



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



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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

2-3 p.m.

**Scholarship
and Award
Presentations**

**Your MC****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