

# WISCONSIN BROADCASTER



The Wisconsin Broadcaster Association Newsletter • September-October 2026 Edition

## The Shockleys establish Young Broadcasters Development Fund



WBA Hall of Famers Terry and Sandy Shockley are the founding grantors of the newly established Young Broadcasters Development Fund, aimed at inspiring career-building in the broadcast industry.

"Our mission with this fund is to inspire and motivate young people to pursue a career in broadcasting," Terry and Sandy Shockley said. "The rewards are many, and like our WBA members, serving the broadcast license has provided a lifestyle filled with exciting experiences."

The fund, managed by the WBA Foundation, is accepting donations. Donors will be recognized as member grantors.

"We are so grateful to Terry and Sandy for their generous and inspiring contribution to the future of broadcasting in Wisconsin," said WBA President and CEO Michelle Vetterkind. "It is exciting to have such tremendous momentum behind an issue that the WBA Board of Directors has placed as such a high priority in its strategic planning."

The fund will initially provide support to the

WBA campus ambassador program, which has grown to include UW-Oshkosh and UW-Whitewater. Two students on each campus represent broadcasters in student organizations and promote WBA resources and events.



Sandy and Terry Shockley

"The WBA Foundation is excited to announce the Young Broadcasters Development Fund," said WBA Foundation Chair Chris Bernier. "Thanks to Terry and Sandy Shockley who have made a generous donation to start this fund."

One of the student ambassadors for the coming year, Chloe DeBois from UW-Oshkosh, was a featured guest at this

year's WBA Summer Conference in Lake Geneva where she was able to meet the Shockleys.

It is expected that the fund will grow to also support other initiatives aimed at student broadcasters and those just starting their careers in broadcasting, which includes initiatives from the WBA Young Professionals Committee.

FROM WBA'S PRESIDENT & CEO

### WBA renews partnership with WI Army National Guard



By Michelle Vetterkind, CAE

I'm thrilled to report that your WBA is once again partnering with the Wisconsin Army National Guard (WIARNG) to help the critical recruitment mission of this important state institution.

As most of you know, we have a long history of working with the WIARNG through our Public Education Program (NCSA/PEP). Member stations stepped up in recent years to help the WIARNG respond to and reverse a decline in recruitment.

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FROM WBA'S CHAIR

### Back to school, back to the signal



By Anna Engelhart

Every year, as the late-summer air turns crisp across our great state of Wisconsin, my house turns into a chaotic staging ground of school supplies, backpacks, brand-new shoes fresh out of the box and first-day outfits. Watching my kids gear up for another school year is both exciting and overwhelming; the shift from easygoing summer days into structured

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## FROM WBA'S PRESIDENT & CEO

Your WBA is tremendously proud of this partnership and the public service role stations play in the program.

### Investment in the future

You may have already seen our exciting announcement regarding the establishment of the Young Broadcasters Development Fund. We are most grateful to founding grantors Terry and Sandy Shockley who are the driving force behind this initiative. Your WBA has long prioritized recruitment of future broadcasters into the industry. This fund, through our WBA Foundation, provides financial backing to put more ideas into action.

Watch for news from your WBA regarding the specifics, but something we're confident you'll notice is more young and aspiring broadcasters taking part in WBA programs

and events.

### Special issue of the newsletter

Every year, our September/October newsletter is one in which we highlight WBA programs, some of which you might be less familiar with. Be sure to check out the pages of this issue to make sure you're making the most of your WBA membership.

We also use this issue to identify and thank the stations that have participated in NCSA/PEP in the last year. We truly appreciate your participation. And if you'd like to see your station listed next year, please reach out. We'd love to get you involved in supporting your WBA.

Finally, I'd like to thank Seehafer Broadcasting team for inviting me to one of the many 100-year anniversary celebra-

tions for WOMT in Manitowoc. (pictured)



The community excitement for this radio station and anniversary is a testament to the power of local, community-service broadcasting.

Like your WBA, celebrating our 75th, many other radio and TV stations are recognizing milestone anniversaries this year. Congratulations to all of you and here's to many more years of inspiring community service! ●

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## FROM WBA'S CHAIR

new routines with different bell times, fall sports and new schools. School buses hit the roads and families adjust to early morning alarms. But behind the scenes, another essential late-summer ritual is taking place: Local TV and radio stations are gearing up for one of their busiest, most critical times of the year.

From hyper-local morning traffic updates and school delay alerts to high school football Friday night lights, local broadcasters serve as the connective tissue for our communities during the back-to-school season. Delivering this important content seamlessly on both linear and digital platforms requires a massive, behind-the-scenes effort powered by cutting-edge technology, FCC compliance, and dedicated engineering.

That essential technical backbone takes center stage each fall as the WBA—in partnership with the Minnesota Broadcasters Association and the Society of Broadcast Engineers—hosts the annual Midwest Regional Broadcasters Clinic.

For families transitioning out of summer mode, local

radio and TV stations play an essential role by providing real-time information that keeps households in our communities running smoothly. The shift in daily schedules elevates the need for immediate, trustworthy local news. Fast-moving weather updates, road closures, and bus route delays ensure kids get to school safely. Coverage of local school board decisions and educational initiatives keeps residents informed and invested in their school districts. High school and college sports coverage brings entire towns together, giving student athletes, marching bands, and local communities their moment in the spotlight.

Behind every clear audio feed on a morning commute and crisp video stream during Friday night kickoff is a complex network of transmitters, RF frequencies, automation, and emergency broadcast systems. Ensuring these systems run without a single hitch when communities rely on them most is precisely why broadcast professionals gather.

The Midwest Regional Broadcasters Clinic brings

together engineers and technology vendors from more than 30 states and serves as a crucial hub for technical education, regulatory updates, and hands-on training. The group focuses on things like plans to deploy NextGen TV, leveraging AI for when tasks can be automated like real-time captioning, audio cleanup and dynamic graphics, keeping up to date with changing FCC requirements, and more.

The back-to-school season serves as a vivid reminder of the vital role local broadcasters play in the daily life of our communities. While students return to their classrooms to learn, the technicians and engineers who keep our airwaves clear are doing the exact same thing in Madison!

Thanks to the joint efforts of the WBA and its regional partners, our local stations remain at the forefront of broadcast innovation—ensuring that when you receive that news alert on your phone about a school delay or when you turn on the radio for the morning commute or tune into the evening news to learn about the weekly forecast, the signal is strong, reliable, and ready to serve. ●

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### WBA OFFICERS & BOARD OF DIRECTORS

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Vice Chair Elect

**Randy Hawke** Mid-West Family, Madison

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#### WBA Team

President & CEO

**Michelle Vetterkind, CAE**  
mvetterkind@wi-broadcasters.org

Vice President

**Kyle Geissler, CAE**  
kgeissler@wi-broadcasters.org

Membership Coordinator

**Robin Stephens**  
rstephens@wi-broadcasters.org

WBA Board minutes are always available for members. Please email Robin Stephens at rstephens@wi-broadcasters.org to request a copy.

# 70th Clinic is 'a tremendous success'

## Engineers gather in Wisconsin for Midwest Regional Broadcasters Clinic



I'm pleased to report that the **70th Midwest Regional Broadcasters Clinic** was a tremendous success. This annual event, a collaborative effort between the engineering teams of the **Wisconsin Broadcasters Association** and the **Minnesota Broadcasters Association**, attracted attendees from **36 states, Washington, D.C., and four countries**, making it one of the most geographically diverse Clinics to date.

The exhibit hall featured **more than 43 exhibitors**, showcasing the latest products and technologies for the broadcast industry. The feedback from both attendees and exhibitors was overwhelmingly positive. I would like to thank the Program Committee and the Midwest Regional Broadcasters Clinic staff for their hard work and dedication in making this year's event a success.

The Clinic featured presentations from nationally recognized industry leaders on topics relevant to both radio and television broadcasters, including:

- **Emerging Technology That Will Shape Broadcast's Future** – John Clark, NAB
- **Challenges and Technical Considerations for Wireless Mic and IFB Use at Large Events** – Chris Crump, Comrex
- **The Evolving Transition Toward a Dynamic Media Facility** – James Stellpflug, EVS Broadcast Equipment
- **The Future of Radio Content Delivery** – Panel Discussion featuring Kris Tarr (K-LOVE) and Drew Smith (Civic Media)
- **ATSC 3.0 – Why the Rush to Turn Off ATSC 1.0?** – Harvey Arnold, Sinclair Broadcast Group
- **Washington Update** – David Oxenford, Wilkinson Barker Knauer LLP, covering FCC activity over the past two years, broadcast ownership reform, and the future of the ATSC 3.0 rollout
- **Transmission System Troubleshooting Techniques** – Steve Wilde, American Amplifier Technologies

One of the Clinic's most popular traditions returned on Tuesday with **Nuts and Bolts: Transmitter Site Security and Safety**, which included the annual brat and fried cheese curd dinner—a favorite among attendees.

The Clinic Program Committee extends its sincere appreciation to the **Wisconsin Broadcasters Association Board, Michelle Vetterkind, and Kyle Geissler**, as well as the **Minnesota Broadcasters Association, Wendy Paulson, and Tim Hyde**, for their continued support, leadership, and partnership. Their commitment remains essential to the ongoing success of the Midwest Regional Broadcasters Clinic.

Respectfully submitted,  
**Jim Steinhart**, Program Chair, Broadcasters Clinic





# ON ITS WAY!

Watch your mailbox for the 2026 Awards for Excellence Rulebook, which should be delivered to your station shortly.

## WBA joins DC fly-in to keep AM radio in every vehicle



Kyle Geissler and Randy Hawke

Your WBA was in Washington D.C. in July, along with broadcasters representing 30 other states, to call on Congress to pass the AM Radio for Every Vehicle Act.

The bills in both houses of Congress have overwhelming bipartisan support. The House passed the bill on Sept. 15. It awaits action by the U.S. Senate.

Broadcasters are asking lawmakers to work with Congressional leadership to get the bill onto the floor for a vote. Given the number of bipartisan cosponsors on the bill, it is believed

that the bill would pass.

The AM Radio in Every Vehicle Act would require passenger vehicles sold in the United States to include access to AM radio as a critical safety feature.

Broadcasters were joined on the Hill by representatives of farmers, emergency managers, firefighters, and AARP in support of the bill.

The WBA was represented by Board Chair Elect Randy Hawke from Mid-West Family in Madison and WBA Vice President Kyle Geissler.



Dylan Przybylski, Chloe DeBois, Matthew Lange, and Jacob Link

## WBA ambassador program extends to second UW campus

The WBA campus ambassador program is expanding to a second campus after its pilot year at UW-Oshkosh.

Two students at UW-Whitewater will serve as WBA ambassadors starting in the fall semester.

The ambassador program was launched in 2025 on the UW-Oshkosh campus with two students: Dylan Przybylski and Jacob Link. The students acted as representatives of broadcasters and the WBA during the course of the year, encouraging their classmates to attend the WBA Student Forum at Lam-



Sadoski



Walz

beau Field, apply for WBA Foundation scholarships, and to use the job board and other resources on the WBA website. Dylan and Jacob also joined WBA members at the WBA State Legislative Day in January and got the opportunity to network with broadcasters.

The program will continue at UW-Oshkosh in the 2026-2027 school year with two new ambassadors: Chloe DeBois and Matthew Lange. It will also expand to UW-White-

water where Gabe Sadoski and Peyton Walz will serve as ambassadors for the coming academic year.

## WBA team marks anniversaries

Two WBA team members recently marked service anniversaries.

Michelle Vetterkind, President and CEO  
31 years on Aug. 28

Kyle Geissler, Vice President

9 years on Sept. 5

Congratulations and thank you for your service to the WBA.



Vetterkind



Geissler

# Lessons from the air for those on the air



By Mike O'Brien

With autumn winds we're sure to see geese flying south. Did you ever notice how geese always fly in a V-formation? There's a reason for that. And did you ever notice how one side is a little bit longer than the other? There's a reason for that, too. You

see that side has more birds on it! (Sorry about that.)

They're flying in a V-formation up to 50 percent further than they could go it alone. The "longer side" is due to dynamic adjustments, wind effects, and perception. The flock provides uplift for each other along with drag resistance in-formation for greater stamina. Geese also honk a lot to encourage the birds up front to keep up their speed. This seems like an apt metaphor for our broadcast operations.

Flying together we'll manage the headwinds and dynamic shifts for greater stamina. Add some well-timed "honks" for inspiration rather than demoralizing squawks of disapproval and you have 'birds of a feather who flock together.'

If you're a radio or television manager who's struggling to make budget, a personality who's driven to achieve higher ratings, a sales manager who's wrestling with attrition among advertisers and salespeople, or you're a student who wonders about your future in the broadcast business, you may feel like you're flying solo some days. Stay with me for a few paragraphs.

It's evident that birds instinctively create a climate of community for all to thrive. If you're a manager trying to hit

profit goals, mutual understanding regarding expense control and joint striving regarding revenue generation will brighten your P&L. Your budget plan should be a social document built by the team, not the front office. If you're an announcer, remember that every great show is due to your talent and the performance of your colleagues. We all need someone to draft off of on windy days.

Sales managers that lose customers and lose salespeople are dealing with a crisis of faith. Attrition is due to systemic erosion of belief in our medium and broadcasting as a career. Someone wiser than me said, "Never waste a good crisis." Clients and advertising salespeople need a 'tough bird' to take them in the right direction. That's leadership.

If you're a communications major struggling to select your career path, think about the tenured broadcast pros that are reading this same article and longing to give you a shot. You want to fly high? Your attitude almost always determines your altitude in life.

One more thing about these mysterious creatures. They're very protective of their own. Geese will attack people to protect their territory, their nest or their young. I was nearly upended on a bike ride when one goose decided I was too close to home.

If we look after the next generation of advertisers, staff members, and incoming talent as fervently as our feathered friends, we can all fly south for the winter...on vacation.

*Mike O'Brien is a media consultant at O'Brien Betterment, LLC and a member of the WBA Education Committee. He can be reached at [mike@obrienbetterment.com](mailto:mike@obrienbetterment.com).*

## WPR's Dr. Jonathan Øverby retires after 32 years of hosting 'The Road to Higher Ground'

Dr. Jonathan Øverby, an important voice in Wisconsin broadcasting and world music for more than three decades, has announced his retirement from WPR.



Since 1994, Dr. Øverby has served as the host and executive producer of WPR Music's "The Road to Higher Ground with Jonathan Øverby," guiding the program through several incarnations, from an engaging talk show to a live music and variety performance program, and ultimately to its current weekly world music format.

Dr. Øverby was inducted into the Wisconsin Broadcasters Association Hall of Fame in 2023. In 2022, he was inducted into Folk Alliance International's Folk DJ Hall of Fame at a ceremony in Kansas City. He was named a distinguished broadcaster at the University of Wisconsin-Extension in 2013 and honored with the University of Wisconsin Colleges and Extension "Wisconsin Idea Award" in 2016 for his "outstanding contributions to service and education to society, and the quality of life in Wisconsin, the nation and the world."

## Magnum acquires stations from Sparta-Tomah Broadcasting

Magnum Communications has reached an agreement with Sparta-Tomah Broadcasting to acquire their stations: WCOW-FM, Sparta; WKJL-AM, Sparta; W271CM, Sparta; and WFBZ-FM, Trempealeau.

WCOW is celebrating its 75th anniversary and is a seven-time Wisconsin Broadcasters Association Small Market Station of the



Year winner. Last year hosts Ben & Arnie won the Country Music Association's award for Best Small Market Personality of the Year.

Magnum Media operates six full power AM stations, 14 full power FM stations, and 18 FM translators in Wisconsin, eastern Minnesota, and northern Illinois.

"In June, when my dad was inducted into the Wisconsin Broadcasters Hall of Fame, he spoke in the video about WCOW being the very first radio station he was ever in at age 4," Reid Magnum said. "His uncle, Len DeSomer, was an announcer at WCOW in 1967. On top of that, my mom and dad sat with Pink Rice at the first WBA dinner they attended in 1990."

# How do your sellers stand out in a tech world?



By Paul Jacobs

Someone I know recently interviewed for a position at an Apple Store. The way Apple has this set up is by interviewing candidates in groups of three.

As the interviews started, my friend noticed something pretty incredible – one of the candidates had an Android phone in front of her and was wearing a Google Watch. Ten minutes into the conversation, the interviewer began ignoring this person and was only speaking with the other two candidates.

While I'd like to suggest this kind of sloppiness is rare, I'm actually seeing it becoming more common, especially among sales teams. As a Baby Boomer, the easiest way to explain this is generational, but that would be wrong. I frequently see some really good sales skills across all generations.

No, I think it's something else, and something I've been promoting for decades... technology and the way it's eliminating common human sense.

Since COVID, I frequently hear from salespeople how they are being "ghosted" by clients who aren't responding to their emails. Maybe it's because the primary form of communication with their clients has become via email. Now I understand many clients only say

they want to be reached that way, but in fact, I think they are saying something else: "Unless you have something important or relevant to share with me, don't waste my time and just send it via email."

In other words, while email has made it easy to reach out to clients frequently, the quality of communication has fallen drastically and it's much easier to delete an irrelevant email than it is to stop a quality in-person conversation of idea-sharing and problem-solving.

This is because while technology has made it easier for salespeople to research a client and create solutions, it's also made them a lot lazier.

When I started in sales, there was no internet. The only way we could learn about a business was to either go to the library and scan articles about them, or visit the business and talk to people who work there. Today, between search engines and ChatGPT, access to information makes it incredibly easy for a sales rep to take the time to not only learn about a business, but also learn about their category as well as solutions other similar businesses have taken. The technology is powerful and great, but without a human brain taking the information and crafting it to the specific needs of the client, it almost becomes generic because every sales rep has access to it.

Yet, too many reps are blindly emailing clients with random mis-

sives that fail to do the one thing a sales rep in 2026 has to do – stand out as a credible solution/idea provider among a sea of competitors.

AI has made things worse. Gordon Borrell was recently interviewed in "The Barrett Report" about the disconnect between media sellers and SMB's due to the over-reliance on AI to generate emails, presentations, and other communication. Gordon sums it up well: "Once advertisers suspect a sales rep is leaning on AI instead of expertise, the relationship sours fast. The tell isn't subtle, either, since clients notice patterns like excessive wordiness or unnecessary formatting almost immediately."

So, at a time when technology had made selling so incredibly easy, it's actually driving a wedge between a sales rep's ability to create an actual relationship with their clients, and I believe it's time for a reset. The next time a sales rep complains about being "ghosted" by a client, make them do a content analysis of the last 20 emails they sent that client. Look at each for four things:

- The quality of the subject line. Was it generic like "touching base" or "how are you?" or was it compelling to the point the client was interesting to learn what it was about?
- The quality of the content. Was there something of value provided (an idea, something about a competitor, an opportunity that

they might be interested in) or was it more about the station, a new package that was bulk-emailed, or other non-targeting information?

- Was it human and relatable?

Was there anything personal in it or specific to that person's business, or could it have been written by any salesperson to any client?

- Was it written by AI?

And then tell them if they can't create a valuable, collaborative, human relationship with that client maybe you need another rep on the account.

It's time to raise the bar by lowering dependence on technology. Your biggest competitors – Facebook, Google, YouTube have zero human relationships with their clients. And unfortunately, many other radio and television competitors are slimming down their local sales teams, so they don't have the time to make face-to-face sales calls and depend on emails and AI to do their selling for them. This creates the opportunity for your reps to stop playing the game the way they are and standing apart by creating a substantive, tangible human relationship with them.

AI and algorithms can't replace that.

*The WBA Digital Hotline is a free service of the WBA. Contact Paul Jacobs with questions relating to digital revenue, AI, and anything else in the digital space at [paul@jacobsmedia.com](mailto:paul@jacobsmedia.com).*

## WBA members get exclusive AI training designed for broadcasters

Three online sessions are available exclusively to WBA members:

### Session 1 - Sept. 24 at noon CT

AI Ethics, Transparency, and Trust in the Age of Artificial Intelligence

### Session 2 - Sept. 30 at noon CT

Beyond the Prompt: AI, Judgment, and the Impact on Local Broadcasting

### Session 3 - Oct. 7 at noon CT

From SEO to GEO: How AI Is Changing Search, Discovery, and Local Marketing

Register Here



Beckman

**Tom Beckman** is a communications strategist, consultant, and educator who helps people and organizations find the right words to connect, inspire, and move ideas forward. Through 28 Power Communications, he has supported leading brands including Fiserv, Johnson Controls, Lockheed Martin, GE, Siemens, and the Wisconsin Army National Guard. A longtime mentor and frequent speaker, Thomas also teaches at the University of Wisconsin, where he shares

his passion for message strategy, storytelling, and the evolving role of AI in communications. He created and taught the nation's first undergraduate course on AI in Strategic Communications in Spring 2026 and is a frequent speaker on the topic.

# School supply drive raises \$52K



Generous community members across southeastern Wisconsin donated \$52,844 to support the 2026 'WISN 12 Day of Giving Class Act School Supply Drive.' As a result, thousands of students in Milwaukee and Waukesha counties will have essential classroom supplies.

The 13th annual fundraising campaign is made possible through an ongoing partnership between WISN 12 and The Salvation Army.

"So many of our students will now have the foundation they need to start off the school year," said Shawn Oswald, President and General Manager of WISN 12. "We're grateful to our community for making such a meaningful difference."

Donations for the "WISN 12 Day of Giving Class Act School Supply Drive" were collected online, via text, and through a phone bank on Aug. 18, with financial contributions matched up to \$10,000. The drive also benefited from the energy

and support of volunteers from MPS, Amazon, the Medical College of Wisconsin, the Franklin Lioness Club, and the Salvation Army.

"Every single year our viewers ensure that these students have what they need," Oswald said. "We all recognize the power of community through the power of giving."

The money raised means that more than 2,100 backpacks will be stuffed with supplies ahead of the upcoming school year. Essential items including notebooks, folders, high-lighters, pens, pencils, markers, and crayons will be distributed to area students who need them most.

Established in 2013, the annual campaign has collected more than \$729,411 in donations. This amounts to approximately 39,879 backpacks stuffed with supplies to benefit disadvantaged students in southeastern Wisconsin.

## Telemundo Wisconsin distributes backpacks



Telemundo Wisconsin (WYTU-TV) in collaboration with Alverno College celebrated their 4th annual Backpack Drive on Aug. 4.

Hundreds of children came to Alverno College to receive a brand-new Telemundo backpack filled with supplies for the upcoming

school year. Anchors Miguel Ramírez and Gilmarie Morales greeted and distributed over 200 backpacks filled with school supplies.

More than 400 people attended the event.

Alverno College provided educational resource tables and activities.

## Station fundraises for books, literacy report



WISN-TV in Milwaukee collected \$39,340 in donations so children across the community will receive free books and have access to literacy support. This latest 'WISN 12 Day of Giving' initiative is helping the 'Books for Kids' program from the local non-profit organization Next Door.

"Reading sparks imagination, opens minds, and increases creativity. It's no surprise that our community rallied around our WISN 12 Day of Giving," said Shawn Oswald, President and General Manager of WISN 12. "It's an honor to support Next Door in their important mission."

The station devoted significant coverage of the fundraising effort both on-air and online. WISN 12 collected monetary donations on its website and through a phone bank, which were bolstered by a matching contribution of \$10,000 from We Energies Foundation. In addition, more

than 2,500 books were donated at participating Steinhafels locations throughout southeastern Wisconsin. The generous contributions mean that children and their families can build at-home libraries to improve reading and advance literacy outcomes.

"While summertime can mean a slump in reading for children, this campaign helps ensure that our kids are better equipped ahead of the next school year," Oswald said.

'Next Door' is the latest local organization receiving support through the 'WISN 12 Day of Giving' initiative. The ongoing charitable campaign helps a different non-profit each month in advancing their mission, pursuing their goals, and improving people's lives. Year to date, the station has raised \$238,768 for non-profit organizations throughout southeastern Wisconsin.

# Young Professional of the Month - July



The WBA Young Professional of the Month is a nominee for the WBA Young Professional of the Year Award. The award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors will select the Young Professional of the Year, who will be recognized at the 2027 WBA Awards Gala on May 1 at the Madison Marriott West.

## Melanie Walleser YP of the Month 'excels in leadership'

A producer at WEAU-TV in Eau Claire, Melanie Walleser, is the WBA Young Professional of the Month for the month of July.

Wallaser was nominated by WEAU-TV anchor/reporter Kim Leadholm who wrote of Wallaser that, "She excels in leadership, attention to detail, and finding new ways to present content to our viewers."

Leadholm wrote that Wallaser has excellent news judgment and is a mentor to other young journalists.

"Melanie is someone the newsroom goes to for editorial discussions, script reviews, opinions on coverage and problem-solving," Leadholm wrote. "It is a comfort and a gift to have Melanie at the station. She is someone I look up to as a coworker and a friend."

### How did you get into broadcasting?

By accident, but it could not have gone better if I planned it. WEAU's former news director, Joe Radske, took a shot on me. I definitely wouldn't be here without his encouragement and the guidance of my beloved anchors Kim Leadholm, Judy Clark, and Alex Loroff.

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

Journalists are battling a very complex, often scary, landscape online. Harmful content and AI-generated misinformation are undermining trust within our communities. I believe the role of young journalists is to respond with accuracy and integrity. By highlighting community resilience rather than reinforcing the divisive narratives we see online, we can set ourselves apart from the constant stream of "rage bait" and promote



ethical journalism in the digital age.

### What advice would you give to other young broadcasters?

Do not compromise your integrity.

### What does the future of broadcasting look like to you?

The majority of audiences are no longer tuning in to regularly scheduled programming, like newscasts. They now expect high-quality content delivered instantly across any mobile device. These shifting preferences mean newsrooms have to embrace digital live-streaming

Company  
**WEAU 13 News in Eau Claire**

Position  
**Producer**

Years at station  
**Three years, nine months**

Started in broadcasting  
**2022**

**Nominate a young pro here:**

platforms, like OTT. But these tools are only as good as the people using them. Audiences also largely respond to the voices and talent they consider "authentic" and relatable. The future of journalism depends not only on the ability of journalists to engage their audience but on those who are willing to invest in them.

## Names in the News



**Cameron Ezeir** is joining CBS 58 (WDJT-TV) in Milwaukee as a sports reporter. He was previously at WFRV-TV in Green Bay for three years before coming to Milwaukee where he covered the Packers, Bucks, and Brewers playoff games along with numerous local college and high school teams.



**Brittany Ward** is joining WISN 12 News as the station's new weekend morning meteorologist. Effective Aug. 17, Ward will work alongside anchor Lakya Banks on 'WISN 12 News This Morning' Saturdays and Sundays, from 5-6 a.m. and 7-9 a.m. Ward will also deliver additional weather reports and special news assignments for WISN 12 News throughout the week.



**Kristen Kirchhaine** joined WISN-TV in Milwaukee as the weekend evening meteorologist starting Aug 3. Most recently, Kirchhaine worked as a freelance meteorologist at WMAQ, NBC Chicago. Prior to that, she spent more than five years at TMJ4 in Milwaukee.



**Dylan Eckhart** was promoted from 9 News Multimedia Journalist to WAOW Sports Director on July 1. Eckhart joins anchor Justin Betti and 9 Storm Track Meteorologist Jackson Garlock weeknights at 6 and 10 p.m. Eckhart earned a bachelor's degree in Radio, TV, and Film from the UW-Oshkosh. During his time at Oshkosh, Eckhart was the Sports Director for the campus radio station and called numerous games for UW-Oshkosh athletics.



**95.9 KISS FM (WKSZ-FM)** in Green Bay named interim co-host **Eddie** to full-time co-host of the station's morning show. Eddie will permanently join current co-hosts Katie and Nick. In addition to his on-air duties as a permanent member of "Eddie, Katie, and Nick on KISS FM," Eddie will continue serving in his key leadership capacity as Assistant Brand Manager for 95.9 KISS FM.

# Young Professional of the Month - August



The WBA Young Professional of the Month is a nominee for the WBA Young Professional of the Year Award. The award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. A subcommittee of the WBA Board of Directors will select the Young Professional of the Year, who will be recognized at the 2027 WBA Awards Gala on May 1 at the Madison Marriott West.

## Kim Leadholm YP of the Month 'strong and steady leader'

An anchor/reporter at WEAU-TV in Eau Claire, Kim Leadholm, is the WBA Young Professional of the Month for the month of August.

Leadholm was nominated by WEAU-TV Operations Manager Maddy Crowell who wrote that Leadholm is a "strong and steady leader in our newsroom."

"I have seen her mentor handfuls of new, fresh-out-of-college reporters during her time as weekend anchor," Crowell wrote. "She does probably the most work out of anyone in our newsroom, (at present) anchoring three shows, producing one, and working on reporting daily."

"She has really focused on crafting a knowledgeable and personable on-air presence and growing as both an anchor and reporter in her time here at WEAU."

### How did you get into broadcasting?

I took a reporting class at Black River Falls High School that sparked my interest in visual storytelling. My high school teacher, Julie Tiedens, and one of the best college professors I've had at UW-Madison, Pat Hastings, both played major roles in my interest in this career through their mentorship and support.

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

Young professionals are in a great position to learn from those with experience in the industry while bringing new perspectives to newsrooms. Growing up with such heightened access to social media, we have an advantage in navigating that landscape and finding the best ways to reach viewers.



We have to help move our industry towards that online base, while keeping the same ethics and morals that journalism has been founded on for decades.

### What advice would you give to other young broadcasters?

Keep asking questions, be curious and listen to your gut.

### What does the future of broadcasting look like to you?

There will need to be a shift toward a more targeted online presence. We have to find

Company  
**WEAU 13 News in Eau Claire**

Position  
**Anchor/Reporter**

Years at station  
**Just more than four years**

Started in broadcasting  
**May 2022**

**Nominate a young pro here:**

the best ways to reach younger audiences that aren't as inclined to turn on the TV and watch their local news. In the age of fake news, AI, and social media, future broadcasters are going to have to figure out how to compete with 'fast, click-bait' content rather than the evidence-based approach we take.

## Names in the News



Westerman

**Julia Westerman** recently joined the sports team at CBS58 (WDJT-TV) in Milwaukee. She spent four years at WIS-TV in Columbia, South Carolina, where she covered four-straight women's Final Fours, complete with the Gamecocks' undefeated national championship run in 2024. She was on the sidelines for countless **SEC and ACC sporting events and made annual trips to the Masters Tournament.**



## WISM alumni gather for reunion

Alumni and friends of WISM in Madison held a reunion on July 17, sharing stories and reminiscing about the station for nearly three hours.

WISM was a Top 40 powerhouse leading the market in ratings and revenue in the 60's and 70's. Launched in 1960, within a few months the station led the market and continued for two decades.

**Pictured (left to right) are: Jonathan Little, Jim Hermanson, Dave Wipp, Bob Lewin, Kipper McGee, Pat O'Neill, Jim Charne, Bobby "The Beatle" Elholm (seated), Wayne Wallace, Dale Ganske, Dave Ogden, Pat Martin, Gordon Harris, and Dave Murphy.**

## In the last 12 months, your WBA has:

### ADVOCACY

- ✓ Promoted passage of the AM Radio in Every Vehicle Act in response to industry pressure to remove AM radio from the dashboard, with majority of the Wisconsin Congressional delegation cosponsoring
- ✓ Participated in a single-issue DC fly-in on the AM Radio in Every Vehicle Act
- ✓ Majority of Wisconsin's Congressional delegation cosponsored the Local Radio Freedom Act
- ✓ Advocated for modernization of FCC's ownership rules
- ✓ Held a broadcasters day at the State Capitol sending broadcasters to every legislative office in the Capitol
- ✓ Hosted Assembly Speaker Robin Vos and Assembly Minority Leader Great Neubauer at a legislative briefing with WBA members
- ✓ Organized legislative visits to Washington DC to give WBA members the opportunity to meet with Wisconsin's Congressional delegation
- ✓ Monitored fast-moving updates from the FCC
- ✓ Asked federal lawmakers to encourage the FCC to adopt the ATSC 3.0 standard for television
- ✓ Promoted BPS technology providing a reliable backup to GPS through the ATSC 3.0 standard
- ✓ Supported a legislative fix to a loophole opened in state law by a State Supreme Court ruling that made it possible for a record custodian to avoid legal fees in open records cases
- ✓ Gathered information about potential issues with media access to courtrooms and other media access issues
- ✓ Monitored proposals to expand broadband in Wisconsin to make sure viewers and listeners would not be affected
- ✓ Contributed to the new National Alliance of State Broadcasters Associations podcast, "Broadcast Advocate"
- ✓ Partnered with the Democratic and Republican parties in Wisconsin to make available their Weekly Radio Addresses to our members via WisPolitics and on your WBA website
- ✓ President and CEO Michelle Vetterkind served on the Competitive Wisconsin Board of Directors.
- ✓ Tagged lawmakers on social media posts regarding broadcasters performing acts of public service in their local communities
- ✓ Represented broadcasters on the Wisconsin Freedom of Information Council which advocates for open records and open meetings laws

### COMMUNITY SERVICE

- ✓ Promoted the community service efforts of broadcasters from around Wisconsin, including posts on social media using the #WeAreBroadcasters hashtag promoted by NAB

- ✓ Stations aired more than 300,000 important public education messages through the NCSA/PEP program
- ✓ Promoted Severe Weather Awareness Week as part of a partnership with Wisconsin Emergency Management and the National Weather Service.
- ✓ Marked 23 years of shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. Since the inception of Wisconsin's Amber Alert program in 2003, we have had 69 Amber Alerts with the successful recovery of 86 children.
- ✓ Maintained a PSA clearinghouse for non-profits to share PSAs that stations looking for PSAs can easily access

### EDUCATION

- ✓ Assisted UW-Oshkosh and Madison College in creating an academic program for current and future broadcast engineers
- ✓ Added more student WBA memberships for participants in the WBA Student Forum
- ✓ Hosted the Midwest Regional Broadcasters Clinic with the Minnesota Broadcasters Association, adding an opening reception, golf, and welcoming attendees from more than 30 states.
- ✓ Hosted statewide mixers organized and promoted by the WBA Young Professional Committee
- ✓ Partnered with Local Broadcast Sales to provide members with premium sales training, with a focus on training for new account executives
- ✓ Hosted numerous educational sessions on time management, sales, social intrapreneurship, and coaching at the WBA Summer Conference in Lake Geneva
- ✓ Shared with members resources aimed at addressing the emergence of artificial intelligence (AI)
- ✓ Provided two educational sessions to help members meet their FCC compliance
- ✓ Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes a weekly email regarding developments in AI, access to Jacobs Media webinars, and contributions to the Wisconsin Broadcaster.
- ✓ Hosted a special webinar on the topic of Marcy's Law
- ✓ Shared the very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories

### RECOGNITION

- ✓ Celebrated 75 years of the WBA with special events throughout the year
- ✓ Processed more than 1,300 awards submissions as part of the WBA Awards for Excellence and hosted a near-capacity awards gala at the Madison Marriott West
- ✓ Recognized the sixth WBA Young Professional of the Year and numerous "YP of the Month" honorees
- ✓ Honored four WBA Local Broadcast Legends: Randy Allen, Dave Luczak, Rod Perry, and Susan Siman. This award provides recognition to individuals who have actively engaged in full

- ✓ filling the commitment broadcasters have made to serve their local communities.
- ✓ Updated the WBA Awards for Excellence program to address changes in the broadcasting industry and current events
- ✓ Recognized Dylan Przybylski from UW-Oshkosh as the 2026 Student Leadership Award recipient
- ✓ Updated, organized and presented the WBA Student Awards for Excellence, including 378 entries from high schools and colleges
- ✓ Supported the Watchdog Awards which recognizes those who demonstrate the importance of transparency in government

## WBA SERVICES

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



- ✓ Established the Young Broadcasters Development Fund, founded by Terry and Sandy Shockley
- ✓ Moved the WBA Hall of Fame to a new and better location at the Hilton Milwaukee, and hosted a reception to celebrate the new location
- ✓ Took over the Eric Miller PantherVision Education Debt Relief Grant for Wisconsin television professionals who demonstrate an outstanding commitment to excellence in news producing, video photojournalism, video editing, and/or the use of visual technology for journalistic storytelling
- ✓ Hosted the Wisconsin Broadcasters Student Forum at Lambeau Field, welcoming 200 high school students and 200 college students to the legendary venue to learn about careers in broadcasting.
- ✓ Promoted the Boyd Huppert Education Debt Assistance Grant and Excellence in Broadcast Writing Competition in support of aspiring broadcast journalists
- ✓ Held the WBA Dick Chickering – WIAA Sports Workshop during Packers training camp at Lambeau Field
- ✓ Held the WBA Duke Wright Media Technology Institute in conjunction with the WBA Summer Conference
- ✓ Awarded the seventh Results Broadcasting Education Grant to provide college debt relief to young broadcasters. The grant was originally the Results Broadcasting Scholarship
- ✓ The Bob Barry Unearthed Interviews podcast passed 350 episodes. It features celebrity interviews from WBA Hall of Famer Bob Barry's long career as a radio personality in Milwaukee. Late WBA Hall of Famer Terry Baun provided additional funding
- ✓ Inducted four broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 172: Dave Magnum, Kelly Radandt, Jeff Tyler, and Steve Wexler
- ✓ Raised money for the Foundation with a raffle at the WBA Awards Gala and WBA Summer Conference
- ✓ Awarded four scholarships. All four recipients were recognized at the WBA Student Forum.
- ✓ Awarded a WBA Foundation Engineering Fellowship Grant for continuing education.
- ✓ Produced a half-hour WBA Hall of Fame Show for distribution to Wisconsin television stations
- ✓ Awarded the Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett
- ✓ Continued the successful 3-Day Walker Broadcast Management Institute at UW-Madison which has graduated 183 in the 28 years it's been operating
- ✓ Represented broadcasters on the State Superintendent's Advisory Council for Business, Marketing, and Information Technology Education. The WBA's Vice President, Kyle Geissler, serves on the Council.
- ✓ Continued to update [WBANewsroom.org](http://WBANewsroom.org). All content has been updated and is kept current to reflect "what's going on" in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It's a valuable resource for all reporters, editors, producers, students, and news junkies.
- ✓ Recognized 34 members of the WBA Foundation's Legacy Club. The club provides a formal procedure and recognition for those who make bequests or agree to make bequests to the WBA Foundation in their estate planning
- ✓ Offered stations radio and TV spots promoting the new location of the WBA Hall of Fame

# 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 "Broadcaster ID" or go to: [wi-broadcasters.org/emergency-planning/broadcaster-id/](http://wi-broadcasters.org/emergency-planning/broadcaster-id/)

If you have questions about the cards, contact Kyle Geissler at [kgeissler@wi-broadcasters.org](mailto:kgeissler@wi-broadcasters.org).



[Learn More](#)

## WBA Action Plan helps stations with FCC compliance

Your WBA has services to help WBA members maintain FCC.

Here are the main components:

### Recruitment for Vacancies

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

### Notification to Community Groups

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

### Document your Outreach

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

**More details on the WBA website at: [wi-broadcasters.org](http://wi-broadcasters.org)**

# NCSA/PEP program offers many benefits

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

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

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

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

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

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

The stations on the right and on page 14 have participated so far this year in airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors.

# Participating Stations

In airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors

## TELEVISION

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

## RADIO

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

cont'd on page 14 >

# Participating Wisconsin Stations

In airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors

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

WAUK-AM ..... Milwaukee  
 WEMK-AM ..... Milwaukee  
 WEMK-FM ..... Milwaukee  
 WGKB-AM ..... Milwaukee  
 WISN-AM ..... Milwaukee  
 WJOI-AM ..... Milwaukee  
 WJMR-FM ..... Milwaukee  
 WKKV-FM ..... Milwaukee  
 WKTI-FM ..... Milwaukee  
 WMIL-FM ..... Milwaukee  
 WMYX-FM ..... Milwaukee  
 WOKY-AM ..... Milwaukee  
 WRIT-FM ..... Milwaukee  
 WRNW-FM ..... Milwaukee  
 WRXS-FM ..... Milwaukee  
 WSSP-AM ..... Milwaukee  
 WTMJ-AM ..... Milwaukee  
 WVCY-FM ..... Milwaukee  
 WXSS-FM ..... Milwaukee  
 WXSS-HD2 ..... Milwaukee  
 WZTI-AM ..... Milwaukee  
 WZTI-FM ..... Milwaukee  
 WLKD-AM ..... Minocqua  
 WMQA-FM ..... Minocqua  
 WEKZ-AM ..... Monroe  
 WBGR-FM ..... Monroe  
 WOSH-AM ..... Oshkosh  
 WPKR-FM ..... Oshkosh  
 WVBO-FM ..... Oshkosh  
 WVCY-AM ..... Oshkosh  
 WWWX-FM ..... Oshkosh  
 WVCS-FM ..... Owen  
 WCQM-FM ..... Park Falls  
 WPFP-AM ..... Park Falls  
 WPFP-FM ..... Park Falls  
 WPVL-AM ..... Platteville  
 WPVL-FM ..... Platteville  
 WSTM-FM ..... Plymouth  
 WPRE-AM ..... Prairie du Chien  
 WQPC-FM ..... Prairie du Chien  
 WRJN-AM ..... Racine  
 WRDB-AM ..... Reedsburg  
 WCYE-FM ..... Rhinelander  
 WHDG-FM ..... Rhinelander  
 WNWX-FM ..... Rhinelander  
 WOBT-AM ..... Rhinelander  
 WRHN-FM ..... Rhinelander  
 WAQE-AM ..... Rice Lake  
 WAQE-FM ..... Rice Lake  
 WJMC-AM ..... Rice Lake  
 WJMC-FM ..... Rice Lake  
 WKFX-FM ..... Rice Lake  
 WRCE-AM ..... Richland Center  
 WRCE-FM ..... Richland Center  
 WOWN-FM ..... Shawano  
 WTCH-AM ..... Shawano  
 WTCH-FM ..... Shawano

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

# Student scholarship competition underway

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

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

The application process is online. It's available on the WBA website at [wi-broadcasters.org/scholarships](http://wi-broadcasters.org/scholarships)

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

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

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

Previous WBA scholarship winners are not eligible.

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

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

The scholarships will be awarded at the WBA's Student Forum, Saturday, Feb. 27, 2027 at Lambeau Field in Green Bay.

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

## For stations:



Scan for ready-to-use spots to promote scholarship

## For students:



Scan for scholarship application

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# Duke Wright named 'Legend' inductee to Radio Hall of Fame

WBA Hall of Fame broadcaster Duke Wright is one of nine "Legends" inductees to the Radio Hall of Fame.

The "Legends" inductees are deceased individuals who will be immediately inducted. They were determined by the hall's 2026 Nominating Committee.

Committee Co-Chair Dennis Green said, "The Radio Hall of Fame is proud to honor this year's Legends inductees, whose extraordinary careers have helped define the history and enduring impact of radio. From iconic on-air personalities to visionary executives, each has left an indelible mark on our industry and earned their rightful place in the Radio Hall of Fame."

The Radio Hall of Fame wrote the following about Duke Wright:



Wright

Duey E. "Duke" Wright, Jr. was a pioneering broadcaster and entrepreneur whose vision helped build one of America's most successful family-owned radio companies. A lifelong believer in the power of radio, Duke combined his passion for music, commitment to local communities, and dedication to developing great broadcasters into a legacy that would span more than six decades.

Duke's journey began in Wausau, Wisconsin, where his parents purchased a local radio station and relaunched it as WRIG-AM. He began working at the station at age 18 and, after graduating from the University of Wisconsin, returned to become the station's General Manager. In 1971, he founded Midwest Communications with the launch of WROE-FM in Appleton, Wisconsin. That was the start of a considerable expansion that would eventually make the company into

one of the nation's largest privately held, family-operated radio groups.

Throughout his career, Wright championed the importance of live, local radio and believed that success came from investing in people and serving listeners. He was recognized with inductions into the Wisconsin Broadcasters Hall of Fame, Wisconsin Polka Hall of Fame, and Wisconsin Rock & Roll Hall of Fame for his contributions to broadcasting and music.

Beyond his business achievements, Duke was known for his leadership philosophy of always providing "the best quality and service" and bringing out the best in those around him. His vision, integrity, and lasting impact on radio earned Duke Wright a 2026 Legends induction into the Radio Hall of Fame.

## Jowett Fellowship recipient wants radio to excel with video

A multimedia videographer at Woodward Community Media is the recipient of the Rick Jowett Fellowship.

Logan O'Leary says while Woodward has a strong radio tradition, they're forging a new path forward to also making it a reliable video production company.

As the sole videographer for the company, he wants to grow the effort into a team of three to five skilled videographers.

"The key is to never put any limits on what we envision for ourselves," O'Leary wrote. "Every opportunity deserves consideration, and every idea deserves to be taken seriously."

He plans to use the \$1,987 grant to take courses through the Art of Documentary online academy.

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.

Applicants can learn more and apply here: [wbafoundation.org/scholarships-grants/rick-jowett-fellowship/](http://wbafoundation.org/scholarships-grants/rick-jowett-fellowship/)



O'Leary

The submission deadline is June 1.

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.

## Wexlers join WBA Foundation's Legacy Club

A WBA Hall of Famer and WBA Foundation Board member and his wife are joining the Wisconsin Broadcasters Association Foundation's Legacy Club.

Steve and Amy Wexler join a list of 30 other individuals and couples who make up the Legacy Club.

Steve Wexler was inducted into the WBA Hall of Fame earlier this year. During his career he held senior leadership positions with major broadcast orga-



nizations including Hearst, King Broadcasting, Journal Communications, E.W. Scripps, and Good Karma Brands.

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

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

## Your WBA Calendar

**Sept. 24, Sept. 30, Oct. 7**  
**AI Training for Broadcasters with Tom Beckman**  
Online

**Oct. 6, 2026**  
**WBA Job Fair at UW-Madison**  
Gordon Dining and Event Center

**Oct. 20, 2026**  
**Making the Call: Your Path to Sports Broadcasting**  
Online

**Oct. 28, 2026**  
**EEO Session: The FCC and EEO**  
Online

**Jan. 20, 2027**  
**WBA State Legislative Day**  
Wisconsin State Capitol

**Feb. 27, 2027**  
**Student Forum at Lambeau Field**  
Lambeau Field, Green Bay

**April 20-22, 2027**  
**Walker Broadcast Management Institute**  
UW-Madison

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

**May 1, 2027**  
**WBA Awards Gala**  
Madison Marriott West



**June 16-17, 2027**  
**WBA Summer Conference**  
Stone Harbor Resort, Sturgeon Bay

**June 15-17, 2027**  
**WBA Duke Wright Media Technology Institute**  
Stone Harbor Resort, Sturgeon Bay



## Stay on top of how AI is affecting broadcasters

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

