



YOUR WBA Serving YOU!

In the last 12 months YOUR WBA has:

COVID-19

- ✓ Highlighted the outstanding work of Wisconsin broadcasters to help their local communities during the COVID-19 pandemic and vaccine rollout
- ✓ Provided members with a constantly updated list of resources for contending with the COVID-19 pandemic
- ✓ Advocated for financial and regulatory support for broadcasters during the pandemic
- ✓ Distributed thousands of masks provided by FEMA to radio and TV stations across the state
- ✓ Offered more free webinars than ever before to members on a wide range of broadcasting related topics
- ✓ Special categories in the WBA Awards competition highlighted the work of stations to help local communities through the pandemic
- ✓ Held numerous virtual job fairs
- ✓ Joined the "Stop the COVID Spread" Coalition
- ✓ Grew the WBA Broadcaster Emergency Personnel ID Program in partnership with Wisconsin Emergency Management because of increased interest related to the pandemic. The cards help transmitter engineers to cross police lines in times of disaster in order to keep stations on the air.

DIVERSITY AND INCLUSION

- ✓ Established the WBA Diversity Committee which meets monthly and includes members from across the state
- ✓ Diversity Committee held a roundtable event at the WBA Summer Conference with Binna Palta Hill to both educate and gather information from members about diversity and inclusion.
- ✓ Advocated for the establishment of a tax certificate to encourage investment in broadcast station ownership for women and people of color
- ✓ Diversity Committee explored ways to help broadcasters with recruiting, particularly in diverse communities
- ✓ Diversity Committee also met with NAB Chief Diversity Officer Michelle Duke

ADVOCACY

- ✓ Rep. Steil, Rep. Kind, Rep. Grothman, Rep. Tiffany, Rep. Gallagher, and Sen. Ron Johnson to cosponsored the Local Radio Freedom Act
- ✓ Organized online calls between members and federal lawmakers in place of the annual in-person DC trip
- ✓ 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
- ✓ Worked with a coalition of 52 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.

- ✓ 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
- ✓ Tagged lawmakers on social media on posts regarding broadcasters performing 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
- ✓ 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 52 Amber Alerts with the successful recovery of 63 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 the "Best Educational Event"
- ✓ Returned to in-person events with a Summer Conference held in Sheboygan in August 2021
- ✓ Offered members one-on-one digital strategy consultations with Seth Resler from Jacobs Media
- ✓ 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.
- ✓ Shared the expanded and very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories
- ✓ Held two EEO-related sessions in conjunction with the WBA's winter and summer conferences to assist our members with EEO compliance and credit

RECOGNITION

- ✓ Processed more than 1,300 awards submissions as part of the WBA Awards for Excellence and produced a two-day live online video WBA Awards presentation
- ✓ Recognized the first WBA Young Professional of the Year and four other co-honorees

- ✓ Recognized Dick Zaragoza as the recipient of the WBA Distinguished Service Award
- ✓ Honored five WBA Local Broadcast Legends: Karen Dalessandro, Erin Davisson, Peter Murphy (posthumous), and the team of Bill McCollum and John Moser. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.
- ✓ Updated the WBA Awards for Excellence program to address changes in the broadcasting industry and current events
- ✓ Created and promoted a video encouraging members to avoid disqualifications for the WBA Awards competition
- ✓ Supported the Watchdog Awards which recognizes those who demonstrate the importance of transparency in government

WBA SERVICES

- ✓ 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.
- ✓ Performed a comprehensive review of WBA finances to position us for its long term future
- ✓ Continued work with our advisory teams led by WBA board members to identify member and Association needs in the areas of Technology, Advocacy, Education, Diversity, and Association Revenue, as part of our long range strategic planning process
- ✓ Offered a new round of the WBA Mentorship Program initiated by the WBA's Young Professionals Committee
- ✓ Continued to support and grow the WBA Young Professionals group which represents our younger WBA members and future broadcast managers
- ✓ 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 219 entries this year
- ✓ Updated and maintained the WBA Assistance Action Plan for EEO Compliance, which set an industry standard and helps the WBA help member stations achieve compliance under the FCC EEO regulations
- ✓ Offered Omnia Target Reports to aide WBA members in recruitment and hiring
- ✓ Continued to host www.wisconsinhonorflight.org, a one-stop shop for all six Wisconsin Honor Flight Hubs
- ✓ 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
- ✓ Digitized thousands of photos from the WBA archives

- ✓ Awarded the second 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 100 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 152: Thom Gerretsen, Wayne Larivee, Jack Mitchell, and Nancy Ziemann (posthumous)
- ✓ Hosted an online version of the WBA Student Seminar with more than 100 students from across the state. The event included the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award winner. The successful online event inspired a proposal for an additional networking event in 2021.
- ✓ Performed a comprehensive review of WBA Foundation finances to position us for its long term future.
- ✓ Awarded four scholarship recipients at the WBA Student Seminar
- ✓ Produced a half-hour WBA Hall of Fame Show for distribution to Wisconsin television stations
- ✓ Awarded the fourth Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett
- ✓ Extended planning for the annual 3-Day Walker Broadcast Management Institute at UW-Madison which has already graduated 153 in the 23 years its been operating
- ✓ Represented broadcasters on the State Superintendent's Advisory Council for Business, Marketing, and Information Technology Education. WBA Education Committee Chair Ken Beno serves on the Council.
- ✓ Continued to refine and update WBAnewsroom.org. All content has been updated and is kept current to reflect "what's going on" in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It's a valuable resource for all reporters, editors, producers, students, and news junkies.
- ✓ The 29 members of the WBA Foundation's Legacy Club provide a formal procedure and recognition for those who make bequests or agree to make bequests to the WBA Foundation in their wills.
- ✓ Offered a Hall of Fame ring and/or pendant to all existing and incoming Hall of Fame members
- ✓ Promoted the WBA Hall of Fame plaques and video display at the Hilton Milwaukee City Center
- ✓ Updated the online Wisconsin Broadcasters Museum with new artifacts from Wisconsin broadcasting history
- ✓ Offered stations radio and TV spots promoting the WBA Hall of Fame
- ✓ Every-other year offering of the WBA Doug Chickering WIAA Sports Workshop
- ✓ Prepared to continue hosting statewide political debates following the WBA's more than 30-year history of promoting an informed electorate



FOUNDATION