am firmly in the half-full camp. We have been consulting many broadcasters on developing their digital strategies, and interest continues to grow. These companies have invested in the training and product development necessary to provide digital options to their clients. And an advantage local broadcasters have is that they’ve built trust with the local business community over the years. So many clients are wary of digital despite the fact they are allocating dollars to it, but many don’t understand what they are buying and who they should buy from. Having a trusted partner like the local broadcaster can be a game-changer, and an obvious opportunity for radio and television stations.

Plus, I firmly believe the best, most successful broadcasters know how to pivot. They have a good grasp on their market and can quickly modify their business models to include digital solutions. Imagine if you were in the manufacturing business and what it takes to design, tool, and build a new product. Not so easy. But in broadcasting? A whole lot easier. And those who embrace new opportunities? They have a “half-full” mentality.

What is holding many broadcasters back? Honestly, they continue to believe they are solely in the radio or television business. They allow their sales teams to take a pass on digital and don’t make any investment in developing digital products to sell. They are afraid of change. Their air staff do their shows, without any expanded expectations to engage and grow audiences. In other words, they don’t have a growth mentality. They have a “half-empty” mentality.

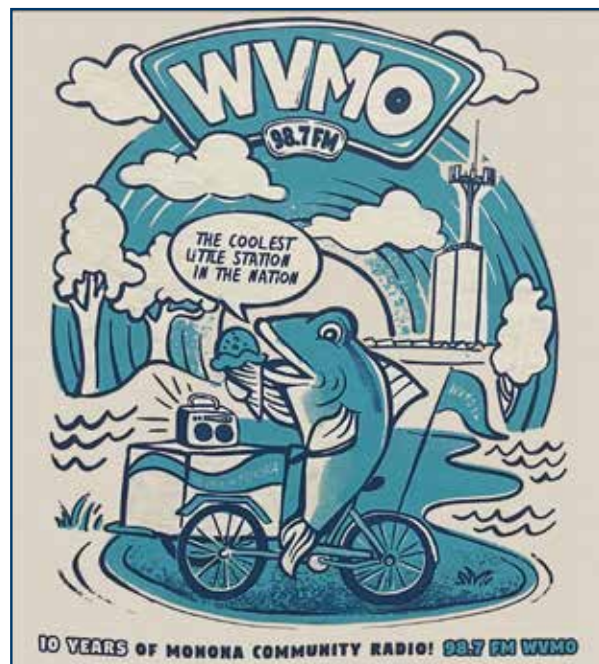
But I believe the future is bright and I continue to be buoyed by so many of the initiatives broadcasters have undertaken. They prove every day that the historical KPIs (Key Performance Indicators) are no longer just Nielsen and on-air revenue, but have added other metrics that are measures of success: clicks, streams, shares, and more. And their staffs have been bought into a new way of approaching the business, not with digital replacing broadcast, but augmenting it.

And in my opinion, broadcasting is perfectly positioned to blend the two successfully.

So, take stock of your business “glass.” Is it half-full, or half-empty? If it’s the former, keep leaning into it. If it’s the latter, start looking around at the broadcasters who have evolved and grown their business and take good notes.

Remember, this isn’t brain surgery. It’s broadcasting.

There’s lots of success stories out there, and if you haven’t started, or your program needs a jump-start, the time is now to get started. The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association and is available to all members – contact Chris Brunt at Jacobs Media at chris@jacobsmedia.com.



WVMO marks 10 years on air

An LPFM community radio station in Monona marked ten years on the air in August.

WVMO 98.7 FM went on the air in August 2015, eight years after the City of Monona applied for an LPFM license with the goal of creating a station that reflected the voices and values of their city.

A public call-letter contest produced more than 100 entries, but it was “WVMO – The Voice of Monona” that stood out and ultimately captured the spirit of the station.

Broadcasting from inside Monona City Hall, WVMO features more than 30 diverse music programs and has support from nearly 40 dedicated volunteers. Volunteers produce and deliver original, hyper-local content.

WVMO has earned five Station of the Year awards from the WBA and two Local Radio Station of the Year honors from the Madison Area Music Association.

The station held a series of events to mark its 10th anniversary, including Wheelhouse, one of the first local bands ever played on WVMO, and a festival.

This event also served as a farewell to WVMO’s founder and longtime champion, Lindsay Wood Davis, who is stepping back from his leadership role.

Stephens named WBA membership coordinator

Robin Stephens is taking the role of WBA membership coordinator.

In that role, Stephens will prepare NCSA/PEP reports, maintain data on WBA members, coordinate ABIP inspections, and assist in numerous other membership activities in the WBA office.

Stephens (Kyle’s wife) graciously stepped in to assist the WBA during Liz’s illness will be continuing with the WBA Team.



Stephens

Morgan Murphy Media announces three leadership promotions

Morgan Murphy Media in Madison announced Aug. 12 three strategic executive promotions in enhanced leadership roles, effective immediately:

Chris Cornelius is named Chief Operating Officer. Cornelius joined Morgan Murphy Media in 2014 as VP of Business Development and will now drive operational excellence with specific focus on revenue growth and network and distribution relationships. Cornelius is a media executive with experience in various senior broadcasting leadership roles, including as president and COO of Barrington Broadcasting from 2003 to 2013.

Colin Benedict is elevated to Chief Innovation Officer. Benedict



has been with the company since 1998 in news and management roles, including the past seven years as VP of News. In this new role, Benedict will serve as a cross-functional strategist working on identifying, developing, and scaling forward thinking ideas and solutions that position the company for future relevance

and growth. He will continue with direct oversight of local stations' news and marketing efforts.

Neal Oberg is promoted to Chief Digital Officer and will continue to lead the company's digital efforts. Oberg has been with Morgan Murphy Media since 1997 in various digital leadership roles, including most recently as

VP of Digital for the company. In his capacity, he drives audience and revenue growth in this critical area.

"Chris, Colin and Neal's promotions recognize their exceptional contributions and position us perfectly for the challenges and opportunities ahead," said Morgan Murphy Media President and CEO, Brian Burns. "These strategic appointments reflect our commitment to operational excellence, innovation and digital growth as we continue to evolve in the changing media landscape."

The three executives have a combined total of more than 65 years of experience with Morgan Murphy Media.

Laszewski named GM at WSAW-TV

WMTV-TV News Director Jessica Laszewski was named General Manager of WSAW-TV in Wausau.

Laszewski has served as news director at WMTV-TV in Madison since October 2017. The announcement from Gray Media said that under her leadership, "WMTV rose to no. 1 in news viewership and underwent a successful digital transformation that strengthened its multiplatform presence."

The newsroom at WMTV-TV won RTDNA's Regional Edward R. Murrow Award for "Overall Excellence" in 2025, 2024, and 2022. The station has earned additional recognition as Wisconsin Broadcasters Association Station of the Year, News Operation of



Laszewski

the Year, and has been nominated twice for NAB Service to America.

Laszewski previously served as news director at WSAW-TV and at WNDU-TV in South Bend, Indiana. Earlier in her career, she held producing and executive producing roles at WMTV-TV in Madison, WEAU-TV in Eau Claire, WBAY-TV in Green Bay, and WISC-TV in Madison.

Gray said Laszewski is an active leader in the journalism community, currently serving on the Board of the Wisconsin Freedom of Information Council, Inc., the Executive Committee of the Midwest Broadcast Journalists Association, and the Wisconsin Broadcasters Association. She is a proud graduate of NAB Business Leadership Training.

Laszewski started in Wausau on July 21.

Dan Lenz named head of iHeartMedia in Milwaukee

Dan Lenz has been named Market President for Milwaukee.

As Market President, Lenz will be responsible for all operations in the market from sales to programming. He has been with iHeartMedia

since 2017 and most recently served as Senior Vice President of Sales for the Milwaukee cluster. He will report to Nick Gnau, Division President for iHeartMedia.

"Over the past two years, Dan has consistently demonstrated exceptional performance and a deep understanding of the market, earning him this well-deserved promotion



Lenz

to Market President," Gnau said. "His leadership as the sales lead has been instrumental to our success, and we are confident that both our team and partners will benefit even more from his expanded role."

"I am incredibly excited and extremely grateful for the opportunity to lead at this level with iHeartMedia and the Milwaukee radio cluster," Lenz said. "I look forward to continuing to provide exceptional value through the strength of our talented sales team and our outstanding programming professionals, along with the unmatched resources of our company. We will continue to do great things in the marketplace, support the community and deliver outstanding results for our clients."

Names in the News



Walsh

Bill Walsh was named anchor of the CBS 58 (WDJT-TV) News at Noon and 4 p.m. in Milwaukee. Walsh takes over for Mike Strehlow, who announced his semi-retirement earlier this summer. Strehlow is stepping back from anchoring newscasts and will continue to serve as host and producer of "CBS 58 Sunday Morning" each week. Walsh started his new position on Aug. 25.



Morrissey

Madison TV station WKOW-TV is promoting two journalists on its news staff. **Chloe Morrissey** is being named weekend anchor. She was previously serving as a multimedia journalist. Morrissey has been with the station for almost two years.



Khimm

Lucas Khimm is being named anchor of Wake Up Wisconsin Weekends on WKOW-TV in Madison from 6-7 a.m. He was previously serving as a multimedia journalist. Khimm has been with the station for more than a year.



Fargen

WMTV 15 News in Madison has named **Bridget Fargen** as News Director starting Sept. 8. Fargen has more than 15 years of experience in local broadcast journalism, with what the station describes as a

proven track record of newsroom leadership, community engagement, and award-winning news coverage. A Wisconsin native, Fargen began her career in Rhinelander before joining KOLN in Lincoln, Nebraska in 2010 as a weekend anchor and reporter. In 2020, Fargen returned to her home state to lead the newsroom at WSAW-TV in Wausau where the station won the WBA's Small Market "Station of the Year" award for five consecutive years.



Sklba

Racine native **Lauren Sklba** will join WTMJ-TV in Milwaukee covering Racine County. Sklba worked as the news editor for The Journal Times in Racine since April 2023. She has prior television news experience, working as a producer for the CBS affiliates in both Madison and Denver. She joins WTMJ-TV on Sept. 15 and will be reporting on-air by mid-October.



Winter

Karl Winter joined the 27 News team as Sports Director Aug. 21. Winter joins anchors Amber Noggle, Brandon Taylor, and 27 Storm Track Chief Meteorologist Cameron Hopman weeknights at 6 and 10 p.m. Winter comes to WKOW-TV from WGBA-TV in Green Bay, where he covered Packers games, the NFL Draft, local athletes competing at the Olympic Trials, and more.

Tyler retires after 47 years in radio

iHeartMedia Wisconsin Metro President Jeff Tyler is retiring after 47 years in radio that included leadership roles in Madison, Milwaukee, and Minneapolis.



Tyler

Tyler started his career on the air but by 1997 he played a key role in one of the industry's first major market mergers when Capstar Broadcasting acquired six stations from two separate companies to form what would become iHeartMedia Madison.

Over the following 30 years, he rose through the ranks, first as market manager, then region and division president, culminating in his most recent role as area president overseeing the Madison and Milwaukee clusters. He relocated to Minneapolis in 2015 for an expanded regional role before returning to Wisconsin in 2022 to lead local operations.

Tyler will continue supporting iHeartMedia's sports partnerships on a limited basis.

"Broadcast radio has been my life," Tyler said. "I've worked in every aspect of this business and have been fortunate to work for tremendous leaders who helped shape my career, including the creative and innovative team at iHeartMedia. I'm grateful to have worked with so many talented, dedicated professionals in vibrant broadcast markets, serving advertisers and creating meaningful partnerships. I'm excited to begin a more flexible chapter of life with my family, while continuing to support our sports partnerships in the short term."

Tyler also served on the WBA Board of Directors.

iHeartMedia Multi-Platform Group Division President Nick Gnau said, "It has been an honor to work with Jeff at many levels throughout our careers. His deep knowledge of both sales and programming is truly exceptional. I'll miss his leadership and our daily collaboration, but I'm thrilled for him to enjoy more relaxation and family time after such an extraordinary career."

30!



**Celebrating
three decades
with WBA**

WBA President and CEO Michelle Vetterkind is celebrating 30 years with the WBA!

Congratulations and thank you for your many years of leadership!

WPR's 'To the Best of Our Knowledge' to join American Archive of Public Broadcasting

On the eve of its final broadcast, Wisconsin Public Radio's "To the Best of Our Knowledge" has announced that every episode of the Peabody Award-winning program will be archived for free, for everyone, forever.

The "To the Best of Our Knowledge" Special Collection will be housed in the American Archive of Public Broadcasting, a collaboration between the Library of Congress and Boston public media producer GBH, available online at americanarchive.org/special_collections/ttbook

"When we shared the news that 'To the Best of Our Knowledge' would broadcast its final show on Sept. 27, we heard from listeners throughout the



country who were so disappointed," Host Anne Strainchamps said. "We hope knowing the entire body of work will be preserved — every interview,

series, essay and investigation — provides some solace. We're deeply grateful this archive will be here for fans and researchers now and in the future."

Since 1990, "To the Best of Our Knowledge" has interviewed some of the most influential scientists, writers, musicians, politicians and thinkers in the world. Some highlights in the archives include interviews with Jane Goodall, Jimmy Carter, Toni Morrison, Stephen Sondheim, Susan Sontag, JD Vance, David Lynch, Kareem Abdul-Jabbar, Maurice Sendak, Salman Rushdie, Margaret Atwood, and Barack Obama.

The "To the Best Of Our Knowledge" special collection features more than 1,150 episodes that aired from 2001 to 2025. More episodes from the first 11 years of the program will be added in the coming months.

Making a Difference

Milwaukee station gathers \$75K for school supplies

The 2025 'Class Act School Supply Drive' raised \$57,350 to deliver essential school supplies to local children in need. Through generous donations across southeastern Wisconsin, thousands of students in Milwaukee and Waukesha counties will now have fundamental classroom tools before school starts.

For 12 years, WISN-TV and The Salvation Army have partnered on the annual fundraising campaign.

"There's no end to the generosity, kindness, and compassion of our community," said Shawn Oswald, president and general manager of WISN 12. "Through these donations, our viewers are ensuring kids are set up for success ahead of the new school year."

During the 'Class Act School Supply Drive,' donations were collected online, via text, and through a phone bank, which took place

on Aug. 20. Volunteers from the Salvation Army, Milwaukee Public Schools, Echelon, and Amazon joined together to staff the phone lines, taking generous donations from viewers. Thanks to a matching challenge from FIS Global, an additional \$2,000 was contributed. The money will be used to fill 2,300 backpacks full of classroom tools for students throughout the area. The crucial school supplies include items such as notebooks, folders, pencils, pens, highlighters, and markers.

"Every year it's so heartwarming to see the kids' reactions when they get their backpacks," Oswald said. "It really reinforces the impact that our community can have on each other, helping local families who could use some extra support."

Established in 2013, the annual campaign has collected more than



\$675,000 in donations. This amounts to approximately 37,800 backpacks stuffed with supplies to benefit disadvantaged students in southeastern Wisconsin.

In the last 12 months, your WBA has:

ADVOCACY

- ✓ Majority of Wisconsin's Congressional delegation cosponsored the Local Radio Freedom Act
- ✓ Promoted passage of the AM Radio in Every Vehicle Act in response to industry pressure to remove AM radio from the dashboard
- ✓ Advocated for modernization of FCC's ownership rules
- ✓ Held a broadcasters day at the State Capitol sending broadcasters to every legislative office in the Capitol
- ✓ Hosted Gov. Tony Evers, Speaker Robin Vos, and Attorney General Josh Kaul at a legislative briefing with WBA members
- ✓ Organized legislative visits to Washington DC to give members the opportunity to meet with Wisconsin's Congressional delegation
- ✓ Monitored fast-moving updates from the FCC
- ✓ Asked federal lawmakers to encourage the FCC to adopt the ATSC 3.0 standard for television
- ✓ Called for passage of the Journalism Competition and Preservation Act which would give broadcasters leverage to negotiate with Big Tech for the use of their local news content
- ✓ Provided media training to state lawmakers and their staff members
- ✓ Asked House members to consider joining the Broadcasters Caucus
- ✓ Supported a legislative fix to a loophole opened in state law by a State Supreme Court ruling that made it possible for a record custodian to avoid legal fees in open records cases
- ✓ Gathered information about potential issues with media access to courtrooms and other media access issues
- ✓ Monitored proposals to expand broadband in Wisconsin to make sure viewers and listeners would not be affected
- ✓ Contributed to the new National Alliance of State Broadcasters Associations podcast, "Broadcast Advocate"
- ✓ Partnered with the Democratic and Republican parties in Wisconsin to make available their Weekly Radio Addresses to our members via WisPolitics and on your WBA website
- ✓ President and CEO Michelle Vetterkind served on the Competitive Wisconsin Board of Directors.
- ✓ Tagged lawmakers on social media posts regarding broadcasters performing acts of public service in their local communities
- ✓ Represented broadcasters on the Wisconsin Freedom of Information Council which advocates for open records and open meetings laws

COMMUNITY SERVICE

- ✓ Promoted the community service efforts of broadcasters from around Wisconsin, including posts on social media using the #WeAreBroadcasters hashtag promoted by NAB
- ✓ Stations aired approximately 300,000 important public education messages through the NCSA/PEP program
- ✓ Promoted Severe Weather Awareness Week as part of a partnership with Wisconsin Emergency Management and the National Weather Service.
- ✓ Marked 22 years of shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. Since the inception of Wisconsin's Amber Alert program in 2003, we have had 67 Amber Alerts with the successful recovery of 88 children.
- ✓ Assisted the Wisconsin Army National Guard with public awareness of recruiting shortfalls
- ✓ Maintained a PSA clearinghouse for non-profits to share PSAs that stations looking for PSAs can easily access

EDUCATION

- ✓ Assisted UW-Oshkosh and Madison College in creating an academic program for current and future broadcast engineers
- ✓ Added more student WBA memberships for participants in the WBA Student Forum
- ✓ Hosted the rebranded Midwest Regional Broadcasters Clinic with the Minnesota Broadcasters Association, adding an opening reception, golf, and welcoming attendees from more than 30 states.
- ✓ Held the Young Professional's "Toolbox" event at Lambeau Field
- ✓ Partnered with P1 Training to provide members with access to the Ten Minute Trainer platform that offers broadcasters training on numerous industry-related topics
- ✓ Hosted numerous educational sessions on company culture, regulatory issues, and leadership at the WBA Summer Conference in La Crosse
- ✓ Shared with members resources aimed at addressing the emergence of artificial intelligence (AI)
- ✓ Provided two EEO sessions to members
- ✓ Hosted an in-person session on artificial intelligence with AI Tompkins at UW-Madison
- ✓ Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes a weekly email regarding developments in AI, access to Jacobs Media webinars, and contributions to the Wisconsin Broadcaster.
- ✓ Shared the very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories

RECOGNITION

- ✓ Processed almost 1,500 awards submissions as part of the WBA Awards for Excellence and hosted a near-capacity awards gala at the Madison Marriott West
- ✓ Recognized the fifth WBA Young Professional of the Year and numerous "YP of the Month" honorees

Continued on next page >

- ✓ Honored four WBA Local Broadcast Legends: Judy Clark, Pat O'Neill, John Stofflet, and Gary Suhr. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities.
- ✓ Recognized Ret. Lt. Col. Shannon Hellenbrand with the WBA Distinguished Service Award
- ✓ Updated the WBA Awards for Excellence program to address changes in the broadcasting industry and current events
- ✓ Recognized Jenavieve Plutz from UW-Oshkosh as the 2025 Student Leadership Award recipient
- ✓ Updated, organized and presented the WBA Student Awards for Excellence, including 386 entries from high schools and colleges
- ✓ Supported the Watchdog Awards which recognizes those who demonstrate the importance of transparency in government

WBA SERVICES

- ✓ Hosted two job fairs, one at the WBA Student Forum and the other at the Midwest Regional Broadcasters Clinic, to help stations recruit new employees and assist with FCC compliance and credit
- ✓ Supported the SBE publication of broadcast station self-inspection guides
- ✓ Promoted a high school apprenticeship program through the Wisconsin Department of Workforce Development
- ✓ Maintained a member service through a partnership with JournalList using membership in the WBA as a signal of trust giving members' websites a boost of credibility with search engines
- ✓ Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by an FCC-experienced engineer to identify issues that a member can address before the issues become a matter of concern for the FCC
- ✓ Posted more than 400 job openings to the WBA Job Bank on the WBA website
- ✓ Advanced work with the WBA Board of Directors on an updated long-range plan for the WBA, with a primary focus on recruitment and building broadcasting's local brand
- ✓ Continued to provide information and resources to assist our members with their FCC compliance issues
- ✓ Offered assistance to young broadcasters through the WBA Mentorship Program initiated by the WBA's Young Professionals Committee
- ✓ Continued to support and grow the WBA Young Professionals group which represents our younger WBA members and future broadcast managers
- ✓ Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, David Oxenford at Wilkinson Barker Knauer LLP, and by Madison counsel, Godfrey Kahn
- ✓ Built on the social media component of the NSCA/PEP program with numerous successful campaigns
- ✓ Continued to host www.wisconsinhonorflight.org, a one-stop shop for all Wisconsin Honor Flight Hubs
- ✓ Grew audiences on the WBA's Facebook, X, Instagram, Threads, and Snapchat accounts, spreading news about Wisconsin broadcasters
- ✓ Published the Wisconsin Broadcaster, our e-newsletter, bi-monthly newsletter, and published all articles as they were available on the WBA website



- ✓ Hosted the Wisconsin Broadcasters Student Forum at Lambeau Field, welcoming 200 high school students and 200 college students to the legendary venue to learn about careers in broadcasting.
- ✓ Established the Boyd Huppert Education Debt Assistance Grant and Excellence in Broadcast Writing Competition in support of aspiring broadcast journalists
- ✓ Held the WBA Dick Chickering – WIAA Sports Workshop during Packers training camp at Lambeau Field
- ✓ Held the WBA Duke Wright Media Technology Institute in conjunction with the WBA Summer Conference
- ✓ Awarded the sixth Results Broadcasting Education Grant to provide college debt relief to young broadcasters. The grant was originally the Results Broadcasting Scholarship
- ✓ The Bob Barry Unearthed Interviews podcast passed 300 episodes. It features celebrity interviews from WBA Hall of Famer Bob Barry's long career as a radio personality in Milwaukee. WBA Hall of Famer Terry Baun provided additional funding
- ✓ Inducted four broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 168: Paul Braun, Denise Callaway, Bill Hubbard, and Mark Zoromski
- ✓ Raised money for the Foundation with a raffle at the WBA Awards Gala and WBA Summer Conference
- ✓ Awarded four scholarships. All four recipients were recognized at the WBA Student Forum.
- ✓ Produced a half-hour WBA Hall of Fame Show for distribution to Wisconsin television stations
- ✓ Made available the Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett
- ✓ Continued the successful 3-Day Walker Broadcast Management Institute at UW-Madison which has graduated 176 in the 27 years it's been operating
- ✓ Represented broadcasters on the State Superintendent's Advisory Council for Business, Marketing, and Information Technology Education. The WBA's Vice President, Kyle Geissler, serves on the Council.
- ✓ Continued to update WBAnewsroom.org. All content has been updated and is kept current to reflect "what's going on" in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It's a valuable resource for all reporters, editors, producers, students, and news junkies.
- ✓ Recognized 32 members of the WBA Foundation's Legacy Club. The club provides a formal procedure and recognition for those who make bequests or agree to make bequests to the WBA Foundation in their estate planning
- ✓ Updated the online Wisconsin Broadcasters Museum with new artifacts from Wisconsin broadcasting history
- ✓ Offered stations radio and TV spots promoting the WBA Hall of Fame
- ✓ Held a debate between two U.S. Senate candidates, continuing the Foundation's 34-year tradition of airing this public service event
- ✓ Offered students an online networking opportunity where they connect with professional broadcasters in scheduled online meetings

NCSA/PEP program offers many benefits

The NCSA/PEP program run by the WBA offers your stations and the association many benefits. If your station is not airing the NCSA/PEP spots we send you, we hope that you will consider doing so. Your WBA and your broadcast colleagues would welcome your participation and support.

A non-commercial sustaining/public education partnership announcement (NCSA/PEP) is an announcement that is sponsored by a nontraditional advertiser (typically a non-profit or governmental organization) whose resources are not sufficient to ensure the placement and frequency of a normal commercial buy, but whose broadcast coverage needs cannot be met solely by public service announcements. NCSA/PEP announcements are broadcast using air time donated by stations to the NCSA/PEP program of a state broadcasters association.

The NCSA/PEP program provides the association with funds to provide benefits to WBA members and the entire broadcast industry. The funds are used for a variety of WBA programs, including educational seminars, conferences and conventions, and its scholarship program. The NCSA/PEP program has the added benefit of allowing non-profit entities and government organizations who are not normally broadcast advertisers to see the benefits of broadcasting, and the program allows them to get their important messages out to the public in a cost-effective way. We think that this is a win-win proposition, helping broadcasters, the association and the organizations running the PEP spots. The

program clearly serves the public interest.

The NCSA/PEP program is not a substitute for a licensee's general obligation to be responsive to the local needs and interests of the station's service area. Broadcasters need to continue to serve their community with issue-responsive programming. As part of that community-oriented programming, all Wisconsin radio and television stations are encouraged to continue their strong commitment to airing PSAs free of charge. The PEP program supplements that service while also providing support to WBA programs.

NCSA/PEP announcements should not be logged as a "commercial" or "PSA," but rather simply as "NCSA." This characterization promotes consistency among all of the state broadcasters associations as well as among all participating stations while affording each station broad flexibility to characterize, for accounting or other purposes, the NCSA/PEP announcements in the most appropriate way.

In a 1988 ruling, the Federal Communications Commission held that NCSA/PEP Programs, and the announcements carried by stations under them, do not affect a station's lowest unit charge or otherwise factor into any political broadcasting analysis. The program has been established and is administered by the WBA in a way that is substantially related to the Association's tax-exempt purposes.

Following are the stations that have participated so far this year in airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors:

WYOW-TV.....	Eagle River
WEAU-TV.....	Eau Claire
WECX-TV.....	Eau Claire
WQOW-TV.....	Eau Claire
EXOW-TV.....	Eau Claire/La Crosse
EBAY-TV.....	Green Bay
WACY-TV.....	Green Bay
WBAY-TV.....	Green Bay
WCWF-TV.....	Green Bay
WFRV-TV.....	Green Bay
WGBA-TV.....	Green Bay
WLUK-TV.....	Green Bay
EKBT-TV.....	La Crosse
OLAX-TV.....	La Crosse
WKBT-TV.....	La Crosse
WLAX-TV.....	La Crosse
WXOW-TV.....	La Crosse
ETVW-TV.....	Madison
EKOW-TV.....	Madison
HMTV-TV.....	Madison
WISC-TV.....	Madison
WKOW-TV.....	Madison
WMTV-TV.....	Madison
EITI-TV.....	Milwaukee
EISN-TV.....	Milwaukee
EVTV-TV.....	Milwaukee
WBME-TV.....	Milwaukee
WDJT-TV.....	Milwaukee
WISN-TV.....	Milwaukee
WITI-TV.....	Milwaukee
WMLW-TV.....	Milwaukee
WTMJ-TV.....	Milwaukee
WVCY-TV.....	Milwaukee
WVTV-TV.....	Milwaukee
WYTU-TV.....	Milwaukee
WJFW-TV.....	Rhineland
WMEI-TV.....	Shawano
KBJR-TV.....	Superior
KDLH-TV.....	Superior
NBJR-TV.....	Superior
OBJR-TV.....	Superior
ZBJR-TV.....	Superior
EAOW-TV.....	Wausau
ESAW-TV.....	Wausau
WAOW-TV.....	Wausau
WSAW-TV.....	Wausau
WZAW-TV.....	Wausau

WBA program helps stations plan for crisis



[Learn More](#)

Radio and TV stations throughout the state can take an easy step toward being prepared for an emergency by getting Broadcaster Emergency Personnel ID cards for engineering staff members.

Many stations already participate in the Broadcaster Emergency Personnel ID program, but all WBA member stations are invited to participate.

Broadcaster Emergency Personnel ID cards are issued by Wisconsin Emergency Management (WEM). They're the same

cards local police officers, firefighters, and EMTs use in emergency situations. The cards can be used by engineers to help them gain access to a crisis area in order to keep their station's transmitters up and running.

The cards contain the engineer's name, company name, title, and photo. The cards are good for seven years, but the Wisconsin Broadcasters Association, as the organization responsible for cards issued to broadcasters, sends renewal notices to stations annually

to make sure the WEM database has the most updated cardholder information.

Cards must be requested by a station manager. Instructions and application documents can be found on the WBA website. Look in the menu for "Emergency Planning" and click on "Broadcaster ID" or go to: wi-broadcasters.org/emergency-planning/broadcaster-id/

If you have questions about the cards, contact Kyle Geissler at kgeissler@wi-broadcasters.org.



RADIO

WCWI-FM.....Adams/Friendship
WLAK-AM/FM.....Amery
WATK-AM/FM.....Antigo
WACD-FM.....Antigo
WRLO-FM.....Antigo
WAPL-FM.....Appleton
WEMI-FM.....Appleton
WEMY-FM.....Appleton
WFZZ-FM.....Appleton
WGEE-FM.....Appleton
WGNW-FM.....Appleton
WHBY-AM.....Appleton
WSCO-AM.....Appleton
WATW-AM.....Ashland
WBSZ-FM.....Ashland
WJJH-FM.....Ashland
WNXR-FM.....Ashland
WRPQ-FM.....Baraboo
WBEV-AM.....Beaver Dam
WBEV-FM.....Beaver Dam
WGEZ-AM.....Beloit
WISS-AM.....Berlin
WWIS-AM.....Black River Falls
WWIS-FM.....Black River Falls
WOGO-AM.....Chippewa Falls
WWIB-FM.....Chippewa Falls
W235CQ-FM.....Clintonville
WOTE-AM.....Clintonville
WJMQ-FM.....Clintonville
WERL-AM.....Eagle River
WRJO-FM.....Eagle River
WAXX-FM.....Eau Claire
WAYY-AM.....Eau Claire
WBIZ-AM.....Eau Claire
WBIZ-FM.....Eau Claire
WCFW-AM.....Eau Claire
WCFW-HD2.....Eau Claire
WEAQ-FM.....Eau Claire
WECL-FM.....Eau Claire
WIAL-FM.....Eau Claire
WISM-FM.....Eau Claire
WVCF-FM.....Eau Claire
KFIZ-AM.....Fond du Lac
WFDL-AM.....Fond du Lac
WFDL-FM.....Fond du Lac
WFON-FM.....Fond du Lac
WTCX-FM.....Fond du Lac
WVFL-FM.....Fond du Lac
WFAW-AM.....Fort Atkinson
WDUZ-FM.....Green Bay
WEMY-FM.....Green Bay
WGBW-FM.....Green Bay

WIXX-FM.....Green Bay
WKRU-FM.....Green Bay
WKSZ-FM.....Green Bay
WNCY-FM.....Green Bay
WNFL-AM.....Green Bay
WOGB-FM.....Green Bay
WQLH-FM.....Green Bay
WTAQ-AM.....Green Bay
WYDR-FM.....Green Bay
WZOR-FM.....Green Bay
WBZH-AM.....Hayward
WHSM-FM.....Hayward
WBEL-AM.....Janesville
WCLO-AM.....Janesville
WJVL-FM.....Janesville
WWHG-FM.....Janesville
WLIP-AM.....Kenosha
WLCX-AM.....La Crosse
WLKG-FM.....Lake Geneva
WGLR-FM.....Lancaster
BIBA-FM.....Madison
WHIT-AM.....Madison
WIBA-AM/FM.....Madison
WJJO-FM.....Madison
WJQM-FM.....Madison
WLMV-AM.....Madison
WMDX-FM.....Madison
WMGN-FM.....Madison
WMMM-FM.....Madison
WMHX-FM.....Madison
WOLX-FM.....Madison
WOZN-AM.....Madison
WRIS-FM.....Madison
WTLX-FM.....Madison
WTSO-AM.....Madison
WWQM-FM.....Madison
WXXM-FM.....Madison
WZEE-FM.....Madison
WCUB-AM.....Manitowoc
WLTU-FM.....Manitowoc
WOMT-AM.....Manitowoc
WQTC-FM.....Manitowoc
WAGN-AM.....Marinette
WHYB-FM.....Marinette
WLST-FM.....Marinette
WMAM-FM.....Marinette
WSFQ-FM.....Marinette
WDLB-AM.....Marshfield
WOSQ-FM.....Marshfield
WYTE-FM.....Marshfield
WRJC-AM.....Mauston
WRJC-FM.....Mauston
WJMT-AM.....Merrill
WGNV-FM.....Milladore

WAUK-AM.....Milwaukee
WEMK-AM.....Milwaukee
WEMK-FM.....Milwaukee
WGKB-AM.....Milwaukee
WISN-AM.....Milwaukee
WJOI-AM.....Milwaukee
WJMR-FM.....Milwaukee
WKKV-FM.....Milwaukee
WKTJ-FM.....Milwaukee
WLDB-FM.....Milwaukee
WLDB-HD3.....Milwaukee
WLUM-FM.....Milwaukee
WMAD-FM.....Milwaukee
WMIL-FM.....Milwaukee
WMYX-FM.....Milwaukee
WOKY-AM.....Milwaukee
WRIT-FM.....Milwaukee
WRNW-FM.....Milwaukee
WRXS-FM.....Milwaukee
WSSP-AM.....Milwaukee
WTMJ-AM.....Milwaukee
WVCY-FM.....Milwaukee
WXSS-FM.....Milwaukee
WZTI-AM.....Milwaukee
WZTI-FM.....Milwaukee
WLKD-AM.....Minocqua
WMQA-FM.....Minocqua
WEKZ-AM.....Monroe
WBGR-FM.....Monroe
WNAM-AM.....Oshkosh
WOSH-AM.....Oshkosh
WPKR-FM.....Oshkosh
WVBO-FM.....Oshkosh
WWWX-FM.....Oshkosh
WVCS-FM.....Owen
WCQM-FM.....Park Falls
WPFP-AM.....Park Falls
WPVL-AM.....Platteville
WPVL-FM.....Platteville
WSTM-FM.....Plymouth
WPRE-AM.....Prairie du Chien
WQPC-FM.....Prairie du Chien
WRJN-AM.....Racine
WRDB-AM.....Reedsburg
WCYE-FM.....Rhineland
WHDG-FM.....Rhineland
WNWX-FM.....Rhineland
WOBT-AM.....Rhineland
WRHN-FM.....Rhineland
WAQE-AM.....Rice Lake
WAQE-FM.....Rice Lake
WJMC-AM.....Rice Lake
WJMC-FM.....Rice Lake
WKFX-FM.....Rice Lake

WRCE-AM.....Richland Center
W243CM-FM.....Shawano
WOWN-FM.....Shawano
WTCH-AM/FM.....Shawano
WBFM-FM.....Sheboygan
WEMP-FM.....Sheboygan
WHBL-AM.....Sheboygan
WHBZ-FM.....Sheboygan
WLKN-FM.....Sheboygan
WXER-FM.....Sheboygan
WCOW-FM.....Sparta
WFBZ-FM.....Sparta
WKLJ-AM.....Sparta
WSCM-FM.....St. Croix
WHTQ-FM.....Stevens Point
WPCN-AM/FM.....Stevens Point
WSPT-FM.....Stevens Point
The Pirate-FM.....Sturgeon Bay
WBDK-FM.....Sturgeon Bay
WBDK-HD2.....Sturgeon Bay
WDOR-AM.....Sturgeon Bay
WDOR-FM.....Sturgeon Bay
WRKU-FM.....Sturgeon Bay
WRLU-FM.....Sturgeon Bay
WSBW-FM.....Sturgeon Bay
WDSM-AM.....Superior
WDUL-AM.....Superior
WRVM-FM.....Suring
WBOG-FM.....Tomah
WVCX-FM.....Tomah
WJJQ-AM.....Tomahawk
WJJQ-FM.....Tomahawk
WKPO-FM.....Viroqua
WVRQ-AM.....Viroqua
WVRQ-FM.....Viroqua
WEGZ-FM.....Washburn
WPCA-AM/FM.....Waupaca
WDUX-FM.....Waupaca
WAVL-FM.....Wausau
WBCV-FM.....Wausau
WCWB-FM.....Wausau
WDEZ-FM.....Wausau
WIFC-FM.....Wausau
WOZZ-FM.....Wausau
WRIG-AM.....Wausau
WSAU-AM.....Wausau
WXCO-AM.....Wausau
WRYU-AM.....West Bend
WSLD-FM.....Whitewater
WAUN-AM.....Wisconsin Dells
WDLN-AM.....Wisconsin Dells
WFHR-AM.....Wisconsin Rapids
WGLX-FM.....Wisconsin Rapids
WIRI-FM.....Wisconsin Rapids
WRVN-FM.....Wittenberg

WBA Action Plan helps stations with FCC compliance

Your WBA has services to help WBA members maintain compliance with the FCC. Here are the main components:

Recruitment for Vacancies

- Make sure you're reaching a good cross-section of your community with your recruiting
- WBA maintains list of recruitment referral resources
- Stations can use list for recruiting

Notification to Community Groups

- WBA provides an online job board
- Run announcements promoting posted job openings and the WBA job board
- WBA provides template ad copy for job board promotion

Document your Outreach

- Participate in WBA Job Fairs
- Host or sponsor a job fair
- Participate in job banks
- Participate in scholarships/internship programs
- Get training

More details on the WBA website at: wi-broadcasters.org



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 2026 WBA Awards Gala on May 2 at the Madison Marriott West.

August YP of the Month: Steven Devine

Reporter, anchor described as 'Voice of Manitowoc News'

A reporter and anchor at Seehafer Broadcasting in Manitowoc, Steven Devine, is the WBA Young Professional of the Month for the month of August.

Devine was nominated by Seehafer Broadcasting News Director Ryan Brahmstadt who wrote that Devine took over the morning news on WOMT after the retirement of "industry icon Damon Ryan."

"He has evolved into the Voice of Manitowoc News. His commitment to the newsroom can be found in his willingness to cover any story at any time," Brahmstadt wrote.

Devine is credited with ensuring that WOMT is the "source for all things Manitowoc County." Brahmstadt said Devine played a key role in the station again winning Medium Market News and Talk Radio Station of the Year in the most recent WBA Awards for Excellence contest.

"He (Devine) has put a lot of time and effort into improving his delivery and writing skills, all of which have paid off in droves."

How did you get into broadcasting?

I remember taking a tour of my local radio station when I was 12 years old and I knew I wanted to get involved in whatever way I could. I decided to start at a two-year university before transferring to UW-Oshkosh to study Radio/TV/Film and minor in journalism. During that time, I interned at a community radio station before becoming the production director at WRST in my last two years of college. After graduating, I found an entry level position in Illinois for two years before I decided to move back to Wisconsin to continue my career at WOMT in Manitowoc.

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

I see a young professional as someone who can be a future leader while showing that they can help where needed in the role they have now. As young professionals, we have a lot we can achieve since we are still newer in what we do in broadcasting. But whether it's writing news or running traffic, we always want to continue to do our best for whatever station we work for no matter where we are in our career.

What advice would you give to other young broadcasters?

Always be willing to listen and learn. In a field focused on what you know what to do in broadcasting, those lessons will lead to a fulfilling career.

What does the future of broadcasting look like to you?

I see a future where listeners or viewers will continue to want to have a place to relisten or rewatch programming they consume. Whether it's a podcast of their local news or morning program or a recording of their favorite TV news program, in a world that moves so fast, viewers and listeners will want to enjoy media on their time. I also see a future where AI is a part of the general fabric of news, which has its positives and negatives. News consumption also seems to not be going away from social media, meaning we as broadcasters have to do our best to report and entertain to as many people as possible.



Company
Seehafer Broadcasting
Position
News Reporter/Anchor
Years at station
Two
Started in
broadcasting
2021

Nominate someone
for Young Professional
of the Month here:





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 2026 WBA Awards Gala on May 2 at the Madison Marriott West.

September YP of the Month

Emerson Lehmann is a natural storyteller with positive attitude

A morning anchor and feature reporter at WBAY-TV in Green Bay, Emerson Lehmann, is the WBA Young Professional of the Month for the month of September.

Lehmann was nominated by WBAY-TV anchor/reporter Aisha Morales who wrote that Lehmann "is the definition of a team player."

"He is such an asset to our newsroom," Morales wrote. "He keeps a positive attitude, works hard, and is always willing to step in to help a coworker in need. Emerson's skill for storytelling is natural because he is an empathetic human being both on air and off the air."

Morales said that Lehmann deserves this recognition.

"He has the potential to be an absolute legend in this industry, and I can't wait to see how far his kindness, enthusiasm and love for journalism takes him."

How did you get into broadcasting?

One night when I was a junior in high school, I was watching the local Milwaukee news with my mom and said, "I want to do that!" After getting my degree at Ball State University in Indiana, I knew I wanted to return home to Wisconsin and have been back here ever since, spending time at stations in Wausau, Milwaukee, and now, Green Bay.

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

The future is what we make it! It's no secret that our industry is going through some major changes in terms of how people con-

sume our product. As young professionals, it's important that we embrace that change head-on with new concepts and ideas while also incorporating the principles of those who have paved the way to get us where we are today.

What advice would you give to other young broadcasters?

Always be "human" first. We come across a lot of different people in this line of work, some during happy times, and others during the most difficult moments of their lives. There's a time and place for an aggressive line of questioning and there's a time and a place to share emotions like sympathy or empathy. Do your best to remember that and differentiate between the two. Also, when on a fun assignment, take a moment to look around and really enjoy it. We get to do some cool stuff!

What does the future of broadcasting look like to you?

People will always want and need information, which is great news for us as broadcasters! As more people look to digital options to consume their news, it will be interesting to see how stations adapt, many already doing so with the implementation of livestreams and other digital streaming options for content. I think these efforts will only continue to grow as time goes by, making it even more important for young professionals to adapt and embrace the new challenges we face.



Company

WBAY-TV

Position

**Morning Anchor/
Feature Reporter**

Years at station

Just under two years

Started in

broadcasting

2019

Nominate someone
for Young Professional
of the Month here:



Student scholarship competition underway

Do you know a student who could use assistance with educational expenses?

The Wisconsin Broadcasters Association Foundation offers three \$2,500 scholarships and one \$1,500 scholarship. Students who meet eligibility requirements are encouraged to apply for these scholarships.

The application process is online. It's available on the WBA website at wi-broadcasters.org/scholarships

Students who have completed at least one-half of their degree or graduation requirements in a media or media-related course of study are encouraged to apply.

Applicants must have either graduated from a Wisconsin high school or be attending a Higher Educational Institution in Wisconsin that has been designated as eligible by the WBA Foundation Board.

Applicants must be planning a media career that includes audio, visual and digital/social media platforms.

- Previous WBA scholarship winners are not eligible.

The deadline for application is Friday, Oct. 31, and all applications must be received by the WBA office by this date.

The WBA Education Committee, and the stations that use the

scholarship menu option for EEO credit, will screen all scholarship applications. The final determinations for scholarships will be made by a vote of the WBA Foundation Board of Directors. The three highest ranked applicants by the WBA Foundation Board will receive the \$2,500 scholarships and the next highest ranked will receive a \$1,500 scholarship.

The scholarships will be awarded at the WBA's Student Forum, Saturday, Feb. 28, 2026 at Lambeau Field in Green Bay.

Stations, please promote the scholarships on the air. Ready-to-use-spots are available.

For students:



Scan for scholarship application

For stations:



Scan for ready-to-use spots to promote scholarship

Wisconsin Broadcasters Association Foundation Officers & Board of Directors

OFFICERS

Chair of the Board
Chris Bernier
Radio Plus, Fond du Lac

Vice Chair
Bruce Grassman
Retired Broadcaster

Secretary
Kelly Radandt
Woodward Radio Group
Appleton/Green Bay

Treasurer
Tom Walker
Mid-West Family, Madison

President & CEO
Michelle Vetterkind, CAE
Wisconsin Broadcasters Association Foundation

BOARD OF DIRECTORS

Marta Bechtol
Educational Communications Board

Judson Beck
WFRV-TV, Green Bay

Lynn Bieritz
Mid-West Family, Eau Claire

Scott Chorski
Retired Wisconsin Broadcaster

Anna Engelhart
WKOW-TV, Madison

R. Perry Kidder
Retired Broadcaster

Tom Koser
Koser Radio Group

Al Lancaster
Retired Broadcaster

Dean Maytag
Retired Broadcaster

Chris Palmer
WKBT-TV, La Crosse

Dick Record
Mid-West Family, La Crosse

David Sanks
Retired Broadcaster

Don Vesely
WMTV-TV, Madison

Steve Wexler
WEXL Coaching

Emeritus Members

Greg Bell
Retired Broadcaster

Bill Hurwitz
Retired Broadcaster

Chuck Steinmetz
Retired Broadcaster



In Remembrance

45-year broadcasting veteran remembered

A broadcast veteran from TV and radio, James DeSchepper, of Appleton, died June 15. He was 75.

DeSchepper served in markets including Green Bay, Atlanta, Richmond, Roanoke,



DeSchepper

Sioux City, and Madison. He held leadership roles as vice president and general manager of several network television stations.

His obituary said DeSchepper years in broadcasting "were marked by integrity, vision, and mentorship."

DeSchepper ended his career as regional manager for the Relevant Radio Network, "where his faith and

communication gifts converged in meaningful service."

A visitation was held on June 19 in Kaukauna.

In lieu of flowers, memorial donations may be directed to Old Glory Honor Flight in DeSchepper's memory.



NVLT Series
3.5 – 10 kW FM

**Outstanding Efficiency
at Exceptional Value**

nautel
nautel.com

FIND WBA ONLINE

@WIBroadcasters

Wisconsin Broadcasters Association

@WisconsinBroadcasters

**WE LIVE HERE.
WE WORK HERE.
WE SERVE HERE.**

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

Visit nationalguard.com

WISCONSIN ARMY NATIONAL GUARD

Your wba Calendar

Jan. 21, 2026
State Legislative Day
Wisconsin State Capitol

Feb. 28, 2026
WBA Student Forum
Lambeau Field, Green Bay

April 16-18, 2026
Walker Broadcast Management Institute
UW-Madison

May 2, 2026
WBA Awards Gala
Madison Marriott West

June 17-18, 2026
WBA Summer Conference 75th Anniversary
Grand Geneva Resort, Lake Geneva

June 17, 2026
Golf Outing at WBA Summer Conference
Grand Geneva Resort, Lake Geneva

June 16-18, 2026
WBA Duke Wright Media Technology Institute
Grand Geneva Resort, Lake Geneva

Sept. 15-16, 2026
Midwest Regional Broadcasters Clinic
Madison Marriott West

Sept. 16, 2026
Job Fair
Madison Marriott West

More details
registration at
wi-broadcasters.org/events



Stay on top of how AI is affecting broadcasters

Follow developments from Jacobs Media Director of AI, Chris Brunt, and sign up for his weekly newsletter

