Prepare for election season

We are now entering the election window. One very important heads up: You must upload everything to your Political File (orders, copy, audio or video) as soon as possible. As soon as possible is the catch phrase. Numerous broadcast companies, large and small, have signed off on Consent Decrees with the FCC for violating this phrase. What I have been told is, get it in your Political File by the next day.

There are so many great examples of creative programming and selling around the state. Many of you are running the classic Packer games in place of the normal preseason games. With high school football moved to the spring in Michigan our radio stations there will air archived games from past successful seasons. This has been well received and we were able to hang on to billing for the fall.

Baun takes bow after 14 years at WBA

WBA Vice President Linda Baun will retire from the organization in September after 14 years. Baun joined the WBA in 2006 and led numerous WBA events including the Broadcasters Clinic, the WBA Awards for Excellence program and Awards Gala, the Student Seminar, the winter and summer conferences, and many other WBA events including countless social events and broadcast training sessions. She coordinated the WBA’s EEO Assistance Action Plan, ran several committees, and handled administration of the WBA office.

“Linda’s shoes will be impossible to fill,” said WBA President and CEO Michelle Vetterkind. “Linda earned a well-deserved reputation for always going above and beyond what our members expected of her and the extra special personal touches she added to every event.”

“It’s difficult to lose somebody that has been such an integral part of your organization,” said WBA Board Chair Chris Bernier. “Linda has

Linda Baun’s dedication will leave permanent mark on your WBA

To say that it’s difficult to summarize all the ways in which our Linda Baun has left her mark on your WBA is an understatement…

Lin has given 14 years of dedicated service to your WBA. She’s earned her reputation for her dedication to broadcasting, amazing work ethic, and boundless kind-heartedness. She put in countless hours working to make life easier for you and your fellow WBA members. She worked behind the scenes making our events exceed your expectations, and always, always added her own touch to make events a little extra special.

Lin’s work touched so many events and services offered by your WBA. In particular, she threw her whole self into the WBA Student Seminar, the WBA Awards for Excellence, the WBA Awards Gala, and the Broadcasters Clinic. At the WBA Gala, you could spot her in her dress and headset making sure everything was running smoothly and no one missed a cue. At the Broadcasters Clinic, she was always meeting with attendees and exhibitors and never (ever) missed the chance to hand out lunches to the exhibitors to make them feel appreciated. As I’m sure you’ll agree, these events will simply not be the same without her.

You can read more about Lin in the front-page article.

Lin, our dear friend - thank you isn’t enough. We will miss you more than you know. You will ALWAYS be a part of the WBA Family!

Broadcasters Clinic going virtual

Your WBA’s award-winning Broadcasters Clinic event is returning this year as a virtual event, and we’re excited to have FCC Chairman Ajit Pai making an appearance! It’s still three days: Oct. 13-15 and will still bring together the best and brightest on the topics broadcast engineers need to know about. You can learn all about the online event on pages 4-5.

New bylaws adopted

Thank you to all the WBA member stations who
advantage of free one-on-one digital strategy consultations we offer from Seth Resler from Jacobs Media. Here’s one quote:

“It was awesome! Not only did Seth give us great feedback on our website, he also helped us with our strategies and making them more concrete and quantifiable.”

Seth is available to help your stations talk about your digital strategies, whether you’re just getting started on digital platforms or if you’re trying to figure out how to shift strategies to address changes in the market or curveballs like the pandemic. Interested? Contact Kyle Geissler: kgeissler@wi-broadcasters.org.

The ongoing pandemic and upcoming election season will no doubt keep the pressure on you and your operations. Please know that your WBA is here to help. You know about all the services we offer (see page 10), and you know that your WBA is YOUR Go To Resource - but these days we sometimes hear from members who simply need to talk…..and we’re here for that as well. We’re so very proud of the work you do for Wisconsin. As always, stay safe. Stay healthy. We need you! ■
Greetings from the WBA's Awards Committee. Yes, we're still here. And yes, we're already working on the Awards of Excellence for 2021.

First, I would like to thank everyone who participated and watched our very first virtual awards gala. 2020 has been quite the year, and while celebrating our finest 2019 achievements in person wasn't in the cards this past spring, this committee wanted to ensure that your hard work - and good works - were showcased to the best of our ability. While it wasn’t the Evening in Paris that we all hoped it would be, we will continue to celebrate your good works in May 2021.

I know many stations begin filling their “awards hold bucket” throughout the year, so I wanted to update you on a few special items that the awards committee has discussed and implemented for our next Awards of Excellence:

**Pandemic Service:** 2020 will be a memorable year for many, many reasons. But one area we would like to recognize is our broadcasters’ community response to the COVID-19 pandemic. Phone banks, food drives, drive-up testing, job fairs -- We would like to recognize service projects that your station may have spearheaded in response to your community’s needs during this health crisis. This 2020-specific category is titled **Best Pandemic-related Service to the Community,** and you can look for further details in our upcoming Awards of Excellence brochure.

**Social Change:** This year will also be remembered for our debates on race, law enforcement policy, and social justice. As Wisconsin’s broadcasters, you have no doubt covered rallies, panel discussions, and even unrest in 2020. We value your station’s role in spreading information, educating your communities, and showing the varied sides of these complex issues. Our second 2020-specific category, titled **Coverage of Civil Discourse and Social Change** seeks to go beyond what could have been breaking news or live event coverage and ensure that it is viewed by your peers as truly remarkable coverage of some very serious and difficult subjects. Like other compilation categories, portions of your entry here can be submitted as portions of other categories. However, this entry cannot be duplicated in its entirety as an entry in another compilation category. Again, further details to come in our brochure.

**It’s an Election Year:** The Election Coverage compilation category makes its return. Newscast coverage, debates, town hall meetings: Your best 15 minutes of 2020 Election coverage is what’s needed in this compilation. Presentation of facts, delivery, and breadth of coverage are factors for our judges to consider when awarding the best of the best in this category.

I will also give you a little look behind the awards committee curtain. We have found what we consider to be a good balance between the number of available categories and the time it takes to present that number of awards. So when we took the unusual step of adding THREE 2020-specific categories (which is really 27 when you figure large/medium/small market in Music, Talk, and TV), we had some difficult discussions about how we could make that happen without adding another day to the gala. So, in another 2020-specific move, we will be suspending entries for Sports Promotion for TV. This category is NOT being sunset and is expected to make a return in calendar year 2021. Also entries that would have normally been submitted in this category could be submitted in other categories.

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WBA staff celebrates anniversaries.

**Michelle Vetterkind**
President and CEO
25 years on August 28

**Liz Boyd**
NCSA/PEP Coordinator
15 years on July 19

**Linda Baun**
Vice President
14 years on July 17

Congratulations and thank you for your service to the WBA.

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BAUN TAKES BOW

Continued from page 1

It certainly has been that for the Wisconsin Broadcasters Association. The WBA is one of the best associations in America because of her efforts. Thanks Linda!”

Baun threw herself into all her events, but the acclaimed Broadcasters Clinic was an event she took special pride in. She worked closely with the Clinic Committee to put together a three-day show every October that draws broadcast engineers and exhibitors from throughout the country.

“Since 2006 Linda Baun has been the heart and soul of the WBA’s Broadcasters Clinic,” said Broadcasters Clinic Committee Chair Kent Aschenbrenner. “With genuine passion she orchestrated this multiple award-winning event. It was my pleasure and honor to serve on the Clinic Committee with Linda leading the way.”

Many broadcasters from across Wisconsin know Linda from her work on the WBA Awards for Excellence which draws between 1,500 and 1,700 entries every year and culminates with hundreds of broadcasters attending the huge WBA Awards Gala.

“Linda has done an incredible job of keeping us organized and on task to meet our deadlines,” said WBA Awards Committee Chair Kelly Radant. “Her passion for the industry is evident in everything she does for the gala, down to putting in some very late nights to get the job done. She will be sorely missed.”

Baun also spearheaded the WBA Student Seminar which draws broadcasting students from across Wisconsin for a day of training, networking, awards, and recognition. She worked closely with the WBA’s Education Committee on the annual event.

“The student seminar would not have been a success without her, and I am going to miss her expertise in organizing the event each year,” said WBA Education Committee Chair Ken Beno. “She was dedicated to excellence for the WBA. It was an honor to work with her. Linda, I wish you well. Thanks for all of your help and for being a friend.”

Baun said she’s enjoyed her career in broadcasting.

“Who knew that working at a college station, a small-town radio station doing farm reports and logs, could lead me to a Christian station, the Society of Broadcast Engineers, and ultimately to the WBA?” Baun said. “Thank you for the opportunities and allowing me to be a part of your teams. It is my pleasure to be a part of the broadcasting industry to which we all serve.”

Baun will be moving to Indiana to be closer to her family.

“Linda is a dear friend whose presence I will miss in the WBA office more than I can say,” Vetterkind said. “Linda and Terry will always be a part of the WBA family.”

Baun’s last day will be Sept. 18.

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Continued on page 14>
Tuesday, Oct. 13
10 a.m.
David Layer, NAB
NAB Technology Update
2020 has been an unprecedented year in the midst of a global pandemic and its impact on our society. NAB has experienced its share of impact with the cancellation of its in-person events (including the 2020 NAB Show) and delayed entry into NAB's new home at 1 M Street SE, but despite all this the Technology Department has been very productive working with its broadcaster and technology partners. This session will focus on technical work being done by the National Radio Systems Committee (NRSC, co-sponsored by NAB and the Consumer Technology Association) as well as the NAB's own Radio Technology Committee, which has two active subgroups focusing on hybrid radio and next-gen HD Radio architecture. Also included will be a short tour of the new NAB building including the new Technology Lab and Tech Showcase.

10:45 a.m.
Mary Ann Seidler
Telos Alliance
Unchain my air chain: The move to the virtual air chain - from microphone to the transmitter. What is realistic, what are the challenges, and where are we going?
With the advent of cloud based and virtual solutions, the world of broadcast engineering and facility design has changed rapidly. Everything from station automation, to the console, to audio processing is moving to the cloud. How well is this working? We will explore what type of solutions work in this environment and what needs to be improved. We will look at real life implementations that broadcasters have created using this technology, and what hardware is still needed. As with all technology shifts, the benefits also bring new challenges such as latency and the perils of cloud-based solutions. We will examine some of the issues the move to the cloud has created, and how broadcasting may change as a result.

11:45 a.m.
Bill Bennett, ENCO Systems
On the Air from the Cloud
This presentation will introduce real-time, live Cloud backup, playout and Disaster Recovery from your studio’s on-air playout systems. We’ll discuss cyber-attacks, studio-to-Cloud synchronization, user interfaces, streaming options, and other ways to keep DR seamless.

12:30 p.m.
Chris Crump, Comrex
Working from Home
March started out like just about any other month. The major difference was the constant drumbeat about the virus outbreak from China in the news cycle. By about Thursday, March 5, radio stations around the globe were having emergency planning meetings as programming and engineering teams were trying to plan for all of the “what ifs.”
Fast forwarded to the present day and everything is basically upside-down and backwards. With everyone broadcast home now, most station managers assume that station engineers have LOTS of extra time on their hands for all of those back-burner projects. The reality is that station technical staff now have to service 10 to 20 remote sites (salespeople and air staff’s homes) in addition to their pre-COVID-19 duties. This session will cover topics such as helping your remote employees get organized, gear up on a budget and best practices for broadcasting from home.

6 p.m.
Nuts and Bolts
Jeff Welton, Nautel; John Bisset, The Telos Alliance
Moderator: Bill Hubbard
This interactive session will begin with a presentation by Jeff Welton detailing the planning and preparation process for new installations. John Bisset will share his expertise on tips and hints and all attendees will have the chance to add to the discussion. Although you are on your own for brats and beer this year we encourage you to join the conversation, share your ideas, learn from each other and have some fun along the way.

Wednesday, Oct. 14
10 a.m.
Ajit Pai, FCC Chairman
10:45 a.m.
David Oxenford, Wilkinson, Barker, Knauer
Broadcast engineers operate in a regulated environment - with the FCC and other government agencies watching what your station does and providing opportunities through new technologies and threats through spectrum changes and regulatory obligations. What opportunities, threats and compliance issues at the FCC should the broadcast engineer be watching? Experienced Washington DC attorney David Oxenford will give you an update on the Washington DC policy and regulatory issues to which you should be paying attention.

11:45 a.m.
Pat Christian and Chris Lund,
UW-Madison
The Internet at 50
The Internet has reached middle age, and it’s become a critical part of everyone’s lives, including broadcasters’. We’ll go
Thursday, Oct. 15
10 a.m.  Madeleine Nolan, ATSC President
ATSC 3.0 Today and Tomorrow
ATSC President, Madeleine Nolan will discuss the Today and Tomorow of ATSC 3.0. As with any transition, success of next-generation TV powered by ATSC 3.0 can be predicated on delivering a great initial consumer experience that can be built upon for many years to come. Nolan will describe details of the basic TV service profiles that are being contemplated for initial service offerings. Also, recognizing that ATSC 3.0 was 10 years in the making, Nolan will talk about the future of the broadcast industry and how ATSC members are laying the groundwork for success in the years to come.

10:45 a.m.  Nicole Starrett Dielectric
Near Field Drone Measurements of Broadcast Antennas
To ensure an antenna is operating as designed and reaching the intended audience you need a field verification study of its radiation characteristics. Before the development of drone measurements, user surveys, ground based measurements, or helicopter measurements were the only options. Drone measurements are limited by FCC flight rules, ground reflections and multipath. Find out how to overcome these limitations to get an accurate and cost-effective alternative to ground-based field strength studies.

11:45 a.m.  John Schilberg, Utah Scientific
Where Are We Going, And How Do We Get There?
Over the past 40 years, the world of radio and TV broadcasting has changed from analog, to serial digital, and now to IP. Years ago, we carried three main tools - the Xcelite R181, the R3322, and the P12S. The only ‘password’ required was knowing how to operate the rack tray cover. Times have changed, and now we’re working with signals carried on copper or fiber optic cables and function at blazing speeds! Join us for a quick trip back and a look forward on what we might expect in the years to come.

12:30 p.m.  Joseph Saccio, GatesAir
Cloud Delivery of NextGen TV/ATSC 3.0 Services to Transmission Sites using Secure Reliable Transport (SRT) and How Do We Get There?
Many aspects of media management and delivery today are readily accomplished in the cloud. Whether public or private, migration to such delivery is done for several reasons, e.g. flexibility, upgradeability and certainly reduced expense. However, in the TV space, there remains Studio-to-Transmitter Link architecture that is based on legacy thought of both the studio and transmitter sites under common ownership and management. NextGen TV makes use of the concept of a Scheduler/Broadcast Gateway at the studio site that sets up and controls the service and PLP properties of the NextGen TV emission from the transmitter site. As the repack has wound down and NextGen TV winds up, it may be very advantageous to break this 1-to-1 studio and transmitter linkage. Especially given the myriad of channel share scenarios to successfully move forward with NextGen TV. This presentation will discuss a proposed implementation of the NextGen TV Scheduler / Gateway function in the cloud, enabling secure, flexible and cost-effective delivery to any transmitter site with an appropriate internet connection.
Making a Difference

Station airs drive-up co-op meeting

Radio station WRDN in Durand helped the members of the Dunn Energy Co-Op conduct business during a time of social distancing by broadcasting the co-op’s annual meeting in Menomoni.

The meeting was held June 27 at the co-op headquarters and those in attendance stayed in their cars and listened to the meeting through their radios. Voting was done by people honking their horns.

WPR teams up to preserve veterans’ stories

StoryCorps, a national nonprofit organization dedicated to recording, preserving, and sharing the stories of people from all backgrounds and beliefs, will team up with Wisconsin Public Radio (WPR) as part of its Military Voices Initiative. Together, they will honor Wisconsin’s veteran and military community by recording and preserving their stories.

WPR is reaching out to military and veterans’ organizations across the state and is especially interested in recording the experiences of veterans and service members from underrepresented and marginalized populations in our state. These include women, African American, Latinx, Native American, Hmong/Lao and LGBTQ veterans among others. Reservations to record can now be made by calling StoryCorps’ 24-hour, toll-free reservation line at 800-850-4406 or visiting storycorps.org.

COVID-19 Response

Wisconsin’s radio and TV stations are helping their communities respond to the medical, economic, and mental strain caused by the COVID-19 pandemic.

A Milwaukee radio station and TV station used a radiothon to raise $25,000 for local music venues struggling to make ends meet during the pandemic. FM102/1 (WLUM) teamed up with Fox 6 (WITI-TV) to #saveourstages with a 24-hour radiothon.

The Adopt-A-Dairy-Cow campaign raised $183,876 for the month of June, setting a record in campaign history. The campaign is a partnership involving NBC15 in Madison.

A Milwaukee radio station and TV station used a radiothon to raise $25,000 for local music venues struggling to make ends meet during the pandemic. FM102/1 (WLUM) teamed up with Fox 6 (WITI-TV) to #saveourstages with a 24-hour radiothon.

NBC15’s (WMTV-TV) effort to help fight hunger during the pandemic raised $3.354 million during the campaign’s first 100 days. The “Care Box Challenge” was in response to increased food insecurity due to school and business closures in the Madison area.

Radio group promotes Black-owned businesses

A group of iHeartMedia’s radio stations in Milwaukee are launching an initiative to support Black-owned businesses, restaurants, and nonprofits.

The Brilliantly Black initiative is being led by radio stations V100.7 (WKKV-FM), FM106.1 (WMIL-FM), 95.7 BIG FM (WRNW-FM), and The BIG 920 (WOKY-AM). The initiative is modeled after a similar program at iHeartMedia Chicago in which each radio station encourages listeners to visit its website and enter keyword “brilliant” to get more information about Black-owned businesses, restaurants, and community resources. The available information includes health and wellness businesses, fashion and beauty, community and faith organizations, local businesses, and restaurants.

Local Black-owned businesses, restaurants and organizations are also encouraged to submit their information for inclusion on each station’s Brilliantly Black community resource website.

Broadcasters to air PSAs to promote voter education

Wisconsin’s radio and TV stations are invited to participate in a nationwide PSA campaign to promote voter education ahead of the 2020 election.

The National Association of Broadcasters (NAB) partnered with the League of Women Voters to produce and distribute radio and television PSAs in English and Spanish that were shared with stations across the country.

Stations seeking more information about the campaign and links to the spots are asked to contact the WBA at contact@wi-broadcasters.org.
Respond to pandemic’s ripple effects with solutions

No business category (except for possibly airlines) has felt the effects of the COVID-19 pandemic like broadcasters. As entire communities shut down, ad budgets disintegrated, virtually overnight. Many of us have lived through economic downturns and thought the Great Recession of 2008 was the worst we’d see in our lifetimes.

And then along comes the pandemic. We’ve spoken with broadcasters across America who’ve witnessed declines of 50 percent, and some 70 percent, in their revenue. While this tended to occur in April and May, and there are signs of improvement, returning to the revenue levels of 2019 feels like it may be way off.

The good news for broadcasters is our “customers” — listeners and viewers — continue to engage with us pretty much the same way they always have. While our COVID-19 research studies for radio indicate shifts in the way they access content as they spend less time in the car and more time at home, consumption levels for both radio and local television are relatively fine.

Your customers can’t say the same thing.

Not only have they been affected financially, but the way people interact with retailers, restaurants, and many other purchasing behaviors have been significantly impacted, possibly forever. This not only will change the way many businesses allocate marketing and advertising budgets, it will change their entire way of doing business.

Don’t believe me? Walk downtown or into a shopping mall. Or watch CNBC and read The Wall Street Journal about the closures and bankruptcies in the retail space. The old structure of the way businesses have transacted has been altered. They don’t require as much physical space as they used to as their customers are no longer willing to browse slowly down aisles or sit in a coffee shop for a few hours.

While we don’t know how permanent this shift is, a May study from daVinci Payments finds that seven in ten (71 percent) of US adults plan to do more than half of their holiday shopping digitally this year.

While eCommerce giants like Amazon have been encroaching on local retail, the virus has accelerated this behavioral change, and for businesses to survive, they must adapt.

So, what does this mean for broadcasters?

The bad news is, for the time being, the advertising market is going to be soft. The good news, however, is businesses still need what you have — listeners and viewers. It’s just that their needs have changed, and to be successful, broadcasters are going to need to pivot along with them.

If consumers are shifting to eCommerce, the logical solution is for broadcasters to provide an array of solutions for them beyond :60s, :30s, and :10s. While I don’t expect any of you to build the next Amazon for your clients, re-configuring station websites and mobile apps make sense. They can contain links to each participating client’s eCommerce website, for example, and provide a more direct link between your audience and your clients. And of course, you can charge for this.

We’ve been working on an app solution for cities and towns as they re-open. It contains listings of local retailers, including hours, links to websites, mapping, etc. because we’ve heard from many of you of the need to provide a solution.

Other approaches include really beefing up station website databases to provide clients with targeting opportunities, push and text messaging programs, and organizing virtual events in conjunction with sponsors.

The bottom line is life is going to go on. It’s just going to be different. None of us have any idea of how this is going to end, and as a result, we don’t know when things will return to “normal.” So, it’s time to take matters into our own hands, listen to our customers, and provide new, digital solutions.

Let’s not forget that despite how things have changed, one big important thing remains: Broadcasters provide the one thing advertisers want most — local customers.

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

YP Award to be given in 2021

This year’s Young Professional of the Year winner, Terry Stevenson from Seehafer Broadcasting in Manitowoc, will be recognized at the 2021 WBA Summer Conference.

Stevenson was to be honored at this year’s Summer Conference in La Crosse, which was cancelled because of the pandemic. The 2021 Summer Conference is scheduled for June 17-18 at Blue Harbor Resort in Sheboygan.

As a result, there will not be a YP of the Year recipient selected in 2021. Nominations for the 2022 YP of the Year award will be due in September 2021. More details will be released next summer.

Pflugshaupt to serve as YP Committee Co-Chair

Amy Pflugshaupt from NBC 15 in Madison will serve as co-chair to the WBA Young Professionals Committee.

Pflugshaupt has been involved in production of the YP’s Toolbox event at the WBA Summer Conference.

Thank you for your service!
NCSA/PEP program offers many benefits

The NCSA/PEP programs that are run by the WBA and other state broadcasters associations offer 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 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 NCSA/PEP Programs established by the WBA and other state broadcasters associations have remained strong over the decades because broadcasters and the PEP participants both benefit from the program. The program allows organizations running PEP spots to provide their important nonprofit messages to broadcast listeners, while the broadcast associations are able to fund the programs that they provide to advance the interests of broadcasters. 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:

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<tr>
<td>EAOW-TV ........................................... Wausau</td>
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<td>GAOW-TV ........................................... Wausau</td>
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<td>WAOW-TV ........................................... Wausau</td>
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<td>DNATV .............................................. Wausau</td>
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<td>WSATV .............................................. Wausau</td>
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<tr>
<td>WZATV .............................................. Wausau</td>
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WBA Action Plan helps stations with EEO compliance

Your WBA has conducted its annual update to its EEO Assistance Action Plan that outlines how the WBA helps members earn their EEO compliance through the FCC. These 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

**Get Credits for Your Outreach**
- Participate in WBA Job Fairs
- Host or sponsor a job fair
- Participate in job banks
- Participate in scholarships/internship programs
- Get EEO training

The full detailed plan is available on the WBA website at: wi-broadcasters.org/eeo
RADIO
WCWI-FM  Adams/Friendship
WATK-AM ....... Antigo
WACD-FM ......... Antigo
WRLO-FM .......... Antigo
WAPL-AM .......... Appleton
WEMI-AM .......... Appleton
WGEE-AM .......... Appleton
WHBY-AM .......... Appleton
WSCO-AM .......... Appleton
WATW-AM .......... Ashland
WBSZ-FM .......... Ashland
WJJK-AM .......... Ashland
WNXR-AM .......... Ashland
WBDL-AM .......... Baraboo
WBEX-AM .......... Beaver Dam
XRFO-AM .......... Beaver Dam
WWIS-AM .......... Black River Falls
WWIS-FM .......... Black River Falls
WGOO-AM .......... Chippewa Falls
WWIB-AM .......... Chippewa Falls
WOTE-AM .......... Clintonville
WJMO-AM .......... Clintonville
WRL-AM .......... Eagle River
WJFO-AM .......... Eagle River
WAXX-AM .......... Eau Claire
WWAY-AM .......... Eau Claire
WBIZ-AM .......... Eau Claire
WBIZ-AM .......... Eau Claire
WISQ-AM .......... Eau Claire
WEAQ-AM .......... Eau Claire
WECL-AM .......... Eau Claire
WIAL-AM .......... Eau Claire
WVCF-AM .......... Eau Claire
KFIZ-AM .......... Fond du Lac
WFDM-AM .......... Fond du Lac
WFDM-AM .......... Fond du Lac
WTWX-AM .......... Fond du Lac
WVF-AM .......... Fond du Lac
WFAW-AM .......... Fort Atkinson
WDUZ-AM .......... Green Bay
WEMY-AM .......... Green Bay
WIXX-AM .......... Green Bay
WKZ-AM .......... Green Bay
WCY-AM .......... Green Bay
WNL-AM .......... Green Bay
WOBG-AM .......... Green Bay
WLGB-AM .......... Green Bay
WPCK-AM .......... Green Bay
WQFL-AM .......... Green Bay
WIL-AM .......... Green Bay
WKRU-AM .......... Green Bay
WTQ-AM .......... Green Bay
WYDR-AM .......... Green Bay
WZDR-AM .......... Green Bay
WZOR-AM .......... Green Bay
WCLO-AM .......... Janesville
WJVL-AM .......... Janesville
WJSJ-AM .......... Janesville
WWHP-AM .......... Janesville
WLAP-AM .......... Kenosha
WKBH-AM .......... La Crosse
WLAF-AM .......... La Crosse
WLXR-AM .......... La Crosse
WQCC-AM .......... La Crosse
WJBL-AM .......... Ladysmith
WLDY-AM .......... Ladysmith
WLKG-AM .......... Lake Geneva
WGLR-AM .......... Lancaster
WHIT-AM .......... Madison
WIBA-AM .......... Madison
WIBA-AM .......... Madison
WJJO-FM .......... Madison
WJQM-FM .......... Madison
WLAM-AM .......... Madison
WMAD-AM .......... Madison
WQMC-AM .......... Madison
WNMR-AM .......... Madison
WMHM-AM .......... Madison
WOLX-AM .......... Madison
WOZN-AM .......... Madison
WRIS-AM .......... Madison
WTLM-AM .......... Madison
WTSO-AM .......... Madison
WUMQ-AM .......... Madison
WXMD-AM .......... Madison
WZEE-AM .......... Madison
WCUB-AM .......... Manitowoc
WLU-AM .......... Manitowoc
WOMT-AM .......... Manitowoc
WQCT-AM .......... Manitowoc
WAGN-AM .......... Marinette
WHBY-AM .......... Marinette
WLST-AM .......... Marinette
WMAM-AM .......... Marinette
WSFQ-AM .......... Marinette
WDLB-AM .......... Marshfield
WOSQ-AM .......... Marshfield
WYTE-AM .......... Marshfield
WRJC-AM .......... Mauston
WRJC-AM .......... Mauston
WJMT-AM .......... Merrill
WGNN-AM .......... Milladore
WISN-AM .......... Milwaukee
WMJR-AM .......... Milwaukee
WJYI-AM .......... Milwaukee
WKVV-AM .......... Milwaukee
WKTI-AM .......... Milwaukee
WLDB-AM .......... Milwaukee
WLUM-AM .......... Milwaukee
WMIL-AM .......... Milwaukee
WMYX-AM .......... Milwaukee
WNRG-AM .......... Milwaukee
WOKY-AM .......... Milwaukee
WIRT-AM .......... Milwaukee
WRNW-AM .......... Milwaukee
WSSP-AM .......... Milwaukee
WTMJ-AM .......... Milwaukee
WCVF-AM .......... Milwaukee
WXXS-AM .......... Milwaukee
WZTI-AM .......... Milwaukee
WZTI-AM .......... Milwaukee
WLKD-AM .......... Minocqua
WMAQ-AM .......... Minocqua
WEZK-AM .......... Monroe
WBRG-AM .......... Monroe
WCCN-AM .......... Neillsville
WCCN-AM .......... Neillsville
WNAM-AM .......... Oshkosh
WOSH-AM .......... Oshkosh
WPDR-AM .......... Oshkosh
WVBO-AM .......... Oshkosh
WWFX-AM .......... Oshkosh
WCO-AM .......... Oshkosh
WQCD-AM .......... Owen
WJCM-AM .......... Park Falls
WPFP-AM .......... Park Falls
WPML-AM .......... Platteville
WPML-AM .......... Platteville
WSTM-AM .......... Plymouth
WPDR-AM .......... Portage
WPRE-AM .......... Prairie du Chien
WQPC-AM .......... Prairie du Chien
WRUN-AM .......... Racine
WRDB-AM .......... Reedsburg
WCYE-AM .......... Rhinelander
WHDG-AM .......... Rhinelander
WNWX-AM .......... Rhinelander
WQRY-AM .......... Rhinelander
WRHN-AM .......... Rhinelander
WQAE-AM .......... Rice Lake
WQAE-AM .......... Rice Lake
WJMC-AM .......... Rice Lake
WJMC-AM .......... Rice Lake
WKFX-AM .......... Rice Lake
WRCQ-AM .......... Richland Center
WRCO-AM .......... Richland Center
WOWN-AM .......... Shawano
WTCH-AM .......... Shawano
WBFM-AM .......... Sheboygan
WEMF-AM .......... Sheboygan
WHBZ-AM .......... Sheboygan
WAMS-AM .......... Sheboygan
WVR-AM .......... Sheboygan
WZI-AM .......... Sparta
WHQ-AM .......... Stevens Point
WPMN-AM .......... Stevens Point
WSPT-AM .......... Stevens Point
1033-AM .......... Sturgeon Bay
WBDK-AM .......... Sturgeon Bay
WDOR-AM .......... Sturgeon Bay
WDOR-AM .......... Sturgeon Bay
WRKU-AM .......... Sturgeon Bay
WLSM-AM .......... Sturgeon Bay
WSB-AM .......... Sturgeon Bay
KDAL-AM .......... Superior
KDAL-AM .......... Superior
KDK-AM .......... Superior
KTCO-AM .......... Superior
WDSM-AM .......... Superior
WDUL-AM .......... Superior
WRVM-AM .......... Superior
WBOG-AM .......... Tomah
WCVC-AM .......... Tomah
WJQ-AM .......... Tomah
WJQ-AM .......... Tomah
WKPO-AM .......... Viroqua
WVRQ-AM .......... Viroqua
WRR-AM .......... Wausau
WEGZ-AM .......... Washburn
WAK-AM .......... Waukesha
WXDU-AM .......... Waupaca
WXDU-AM .......... Waupaca
WBCM-AM .......... Waupaca
WDEZ-AM .......... Waupaca
WDTX-AM .......... Waupaca
WFC-AM .......... Waupaca
WKQH-AM .......... Waupaca
WOZZ-AM .......... Waupaca
WRIG-AM .......... Waupaca
WSAU-AM .......... Waupaca
WXCO-AM .......... Waupaca
WIBD-AM .......... West Bend
WKCH-AM .......... Whitewater
WLSD-AM .......... Whitewater
WLDS-AM .......... Wisconsin Dells
WFRH-AM .......... Wisconsin Rapids
WGLX-AM .......... Wisconsin Rapids
WLJY-AM .......... Wisconsin Rapids
WRVN-AM .......... Wittenberg

WBA program helps stations plan for crisis

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 “Broadcast ID” or go to: https://www.wi-broadcasters.org/emergency-planning/broadcaster-id/

Anyone with questions about the cards is asked to contact Kyle Geissler at kgeissler@wi-broadcasters.org.
YOUR WBA Serving YOU!

In the last 12 months YOUR WBA has:

☑ Highlighted the work of Wisconsin broadcasters to help their communities during the COVID-19 pandemic
☑ Provided members with a constantly updated list of resources for contending with the COVID-19 pandemic
☑ Promoted passage of a bill to address the use of police body cameras in Wisconsin which was signed by Gov. Evers
☑ Advocated for financial and regulatory support for broadcasters as essential workers during the pandemic
☑ Distributed thousands of masks provided by FEMA to radio and TV stations across the state
☑ Updated the WBA bylaws to address changes regarding board meetings and membership meetings
☑ Offered more free webinars than ever before to members on a wide range of broadcasting related topics, with at least a dozen dedicated to response to the pandemic
☑ Advocated for the establishment of a tax certificate to encourage investment in broadcast station ownership for women and people of color
☑ Named the first WBA Young Professional of the Year and four other co-honorees
☑ Produced a three-day online video WBA Awards presentation
☑ Hosted a workshop with Al Tompkins from Poynter to prepare journalists for the 2020 elections
☑ Created and promoted a video encouraging members to avoid disqualifications for the WBA Awards competition
☑ Named Dick Zaragoza as the recipient of the WBA Distinguished Service Award
☑ Increased frequency and content for email newsletter targeting young professionals in broadcasting
☑ Held first-ever WBA Virtual Summer Conference to replace the Summer Conference which was canceled because of COVID-19
☑ Organized the first ever WBA Virtual Job Fair
☑ Promoted the community service efforts of broadcasters from around Wisconsin, including posts on social media using the #WeAreBroadcasters hashtag promoted by NAB
☑ Upgraded the always popular job bank where job openings are shared on the WBA website, and now on the WBA app
☑ Continued our 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 41 Amber Alerts with the successful recovery of 48 children.
☑ Offered members one-on-one digital strategy consultations with Seth Resler from Jacobs Media
☑ Processed 1,559 awards submissions as part of the WBA Awards for Excellence
☑ Sponsored the virtual Broadcasters Clinic, a three-day award winning and nationally renowned event held in October held online for the first time
☑ Worked with a coalition of 52 strong and diverse trade and business associations focused on repealing the personal property tax
☑ Updated the WBA Awards for Excellence program to address changes in the broadcasting industry and current events
☑ Supported the Watchdog Awards which recognizes those who demonstrate the importance of transparency in government
☑ Organized WBA State Legislative Day to give local broadcasters the chance to meet with their state lawmakers at the Capitol
☑ Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes the Connecting the Dots weekly email training, access to Jacobs Media webinars and contributions to the Wisconsin Broadcaster, highlighting digital/social/mobile and trends in digital media.
☑ 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
☑ Shared the expanded and very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories
☑ Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by an FCC-experienced engineer before applying for renewal of their station licenses. Currently, 260 Wisconsin Radio stations and 37 Wisconsin TV stations are protected.
☑ Actively monitored and lobbied on federal and state issues to serve, protect and promote the broadcast industry in Wisconsin, in addition to providing the WBA’s perspective in many FCC proceedings
☑ Performed a comprehensive review of WBA finances to position us for its long term future
☑ Continued work with our advisory teams led by WBA board members to identify member and Association needs in the areas of Technology, Advocacy, Education, Diversity, and Association Revenue, as part of our long range strategic planning process
☑ Offered a new round of 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
☑ Got a customized and first-ever NASBA focused tour of the Consumer Electronics Show in Las Vegas with Jacobs Media to learn about how new technologies will affect broadcasters
☑ 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
☑ Provided resources for the many Wisconsin stations participating in the spectrum repack
☑ Built on the social media component of the NSCA/PEP program with numerous successful campaigns
☑ Organized and presented the WBA Student Awards for Excellence, including a record 219 entries this year
Updated and maintained the WBA Assistance Action Plan for EEO Compliance, which set an industry standard and helps the WBA help member stations achieve compliance under the FCC EEO regulations.

Grew the WBA Broadcaster Emergency Personnel ID Program in partnership with Wisconsin Emergency Management because of increased interest related to the pandemic. The cards help radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep stations on the air.

Led 16 WBA directors and members for our annual Washington D.C. Call on Congress and arranged visits in the offices of each member of the Wisconsin Congressional delegation.

Held two EEO-related sessions in conjunction with the WBA’s winter and summer conferences to assist our members with EEO compliance and credit.

Coordinated two job/career fairs which were held in conjunction with the WBA winter and summer conferences.

Offered Omnia Target Reports to aide WBA members in recruitment and hiring.

Continued to host www.wisconsinhonorflight.org, a one-stop shop for all six Wisconsin Honor Flight Hubs.

Monitored drone regulation proposals and other proposals that could affect the work of broadcast newsrooms.

Conducted station visits throughout the state to meet in person with broadcasters in their offices and studios.

Grew audiences on the WBA’s Twitter, Facebook, Instagram, and Snapchat accounts, spreading news about Wisconsin broadcasters and all the benefits they bring to their communities.

Extended participation in a national campaign to promote the five freedoms listed in the First Amendment. Spots were shared with stations to air.

Published the Wisconsin Broadcaster, our e-newsletter, bi-monthly newsletter, and published all articles as they were available on the WBA website.

Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website.

Announced five WBA Local Broadcast Legends Awards for Karen Dalessandro, Erin Davission, Peter Murphy (posthumous), and the team of Bill McCollum and John Moser. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.

Set plans for the 2021 Young Professionals “Toolbox” event as part of the 2021 Summer Conference.

Assisted in the planning for Wisconsin’s annual live-code test statewide tornado warning tests, which were eventually called off because of the pandemic.

Represented broadcasters on the Wisconsin Freedom of Information Council which advocates for open records and open meetings laws.

Grew the list of young broadcast professionals in the WBA database.

Connected the Wisconsin Humanities Council with stations willing to participate in community projects.

Held two annual conferences - a winter meeting in Madison and a summer meeting online offering a wide array of timely programs to serve our members.

Awarded the first Results Broadcasting Education Grant to provide college debt relief to young broadcasters. The grant was originally the Results Broadcasting Scholarship.

Launched the Bob Barry Unearthed Interviews podcast which 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 a financial contribution to make the podcast happen.

Announced four broadcasters to be inducted into the prestigious WBA Hall of Fame, bringing the total number of inductees to 148: Thom Gerretsen, Wayne Larivee, Jack Mitchell, and Nancy Zieman (posthumous).

Hosted the WBA annual Student Seminar with more than 130 students from nine different schools. The day included the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award winner.

Performed a comprehensive review of WBA Foundation finances to position us for its long term future.

Awarded the first David L. Nelson Scholarship provided by the generous support of the David Nelson family.

Awarded four scholarship recipients at the WBA Student Seminar.

Produced a half-hour WBA Hall of Fame Show for distribution to Wisconsin television stations.

Awarded the third Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett.

Extended planning for the annual 3-Day Walker Broadcast Management Institute at UW-Madison which has already graduated 153 in the 23 years its been operating.

Represented broadcasters on the State Superintendent’s Advisory Council for Business, Marketing, and Information Technology Education. WBA Education Committee Chair Ken Beno serves on the Council.

Continued to refine and 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.

The 27 members of the WBA Foundation’s Legacy Club provide a formal procedure and recognition for those who make bequests or agree to make bequests to the WBA Foundation in their wills.

Offered a Hall of Fame ring and/or pendant to all existing and incoming Hall of Fame members.

Maintained the WBA Hall of Fame plaques and video display at the Hilton Milwaukee City Center.

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.

Every-other year offering of the WBA Doug Chickering WIAA Sports Workshop.

Prepared to continue hosting statewide political debates following the WBA’s 30-year history of promoting an informed electorate.
**Member News**

**Strachota to retire, Weigel names Brown GM**

Anne Brown will succeed Mark Strachota as General Manager of Milwaukee television stations WDJT, WMLW, WBME and WYTV. The leadership change is expected later this summer.

Strachota is retiring after six years running the Milwaukee stations, which include CBS58, Telemundo Wisconsin, WMLW “The M”, MeTV Milwaukee and additional channels affiliated with Weigel’s networks. Strachota is a veteran of the Milwaukee TV market, with prior positions as General Manager of WTMJ-TV and Time Warner Sports Channel. He is also a member of the WBA Board of Directors.

Brown has been Director of Strategy & Marketing at FOX affiliate WITI in Milwaukee since 2008. She held prior newsroom and content development positions at WITI as well as at WUSA in Washington, D.C. and WBNS in Columbus. Brown also worked in technology positions for the Associated Press and Avid.

**Names in the News**

Meteorologist **Molly Bernard** is joining WISN-TV’s Weather Watch 12 team in Milwaukee. Before joining WISN 12, Bernard served as the meteorologist during weekend mornings on KETV 7, a sister station of WISN 12 located in Omaha, Nebraska. In addition to delivering weather coverage, Bernard will also be providing weather reports and taking special assignments throughout the week. She started July 18.

**Suzanne Spencer** moved from the nightside team to the morning show anchor desk at Fox 6 (WITI-TV) in Milwaukee. Spencer has been a reporter and Saturday night anchor at the station for nearly three years. She started her new position on Aug. 3.

Cumulus Media has appointed **Brian Davis** as Operations Manager for Cumulus Appleton-Oshkosh and Program Director of 99.5 WPKR-FM. Davis will program Country station WPKR-FM and will oversee Cumulus’ five radio stations in the Appleton-Oshkosh market, including: WPKR-FM, WWBO-FM, WWWX-FM, WNAM-AM, and WOSH-AM. Davis was most recently Brand Manager for Townsquare Media in Dubuque, Iowa. Prior to that, he was Program Director for Cumulus Bloomington, Illinois from 2011-2016. This marks a return to NE Wisconsin for Davis, as he was previously Assistant Program Director for Woodward Communications in Appleton-Green Bay from 2004-2011.

**Don Grassman** has been named chair of the WBA Conference Committee. He replaces **Rick McCoy** who retired from Mid-West Family Broadcasting earlier this year. Grassman is President and co-owner of Results Broadcasting and President and co-owner of Tower Road Media in Waupaca.

Tina and Jason Prigge of the Coolest Coast will take over hosting “After Further Review” which airs Thursdays on WOMT. **John Jagemann** is stepping away for personal reasons.

Jason and Tina are the owners of Vagabond Creative Studio and launched the Coolest Coast initiative in early 2018 to promote Manitowoc.

**Dial, format changes at 5 La Crosse stations**

Five radio stations in the La Crosse area are undergoing dial position changes or format changes after La Crosse Media Group sold the stations to three new owners.

**Program helps broadcasters support journalists**

A new student journalism program offers high school students the chance to learn marketable skills in the field of journalism while giving broadcasters the opportunity to help these students be a part of the future of the industry.

The Student Journalism Program was established by the Wisconsin Institute for Public Policy and was the brainchild of Institute board member and WBA Hall of Famer Roger Utnehmer. Utnehmer started his own version of the program 15 years ago at his radio stations in Door County. He said it changed lives and opened doors to students who had not considered a career in broadcasting. He said he believes this program is an excellent opportunity to get under-represented communities involved in broadcasting.

The Student Journalism Program is seeking broadcasters to partner with. For complete details on this student program, and how you can get involved, visit: https://wipps.org/programs/student-journalism/

For specific questions on the Student Journalism Program, email info@wipps.org.
In Remembrance

Madison radio sales legend remembered for industry-wide influence

Madison radio advertising sales legend and WBA Hall of Famer Phil Fisher has died.
Fisher began his nearly 40-year career at WISM radio in Madison. He became widely known throughout the Wisconsin radio industry for his early in-house sales training programs in the 1960’s.
Over his career he developed many industry sales standards and systems in the areas of sales training, advertising scheduling, and sales management.
While legendary in the Mid-West Family group of stations in Wisconsin, his industry-wide influence is felt throughout the country with the presence of dozens of radio sales managers, sales trainers, and general managers in stations.
Fisher died July 6. He was 98.
He was inducted into the WBA Hall of Fame in 2004.

Wausau radio GM dies in accidental drowning

Brett Lucht, the Market Manager of Midwest Communications in Wausau, died July 3 of an accidental drowning while on vacation. He was 50.
“Brett has been an important part of our family,” Midwest Communications President and CEO Duke Wright said.
“He built and led a winning team of people in Wausau. We are all shocked and saddened by this tragic accident.
Our prayers go out to his family.”
Lucht joined Midwest Communications in 1998. He became Market Manager for the company’s central Wisconsin radio stations (WSAU, WRIG, WDEZ, WOZZ and WIFC) in 2004.
“For many of us, Brett is the only General Manager we’ve ever known,” said Chris Conley, Operations Manager. “Although you’d almost never hear him on-air, he shaped the sound of all five of our radio stations in Central Wisconsin. He either hired or approved the hiring of everyone you hear on-air. Brett was a great leader and a personal friend to so many of his co-workers. It is a devastating loss.”
Tom King said in his blog at wsau.com: “There are so many thoughts that swirl when someone you know passes suddenly. You think of potential unfulfilled. You think of what the person’s last thoughts were as the situation became reality. But mostly you think of the children. I didn’t know Brett that well outside of the office but I can say with some degree of certainty that his last thoughts were on his family. He doted on his wife and three daughters.”
Lucht is survived by his wife, Stacy, and three daughters. His sister Lisa is a marketing consultant for Midwest Communications’ WIXX in Green Bay.
A gofundme page has been set up to support Lucht’s family.

Selvey remembered for leadership at TV stations

A Madison man who worked in sales and management at numerous Wisconsin television stations has died.
Bob Selvey died July 14 at the age of 85. A service was held July 20.
Selvey started his career in television in 1967 as an account executive at WAOW-TV in Wausau. Two years later he transferred to WKOW-TV in Madison where he served as an account executive, sales manager, general manager, and VP of Marketing for the Wisconsin TV Network.
In 1985 he left the Wisconsin TV Network because of a buyout and was named general sales manager at WKBT-TV in La Crosse. In 1986 he left because of another buyout and moved to Madison where he opened Selvey Enterprises, a promotional products distributor. It was later known as Ad Specialty Enterprises.

In lieu of flowers, memorials may be made to the family for a fund to be established.

Engineer remembered for work in Chippewa Valley

A broadcast engineer who spent most of his life in the Chippewa Falls area has died.
Lanny E. Roth died Aug. 12. He was 78. A funeral service was held Aug. 17.
According to his obituary, Roth was on staff when WCFW-FM went on the air and worked at WEAG/WIAL radio stations in Eau Claire. He later worked for the University of Wisconsin in maintenance and an electronic technician. In retirement he continued monitoring two radio stations for WVCY in Tilden and Owen until 2018 and Fox 48 (WEUX-TV) in Colfax.

Eau Claire radio station flips to sports format

An iHeartMedia station in Eau Claire flipped July 24 to a sports format.
Classic Hits station “98.7 The Brew” is now “The Fan” 98.7/1400 (WBIZ-AM).
The station will broadcast Chippewa Valley area high school sports and professional sports including Minnesota Twins, Minnesota Wild, Minnesota Vikings and Milwaukee Bucks.

Magnum closes deal for 3 NRG stations in Fort Atkinson

Magnum Communications has completed the purchase of three southern Wisconsin radio stations from NRG Media.
Included in the deal are Kool 106.5 (WKCH) in Whitewater, 107.3 W5JY in Fort Atkinson, and News/Talk 940 WFAW in Fort Atkinson. The deal was first announced in December.
NRG Media is based in Iowa and owns radio stations in Illinois, Iowa, Nebraska, and Wisconsin. Magnum owns stations across Wisconsin.

Waupaca station back on air with new format

A Waupaca radio station is back on the air with a new format after some equipment work following its sale.
WDUX is now WPCA and heard on 100.7 FM and 800 AM and calls itself “The Foundry.” The Active Rock format debuted July 13 at 4:25 p.m. with Twisted Sister’s “I Wanna Rock.”
The station went silent in May for equipment work after it was sold by Laird Broadcasting to Tower Road Media. The other station in the group, WDUX-FM, switched to a Classic Hits format in May.

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No need to reinvent the wheel... but don’t be the dinosaur

Don Vesely
Education Committee

I started my career as an account executive. I helped create effective commercials and advertising schedules for clients. It will always be one of the most rewarding aspects of my career. Since then, I have always been the person in the room who looks up at the television during commercials and back down to my second screen when the show returns. Many years ago, one of the ads that caught my eye was a caveman chiseling a huge boulder into a wheel. The company promoted how important it was to have your great idea or inventions secured by an official patent. The creation of the wheel is synonymous with inventors because it represents a product that was created and is still used today.

We even use a phrase based on that historic achievement: “...no need to reinvent the wheel!” Over the past few years, I no longer use this phrase and I think we all should remove it from our lexicon. I believe it creates a mindset that will not allow our stations to provide a culture that is attractive to new graduates, and a product that can compete for decades to come.

First, let’s get on the same page. Cambridge University Press defines the phrase “to reinvent the wheel” as: “to waste time learning how to do something when it is already known how to do it.” I consider this a very accurate definition. We don’t want new employees wasting their time on systems we have already created. As industry leaders, we have accumulated an immense amount of knowledge and life experience over the years, which in turn, has helped created the blueprint our employees follow. We are leaders in our companies because we know how to do the job of broadcasting.

Before we pat ourselves on the back for past achievements, we would all agree we have many challenges confronting us. Replacing retiring engineers, finding account executives, developing digital revenue streams, securing journalists that seemingly make the jump from college to markets much bigger than our own, and the list continues. Add on the continued impact of COVID-19 on advertising revenue, newsrooms, and community wellbeing. Today’s broadcasters have challenges.

There is no need to reinvent the wheel, but all broadcasters need to be improving it. The most successful businesses in the world today took a product or service and made it better. They did not invent the product, but they improved it. In doing so, they made the original version obsolete. An ice box turned into a refrigerator. FedEx and UPS improved on the United States Postal Service. The list goes on and on, but what about local broadcasters? Did Sirius Radio or Spotify/Pandora make radio an Ice Box? Has YouTube TV and Netflix made local television obsolete? THE ANSWER IS NO!

Rather than place our entire industry upon our shoulders, we all need to look for ways to improve the wheel in our markets. We must continue to evolve. One of the best ways we can improve our product is investing in employees and students who have a passion for broadcasting. We know this, but do our current company policies and procedures run against that goal?

We need to invest in new talent and forge relationships with local educators. We must eliminate the gap between what is happening in our buildings and what is happening in the classroom. We need to be mindful of our training and onboarding process. While all training revolves around getting new employees up to speed as quickly as possible, broadcasters must also create a process that allows for curiosity and self-expression. We need to allow the voice of our newest employee to be heard. Let’s not extinguish the burning desire of a new employee to be a broadcaster to fit an organization’s outdated culture.

Are you improving the wheel? The Wisconsin Broadcasters Association continues to invest in students and young professionals through programs created by membership that will help create a better wheel. But ideas and investment will fall flat if members do not support these initiatives. The annual Student Seminar and student awards are a shining example of furthering outreach. Without support, these programs will not grow. Was your station present last year?

No defining moment has been bigger than COVID-19 on shining the light on the need to eliminate the phrase “no need to reinvent the wheel.” Our entire industry is operating differently. Out of necessity, broadcasters in television have allowed on-air staff, producers, directors, and sales to all work from home. Radio stations have turned other workspaces into makeshift studios, while some have worked from home. These changes will change how our business operates in the future.

While I encourage improving the wheel, some organizations may need to do a little more chiseling to improve their wheel. Broadcasters must realize that greatest way to improve the wheel is by creating a culture that attracts new job candidates and enriches current employees. When a full-time employee leaves, have you ever thought about creating two part-time jobs for college students? You just created two prospects for a future full-time position. Be creative and think outside the box.

Broadcasters need to rediscover how to use a chisel. Nobody wants to become a dinosaur.
Hall of Fame inductees, Local Broadcast Legends to be honored in 2021

The honorees named for the 2020 WBA Hall of Fame and Local Broadcast Legends will be honored in 2021 and no new honorees will be selected in 2021.

The WBA Board and Foundation Board voted in July to have the 2020 selections for both honors be inducted during the WBA 2021 Summer Conference. The boards also voted to not solicit nominations for 2021 Hall of Fame and Legends inductees.

“It is important that the individuals honored each year are given a special ceremony dedicated to them and their fellow honorees,” WBA President and CEO Michelle Vetterkind said. “Inducting the 2020 Hall of Fame and Local Broadcast Legends inductees along with the 2021 individuals would detract from the special event we hope all our honorees experience.”

The 2020 Hall of Fame inductees are Thom Gerretsen, Wayne Larrivee, Jack Mitchell, and Nancy Ziemer.

The 2020 Local Broadcast Legends are Karen Dalessandro, Erin Davison, Peter Murphy, and the team of Bill McCollum and John Moser.

They will be recognized June 17, 2021 at the Blue Harbor Resort in Sheboygan.

Green wraps up Hall of Fame career

WBA Hall of Famer Marty Green put a wrap on his broadcasting career July 23 when he made his last appearance on Sportstalk 105.1 (WAYY) in Eau Claire. Green retired for the first time in 2003 after a career that began in 1960 with WEAW radio in Evanston, Illinois as a disc jockey. A four-year stint followed in Orangeburg, South Carolina. Green then moved to WLUK-TV in Green Bay where he served as local sales manager. He spent ten years in Green Bay before moving to WAXX/WAYY radio in Eau Claire where he served in sales, sales management, and general management from 1976 to 2003.

Green introduced full time talk radio to Eau Claire at WAYV in 1990 and served on the Board of the National Association of Talk Show Hosts in the 1990’s. He was inducted into the Wisconsin Broadcasters Association Hall of Fame in 2006 and served as chairman of the board of the WBA in 1997. He spent some time as a consultant for his own company MARSAN and later returned to the airwaves on NewsTalk 790 WAYY and later Sportstalk 105.1 where he played a major contributing role on the morning talk shows on the stations.

Scholarship recipient says thank you to WBAF

WIsonc Broadcasters Association, Thank you very much for awarding me one of the 2020 WBA Foundation scholarships. I enjoyed my time at the Student Seminar and I know the rest of the WSUM team did as well. It was great to meet some of you in person.

Sincerely,
Zoey Knox

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Calendar of Events

Sept. 17, 2020
Webinar: How to Give Your National Superstars Home Court Advantage
Presented by Kipper McGee, Media Brandwidth Strategies

Oct. 13-15, 2020
Virtual Broadcasters Clinic
Online - Learn more at wi-broadcasters.org

Oct. 15, 2020
Webinar: Writing and Speaking for Broadcast
Presented by Joe Little, KNSD-TV, San Diego

Nov. 19, 2020
Webinar: So,...What Does the Election Mean?
Presented by David Owenford, Wilkinson, Barker, Knauer

March 6, 2021
WBA Student Seminar/Job Fair
Madison Marriott West

April 20–22, 2021
Walker Broadcast Management Institute
UW-Madison

May 1, 2021
WBA Awards Gala
Madison Marriott West

June 17–18, 2021
WBA Summer Conference
Blue Harbor Resort, Sheboygan

Wisconsin broadcasters continue to face opportunities and challenges navigating digital, social, and mobile space. The Jacobs Media/WBA Digital Partnership is here for you. All WBA members will receive the following:

• The weekly “Connect the Dots” Monday memo from Seth Resler
• In 2019, station consultations at WBA conferences
• Access to the Digital Hotline

Call us with any questions relating to digital, social media, or mobile

Jacobs Media is as your disposal at (248) 353-9030 or info@jacobsmedia.com.