



**High School Educators**  
Check out back page to see  
how sessions align with  
DPI standards!

**Saturday, Feb. 28**  
Registration Opens at 8 a.m.

**\$25 Early Bird  
Registration**

**\$35 after Jan. 10**  
Registration Deadline Feb. 10

**2026 Student Forum Sponsors**

Job Fair



Keynote



Event Space



WBA Partner



**Learn more and register!**  
Or visit us at [wi-broadcasters.org](http://wi-broadcasters.org)



# AGENDA

## Wisconsin Broadcasters Student Forum

8 a.m. | Doors Open for Attendees - Enter at the Lambeau Field Atrium

8:45 a.m. | Introduction and Orientation

9-9:50 a.m. | First Sessions



### More Cow Bell: How to Get the Most Out Gathering Audio and Video

Two of Wisconsin's photojournalism veterans share with you the tips and tricks they've learned over the year to get the most out of shooting video, which includes compelling audio and video. See examples and demonstrations.



**Jeremy Nichols**  
Multimedia Specialist  
Wisconsin Technical College  
System



**Jim Wilson**  
Executive Reporter  
WTMJ-TV, Milwaukee



**Moderator:**  
**Adam Schrager**  
Teaching Faculty  
Member, UW-Madison

### Prepping for a Sports Broadcast

There's a lot that goes into a game broadcast, both on the air and behind the scenes. Hear from a panel of broadcasters about the work that goes into preparing for a successful broadcast.



**Nick Bjerke**  
Creative Services Manager  
WXOW-TV, WQOW-TV, La  
Crosse, Eau Claire



**Tom Hecker**  
Statistician  
Packers Radio Network



**Reid Magnum**  
Vice President  
Magnum Media



**Andrew Nelson**  
Executive Producer,  
Studio Production  
Rush Media Company



**Moderator:**  
**Bill Wald**  
Broncos Media Director/  
Manager & Media Arts  
Educator  
Union Grove High School

### Flash Forward: Your Path Ahead in College Media

This session is designed for high school students to learn about broadcasting opportunities on college campuses in Wisconsin. Hear from current college students from a variety of universities about their experiences working in college radio or television. From gaining broadcasting skills to meeting new friends with similar interests, find out what college media has in store for you!



**Moderator: Kelsey Brannan**  
Director of Student Radio  
UW-Madison

10-10:50 a.m. | Second Sessions

### Chicken Soup From Chicken Poop: Making Good Stories From Bad Days

Anyone can tell a great story when everything goes right. But how often does that happen? In this session, you'll learn to turn problems into solutions by running toward your reporting challenges instead of away.



**Boyd Huppert**  
KARE-TV, Minneapolis



**Moderator: Mark Zoromski**  
WBA Education Committee Chair

## Getting More Than Just a Foot in the Door in Broadcasting

How do you get the attention of a radio or TV station you'd like to work for? What should you expect when you get a job interview? How can you stand out as a candidate? Hear from a panel of experienced broadcasters who've seen the resumes, conducted interviews, and made hiring decisions.



**Jeff Kiernan**  
VP of Local News  
E.W. Scripps



**Jessica Laszewski**  
VP/General Manager,  
WSAW-TV, Wausau



**Michelle Waldinger**  
Vice President of Human  
Resources  
Midwest Communications



**Moderator:  
Don Vesely**  
Regional Vice President  
Gray Media

## Reaching Audiences Where They Are

Your audience is out there, but more and more it's up to broadcasters to reach the audience where it is, which includes digital media, over the top (OTT), and social media. Hear from a panel of broadcasters finding new fans in new places.



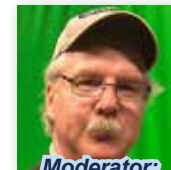
**Kayla Dembiec**  
Multimedia Journalist and  
Former Badger Beat Reporter  
UW-Madison



**Samantha Lindner**  
Strategic Partnerships  
and Brand Marketing  
iHeartMedia



**Devin Willems**  
Digital Content Director  
WFRV-TV  
Green Bay



**Moderator:  
Rob Snyder**  
Professor of  
Communication  
UW-Platteville

11 a.m.-Noon

**Keynote Address  
followed by  
Lunch with Bill  
Jartz**



### Keynote Speaker: Bill Jartz

Bill Jartz is the public address announcer at Lambeau Field and a recently retired anchor for WBAY-TV in Green Bay. He's won numerous accolades in his career for his work and support for local community causes. He is a member of the WBA Local Broadcast Legends. As the WBAY sports director, Bill won the admiration of northeast Wisconsin's sports fans, performing play-by-play duties for pre-season Packer football games, and hosting the award-winning "Monday Night Kick-Off" throughout the regular schedule. In 1998 he transitioned to be a news anchor for WBAY-TV, which he did the rest of his career.

Noon-2 p.m. | **Job Fair and Hands-On Experiences**

- Conduct Interviews on camera
- Get experience in front of a green screen
- Read from a teleprompter on camera
- Mock job interviews
- Call a game on the radio
- Get free headshots
- Practice live radio reads
- Use live remote broadcasting gear
- Viewing area for photos of historic Lambeau Field!
- Networking for student advisers

## Your MC

2-3 p.m.

**Scholarship  
and Award  
Presentations**



### Kyle Wallace

On-Air Host for ESPN Wisconsin and 101.7 The Truth and Director of Community Relations for 101.7 The Truth  
Good Karma Brands, Milwaukee

# High School Educators

**Note that the WBA Student Forum at Lambeau Field has sessions that align with Wisconsin DPI Standards for “Business and Information Technology” and “Marketing, Management, and Entrepreneurship.”**

Standard: MME.MKT.1: Marketing Mix Students will review, utilize, and develop the four areas of the marketing mix as they relate to a given industry.

Standard: BIT.MKT.1: Students will review, utilize, and develop the four areas of the marketing mix as they relate to a given industry.

BIT.MKT.1.D: Promotion – Describe the concepts and strategies needed to communicate information about products to achieve a desired outcome.

Standard: MME.MKT.7: Marketing Functions/Channel Management (Distribution) Students will evaluate the role of channel management/distribution in business and illustrate how products and services are transported to the ultimate consumer.

Standard: BIT. MKT.1.C: Place – Determine how businesses identify and make channel management/distribution strategy decisions to transport products to the final consumer.

Standard: MME.MKT.8: Marketing Functions/Promotion Students will describe the concepts and strategies needed to communicate information about the company, product(s), and idea(s) to achieve a desired outcome.

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Standard: MME.DMKT.2: Professional Development Students will acquire information about the digital marketing industry to aid in making career choices.

Standard: MME.DMKT.3: Digital Marketing Foundations Students will acquire a foundational knowledge of digital marketing to understand its nature and scope.

Standard: MME.SEM.2: Professional Development Students will acquire information about the sport/event industry to aid in making career choices.

Standard: BIT.BC.3 Students will develop effective written communication skills