Broadcasters play important role during political season

It’s my hope that you have enjoyed the summer days, collected enough Vitamin D, and experienced the beautiful sights that Wisconsin has to offer every year. Whether you chose swimming at a beach or lake, hiking or visiting a museum, eating at a festival or stadium, listening to a Concert on the Square, or exploring a new park with the family, I hope you recharged your body and your spirit. With the end of the summer, fall will arrive and with it, another season will arrive which we bear witness to every two years: Election Season!

The important role that the media plays in every election gives us broadcasters the responsibility of informing and educating our listeners or viewers to another level. In every election, we are approached by different candidates and parties to promote their political platform and with their campaigns ask voters to go and vote in their favor.

As broadcasters, it’s important to know and understand the political climate, providing to our viewers’ and listeners’ different opinions from experienced political reporters, accurate data and information, respecting everyone’s opinions and point of views. That includes both politics and public reactions in various forms of communication. This helps to create and produce new political content, updating and disseminating accurate information that helps voters to make their best-informed decision at the polling place.

Political advertising is also a serious and complicated process. Broadcasters have a big responsibility to follow political FCC rules and with new technology, the media now uses different digital platforms like websites, blogs, social media, and digital apps to keep their broad audiences connected with very creative content, and with this, broadcasters are more exposed to be criticized by politicians and parties as “biased” and “fake news,” just to name a few.

I wish you all a successful season. Make sure your public files are kept in order and your service to your local community is not only appropriate but successful.

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Election year tradition thrives in Wisconsin

Your WBA Foundation has been hosting statewide political debates for more than 30 years and we are most proud to continue that tradition this year.

Teams of broadcasters (see page 14) are already gathering on a regular basis to begin planning for two debates. The first debate on Oct. 7 will be for U.S. Senate candidates and a second on Oct. 14 will be for gubernatorial candidates. We are grateful to have Jill Geisler moderating the debates again this year. Jill is a WBA Hall of Famer and the Bill Plante Chair in Leadership and Media Integrity at Loyola University Chicago.

These debates are a huge collaborative project and, this year more than ever, the debates are involving broadcasters from around the state. Each debate will have two teams: The question team and data team. Each question team will have six members and will be responsible for asking the candidates questions. The three-person data teams will be responsible for sharing the work of both teams with the statewide audience using online tools. The audience will be able to see the research that went into each question.

A special thank you to our debate sponsors, the Wisconsin Association of Independent Colleges and Universities (WAICU) and the Wisconsin Counties Association.

We’re tremendously proud of these debates and the hard-working local broadcasters who step up to make them happen. It’s a wonderful public service in these critical election years.

WBA Hall of Fame Show available soon

I recently recorded this year’s WBA Hall of Fame Show, which we will soon have available to you for airing in time for the holidays. This year the show will feature this year’s inductees, Joyce Garbaciak, Howard Gloede, Chris Bernier, and Gene Purcell.

Thanks to the team at WMTV-TV in Madison which

Continued on page 2>
Majority of House now cosponsoring LRFA

A bipartisan majority of the House of Representatives are now cosponsoring the Local Radio Freedom Act, a resolution opposing “any new performance fee, tax, royalty, or other charge” on local broadcast radio stations. The Local Radio Freedom Act (LRFA), which signals members of Congress’s opposition to any potential legislation that imposes new performance royalties on broadcast radio stations for music airplay, now has 222 cosponsors in the House and 28 in the Senate.

From Wisconsin, representatives Bryan Steil (R-WI-1), Ron Kind (D-WI-3), Glenn Grothman (R-WI-6), Tom Tiffany (R-WI-7) and Mike Gallagher (R-WI-8) support the LRFA. The same group, including Sen. Johnson, supported LRFA in the last session of Congress.

“America’s radio broadcasters are deeply thankful to the nearly 250 bipartisan House and Senate cosponsors of the Local Radio Freedom Act,” said NAB President and CEO Curtis LeGeyt. “Local radio stations’ irreplaceable service to their communities and our decades-long relationship with recording artists would be greatly damaged by a burdensome performance royalty. The support for broadcast radio from a majority of the House helps ensure that local stations can continue playing an indispensable role to our tens of millions of listeners without harming the historic partnership between broadcasters and the record industry.”

Rep. Kind thanked for his support

Broadcasters from throughout the 3rd Congressional District met with Congressman Ron Kind in La Crosse on Aug. 10 to thank him for his support of local broadcasting during his time in office.

Kind is not running for re-election.

The meeting at his office in La Crosse included 12 representatives from radio and TV stations in the 3rd Congressional District.

During his time in office, Kind was a member of the Broadcasters Caucus on Capitol Hill and was a repeated supporter of the Local Radio Freedom Act. Over his many years in office he also backed broadcasters on issues related to local advertising revenue and ad tax deductibility.

Thank you for your support!

WBA staff celebrate work anniversaries

Three WBA staff members recently marked service anniversaries.

Michelle Vetterkind, President and CEO
27 years on Aug. 28
Liz Boyd, NCSA/PEP Coordinator
17 years on July 19
Kyle Geissler, Director of Operations and Public Affairs
5 years on Sept. 5

Congratulations and thank you for your service to the WBA.
Fall General Nov. 8, 2022 Sept. 9, 2022

2022 Election windows for Lowest Unit Charge

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Social, digital categories merged into station of the year awards for 2023

Bonjour Broadcasters!
It’s hard to believe that summer is over, and we’re now heading into the most exciting season of all… award season! It’s time to dust off the ole spreadsheet and review what creative, excellent work your station produced this year. Though let’s not get ahead of ourselves, there is still plenty of time to create award winning content.

As we look ahead to award season, the WBA Awards Committee is already working hard to plan the 2023 Gala, an evening in Paris.

A couple points to keep in mind:
A significant adjustment this year is the merging of the ‘Social and Digital Media Station of The Year’ Award category with the respective television, radio news and talk and radio music divisions and used to determine the major ‘News Operation of The Year’ and ‘Station of The Year’ Awards. Instead of having separate ‘Social and Digital Media Station of The Year’ awards, the points from those categories will instead be merged into the other station of the year awards. With the exponential growth of social and digital work in radio and TV, the standalone social and digital station of the year awards have evolved from being a new, experimental part of broadcasting to an essential, everyday part of broadcasting and should be weighed with the station’s overall work.

Snippets. Per the official rules you are encouraged to select a :15 second snippet of your entry that will be used for the video/audio montage should your entry receive a first-place award. If you don’t identify a snippet, the first :15 will be used. An often-posed question is if you should submit snippets for short pieces of work, such as promos, commercials, and PSAs. The short answer is no, if you are ok with the first :15 seconds being played when you win first place. My advice would be to skip the snippets all together for these pieces and for anything else you feel comfortable with the first :15 seconds being played. Often the first part of the piece is very engaging, and what a time saver! With all the time you will save not clipping snippets you can submit your entries early and not risk having nightmares about missing the entry deadline.

The WBA Awards Committee will be meeting and planning from now until May 6, 2023. Meanwhile, enjoy the crisp air, fall leaves as they change color, pumpkin spice lattes, and stay tuned for details about next year’s gala when we whisk you off to Paris.

Wisconsin Broadcaster   |   September/October 2022

Broadcasters Clinic named ‘Best Educational Event’ by SBE

The SBE Wisconsin chapters and the Wisconsin Broadcasters Association have won an award from the Society of Broadcast Engineers (SBE) for the Best Educational Event for the Wisconsin Broadcasters Clinic held in October 2021.

The SBE said of the event, “The clinic includes three days and two nights of educational sessions. The attendees were treated to nationally known presenters, including a few SMPTE Fellows and some first-time presenters sharing their in-the-trenches experiences implementing ATSC 3.0 and SMPTE 2110. An especially meaningful presentation was “By the Book: A Review of Common ABIP Violations” by Chapter 24 member and WBA ABIP Inspector Dennis Baldridge, who unfortunately lost his battle with cancer in December 2021.”

The SBE Wisconsin chapters and the Wisconsin Broadcasters Association won the same award in 2021 for the Clinic held in 2020. The 2022 Broadcasters Clinic will be held in-person on Oct. 11-13 at the Madison Marriott West. Learn more on page 4.

UW-Green Bay builds media hub

In 1969 with the beginning of the University of Wisconsin-Green Bay, along came Educational Communications and the Center for Television Production. The TV studio remained in operation for many years and had ties with Wisconsin Public Television as well. In 2002, the center was closed down and began operation as a non-profit video production facility called Educational Television Productions of Northeast Wisconsin. The production center ran for many years in the Instructional Services building at UW-Green Bay. Eventually it too closed and production was moved over to CES 7.

The studio space and equipment was turned over to the campus. It was a classic mix of standard definition equipment including three-quarter inch decks, Betacam, one inch tape, and DVC-Pro. The BTS cameras and early 1970’s Kliegl lighting system were used only for instruction and campus video.

Fast forward to 2022.

The campus continues with video production and radio broadcasting with a new Communication Department Media Hub. The new production center hosts HD video cameras, one touch recording systems, multi-track audio production, voiceover booths, and student radio. An LED lighting system is included along with a new console. A digital radio station, save for the needed Technics turntables, is right next to the TV area.

The TV studio has professional level equipment such as Allen Heath, Ross Video, Hitachi cameras, and Libec tripods. The radio area has an Arrakis audio console and EV20 microphones.

The equipment will be used for campus productions, classes on campus, student podcasts, and other needs by faculty, staff, and students. With numerous cases of supply chain delays, we are moving ahead albeit a bit slower than hoped. We are working with various campus departments to help them produce high quality video for all to see.

The Phoenix rose.

UW-Green Bay builds media hub

A Phoenix rises.
Prior to the pandemic we weren’t particularly motivated to make this work. And, during the pandemic’s lockdowns and social distancing we’ve been fully tasked to use what we already have. Now that we’ve experienced remote workflows it’s time to see how fully virtualized broadcast infrastructure could be useful and beneficial to our operations.

This presentation will examine actual, working virtualized broadcast systems including automation playout, voice tracking, live to air, virtual mixing, multi-site and multi-talent signal and workflows, as well as audio processing, stream encoding, and studio-transmitter links. We’ll gain understanding and confidence in these virtualized broadcast systems so they can be a solid option as we move forward in our broadcast workflows.

10 a.m. - Cloud-Based Radio Broadcasting and the Last Mile Problem

Mike Pappas, Orban

If the futurists are correct, the future of radio broadcast is “cloud-based.” We all know that operating cloud-based automation and playout systems, along with audio processing, is a relatively easy project. But getting from the “Cloud” to an FM or AM transmitter site reliably, especially with last-mile issues of low bandwidth (or no bandwidth), is a significant issue.

Coupled with this issue are a few other technical challenges: How to handle RDS (with FM), deal with local EAS insertion, manage Nielsen encoding, sync analog FM and HD-1 while handling HD-2 to HD-6 along with supporting legacy transmitters. These are all significant challenges facing any broadcaster looking to make a move to the Cloud.

We will examine these issues and their potential solutions including IP delivery redundancy, very low bandwidth solutions, and ways to handle the other issues mentioned above – all of which can be accomplished now.

2:15 p.m. - Changing the Landscape of FM Broadcast Antenna Technology

Nicole Starrett, Dielectric

It has been many years since new game-changing technologies have been introduced in FM broadcast market. The many advantages of slotted coaxial pylon antenna technology that have benefitted the UHF and high band VHF broadcast community for decades can now be realized in the FM band. Those benefits include smaller size leading to low wind load, fewer parts and fewer connections leading to higher reliability and a high degree of both azimuth and elevation pattern flexibility. In most applications, the use of slotted coaxial antennas has been limited to single channel television operation. In this presentation, the use of slotted coaxial pylon antenna technology in the FM band is presented. Discussion includes the techniques used to increase the bandwidth of pylon technology producing a product capable of full FM band operation. In addition to pylon technologies being applied to FM broadcast, new FCC rule changes now permit directional FM antenna modeling to use computational methods which will allow FM broadcasters to transition from physical modeling to a more efficient, economical, and accurate computer simulated modeling procedure. To take full advantage of the ruling, AI-based innovations have been developed to fully automate the optimization of FM antenna geometries replacing slow trial and error range measurements. The scripts are not compromised by time or material constraints and provide solutions that are completely optimized. The AI simulation approach

11:45 a.m. - Cathodic Protection for Galvanized Guy Anchor Rods in Soil

Roger Strand, Wisconsin ECB

This presentation will cover the analysis, design, installation, and performance verification of cathodic protection systems located at several ECB tower sites.

12:30 p.m. - Lunch

11:30 a.m. - Overhauling Your FM+HD Network, Managing a Changing Environment

Nick vanHoaster, GatesAir

Broadcasters are encountering a rapidly-shifting media landscape, providing new business opportunities through cloud-based and Internet workflows. Recognizing these new needs, Ross Video and Orban Labs have partnered to offer best-in-breed audio processing for on-premise or cloud deployment.

Ross’ Radio and Streaming Audio Processor (RSAP), part of the scalable soft-Gear™ platform, will be reviewed. RSAP is a centralized, multi-channel audio processor for radio broadcast and streaming services, which provides best-in-class OPTIMOD audio conditioning from Orban. This solution is fully AES67/Livewire+ compatible, providing a complete end-to-end broadcast solution for processing.

1:30 p.m. - Ready or Not, Here it Comes! – Prepping for Virtualization

Jeff Welton, Nautel

Whether you’re all for augmented reality and can’t wait for autonomous everything or you think that running on ‘somebody else’s computer’ is the worst idea ever and rue the day that automation was invented, some level of virtualization will invariably happen in your facility sooner rather than later. In this session, we’ll discuss the concept, talk about general “safe practices” and point out the things that typically get overlooked, but are potentially more critical than ever before, when it comes to providing a quality, reliable signal.

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also eliminates inherent human and range measurement errors associated with traditional measurement techniques.

3 p.m. - Advancing Radio Technology at NAB
David Layer, NAB
As a membership organization, NAB is governed by and works to serve its radio and TV broadcaster members in a variety of ways. The NAB Technology Department focuses on helping to advance radio and TV technology and on providing technical support to the other parts of NAB, in particular the Government Relations and Legal departments. In this presentation, David Layer will offer a glimpse into the recent radio activities of the Technology Department, highlighting the most interesting and relevant projects on the cutting edge of radio technology as well as the most impactful contributions on the regulatory front.

4 p.m. - Exclusive Exhibit Time

7 p.m. - Nuts and Bolts: Free, Cheap Tools for Remote Monitoring
Tim Wright, Cumulus
In today’s broadcast environment, we are all being challenged by the reality of loss of engineering talent due to retirement and the lack of young persons interested in making broadcasting a career. This results in fewer people being responsible for more facilities that are spread out over more geographical area. This makes it necessary to remotely monitor the various studio and transmitter sites at a central location. Several commercial products aim to provide this type of service, but also come with the high cost of acquisition, proprietary software, and limited flexibility.

When the Cumulus Chicago facilities were consolidated several years ago, Tim Wright looked for a monitoring solution that could integrate multiple protocols and equipment types including broadcast hardware, building mechanicals, and IT infrastructure. Cheap would be good. Free would be better. He found a free solution. It has evolved and expanded over the years to become what it is today. He can monitor transmitters, STL’s, satellite receivers, automation playback software, IP phone systems, routers, switches, Windows PC’s, Linux PC’s, servers, power strips, Axia nodes, UPS systems, HVAC equipment, building temperatures, and tower lights.

For this Nuts and Bolts session, Tim will be demonstrating a combination of common off-the-shelf hardware and open source software that consists of an influxdb (time series database), SNMP gathering, and manipulating programs, software that converts multiple data protocols to other data protocols, and a web-based GUI for display. Several laptops with the software preloaded will be available for hands-on experience and will be given away as door prizes at the end.

8 a.m. - What Do I Need to do at the Transmitter Site?
Jim Leifer, American Tower Corporation
As we learn our new normal in the broadcast space, transmitter site maintenance is even more critical. We will show you some of the latest technologies used for master antenna systems. Do you know how much fuel you have left in the generator? There is always a safety and security aspect of broadcasting sites. Are you using the best solution? What about those tower lights? Who is monitoring them? What is your maintenance schedule for the site? Power failures and roof leaks are more common than you think. There are a lot of different ideas and low-cost solutions to extend the useful life of almost everything at a tower site. What is your plan B? There are many options for TV and radio to maintain operations.

8:45 a.m. - Youth Apprenticeship: A Workforce Planning Solution for Broadcast Technical Professionals
Amy Phillips, Wisconsin DWD
During this interactive session you will learn about the Wisconsin Youth Apprenticeship (YA) program that for more than 30 years has matched motivated high school students with Wisconsin businesses. In addition, you will be introduced to a new YA Media Broadcast Technician pathway that was developed in collaboration with industry employers and experts. This YA pathway was created to introduce youth into radio and television broadcasting and related fields. Audience participants will be encouraged to engage in a discussion on how this new YA Media Broadcast Technician pathway might be shared with and used by radio and television stations to address some of their workforce planning needs.

9:30 a.m. - Making Radio Accessible with Captions
Bill Bennett, ENCO
Radio has long been for those able to hear, for it to bring value. But for the millions of Americans who are hard of hearing or deaf, they cannot listen to radio’s important breaking news, insightful interviews, meaningful biographies, stories, or even weather.

ENCO has been working on a solution for this, by utilizing its award-winning automated speech recognition platform used by countless television and streaming broadcasters and adapting it for radio (an industry ENCO has served for several decades).

In this presentation, the audience will learn just how prevalent hearing loss is, and how many potential consumers of radio are lost to its messages. We’ll provide a brand-agnostic illustration of how speech recognition, captions, transcripts, and online and mobile text display methods can make live and pre-recorded radio content useful to a wider audience, while improving your operations workflow too.

10:15 a.m. - Exclusive Exhibit Time, Lunch, and Door Prizes

1:30 p.m. - Tips and Applications for Using Drones and IR Systems
Gary Cavell, Cavell Mertz
Cindy Hutter Cavell, Cavell Mertz
Engineers are discovering new and exciting ways to use drones as diagnostic tools around their radio and TV stations, and find that they can be extremely valuable for investigating a variety of systems and structures. This session will provide tips on drone usage and applications, along with practical examples.

2:15 p.m. - Ransomware Mitigation Strategies
Mike Kelley, E.W. Scripps Company
According to the Verizon Data Breach Investigations report, ransomware attacks increased 13 percent from 2020 and accounted for 25 percent of all breaches reported. No industry is off limits or immune. In our own sector, two major broadcasters were hit with ransomware crippling their operations causing significant losses. This session will explain what ransomware is, how it works and what you should do to mitigate it.

3:15 p.m. - Radio Propagation: What You Can Learn from Images and Text
Doug Vernier, V-Soft
This presentation will cover the interpretation of unique images produced through radio and TV propagation predictions. We will look at interference-free Longley-Rice, Shadow Depth, ATSC 3.0, PTP, COST-231/Hata, Okumura, and others.

3:30 p.m. - Radio Propagation: Workflows, Advantages, and Opportunities
Arco Gronenberg, LiveU
Luis Muñoz, LiveU
Traditional in-house productions involve technologies like tally, genlock, camera control, and producer-to-camera operator communications that are simple to implement in most studios and even stadiums via cables or wireless connections. LiveU will show how all these technologies can be replicated for remote productions via a number of LiveU products and integrated technologies. Learn how this workflow can streamline operations and enhance your live content.
4:45 p.m. - Digital DC Update – Broadcast Technology and a Dash of Policy

Sam Matheny, NAB
At the intersection of engineering and business, this session will highlight the many different technologies, trends, and related policies that the broadcast industry faces. It will focus on broadcast technology and broadcaster innovation as it relates to the traditional business and new and emerging competition and opportunity for radio, television, and digital operations. From all-digital radio to NextGen TV to streaming and data strategies, there will be a little bit of everything for the inquisitive engineer.

6 p.m. - Evening SBE Meeting

War Stories

Jeff Welton, Nautek
This should be a lively one. We’ll throw up some shots of the “best of the worst.” It’s stuff that has been encountered in the wild and that could “use a bit of TLC.” Hopefully we’ll be able to collectively come up with ideas and thoughts on how to improve facilities without breaking the budget in the process – because we all know that budgets typically aren’t getting a lot bigger! These days, with fewer people carrying more responsibilities, it’s easy for radio station temporary to become the norm, rather than the exception. Sometimes, that might be acceptable, others it’s definitely not. So, let’s have some fun discussing some of our war stories and what we learned from them.

Thursday, Oct. 13

8:30 a.m. - Going 3.0
Aldrik Coispel, Enensys Teamcast
Follow the journey of a public TV station transitioning from ATSC 1.0 to 3.0. The speaker will discuss the reasons behind the transition, the challenges that it implies, and the opportunity that it creates.

9:15 a.m. - ATSC 3.0 with MMT Mobility
Jason Justman, ATSC 3.0 Technology Development and Solutions
Convergence of broadcast and broadband services by leveraging IP Multicast is an incredibly powerful aspect of the ATSC 3.0 ecosystem. But why did the TG3 adopt two different media streaming transport protocols – ROUTE/DASH and MMT (MPEG Media Transport) – essentially both designed to deliver real-time content to receiver devices?

This presentation provides real-world research and observations in evaluating ATSC 3.0 mobility. Limitations of the ROUTE/DASH transport and packaging format prevent suitable experiences for live linear content on mobility device reception.

By demonstrating the features of MMT – specifically, robust depacketization, media-fragmentation aware transport, and sparse media tracks across varying physical layer pipes – it will be shown the potential of delivering robust and reliable live linear content via ATSC 3.0 and IP multicast to the next generation of mobile handset devices and mobility receivers.

10:15 a.m. - Transitioning to IP Platforms for Broadcast

Steve Wynn, Sony
This presentation will offer background and commentary on infrastructure changes currently underway for broadcast and production facilities as core systems move to full IP operation. Broadcast systems are moving away from point-to-point serial digital connections (SDI) to fully networked, standards driven IP interconnects, and legacy production tools are adapting and expanding to optimize a newfound flexibility. We’ll explore in this session some practical tools, emerging techniques, and planning tips for the new IP-centric production platforms likely to be a part of the next updates to broadcast facilities.

11 a.m. - Understanding and Launching an ATSC 3.0 Market

Tom Mikkelsen, BitPath
During this presentation we will review a variety of related topics. Our goal will be to provide the audience a better understanding of the benefits of ATSC 3.0 services and high-level advantages to broadcasters. We will explore the current “Lighthouse” concept of sharing services among local broadcasters and the building blocks of implementation covering, along with hosting agreements as well as market, technical and connectivity planning. Additionally, we will review the “nuts and bolts” of the equipment required to implement an ATSC 3.0 host in a given market. We will review generic budgetary equipment costs including the status of the industry related to ATSC 3.0 market progress in U.S. cities. Our presentation will close with an update on consumer devices and current public/PR communications activities related to NextGen television.

11:45 a.m. - Lunch

12:45 p.m. - ATSC 3.0 and Datacasting: A Lucrative New Revenue Source for Broadcasters

Ralph Bachofen, Triventi
ATSC 3.0 is driving new revenues for broadcasters by enabling the delivery of innovative datacasting applications. This session will provide a high-level technology overview of the ATSC 3.0 environment and insights into the various datacasting applications. Attendees will learn about the wealth of datacasting possibilities available in the ATSC 3.0 environment, along with data delivery optimization strategies and lessons from real-world examples.

1:30 p.m. - ATSC 3.0 System Architecture and IP Considerations

Mike Schmidt, Heartland Video Systems
Go over the ATSC 3.0 system design and IP considerations. We will also detail some of the decisions needed and how that impacts the design.

2:15 p.m. - Dynamic Resolution Encoding (DRE) and ATSC 3.0

Jing Zhou, Harmonic
ATSC 3.0 standard enables broadcasters to send higher quality signals than ever before with features like 4K UHD Resolution. However, almost all existing commercial deployments were launched only in 1080P or 720P. Launching 4K not only requires more bit rates, but also takes up more system resources, and thus presents both technical and financial challenges.

This is exactly the problem Dynamic Resolution Encoding (DRE) can help you solve. DRE Technology is based on machine learning (ML) mechanism that learns how to pick the best resolution to be encoded in a supervised learning environment. At run time, using the already existing pre-processing stage, the live encoder can decide on the best resolution to encode, without adding any processing complexity or delay. This results in higher quality of experience (QoE), lower bitrate, as well as smaller CPU footprint versus a classical fixed ladder approach.

During this session, we will take a deep dive into Dynamic Resolution Encoding (DRE) and how to transfer this new technology into an incredibly powerful weapon that will work for you.
What we learned at the 2022 Podcast Movement conference

Podcast Movement is a weeklong conference that brings together thousands of podcasters and industry representatives for learning sessions as well networking opportunities. I attended this year’s event which took place in Dallas, Texas. Here are my top takeaways:

1. **Podcasters are talking about how to best implement programmatic advertising.**

   Programmatic advertising for podcasts has been seen as an opportunity to monetize both by large companies with many shows, and niche creators in the long tail looking for revenue opportunities. Many podcasting companies have made acquisitions in recent years to implement this form of digital marketing, including iHeart’s acquisition of Triton Digital and Spotify’s purchase of Whooshkaa. The conference’s discussion centered around the difference between “good” podcast ads and “bad” ones. A podcast’s ads might be bad because they’re too loud or overproduced, but sometimes it just comes down being a mismatch with the show’s content.

   The question now becomes how to best take advantage of this new programmatic ad insertion feature. After all, practitioners have long championed the effectiveness of ads read by hosts over the highly produced commercials found on traditional media.

   Tom Webster of Sounds Profitable presented research on the effectiveness of three different types of ads, including ad-libbed live reads, scripts read by hosts, and scripts read by third-party announcers. He found that while ad-libbed host reads performed slightly better, an announcer can provide more credibility for a business, so he recommended a mix of both.

   One of the major concerns for advertisers who are using programmatic advertising is ensuring that their ads don’t appear in podcasts which may offend customers or be a mismatch with their products. This problem was addressed by two separate sessions on brand safety led by Mike Chen of Triton Digital and Dan Daugherty from Sounder.fm.

2. **Listeners are increasingly irritated by podcast spot loads.**

   The number of people who feel there are too many commercials in their favorite podcasts is concerning. The opening keynote address, given by Gabriel Soto of Edison Research, showed that 36% of survey respondents feel television plays too many ads while 23% said the same about radio. Only 10% saw podcasts as an issue in this regard, but that number has doubled in recent years. Another study conducted by NuVoodoo also found that 54% of participants complained about too many commercials in some shows.

   The conference’s discussion centered around the difference between “good” podcast ads and “bad” ones. A podcast’s ads might be bad because they’re too loud or overproduced, but sometimes it just comes down being a mismatch with the show’s content. The problem with ads may not be the content or tone, but that there are too many commercials. Even if you love an ad, its constant presence may irritate listeners.

3. **Podcasters are looking to add video to their audio.**

   Podcasting is all about storytelling, so it makes sense that one of the key topics at the conference focused on how podcasters could best take advantage video. While TikTok and Instagram Reels were part of this discussion, YouTube really lies at its heart.

   There are many different opinions about how YouTube impacts podcast consumption. Researchers like Tom Webster of Sounds Profitable and Jeff Vidler of Signal Hill Insights contend that YouTube rivals Spotify and perhaps even Apple Podcasts for podcast consumption, while folks like Todd Cochrane of Blubrry and Rob Walch of Libsyn argue that very few of the top podcasters receive significant views on YouTube.

   YouTube’s new Podcast Lead, Kai Chuck, hosted a packed session at the conference. YouTube recently unveiled a new page on YouTube.com/podcasts, but that’s about it for now as far as product announcements go. Chuck handed the floor to A.J. Faliciano of Rooster Teeth, a digital media company owned by Warner Brothers Discovery, that first found success creating content on YouTube nearly two decades ago.

   Faliciano shared some valuable lessons that Rooster Teeth has learned over the years. One of them is to diversify your revenue streams and not rely solely on ads. Rooster Teeth only relies on podcast advertising for a third of their revenue. Meanwhile, video opens up several new sponsorship opportunities for clients, including product placement and contextual links.

4. **Traditional media companies are uniquely positioned to profit from branded podcasts.**

   Dave Beasing, the founder of the branded podcast production house Sound That Brands, hosted a panel on how to sell branded podcasts to companies. In a shocking admission, Andy Kelly of iHeart Media revealed that when their clients first started producing branded podcasts, they would not always spend additional money promoting the finished product. When the company realized that their branded podcasts weren’t receiving many downloads, they changed strategies. Now, if a company commits to a large enough media spend, iHeart will produce a podcast for them at no additional cost.

   This illustrates why established media companies have a major leg up when it comes to branded podcast production. Independent production houses may have the staff and expertise for these projects, but they lack one key tool: promotion. Radio and television stations can include promotion in one complete package.

   **The Podcast Makeover**

   Once again, I hosted the Podcast Makeover session at this year’s conference. A panel of broadcasting and podcasting professionals, including Allen Evans of KandA Media, Kellie Raspberry of the Kidd Kraddick Radio Show, Jess Kupferman of ShePodcasts, and Anna DeShawn of The Qube and E3 Radio, critiqued the first 30 seconds of seven different up-and-coming podcasts. This session is always a ton of fun and it provides valuable feedback every year.

   Next year, Podcast Movement will be hosted in Denver. I hope to see you there!

   The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have any questions about podcasting, mobile, or more, contact Seth Resler at Seth@jacobsmedia.com

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FROM THE JACOBS MEDIA TEAM AS PART OF THE JACOBS MEDIA/WBA DIGITAL PARTNERSHIP

Wisconsin Broadcaster | September/October 2022 7
YOUR WBA Serving YOU!
In the last 12 months YOUR WBA has:

DIVERSITY AND INCLUSION
✓ Established the WBA Diversity Committee which meets monthly and includes members from across the state
✓ Diversity Committee held an EEO session at the WBA Summer Conference with a panel discussing practical ways to bring diversity into stations
✓ Advocated for the establishment of a tax certificate to encourage investment in broadcast station ownership for women and people of color. Sen. Tammy Baldwin is a cosponsor
✓ Diversity Committee authored WBA diversity statement for approval by WBA Board of Directors.
✓ Named the WBA Board of Directors’ first Hispanic woman as Board Chair

ADVOCACY
✓ Joined a federal filing arguing against FCC fee increases resulting in a reduction in fees to or below 2020 levels for most broadcasters
✓ Organized legislative visits to Washington DC to give members the opportunity to meet with Wisconsin’s Congressional delegation
✓ Promoted passage of the Local Journalism Sustainability Act which would offer tax credits to help local news media hire more journalists and encourage local businesses to advertise on those outlets. Sen. Tammy Baldwin, Rep. Mark Pocan, and Rep. Tiffany signed on as cosponsors.
✓ Worked with a coalition of strong and diverse trade and business associations focused on repealing the personal property tax
✓ Advocated for passage of the Journalism Competition and Preservation Act (JCPA) to allow broadcasters and other news publishers to collectively negotiate with dominant digital platforms regarding the terms on which their content may be distributed online. Reps. Grothman and Tiffany are cosponsors.
✓ Monitored proposals to expand broadband in Wisconsin to make sure viewers and listeners would not be affected
✓ 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 was named to the Competitive Wisconsin Board of Directors
✓ Tagged lawmakers on social media on posts regarding broadcasters proforming acts of public service in their local communities
✓ 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
✓ 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
✓ Initiated planning for a statewide open house for stations to invite into their facilities high school students interested in careers in broadcasting
✓ Shared important public service messages through the NCSA/PEP program
✓ 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 55 Amber Alerts with the successful recovery of 65 children.
✓ Established a PSA clearinghouse for non-profits to share PSAs that stations looking for PSAs can easily access

EDUCATION
✓ Produced the award-winning Broadcasters Clinic, a three-day award winning and nationally renowned event which was recognized by SBE the "Best Educational Event"
✓ Hosted numerous educational sessions on voice coaching, leadership, customer service, and technology at the WBA Summer Conference in La Crosse
✓ Provided access to a series of Poynter sessions on topics like powerful storytelling, battling bias, and fighting fakes
✓ Offered members one-on-one digital strategy consultations with Seth Resler from Jacobs Media
✓ Partnered with Poynter and the UW-Madison Center for Journalism Ethics to provide "Midterm Essentials," a daylong training session to prepare journalists for elections
✓ 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.
✓ Hosted “digital mixers” with Jacobs Media as a way to connect Wisconsin broadcasters on an online platform while providing stations with easy-to-digest digital training
✓ Hosted a video streaming summit aimed at helping broadcasters get involved in streaming local events, including sports
✓ Shared the very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories
✓ Held two EEO-related sessions to assist our members with EEO compliance and credit

RECOGNITION
✓ Processed more than 1,400 awards submissions as part of the WBA Awards for Excellence and hosted the return of an in-person awards gala at the Madison Marriott West
✓ Recognized the second-only WBA Young Professional of the Year and four other co-honorees
✓ Honored four WBA Local Broadcast Legends: Jonathan Green, Mike Hayes, Terry West, and Tom Zalaski. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their community.

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local communities and their fellow broadcasters.

- Wisconsin EAS Broadcast Chair Gary Timm was recognized with a service award at the 54th Annual Governor's Conference on Emergency Management and Homeland Security
- 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

### WBA SERVICES

- Added a member service through a partnership with Journal-List uses membership in the WBA as a signal of trust to give 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 before applying for renewal of their station licenses. Currently, 260 Wisconsin radio stations and 37 Wisconsin TV stations are protected.
- Hosted two job fairs, one at the WBA Student Seminar and the other at the WBA Summer Conference, to help stations recruit new employees and assist with with EEO compliance and credit
- Initiated a relationship with SkillsUSA to connect broadcasters with high school students seeking careers in broadcasting
- Initiated work with the WBA Board of Directors on an updated long range plan for the WBA focused on member and Association needs in the areas of Technology, Advocacy, Education, Diversity, and Association Revenue
- 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
- Organized and presented the WBA Student Awards for Excellence, including 213 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
- Offered Omnia Target Reports to aide WBA members in recruitment and hiring
- Continued to host www.wisconsinhonorflight.org, a one-stop shop for all Wisconsin Honor Flight Hubs
- Grew audiences on the WBA’s Twitter, Facebook, Instagram, 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
- Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website
- Assisted in the planning for Wisconsin’s annual statewide tornado warning during Severe Weather Awareness Week

- Awarded the third 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 will soon hit 150 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 a financial contribution to make the podcast happen.
- Inducted four broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 156: Chris Bernier, Joyce Garbaciak, Howard Gloede, and Gene Purcell
- Hosted the WBA Student Seminar with more than 150 students from across the state. The event included the WBA Foundation Scholarship presentations, WBA Student Awards, and the WBA Student Leadership Award winner.
- Offered students an online networking opportunity where they connect with professional broadcasters in scheduled online meetings
- Increased the award amounts for the Foundation’s four scholarships. All four recipients were recognized at the WBA Student Seminar.
- Produced a half-hour WBA Hall of Fame Show for distribution to Wisconsin television stations
- Awarded the fifth round of the Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett
- Restarted the pandemic-delayed 3-Day Walker Broadcast Management Institute at UW-Madison which has already graduated 156 in the 24 years it’s been operating
- Continued to refine and update WBA Newsroom.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.
- Added five members to the WBA Foundation’s Legacy Club. The 32 members of the 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
- Promoted the WBA Hall of Fame plaques and upgraded video display at the Hilton Milwaukee City Center
- Updated the online Wisconsin Broadcasters Museum with new artifacts from Wisconsin broadcasting history
- Offered stations new radio and TV spots promoting the WBA Hall of Fame
- Every-other year offering of the WBA Doug Chickering WIAA Sports Workshop, next scheduled for 2023
- Prepared to host another round of statewide political debates following the WBA’s more than 30-year history of promoting an informed electorate
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 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:

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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 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 card-holder 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: 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.
Making a Difference

Station donations given to playground, gym

Backyard Dreams, the charitable entity for WAYY Sports Talk 105.1/790 AM and The Dan Kasper Show made a $1,000 donation to Roosevelt Elementary School in Eau Claire for playground equipment and gymnasium needs.

Kids playing at school and in playgrounds are great examples of children daydreaming what they want to be and envisioning their future. Backyard Dreams was created to support those dreams.

Milwaukee radio host walks to stop violence

A Milwaukee radio host walked from Milwaukee to Chicago to raise awareness to stop violence.

101.7 The Truth On-Air Host and Community Activist, Tory Lowe, walked the 80 miles as part of the 7th Annual Stop the Violence Peace Walk. The walk, intended to raise awareness and bring an end to violence in communities, spanned over four days.

“It is important for us to build a bridge between Milwaukee and Chicago, open the lines of communication, and bring awareness to the violence that plagues our communities,” Lowe said.

Member News

Wexler finalist for Marconi Award from NAB

Good Karma Brands Milwaukee Vice President and Market Manager Steve Wexler is a finalist for a 2022 Marconi Radio Award from the NAB. He’s one of five finalists for the title of Legendary Radio Manager of the Year.

The finalists were announced July 19. The winners will be announced Oct. 19 at the Marconi Radio Awards Dinner held during NAB Show New York.

Established in 1989 and named after inventor and Nobel Prize winner Guglielmo Marconi, the NAB Marconi Radio Awards are given to radio stations and outstanding on-air personalities to recognize excellence in radio.

Gylock to lead Nexstar stations in La Crosse

Cory Gylock has been named Vice President and General Manager of WLAX-TV and WEUX-TV, wiproud.com, and their related digital and social media channels.

Gylock assumes the position from Judson Beck, who was named Vice President and General Manager of Nexstar’s Green Bay/Marquette, Michigan, media operations in May. He will report to Traci Wilkinson, Senior Vice President and Regional Manager for the broadcasting division of Nexstar.

Gylock served in various sales positions with the company since 2012, and as the General Sales Manager at WLAX-TV/WEUX-TV since 2020.

“I am honored to be assuming this new role in La Crosse/Eau Claire, and extremely grateful to Nexstar for giving me this opportunity,” Gylock said.

Station’s school supply drive raises $51,000

The “Class Act School Supply Drive,” hosted by WISN 12 in partnership with the Salvation Army, delivers school supplies to those who need them the most. The campaign this year raised $51,015 with donations placed online, through text messaging, and during an on-air phone bank hosted at the station on Aug. 23.

“As we think of kids heading out the door on the first day of school and not having the tools they need to learn, it made us want to do something to help” said Jan Wade, president and general manager of WISN 12. “Our Class Act School Supply Drive changes children’s lives in such a positive way. We are so grateful to those who donated because their gifts go a long way in making a difference.”

The campaign ensures that children have basic supplies including pens, pencils, paper, notepads, backpacks, and other necessities this school year.

“This outreach of kindness is not just some anomaly either;” Wade said. “The campaign was launched almost a decade ago, and since then we’ve collected $510,000 to benefit local students. It’s made a big difference for not just the kids but also their families in our community.”

WITI-TV in Milwaukee names news director

Brandice Bailey is the new vice president and news director of WITI-TV in Milwaukee.

Bailey will oversee all editorial, business, and administrative functions for WITI-TV.

“Brandice has the experience and strategic vision to lead WITI FOX6 to further success,” said Vice President and General Manager, Chuck Steinmetz.

Bailey was the assistant news director at Gray owned WIS in Columbia, South Carolina. Before that, she worked as executive producer for various stations, including WTJW in Miami, Florida, KPIX in San Francisco, and KRIV in Houston. She’s also worked as a producer for CNN International in Atlanta, KRON in San Francisco, KTNV and also KVBC in Las Vegas, and WDEF in Chattanooga. Earlier in her career, she was an anchor and executive producer for WPGA in Macon, Georgia and a sports anchor and reporter for WDHN Dothan, Alabama.

iHeart names Senior VP of Programming for Madison, Milwaukee

Brett Andrews has been named Senior Vice President of Programming for the iHeartMedia stations in Madison and Milwaukee as well as Program Director for 95.7 BIG FM (WRIT-FM) and Z104 FM (WZEE-FM).

Andrews will be responsible for all programming and digital operations for the two stations he’ll be serving as PD.

He joined iHeartMedia more than 13 years ago and has held programming positions in the St. Louis, Madison, Portland, and Milwaukee regions, most recently serving as the Program Director for 95.7 Big FM in Milwaukee.
Nominations open for Young Professional of the Year

Nominations are open for a WBA award to recognize the young professionals forging new paths in broadcasting. The WBA Young Professional of the Year Award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. Nominees must be under the age of 40 at the time of their nomination and must have spent a minimum of two years at a radio or TV station in Wisconsin. Finalists will be selected based on their contributions to the industry, spirit of innovation, and community involvement.

The award was established by the WBA Young Professionals Committee and nominees will be judged by a subcommittee of the WBA Board. The subcommittee will select the six finalists and the winner from those finalists. All six will be profiled in WBA publications and recognized at the WBA Summer Conference. The winner will be awarded at the 2023 Summer Conference at the Osthoff Resort in Elkhart Lake.

Anyone can make nominations. Nominations will be accepted in the form of a letter of recommendation not to exceed 500 words. Nominations are currently open and will be due by Sept. 30 at 5 p.m.

Submissions can be made at: wi-broadcasters.org/ypaward

The first two recipients of the Young Professional of the Year Award were Terry Stevenson of See- hafer Broadcasting in Manitowoc and James Groh of WTMJ-TV in Milwaukee.

Questions? Contact Kyle Geissler at kgeissler@wi-broadcasters.org.

Rusk joins Young Professionals Committee

Gabriella Rusk is joining the WBA Young Professionals Committee. Rusk currently anchors and reports for NBC15’s The Morning Show, Monday through Friday. She first joined the WMTV team in September 2018 as The Weekend Morning Show anchor before she was promoted to weekdays in January 2022.

In her time in news, Rusk has covered several breaking news stories, including reports on severe weather and historic flooding. She was also one of the first reporters on scene of the workplace shooting in Middleton in 2018.

She started her broadcast career at NBC15’s sister-station in Davenport, Iowa. While at KWQC, Rusk worked as a news anchor/reporter and also spent time working in the sports department.

Beaver Dam stations announce format changes

Two radio stations in Beaver Dam changed formats on Aug. 15.

Your Hometown Station 1430 WBEV moved to an FM signal as 95.3 WBEV, powered by Daily Dodge. The existing 1430 WBEV-AM signal transitioned to 1430 ESPN, airing national ESPN content with plans to air local ESPN Wisconsin shows.

95.3 WBEV will also be home to play-by-play of Green Bay Packers, Milwaukee Brewers, Milwaukee Bucks, and Wisconsin Badgers football and basketball.

Names in the News

Southern Wisconsin's Big Radio group has hired Sean Maloney to pick up news reporter and anchoring duties for the cluster's stations including WCLO in Janesville and four other stations in the cluster. Maloney was most recently the sports director and creator at WFPF, WSYJ, and WKCH in Fort Atkinson.

Cyriea Sandlin is WISN 12's (WISN-TV's) new weekend evening news anchor. She joined meteorologist Daji Aswad at 5 p.m., 6 p.m. and 10 p.m. on Saturdays, along with Sundays at 5:30 p.m. and 10 p.m. Sandlin replaces Kristen Pierce, who recently took on new duties as weekday co-anchor alongside Derrick Rose for WISN 12 News at 4 p.m. In addition to her role as an anchor, Sandlin will also provide reporting during weekday newscasts.

Radio Milwaukee (WYMS-FM) has hired Erin Wolf to serve as Music Director. She most recently held the position of Music Director and Program Host at WMSE-FM in Milwaukee. Wolf will also coordinate Studio Milwaukee Sessions and beginning in August, she will host her own specialty show on Sunday evenings.

Kenny Perez has been named as Assistant Program Director and Afternoon Drive Host on Radio Milwaukee (WYMS). His resume includes five years as Audio Production Manager at the station and six years on the air at the UW-Madi- son's WSUW-FM. Perez will continue to host the specialty program “In the Mix” broadcast on the station and Radio Milwaukee’s new Urban Alternative channel, HYFIN (WYMS-88.9FM HD2).

A co-host of Wisconsin's Morning News on WTMJ-AM in Milwaukee is leaving after seven years. Jane Matenaer's last broadcast was July 8. She joined WTMJ in 2015 after five years in mornings at B93.3 (WLDB) and 25 years at 99.1 The Mix (WMYX). Matenaer said she doesn't plan on retiring but is looking for opportunities in media.

A change in management structure for Gray Television means new duties for the GM of WMTV-TV in Madison. Don Vesely will now also oversee Gray's television stations in Peoria and Rock- ford, Illinois. The move is one of several within Gray. Gray Television said it is changing its management structure by giving more of its general managers oversight of additional stations as regional VPs.

WSAW NewsChannel 7 has named Gunnar Tessmer as Digital Sales Manager. Tessmer previously served five years as an account executive at WSAW before assuming this new role.

Wisconsin Broadcaster | September/October 2022
The WBA Foundation Board is proud to announce the names of the journalists from across the state who will continue its 32-year tradition of conducting debates in the Wisconsin Governor and the U.S. Senate races for Wisconsin voters.

Both debates will be conducted by diverse teams of broadcasters from stations and communities across Wisconsin.

After the Aug. 9 primary, qualifying candidates in both races will be invited to participate in the debates. The U.S. Senate debate will air Oct. 7 and the gubernatorial debate will air Oct. 14.

Each debate will feature a six-member question team and three-member data team, working together to research issues important to voters and to produce debate questions that elicit specific, meaningful answers from candidates. During the debate, as members of the question team address the candidates, the data team will provide background, context, and resources to voters via digital and social platforms.

The broadcast teams are below.

Both debates will be moderated by WBA Hall of Fame inductee Jill Geisler. Geisler holds the Bill Plante Chair in Leadership and Media Integrity at Loyola University Chicago. The lifelong Wisconsinite was one of the first female news directors of a major market affiliate as news director at WITI-TV in Milwaukee. She’s moderated numerous WBA Foundation debates since 2014.

The WBA encourages its members to inform the public by airing this debate and their own programming to help educate voters ahead of the election.

The WBA Foundation debates are sponsored by the Wisconsin Association of Independent Colleges and Universities and the Wisconsin Counties Association.

Questions or inquiries about the debates should be directed to debate@wbafoundation.org.

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Gubernatorial Debate Team

Geisler

Geisler
2 photographers awarded Jowett Fellowship

A television photographer working in Milwaukee and another working in La Crosse are the 2022 recipients of the Rick Jowett Fellowship.

Andrew Huggins works at WTMJ-TV in Milwaukee. He was awarded $1,000 to attend a NPPA workshop in Nashville. His career goal is to become an elite photographer. In his free time, he enjoys absorbing the work of cinematographers and black-and-white still photographers in hopes of using their techniques for storytelling through journalism.

Ethan Davis works at WXOW-TV in La Crosse. He was awarded $1,000 to attend the Poynter TV Power Reporting Academy. He’s interested in being a chief photographer and has a special interest in drone photography.

The Rick Jowett Fellowship was established in 2017 by the WBA Foundation to support educational opportunities for photographers and videographers who work in media in Wisconsin. Recipients of the fellowship can use the grant for professional development in the areas of photography and videography.

The annual submission deadline is June 1.

About Rick

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

Student scholarship competition underway

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

The Wisconsin Broadcasters Association Foundation offers two $2,500 scholarships and two $1,500 scholarships. 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, Nov. 4 and all applications must be received by the WBA office by this date.

The WBA Education Committee, and the stations that utilize 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 two highest ranked applicants by the WBA Foundation Board will receive the $2,500 scholarships and the next two highest ranked will receive $1,500 scholarships.

The scholarships will be awarded at the WBA’s Student Seminar, Saturday, Feb. 25, 2023 at the Madison Marriott West.

Grassman boosts debt relief grant with $50K

Grassman boosts debt relief grant with $50K debt relief grant for broadcasters.

Bruce and Don Grassman of Results Broadcasting had the vision to establish the Results Broadcasting Education Grant which distributes an award annually to a Wisconsin broadcaster carrying student debt. The grant has been awarded three times, most recently to Allison Eggers, a senior technical director at CBS 58 (WDJT-TV) in Milwaukee.

The idea for the grant has been replicated by other state broadcast associations.

Applications for the next grant will be sought starting in January 2023.

WAOW morning anchor Neena Pacholke dies at 27

WAOW-TV morning anchor died suddenly Aug. 27 at 27 years old. It was reported that her death was a suicide.

The team at WAOW-TV and the community were devastated by the loss. Pacholke was describes as a kind person with a big heart and a contagious smile.

Pacholke came to WAOW-TV in 2017 after graduating from the University of South Florida. She started as a reporter, but because of her warmth and dedication quickly moved into a main anchor role. She spent several years as morning anchor.
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.
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Your WBA Calendar of Events

Sept. 22, 2022
WBA Community Workshop: 10 Factors to Think About When Launching a Podcast
Presented by Seth Resler, Jacobs Media

Sept. 27, 2022
Mental Health Support for Journalists
Presented by Marianne Hafli, LMSW

Jan. 6–8, 2023
Sports Broadcast Symposium and Dream Job Competition
Presented by Visit Beloit

Oct. 7, 2022
WBA U.S. Senate Debate
Airing Statewide

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

Oct. 14, 2022
WBA Gubernatorial Debate
Airing Statewide

Nov. 17, 2022
Webinar: Post-Election Impact on Broadcasters
Presented by David Oxenford, Wilkinson, Barker, Knauer

Feb. 25, 2023
WBA Student Seminar and Job Fair
Madison Marriott West

April 25–27, 2023
Walker Broadcast Management Institute
UW School of Business

May 6, 2023
WBA Awards Gala
Madison Marriott West

June 14–15, 2023
WBA Summer Conference
Osthoff Resort, Elkhart Lake

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

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