The Power of Feedback

As an employer or an employee, whether we are giving it or receiving it, we all know how important feedback is to our individual growth and satisfaction in the workplace.

Tom Allen
WBA Chair

Simply put, feedback is an invaluable tool for continued learning. Which is why I’m asking you to get involved in an extremely valuable feedback loop for up and coming journalism, broadcasting and communications students in Wisconsin.

It is called “Student Storytellers,” and is the brainchild of Dean Maytag, past WBA Board Chair, current WBA Foundation Board member, and retired Milwaukee TV programming guru. Student Storytellers is contained in a special section of the WBA Newsroom site, and it’s where you’ll find interesting, creative and engaging stories produced and posted from students at schools all across Wisconsin.

Students send us their stories… news, feature, video, audio, digital…and we post them on the website, organized by school. Then you and I have the opportunity to view the work and provide feedback directly to the student. It provides them with valuable input and critique from professional broadcasters, and gives them the incentive to hone their skills and submit more work. In turn, it gives us some insight into what issues they care about, and how they approach telling us about it. Think of it as our own young millennial focus group.

The ability to create and tell compelling stories is at the heart of what we do. It is also critical to our future. Someone who can artfully craft a story can work in any broadcast medium—TV, Radio, or Digital. What better way to find the next generation of storytellers for our Wisconsin stations than to invest a little time in giving feedback and developing a line of communication between student storytellers and broadcast professionals.

When you explore the Student Storytellers section of the WBA website you’ll find stories such as “On Humanity’s Edge,” where a group of students went out to find local Holocaust survivors, or “Log-Out,” about a student who decides to quit social media for 30 days and replace it with meditation. Those stories, and many more, await your feedback. So please take a moment to share this information at your station, and take a few minutes every now and then to watch something from a student storyteller and let them know what you think. These future broadcasters are waiting to hear from you!
WBA Joins in Filing regarding Proposed Changes to EAS

WBA GM's & Chief Engineers, Your WBA, along with other broadcasters associations representing 49 states, the District of Columbia and Puerto Rico, recently filed Joint Comments in the FCC's rulemaking proceeding regarding proposed changes to the Emergency Alert System.

We pointed out how state broadcasters associations played an important role in the effort to pass a federal statute authorizing the Integrated Public Alert and Warning System (IPAWS), and how broadcasters and State Emergency Communications Committees (SECCs) are committed and critical stakeholders in our nation's emergency alerting network. A broad theme of our comments was the need for EAS issues to be addressed at the state and local level where possible, giving SECCs and EAS participants the necessary discretion to make decisions that work for their respective communities. Some of the specific points included in the comments were:

1. We objected to proposals claiming to enhance the security of the EAS network, but which would in fact impose unreasonable burdens on broadcasters, such as requiring broadcasters to notify the FCC of security breaches (e.g., the unauthorized triggering of an alert) within 15-30 minutes. We pointed out that imposing such burdens could have a chilling effect on full participation by broadcasters in EAS.

2. We urged the FCC to adopt rules requiring cable systems to implement “selective override” for TV broadcast stations, which would prevent cable set-top boxes from automatically tuning all channels during an EAS alert to a cable channel providing only generic information about the emergency situation. Without a selective override requirement, TV stations which provide up to the minute news and weather reports during emergency and severe weather situations will continue to be subject to having their signals automatically blocked by cable operators at the very time when detailed emergency or weather information is most needed.

3. We supported the idea of allowing broadcasters, at their discretion, to perform live code EAS testing without the need for FCC waivers, to use EAS tones in PSAs, and to use WEA (Wireless Emergency Alert) tones in news reports designed to inform the public about WEA, subject to safeguards to assure that such codes do not trigger alerts downstream.

4. We questioned a proposal to bring social media and other non-broadcast/cable platforms into the EAS network, arguing that those platforms in many cases are still evolving, and are of uncertain reliability and utility as sources for distributing alerts.

5. We cautioned the FCC against adopting any “one-size-fits-all” template for State EAS Plans which would impair the flexibility of SECCs to tailor plans to their own respective states’ needs, or which would impose unreasonable burdens on the SECCs that would have to rewrite their plans to fit such a template. We also cautioned the FCC generally about adopting proposals which would increase the burdens on SECCs, as they are typically volunteer organizations with limited resources.
Instructor Terry Baun was joined by Jim Klas, WI ECB; Bill Hubbard, UW-Green Bay; Richard Wood, Resonant Results; and Jeff Welton, Nautel.

Tuesday focused on our Board(s) of Directors. We started out with our WBA Executive Committee Meeting and then continued on with our Joint WBA/WBA Foundation Board Meeting. Three years ago, we joined the two boards together for a meeting for the first time and it was so well received, we decided to make it a standing tradition each June. That evening, WBA and WBA Foundation Board Members, along with our WBA staff, enjoyed a reception at Dick Record’s lovely home; followed by a fabulous dinner held on the rooftop of the Weber Center (thank you, Chuck Roth for your assistance).

Wednesday provided more offerings than ever before! Despite a bit of rain at the Radisson, the powers that be seemed to favor our golfers with perfect weather for the WBA Golf Outing at Cedar Creek, where a good time seemed to be had by all.

The day-long Engineering Workshop received top-notch reviews, as a result of several of our timely sessions planned by our fantastic Broadcasters Clinic/Summer Conference Engineering Committee. One of the most well-received sessions was the “Amber Alert Incident Debrief” where the panel including law enforcement, the WI Dept of Justice, and the Coordinator for Wisconsin’s Clearinghouse for Missing & Exploited Children & Adults dissected an actual child abduction incident that resulted in an Amber Alert in Wisconsin. What were the steps that lead up to the Alert and what process was used to determine an Alert was needed.

Wednesday morning also offered two roundtable sessions put on by our very own members: “Hiring, Training, and Retaining Sales Personnel” with Barb Van Dei Hei of Bay Cities Radio in Marinette and “The First Years: Building a Foundation for Success” featuring an astute team of the WBA’s Young Professionals.

Wednesday afternoon offered our bi-annual Job/Career Fair (the WBA’s EEO Session “Legal Issue & Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship” was offered the week prior via webinar this year). We also held the WBA’s Legislative Session on Wednesday afternoon this year (featuring WBA State Legislative Chair Kelly Radandt, WBA Federal Legislative Chair Roger Utnehrman, Brandon Schol from the Cap Group, NAB’s Jack Smeddle (via speaker phone) and myself. Judging by the full room, it appears that moving it from Thursday to Wednesday was a good move! As usual, there was no shortage of Legislative and Regulatory Issues that could have a significant effect on our industry. This highly relevant session always helps our members stay informed.

Attendees met up that evening for the Exhibit Reception where everyone was vying for one of the many wonderful prizes that were being offered. The Young Professionals (although I hear a few “young in spirit” happened to join in) also enjoyed a Brewery Tour at the City Brewery. Then all convened for a short walk to the Cargill Room at the Waterfront provided for an excellent dinner, refreshing drinks, along with great camaraderie amongst friends — old and new.

Thursday morning started bright and early with the Business Breakfast where reports were heard from various committee chairs, along with updates from both the WBA and the WBA Foundation, followed by our annual Economic Update from Jason Joanis & Erica Hill with BMO Private Bank.

Thursday’s general sessions definitely contributed to the popularity of the Conference; our morning session featured David Rich with “Contagious Selling: How to Sell Profitably in a Media Fragmented World”. Our afternoon general sessions provided two options: “Recruit & Retain to Win” with Kelly Wirges of ProMax and Emerging Media: Where Does it Fit?” with Mid-West Digital Marketing’s Ron Giordan.

A Thursday highlight featured the presentation of the second annual WBA Local Broadcast Legends Awards during the Keynote Luncheon. Please join me in congratulating this year’s honorees: William Allen (posthumous), Norb Aschom, Dick Kaner, and Bob Salm.

And…what more can we say about the Keynote Luncheon Address, Viterbo College’s Tom Thibodeau on Servant Leadership? We laughed, we cried, we learned. Many have said that Tom was one of the best Keynotes we’ve ever had. That’s a saying a lot!

Our Summer Conference culminated our Hall of Fame Reception and Dinner. It is a celebration shared by family, friends, and former colleagues. Special congratulations to this year’s inductees: Lindsay Wood Davis, Aline Hazard (posthumous), Larry McCarron, and Chuck Roth.

Please join me in extending a heartfelt thank you to Linda and Liz for their hard work. I am proud and honored to be a part of this WBA Team. And of course – a thank you to our Supporters, Committees, and our Sponsors (see listing on page 27) – we would not provide such a top-notch event without you.

Make sure to put next year’s Winter Conference (and State Legislative Day) and Summer Conference on your calendars. Winter/State Legislative Day will be Wednesday, January 25 at the Concourse Hotel in Madison; the Summer Conference will take place June 14 & 15 at the Blue Harbor Resort in Sheboygan.

In the meantime, stay cool — enjoy the rest of the summer (which always seems to fly by), and….thank you, as always, for your time & support!

Michelle Vetterkind, WBA, with Green Bay Packer Josh Sitton and WBA Foundation Board Member Jill Sommers as this time, however, they are all actively recruiting Korean War Vets.

• The website we developed (www.wisconsin-honorflight.org) sponsored by your WBA, features a one-stop easy access tool for all six honor flight hubs (you’ll also see a link at the top of the WBA’s site (www.wi-broadcaster.org).

• Two TV spots (:15 & :30) – HD/Closed Captioned

• Two Radio spots (:15 , :30)

We would also recommend that you contact your appropriate Honor Flight Hub to see how you can best work with them (interviews, etc.). You can either access this information via www.wisconsin-honorflight.org (just click on your appropriate region) or else let us know and we’ll be more than happy to loop you in.

NOTE: This is purely voluntary. Anything mentioned above is available to you to use if and how you wish. You may start running the spots immediately and do not have to report your usage to the WBA (This is NOT part of the WBA’s NCSA/PEP – Public Education Program). There is no end-date. Special thanks to both WBA Boards for their support; Snap 180 Media, owned by Veteran Chris Hibben, for donating his time and resources to produce the spots; Foundation Board Member, Perry Kidder; the Green Bay Packers; and of course to our six Honor Flight Hub representatives for all their input and support.

And thank YOU all for your support of this wonderful cause!
WBA Joins Coalition Created to Repeal Wisconsin’s Personal Property Tax

A strong and diverse group of 31 trade and business associations have joined forces with the common goal of repealing Wisconsin’s personal property tax.

The “Coalition to Repeal Wisconsin’s Personal Property Tax” consists of organizations representing more than 400,000 Wisconsin businesses employing over a million employees as well as thousands of individual taxpayers across the state.

“Collectively, coalition members represent nearly every personal property taxpayer in Wisconsin,” said Michelle Kussow, Executive Vice President of Wisconsin Grocers Association, the founding member of the coalition. “Many of these organizations have been lobbying on the issue for years, hearing from members and watching other states repeal the personal property tax; and felt that now is the time for Wisconsin to repeal this unfair and archaic tax.”

The personal property tax (PPT) is a tax imposed on a businesses’ “tangible” personal property. The tax is assessed and collected by local governments and is in addition to the real estate property tax. The tax has existed since 1849 as part of Wisconsin’s original property tax scheme, and through the years has seen many changes and exemptions.

Matt Banaszynski, Executive Vice President of Independent Insurance Agents in Wisconsin said, “Independent Insurance Agents in Wisconsin can be found on main streets all over Wisconsin. Like other small businesses, they pay their fair share of taxes, but support repeal of the personal property tax as a way to invest more in their communities, employees and businesses and pass savings on to their customers.”

“This is an antiquated tax that many other states have eliminated,” said Ed Lump, Wisconsin Restaurant Association President and CEO. “Because it taxes the means of production, it is effectively a tax on expanding your business and creating jobs.”

The coalition will highlight the negative impact this tax has on Wisconsin businesses and encourage the Governor and Legislature to repeal the tax.
**Tuesday, October 13**

1:00 PM  *Why 0.01% Distortion Sometimes Matters, and 30% Sometimes Doesn’t*  
SUPERIOR ROOM  
Steve Dove, Wheatstone  
A lighthearted romp through why some things sound the way they do, deflating some conventional wisdoms, and highlighting some surprising insights.

1:45 PM  *Optimizing Combined AM Antenna Systems*  
SUPERIOR ROOM  
Kurt Gorman, Phasetek Inc.  
With the increase in AM radio stations sharing antenna sites, filtering circuitry can be used in conjunction with new/existing phasing circuitry to increase both pattern and impedance bandwidth. Older systems can be improved also with these techniques.

2:30 PM  Break

2:45 PM  *Adaptive Multi-Rate Audio Streaming*  
SUPERIOR ROOM  
Kirk Harnack, Telos Alliance  
What problems does Adaptive Streaming solve for us and for listeners? How does Adaptive Streaming work? How does one configure an Adaptive Streaming encoder? What other infrastructure is needed to support Adaptive Streaming?

3:30 PM  *Building The Ultimate Ip Audio Network*  
SUPERIOR ROOM  
Tony Peterle, Worldcast Systems  
Redundant Streaming for reliable transport of content, distributed Intelligence for monitoring, backup and on-demand connections, packet forwarding for backup audio sources and subnet distribution.  
The components can be used in combination or selected a la carte to create the audio cloud suited to the broadcast application, budget, and IP network availability.

4:15 PM-7:00 PM  Exhibits Open  
EXHIBITORS RECEPTION  
WISCONSIN/MICHIGAN ROOMS
Wednesday, October 14

7:00 PM **Nuts & Bolts Session**
**SUPERIOR ROOM**
Steve Lampen
An Evening with Sparks and Wires by Richard Sparks. If you aren’t laughing check your pulse.
Fifty Years in Audio and Video by Steve Lampen. What more can we say, it’s Steve Lampen!

3:00 PM **Break**

3:15 PM **Advantages of Aluminum Transmission Line**
**SUPERIOR ROOM**
Manuel Sone, Electronics Research Inc.
The performance of coaxial four inch aluminum transmission lines with an aluminum outer conductor and a copper inner conductor will be investigated. A comparison to an all copper transmission line will be presented as well as the historical use of aluminum RF components.

4:00 PM **Adventures in 4K**
**SUPERIOR ROOM**
Steve Lampen, Belden
Everyone knows 4K is coming, but how will you integrate it into your facility? Also there is talk about coming technologies that would revolutionize not just broadcasting, but all communications. It’s just that they don’t exist yet and you can’t buy them. Steve will explain.

5:30 PM **Dinner**
**SUPERIOR ROOM**

6:00 PM **SBE All Chapter Meeting and Program**
**How to Take Time Off from a 24/7 Career**
**SUPERIOR ROOM**
Jeff Welton, Nautel
With today’s engineering staffing levels it’s difficult to break away and take a break. This session will explore that challenge and suggest ways to make it possible.

Thursday, October 15

7:45 AM **Registration & Continental Breakfast**
**SUPERIOR ROOM**

8:30 AM **ATSC 3.0 In The Real World**
**SUPERIOR ROOM**
Michael Guthrie, Harmonic
ATSC 3.0 offers a new set of compelling features that bring TV broadcasting into the 21st century with an increase in bitrate and/or with the robustness for mobile and portable reception. HEVC encoding will support UHD, HDR, and/or higher program counts. Transition models from ATSC 1.0 will also be discussed.

9:15 AM **ATSC 3.0 and Future Antenna Technologies**
**SUPERIOR ROOM**
John Schadler, Dielectric
As the ATSC 3.0 standard and SFNs are developed it is important to keep in mind how the technical components of broadcasting could change. Each
new system will require overlapping coverage areas within the original contour of a station. This paper will address the criteria and design techniques required to support ATSC 3.0 and SFNs as the next generation of the broadcast industry.

10:00 AM Break

10:15 AM The Spectrum Repack, Is There a Move to VHF in Your Future?
SUPERIOR ROOM
William Ammons, Micronetixx Communications

The spectrum repack may find many stations looking at the possibility of moving to high band VHF, or even low band VHF. This presentation will discuss what worked back in the analog days and what is needed to succeed in the digital era, including with ATSC 3.0.

11:00 AM Television Spectrum Auction and Repack Update
SUPERIOR ROOM
Jay Adrick, GatesAir

This presentation will include a detailed review of the current auction and repacking timeline and look at the status of efforts to optimize the repacking process given the constrained resources and extremely short implementation time.

12:00 PM Lunch

1:00 PM Status of ATSC 3.0
SUPERIOR ROOM
Jerry Whitaker, ATSC Committee

The next-generation digital television system promises to provide broadcasters with new features and services and consumers with robust mobile, immersive audio, UHDTV images, and personalized interactive services. This presentation will review the status of work within ATSC and provide some thoughts on implementation considerations for broadcasters.

1:45 PM High Efficiency in Modern Solid State UHF/VHF TV Transmitters
SUPERIOR ROOM
Walt Gumbert, Rohde & Schwarz

Solid State transmitters have historically been inefficient. This session will look at various methods of improving their efficiency with Doherty including case studies showing the energy savings realized with the technology.

2:30 PM Demystifying Video Over IP
SUPERIOR ROOM
Evertz

This session will compare SMPTE 2022-6, ASPEN, and TR-03 as well as highlight the benefits and challenges of each format. In addition we will investigate how each format handles Ultra HD and the available tools to help maintain and manage your facility with each format.

All Broadcasters Required to Complete FCC EAS Database Entry

By Gary Timm, Wisconsin SECC Chair

On September 28, 2016, the Federal Emergency Management Agency (FEMA) will conduct a nationwide test of the Emergency Alert System (EAS). All broadcasters are required by FCC rules to report their results of this test to the Commission. To facilitate the reporting of these results, the FCC has now established the EAS Test Reporting System (ETRS). It is a web portal similar to the one used by stations in reporting their results of the 2011 Nationwide EAS Test, but now with more detailed station information requested. This preliminary station information is to be filled in on ETRS Form One, with Forms Two and Three to be used to report your results following the actual test in September.

An FCC Public Notice released on June 27, 2016, requires that all stations complete the details requested on ETRS Form One on or before August 26, 2016, and updates or corrections to the information can be made until September 26, 2016. The ETRS home page is: https://www.fcc.gov/general/eas-test-reporting-system

Stations must first click on the ETRS Registration link and complete that form. Then use the account credentials received via email to click on the ETRS Log-in Page to access Form One.

Tips to know before beginning the process:

-The FCC allows users that own multiple stations to stipulate a “coordinator” who can then “batch file” the information for numerous stations at once. To use this filing method, contact the Commission at: ETRS@fcc.gov

Some of the details you will need are your station’s FCC Registration Number (FRN) and FRN Password, Facility ID number, City of License, Transmitter Lat/Long in NAD83 decimal form, your EAS Designation type (most stations are “PN”), your two EAS Monitoring Assignments and any other monitored sources you wish to list, the make, model and software version of your EAS unit, and contact info for the person filling out Form One.

Note that in the field where Form One asks for “Geographic Zone of Service”, it is looking for the name of the EAS Local Area that the county of your City of License is located in. To use this filing method, contact the Commission at: ETRS@fcc.gov

http://www.sbe24.org/eas/AP-E0815.pdf. So a typical answer would be, “Northwest Wisconsin EAS Local Area,” or whichever of the 9 areas your county is in.

For questions on completing Form One, contact ETRS@fcc.gov

For Wisconsin-related questions, contact Gary Timm: GTEAS@sbcglobal.net
One of my favorite articles to write for the WBA Newsletter each year is this one, the wrap up of the Annual WBA Awards for Excellence Gala!

Last year we such had a wonderful evening, remembered in the article titled (with full credit to the Four Seasons,) “Oh, What a Night!” Hard to believe that we topped ourselves again, but it is true, so, (with all credit to Steely Dan) let’s call this one, “Do It Again!” The room was more elegant than ever, the food and service were better than ever, we were technically better than ever and the presenters were on their toes, “Lookin’ sharp and Soundin’ sassy!” We celebrated the competition between 1,688 entries (think of that!) And we ended it all, right on time, at 10 PM!

Our Social Media Correspondent rocked the house, with almost 1,000 tweets using the #wbagala hashtag, huge Facebook engagement and 1,550 unique Livestream views of the Station of the Year presentations!

We’ve told you that the Awards Committee won’t let the Awards ever get stale, so we’re already working on next year’s program. Stay tuned for this year’s Awards Program brochure. Meanwhile, thank you ALL for your great support; The WBA Awards program is the biggest in the nation because of you! Let’s “Do It Again!”

Over 400 broadcasters and guests attended the WBA’s Awards for Excellence Gala, Saturday evening, May 7, 2016, at the Madison Marriott West Hotel.
2015 News Operation of the Year Award Winners

**Television**
- Large Market: WISN-TV, Milwaukee
- Medium Market: WISC-TV, Madison
- Small Market: WKBT-TV, La Crosse

**News and Talk Radio**
- Large Market: WTMJ-AM, Milwaukee
- Medium Market: WTAQ-AM, Green Bay
- Small Market: WTCH-AM, Shawano

2015 Social and Digital Media Operation of the Year Award Winner

**Television**
- WSAW-TV, Wausau

**News and Talk Radio**
- WHBY-AM, Appleton

**Music Radio**
- WYMS-FM, Milwaukee

2015 Station of the Year Award Winners

**Television**
- Large Market: WISN-TV, Milwaukee
- Medium Market: WISC-TV, Madison
- Small Market: WKBT-TV, La Crosse

**News and Talk Radio**
- Large Market: WTMJ-AM, Milwaukee
- Medium Market: WCLLO-AM, Janesville
- Small Market: WTCH-AM, Shawano

**Music Radio**
- Large Market: WLMV-AM, Madison
- Medium Market: WAPL-FM, Appleton
- Small Market: WCOW-FM, Sparta
Social and Digital Media Award Winners

All Markets

**BEST WEBSITE**
Television: WSAW-TV, WSAW-TV Website
Music: WIXX-FM, WIXX.com
News/Talk: WUWM-FM, WUWM.com

**BEST USE OF SOCIAL MEDIA**
Television: WLUK-TV, Fox 11 Social Media
Music: WYMS-FM, 88NINE Radio Milwaukee
Social Media News/Talk: WTMJ-AM, WTMJ Social Media Outlets

**BEST ONLINE/AD PROMOTION**
Television: WLUK-TV, Six-Figure Housing Assistance Facebook Promo

**BEST USER-GENERATED CONTENT**
Television: WITI-TV, View Beautiful, Rare Super Moon Lunar Eclipse

**BEST BREAKING NEWS COVERAGE**
Television: WSAW-TV, Breaking News: Local Man Kills His Wife
Music: WHBY-AM, @Cianciola LIVE from the Neenah Standoff 12/5/15

**BEST LIVE ON-SITE COVERAGE**
Music: WNCY-FM, Y100's Country USA All Access

**BEST WEB STORY**
Television: WSAW-TV, High Speed Chase Through Several Counties end in Rib Mountain
News/Talk: WI Public Radio, WisContext’s “El Niño In Wisconsin”

**BEST PERSONALITY**
Television: WISC-TV, Michelle Li
Music: WYMS-FM, Tarik Moody, 88Nine Radio Milwaukee
News/Talk: WHBY-AM, Phil Cianciola, The Philcast 1150
Television Award Winners
Large Market Television

MORNING NEWSCAST
1st Place: WITI-TV, Fox6 Wakeup News
November 9, 2015
2nd Place: WITI-TV, Fox6 Wakeup News
November 20, 2015
3rd Place: WISN-TV, Winter Storm

EVENING NEWSCAST
1st Place: WISN-TV, Winter Storm Wallop
2nd Place: WISN-TV, Cold Case Break & Deadly Park Shooting
3rd Place: WTMJ-TV, Tornado

SPORTSCAST
1st Place: WISN-TV, Dan Needles
2nd Place: WISN-TV, Stephanie Sutton
3rd Place: WTMJ-TV, WTMJ Sports Compilation 1

WEATHERCAST
1st Place: WISN-TV, Sally Severson
2nd Place: WISN-TV, Mark Baden
3rd Place: WITI-TV, Vince Condella

SPOT NEWS
1st Place: WISN-TV, Explosions & Fire on Milwaukee’s south side
2nd Place: WDJT-TV, Suspicious Device
3rd Place: WDJT-TV, Attacks in Paris

NEWS WRITING
1st Place: WITI-TV, Her Dying Wish
2nd Place: WISN-TV, Romanian Adoption
3rd Place: WISN-TV, Lawmaker Looking to Change Her Party

HARD NEWS/INVESTIGATIVE
1st Place: WTMJ-TV, Coal Pile
2nd Place: WISN-TV, Sex Offender Shuffle
3rd Place: WTMJ-TV, Points of Impact

SERIES OR DOCUMENTARY
1st Place: WITI-TV, Speaking Up for Special Needs
2nd Place: WDJT-TV, Lily’s Hope
3rd Place: WITI-TV, Untold Stories: Saluting Our Vietnam Veterans

FEATURE
1st Place: WITI-TV, Trickett’s Story
2nd Place: WISN-TV, Nicole’s Journey
3rd Place: WYTU-TV, Family Helps Homeless Man During Holidays

LIVE ON-SCENE REPORTING
1st Place: WTMJ-TV, Jermont Terry
2nd Place: WDJT-TV, Michele McCormack
3rd Place: WTMJ-TV, Bridget Shanahan

BEST CONTINUING COVERAGE
1st Place: WITI-TV, Risk on the Rails: Bridge on the Brink
2nd Place: WTMJ-TV, Fugitive Chase & Capture
3rd Place: WISN-TV, The Rise and Fall of Scott Walker

BEST USE OF NEWS VIDEO
1st Place: WISN-TV, Coast Guard Training
2nd Place: WISN-TV, Inside the Fire Line
3rd Place: WDJT-TV, Whistling Straits Spotlight

SPORTS REPORTING
1st Place: WDJT-TV, Sewer Diving for the Packers
2nd Place: WITI-TV, Lean On Me
3rd Place: WTMJ-TV, Concussion Concerns

BEST USE OF SPORTS VIDEO
1st Place: WISN-TV, Slope Style Skier
2nd Place: WISN-TV, Swimming Sensation
3rd Place: WDJT-TV, From Cancer to the Court

SIGNIFICANT COMMUNITY IMPACT
1st Place: WISN-TV, Class Act
2nd Place: WTMJ-TV, Community Baby Shower
3rd Place: WITI-TV, Buddy Check 6

SPECIALTY PROGRAMMING
1st Place: WISN-TV, On Assignment
2nd Place: WTMJ-TV, Making the Milwaukee
3rd Place: WITI-TV, The Teditorial: Full-Court Press

EDITORIAL/COMMENTARY
1st Place: WITI-TV, The Teditorial: Full-Court Press
2nd Place: WISN-TV, Class Act
3rd Place: WITI-TV, The Teditorial: Four One, Four All

PROMOTIONAL ANNOUNCEMENT
1st Place: WISN-TV, Leading the Way Campaign
2nd Place: WTMJ-TV, TODAY’s TMJ4: Your Official Packers Station
3rd Place: WISN-TV, WISN History News Image

TOPICAL PROMOTION
1st Place: WTMJ-TV, Veterans Suffering in Silence
2nd Place: WDJT-TV, Anatomy of an Art Heist
3rd Place: WTMJ-TV, Exclusive Interview with Bart Starr

PUBLIC SERVICE ANNOUNCEMENT
1st Place: WISN-TV, Class Act School Supply Drive
2nd Place: WTMJ-TV, Green, Gold & Growing
3rd Place: WTMJ-TV, The TODAY’S TMJ4 Community Baby Shower

BEST COMMERCIAL
1st Place: WDJT-TV, You Move Me
2nd Place: WTMJ-TV, Skiin Anti-Aging Lounge
3rd Place: WTMJ-TV, Radio 620 WTMJ: Home of the Brewers
Television Award Winners
Medium Market Television

MORNING NEWSCAST
1st Place: W Bai TV, Action 2 News This Morning
March 25, 2015
2nd Place: WLUK TV, Good Day Wisconsin All
Access Tailgate Party
3rd Place: WMTV TV, Take Your Brat to Work Day

EVENING NEWSCAST
1st Place: WGBA TV, Trestle Trail Shooting
2nd Place: WISC TV, News 3 at 6: No Charges in
the Death of Tony Robinson
3rd Place: WLUK TV, Fox 11 News at Five
November 26, 2015

SPOTCAST
1st Place: WKOW TV, WKOW
2nd Place: WFRV TV, Best Sports Team
3rd Place: WLUK TV, Drew Smith

WEATHERCAST
1st Place: WGBA TV, Cameron Moreland
2nd Place: WMTV TV, Weather Authority
3rd Place: WFRV TV, Luke Sampe, Chief Meteorologist

SPOT NEWS
1st Place: WBAY TV, State Trooper Killed
2nd Place: WISC TV, News 3 at 6: No Charges for
the Death of Tony Robinson
3rd Place: WBAY TV, Neenah Shooting and Standoff

NEWS WRITING
1st Place: WFRV TV, Barneveld Tornado Survivor
2nd Place: WISC TV, Wisconsin’s Fast Girl: Suzy
Favor Hamilton
3rd Place: WMTV TV, Let’s Be Frank

HARD NEWS/INVESTIGATIVE
1st Place: WBAY TV, Missing People
2nd Place: WHA TV, Syrian Asylum Seeker
3rd Place: WLUK TV, Shawano Housing Investigation

SERIES OR DOCUMENTARY
1st Place: WISC TV, Marijuana: Beyond the Money
2nd Place: WMTV TV, Making a Difference
3rd Place: WKOW TV, Our Wisconsin – An Hour in 1970

FEATURE
1st Place: WKOW TV, Now I Lay Me Down to Sleep
2nd Place: WMTV TV, Chris Farley
3rd Place: WBAY TV, Rex and the Ice Bowl

LIVE ON-SCENE REPORTING
1st Place: WISC TV, Leah Linscheid Compilation
2nd Place: WMTV TV, John Stofflet Live
3rd Place: WBAY TV, Kristyn Allen

BEST CONTINUING COVERAGE
1st Place: WISC TV, Right to Work Moves Through Wisconsin
2nd Place: WISC TV, Continuing Coverage: Tony Robinson
3rd Place: WFRV TV, Trestle Trail Shooting

BEST USE OF NEWS VIDEO
1st Place: WBAY TV, Duck Banding
2nd Place: WISC TV, No Excuses
3rd Place: WKOW TV, The Dangers of Campus Crosswalks

SPORTS REPORTING
1st Place: WLUK TV, Hortonville Linebacker Calls it Quits after Suffering Concussion
2nd Place: WMTV TV, Blake Geoffrion Classic
3rd Place: WISC TV, The Golden Rule

SIGNIFICANT COMMUNITY IMPACT
1st Place: WBAY TV, Brake 4 Buses
2nd Place: WHA TV, Here and Now #1336: Police and Race Relations
3rd Place: WISC TV, WISC and Buddy Check 3

SPECIALTY PROGRAMMING
1st Place: WLUK TV, The High Cost of Higher Education
2nd Place: WLUK TV, Fox 11 Packers Family Night
3rd Place: WISC TV, Return for the Title: Live in Indianapolis

EDITORIAL/COMMENTARY
1st Place: WFRV TV, Thanks for Your Service
2nd Place: WISC TV, Punishing the Poor
3rd Place: WISC TV, State Embarrassment

PROMOTIONAL ANNOUNCEMENT
1st Place: WISC TV, Live at Four - Launch
2nd Place: WMTV TV, NBC 15 News - Decisions
3rd Place: WMTV TV, NBC 15 News - Winter Shorts

TOPICAL PROMOTION
1st Place: WHA TV, Wisconsin Winter
2nd Place: WLUK TV, Fox 11 Investigates: VA Whistleblower
3rd Place: WMTV TV, NBC 15 News - Guardrails

PUBLIC SERVICE ANNOUNCEMENT
1st Place: WMTV TV, NBC 15 Take Your Brat to Work Day
2nd Place: WMTV TV, NBC 15 Back to School
3rd Place: WKOW TV, Toys for Tots

BEST COMMERCIAL
1st Place: WLUK TV, Lamers Dairy “Farm to Table”
2nd Place: WMSN TV, Mooyah Thank You Spot
3rd Place: WISC TV, Wisconsin Weather Calendar “Wisconsin Colors”
Television Award Winners
Small Market Television

MORNING NEWSCAST
1st Place: WKBT-TV, News 8 This Morning: 15th Anniversary Show
2nd Place: KBJR-TV, KBJR 6 News Today
3rd Place: WAOW-TV, Badgers Lose NCAA

EVENING NEWSCAST
1st Place: WAOW-TV, Newsline 9 at 10 January 16, 2015
2nd Place: WSAW-TV, News Channel 7 at Six June 4, 2015
3rd Place: WAOW-TV, Newsline 9 at 5 January 11, 2015

SPORTSCAST
1st Place: WKBT-TV, News 8 Sports: Preps to Packers
2nd Place: WAOW-TV, Brandon Kinnard
3rd Place: WEAU-TV, SportScene 13 – 1/30, 3/5, 10/31

WEATHERCAST
1st Place: WSAW-TV, Chris Nelson’s Forecast
2nd Place: WKBT-TV, News 8 Meteorologist Bill Graul
3rd Place: WJFW-TV, Wren Clair Weathercast

SPOT NEWS
1st Place: WEAU-TV, Mitchell Owens Search
2nd Place: WKBT-TV, French Island Fire
3rd Place: WAOW-TV, Hostage Situation

NEWS WRITING
1st Place: WKBT-TV, Wheel of Todd
2nd Place: KBJR-TV, Stoney’s Free Library
3rd Place: WKBT-TV, Fighting for Kareena

HARD NEWS/INVESTIGATIVE
1st Place: WSAW-TV, Mosinee Peeping Tom
2nd Place: WKBT-TV, Fighting for Victims Rights
3rd Place: WEAU-TV, From Jane to Julia

SERIES OR DOCUMENTARY
1st Place: WKBT-TV, La Crosse Honor Flight
2nd Place: WEAU-TV, Cross-Checked
3rd Place: WKBT-TV, Paying the Price for Saving Lives

FEATURE
1st Place: WLAX-TV, Young Cancer Patient Inspires Others
2nd Place: WEAU-TV, Power of Music
3rd Place: WJFW-TV, Blasting Beaver Dams

LIVE ON-SCENE REPORTING
1st Place: WAOW-TV, Rebecca Ribley Compilation
2nd Place: WKBT-TV, Brittany Schmidt Compilation
3rd Place: WAOW-TV, Molly Kowcheck Compilation

BEST CONTINUING COVERAGE
1st Place: WJFW-TV, Ashlee Martinson Double Homicide Case
2nd Place: WEAU-TV, Confluence Project
3rd Place: WKBT-TV, Homeless in La Crosse

BEST USE OF NEWS VIDEO
1st Place: WKBT-TV, News 8 Eyepiece: Axe Cutting
2nd Place: WEAU-TV, Apostle Islands Ice Caves
3rd Place: WEAU-TV, Pumpkin Launching Physics Lab

SPORTS REPORTING
1st Place: WEAU-TV, Jake Dowell
2nd Place: WEAU-TV, Higley Makes a Splash as an Old Abe
3rd Place: KBJR-TV, Aurora Archer Hunts for Gold Medal

BEST USE OF SPORTS VIDEO
1st Place: WEAU-TV, Curtis Excels at Next Level
2nd Place: WEAU-TV, Top 10 Football Plays
3rd Place: WKBT-TV, The Sunny Side of Life

SIGNIFICANT COMMUNITY IMPACT
1st Place: WKBT-TV, Steppin’ Out in Pink
2nd Place: WSAW-TV, Share Your Holidays 2015
3rd Place: WAOW-TV, Jefferson Awards

SPECIALTY PROGRAMMING
1st Place: WSAW-TV, The World Championship Snowmobile Derby
2nd Place: WKBT-TV, High School Football Preview Show
3rd Place: WEAU-TV, Clearwater Winter Parade

EDITORIAL/COMMENTARY
1st Place: WEAU-TV, National Cheese Curd Day
2nd Place: WEAU-TV, Cookie Taste Test
3rd Place: WAOW-TV, Johnnie Gray 2

PROMOTIONAL ANNOUNCEMENT
1st Place: WEAU-TV, SportScene 13 Football Scrimmage
2nd Place: WSAW-TV, Under Construction Series
3rd Place: WSAW-TV, Hannah Anderson Image Series

BEST TOPICAL PROMOTION
1st Place: WAOW-TV, Hodag Promo
2nd Place: WSAW-TV, In the Ring
3rd Place: WEAU-TV, Hello Wisconsin Fall 2015

PUBLIC SERVICE ANNOUNCEMENT
1st Place: WSAW-TV, Share Your Holidays Campaign
2nd Place: WLAX-TV, Coulee Region Humane Society PSA
3rd Place: WSAW-TV, Sharrows

BEST COMMERCIAL
1st Place: WKBT-TV, Gunderson Health System: Power of One
2nd Place: WLAX-TV, Games by James
3rd Place: WJFW-TV, Minocqua Popcorn Company
News and Talk Award Winners
Large Market Radio

BEST MORNING RADIO SHOW
1st Place: WSSP-AM, Chuck & Wickett
2nd Place: WISN-AM, The Jay Weber Show
3rd Place: WTMJ-AM, Wisconsin’s Morning News with Gene Mueller

BEST RADIO SHOW
1st Place: WISN-AM, The Vicki McKenna Show
2nd Place: WTMJ-AM, Sports Central with Greg Matzek
3rd Place: WUWM-FM, Lake Effect: February 12, 2015

BEST NEWSCAST
1st Place: WISN-AM, The WISN Morning Briefing
2nd Place: WTMJ-AM, WTMJ Newscast – July 14, 2015
3rd Place: WTMJ-AM, WTMJ Newscast September 21, 2015

BEST SPORTSCAST
1st Place: WIBA-AM, Sportscast from Madison in the Morning
2nd Place: WTMJ-AM, WTMJ Sports – Doug Russell
3rd Place: WTMJ-AM, WTMJ Sports – Greg Matzek

SPOT NEWS
1st Place: WTMJ-AM, Paris Under Attack
2nd Place: WOZN-FM, Miracle in Motown
3rd Place: WTMJ-AM, Walker Drops Out

NEWS WRITING
1st Place: WTMJ-AM, Escaping Cancer on the Football Field
2nd Place: WI Public Radio, Wisconsin School Districts Increasingly Turn to Local Referendums for Funding
3rd Place: WI Public Radio, Frac Sand Mining Leads to a Tangle of Annexations

HARD NEWS/INVESTIGATIVE
1st Place: WISN-AM, The Epidemic of Our Time
2nd Place: WI Public Radio, Tomah VA Scandal Prompts Wider Look at Retaliation in the Veterans Health Administration
3rd Place: WTMJ-AM, Trouble at the Tomah VA

ORIGINAL FEATURE
1st Place: WI Public Radio, Paddle to the Sea
2nd Place: WTMJ-AM, Packers Dorm Life
3rd Place: WUWM-FM, Black Love Matters

BEST USE OF AUDIO IN RADIO NEWS
1st Place: WISN-AM, A Night to Remember
2nd Place: WI Public Radio, Wisconsin’s Love Affair with Brandy
3rd Place: WTMJ-AM, Flying with the Thunderbirds

LIVE ON-SCENE REPORTING
1st Place: WTMJ-AM, Protests Disrupt Red Arrow Park Christmas Tree Lighting
2nd Place: WTMJ-AM, Severe Weather Rocks Southeast Wisconsin

BEST CONTINUING COVERAGE
1st Place: WTMJ-AM, Governor Walker’s Run for the White House
2nd Place: WI Public Radio, Walker Runs for President
3rd Place: WISN-AM, The Right to Work Debate

BEST INTERVIEW
1st Place: WTMJ-AM, Billy Beane on Coming Out in Professional Sports
2nd Place: WISN-AM, Mark Belling with Chief Ed Flynn
3rd Place: WSSP-AM, Brewers Manager Craig Counsell – Chuck & Wickett

BEST SPORTS PLAY-BY-PLAY
1st Place: WSSP-AM, Milwaukee Admirals
2nd Place: WTMJ-AM, 2015 WIAA Division 1 State Football Championship

SIGNIFICANT COMMUNITY IMPACT
1st Place: WTMJ-AM, Operation Parallel
2nd Place: WSSP-AM, Student Athlete of the Week Wendry’s Varsity Blitz

SPECIALTY PROGRAMMING
1st Place: WXXM-FM, Bernie Sanders Presidential Rally, Madison, WI July 7, 2015
2nd Place: WTMJ-AM, WTMJ Presents: A Christmas Carol

EDITORIAL/COMMENTARY
1st Place: WUWM-FM, Auslander
2nd Place: WUWM-FM, The Day Bacon Died
3rd Place: WI Public Radio, The Ways We Misunderstand Each Other

PROMOTIONAL ANNOUNCEMENT
1st Place: WIBA-AM, WIBA-AM Sports
2nd Place: WOZN-FM, Alvarez Interview Part 1
3rd Place: WTMJ-AM, WTMJ Presents: A Christmas Carol

BEST COMMERCIAL
1st Place: WSSP-AM, The Malt Shoppe: “Tailgate”
2nd Place: WOZN-FM, Tundra Talk with Ty Montgomery
3rd Place: WTMJ-AM, Two Happiest Days

BEST HUMOROUS COMMERCIAL
1st Place: WSSP-AM, Philly’s Premium Beverages: “Revolution of Flavor”
2nd Place: WSSP-AM, Midway Hotels: “Smooth and Easy”
3rd Place: WTMJ-AM, So Leave A Message!

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WTMJ-AM, Beer Town
2nd Place: WSSP-AM, Nice Ash Cigar: “Whiskesha”
3rd Place: WSSP-AM, The Malt Shoppe: “Poker Night”
News and Talk Award Winners
Medium Market Radio

BEST MORNING RADIO SHOW
1st Place: WSAU-FM, Wisconsin Morning News with Seth Mela
2nd Place: WCLO-AM, Southern Wisconsin's Morning News – 12/29/15
3rd Place: WHBY-AM, WHBY Morning Show with Dave, Carol and Alex

BEST RADIO SHOW
1st Place: WLBL-FM, Route 51
2nd Place: WHBY-AM, “In the Huddle” with T.J. Lang & James Jones
3rd Place: WSCO-AM, High School Preview on The Score

BEST NEWSCAST
1st Place: WSAU-FM, WSAU Newscast with Larry Lee
2nd Place: WTAQ-AM, WTAQ’s Morning News at 7 12/7/15
3rd Place: WTAQ-AM, WTAQ’s Morning News at 6 AM 7/24/15

BEST SPORTSCAST
1st Place: WSCO-AM, Sports on The Score
2nd Place: WCLO-AM, WCLO’s Sports with Al
3rd Place: WHBY-AM, Philcast Sports with Marques Pfaff

SPOT NEWS
1st Place: WAYY-AM, Kidnap Suspect Found Dead
2nd Place: WTAQ-AM, Trooper Casper
3rd Place: WRJN-AM, Casino Death Blow

NEWS WRITING
1st Place: WCLO-AM, End of Tour
2nd Place: WFDL-AM, Give a Heart to Gilly
3rd Place: WTAQ-AM, Kaukauna Deflatgate

BEST HARD NEWS/INVESTIGATIVE
1st Place: WTAQ-AM, Eagle Nation Cycles
2nd Place: WTAQ-AM, Behind the Badge
3rd Place: WFDL-AM, Officer down

ORIGINAL FEATURE
1st Place: WFDL-AM, A Daisy a Day
2nd Place: WCLO-AM, High Heeled Heroes
3rd Place: WTAQ-AM, Defending Your Life

BEST USE OF AUDIO IN RADIO NEWS
1st Place: WTAQ-AM, Lambeau Tour
2nd Place: WTAQ-AM, Sail Away
3rd Place: WAYY-AM, Sounds of the Fair

BEST LIVE ON-SCENE REPORTING
1st Place: WFDL-AM, Officer Down
2nd Place: WHBY-AM, Trestle Trail Shooting
3rd Place: WTAQ-AM, Smitty’s Fire

BEST CONTINUING COVERAGE
1st Place: WTAQ-AM, Walker For President
2nd Place: WTAQ-AM, Mystery In Door County
3rd Place: WFDL-AM, Not In My Backyard

BEST INTERVIEW
1st Place: WHBY-AM, Dave Edwards with Jesse Heffernan
2nd Place: WSAU-FM, Stevens Point Police Chief Kevin Ruder on Why He’s Leaving
3rd Place: WSAU-AM, Ralph Dixon on Jordan and Recovering – Coping with the Loss of Michael

BEST SPORTS PLAY-BY-PLAY
1st Place: WFDL-AM, Waupun Softball to State
2nd Place: WHBY-AM, High School Football: Kimberly vs Arrowhead – State Finals
3rd Place: WSCO-AM, Boys Basketball: Sheboygan North at Kimberly

SIGNIFICANT COMMUNITY IMPACT
1st Place: WCLO-AM, 12 Hours of Bringing
2nd Place: WCLO-AM, Merrill Center Radiothon

SPECIALTY PROGRAMMING
1st Place: WLIP-AM, Kenosha Mayoral Candidate Interview
2nd Place: KFIZ-AM, KFIZ Halloween Party
3rd Place: WRJN-AM, Racine Mayor Best of 2015

EDITORIAL/COMMENTARY
1st Place: WOSH-AM, Jonathan Kruse, My Two Cents
2nd Place: WHBY-AM, The Philcast – “Slow Down”
3rd Place: WIZM-AM, Azicit 7/28/15

PROMOTIONAL ANNOUNCEMENT
1st Place: WTAQ-AM, Behind the Badge
2nd Place: WHBY-AM, Our Community
3rd Place: KFIZ-AM, KFIZ Sports

PUBLIC SERVICE ANNOUNCEMENT
1st Place: WHBY-AM, Old Time Radio Theater
2nd Place: WCLO-AM, Rock River Philharmonic Fundraiser
3rd Place: WHBY-AM, United Way 211

BEST COMMERCIAL
1st Place: WCLO-AM, Jackson Monument
2nd Place: WSAU-FM, Duane Cover It All – Presidential Fishing Boat
3rd Place: WCLO-AM, Centerway Auto

BEST HUMOROUS COMMERCIAL
1st Place: WSCO-AM, Hollander's Big Screen
2nd Place: WHBY-AM, Zarcom Scary Sept.
3rd Place: WSCO-AM, Papa Murphy’s Celebrity Jeopardy

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WCLO-AM, Jack & Dicks - Birds
2nd Place: WCLO-AM, Jack & Dicks - Fertile
3rd Place: WHBY-AM, Haviland Hearing Aid Jeff Ver 1
### News and Talk Award Winners
#### Small Market Radio

**BEST MORNING RADIO SHOW**
- **1st Place:** WBEV-AM, Morning Show with Bill & John
- **2nd Place:** WHYB-FM, Chuck and Jim Veterans Day Show

**BEST RADIO SHOW**
- **1st Place:** WHYB-FM, Hometown Pros “Z Boost Performance”
- **2nd Place:** WBEV-AM, Idea Exchange
- **3rd Place:** WWIS-FM, Brian B’s Crazy Little Christmas

**BEST NEWSCAST**
- **1st Place:** WTCH-AM, Highway Worker Killed by Distracted Driver
- **2nd Place:** WWIS-FM, WWIS News – August 8, 2015 Noon Newscast
- **3rd Place:** WBEV-AM, John Muir – July 16, 2015 Noon Newscast

**BEST SPORTSCAST**
- **1st Place:** WHYB-FM, Friday Night Football Finals
- **2nd Place:** WWIS-FM, Monday Morning Quarterback Interviews
- **3rd Place:** WFAW-AM, Whitewater High School State Basketball Championship

**SPOT NEWS**
- **1st Place:** WHYB-FM, Gibraltar Fire
- **2nd Place:** WRJO-FM, New Years Llama
- **3rd Place:** WBEV-AM, Columbus Widespread Wind Damage

**NEWS WRITING**
- **1st Place:** WBEV-AM, Exchange Students Visit Radio Station
- **2nd Place:** WTCH-AM, Black Friday – The Holiday
- **3rd Place:** WTCH-AM, Shawano County Turns 50 Shades of Grey

**BEST HARD NEWS/INVESTIGATIVE**
- **1st Place:** WWIS-FM, President Visits La Crosse
- **2nd Place:** WRJO-FM, Kohler Corporation Workers Strike
- **3rd Place:** WRJO-FM, Land O’Lakes Tree Removal

**ORIGINAL FEATURE**
- **1st Place:** WTCH-AM, A Mother’s Love
- **2nd Place:** WWIS-FM, Tomah Tractor Pull
- **3rd Place:** WTCH-AM, Bubble Man

**BEST USE OF AUDIO IN RADIO NEWS**
- **1st Place:** WBEV-AM, The Gospel According to BDACT
- **2nd Place:** WRJO-FM, Wisconsin Badgers Beat Kentucky
- **3rd Place:** WRJO-FM, Salvation Army Christmas Meal

**BEST LIVE ON-SCENE REPORTING**
- **1st Place:** WHYB-FM, Menominee Hires New Assessor
- **2nd Place:** WHYB-FM, UW Marinette 50th Anniversary
- **3rd Place:** WBEV-AM, Horicon Laundromat Fire

**BEST CONTINUING COVERAGE**
- **1st Place:** WTCH-AM, Menominee Tribe Fights for Casino
- **2nd Place:** WRJO-FM, Right to Work
- **3rd Place:** WBEV-AM, Draining the Watermark Contingency Fund

**BEST INTERVIEW**
- **1st Place:** WTCH-AM, One on One with Dylan Summicht
- **2nd Place:** WPDR-AM, Reid Magnum Interviews Ahman Green
- **3rd Place:** WRJO-FM, UFFDA

**BEST SPORTS PLAY-BY-PLAY**
- **1st Place:** WBEV-AM, Waterloo Volleyball Wins Back-to-Back State Championships
- **2nd Place:** WHYB-FM, DeWitt at Menominee
- **3rd Place:** WFAW-AM, Whitewater High School State Basketball Championship

**SIGNIFICANT COMMUNITY IMPACT**
- **1st Place:** WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon
- **2nd Place:** WWIS-FM, Unmet Needs Program
- **3rd Place:** WBEV-AM, Children’s Radiothon 2015

**SPECIALTY PROGRAMMING**
- **1st Place:** WBEV-AM, Broadcast for Veterans
- **2nd Place:** WRJO-FM, Memorial Day Veterans Cemetery
- **3rd Place:** WTCH-AM, Old Fashioned Christmas Show

**EDITORIAL/COMMENTARY**
- **1st Place:** WTCH-AM, Citizen Police Academy
- **2nd Place:** WHYB-FM, Emergency Rescue Squad Inc.

**PROMOTIONAL ANNOUNCEMENT**
- **1st Place:** WWIS-FM, McDonalds Giveaway
- **2nd Place:** WTCH-AM, Father Mows Best – Winner Announced!
- **3rd Place:** WRJO-FM, WRJO Shopping Show

**PUBLIC SERVICE ANNOUNCEMENT**
- **1st Place:** WHYB-FM, Anti-Bullying
- **2nd Place:** WTCH-AM, Shawano Hockey Food Booth at the County Fair
- **3rd Place:** WRJO-FM, 2015 WRJO Polar Bear Plunge

**BEST COMMERCIAL**
- **1st Place:** WTCH-AM, Luigi’s Pizza – Cell Talk
- **2nd Place:** WRJO-FM, River Valley Phone Wash
- **3rd Place:** WFAW-AM, Fort Atkinson Lions Club Smelt Fry

**BEST HUMOROUS COMMERCIAL**
- **1st Place:** WFAW-AM, Butch’s Highlite Auto Body Detailing vs Golf
- **2nd Place:** WTCH-AM, Dearcos’s 50 Shades of Gray
- **3rd Place:** WPVL-AM, Holiday Inn & Express “Holiday In-Laws”

**MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL**
- **1st Place:** WBEV-AM, Singing Eye Docs Christmas Carol 2015
- **2nd Place:** WTCH-AM, Rocky Ridge Shooters Supply Protect Yourself
- **3rd Place:** WRJO-FM, Potrykus Dental Ethan - Funnest
Music Award Winners
Large Market Radio

BEST MORNING SHOW
1st Place: WKTI-FM, The Jake & Tanner Show
2nd Place: WLDB-FM, CV & Van McNeil in the Morning Trending Radio 933
3rd Place: WJJO-FM, Johnny & Greg Mornings Live at the Leinie Lodge

BEST RADIO SHOW
1st Place: WYMS-FM, Rhythm Lab Radio with Tarik Moody
2nd Place: WYMS-FM, Afternoon Drive with Ken Sumka
3rd Place: WLDB-FM, Melissa Jordan 2015

BEST INTERVIEW
1st Place: WLMV-AM, Jack Daniels
2nd Place: WJJO-FM, Johnny & Greg Mornings John Taffer Interview
3rd Place: WKTI-FM, KTI Country Tauscher Talk

ORIGINAL FEATURE
1st Place: WYMS-FM, Downtown Library Rooftop Lion
2nd Place: WJQM-FM, One Off – Free Tampons
3rd Place: WWQM-FM, 420 Conversation

BEST LIVE ON-SITE BROADCAST REMOTE
1st Place: WWQM-FM, American Family Children Hospital Radiothon
2nd Place: WJJO-FM, Radiothon
3rd Place: WJJO-FM, Hawke’s Radiothon for Veterans

BEST USE OF AUDIO (NON-NEWS)
1st Place: WWQM-FM, American Family Children’s Hospital Wrap Up Montage
2nd Place: WLUM-FM, ‘Twas the Night Before Xmas at FM 102.1’s Big Snow Show X
3rd Place: WYMS-FM, Cowboy Kettle Corn

BEST SPORTS COVERAGE
1st Place: WJJO-FM, Badger Breakdown Badgers vs Rutgers
2nd Place: WJJO-FM, Badger Breakdown Badgers vs Purdue

BEST SIGNIFICANT COMMUNITY IMPACT
1st Place: WLDB-FM, Trending Radio 933 – ABCD Breast Cancer Awareness Month
2nd Place: WJJO-FM, Tatts for Tots 2015
3rd Place: WYMS-FM, Radio Milwaukee Cultural Commons

BEST SPECIALTY PROGRAMMING
1st Place: WLUM-FM, FM 102.1 Retro Brunch
2nd Place: WYMS-FM, Sound Travels with Marcus Doucette
3rd Place: WMGN-FM, Saturday at the 70’s July 4th Concert

BEST PROMOTIONAL ANNOUNCEMENT
1st Place: WYMS-FM, Mr. Baby on the Request Line
2nd Place: WLUM-FM, Blake Shelton Promo
3rd Place: WKTI-FM, KTI Cash Challenge

BEST STATION PROMO
1st Place: WLMV-AM, Luis and Lupita Show
2nd Place: WYMS-FM, FM 102.1 Hasselhoff Christmas
3rd Place: WJQM-FM, Thirsty Thursdays - Daycare

BEST STATION EVENT PROMO
1st Place: WKIL-FM, Highway to Hell
2nd Place: WYMS-FM, 2015 Radio Milwaukee Music Awards
3rd Place: WLUM-FM, FM 102.1 Scooby Doo Twenty-One Pilots Contest

BEST CLIENT EVENT PROMO
1st Place: WHQG-FM, Non-Stop Touchdowns
2nd Place: WLMV-AM, Little Amerika
3rd Place: WYMS-FM, Summerfest 2015

BEST PUBLIC SERVICE ANNOUNCEMENT
1st Place: WLMV-AM, Victor Arellano Vote
2nd Place: WWQM-FM, Second Harvest – 2015 Radiothon This Wednesday Patricia
3rd Place: WYMS-FM, Hispanic Professionals of Greater Milwaukee Toy Drive

BEST COMMERCIAL
1st Place: WLMV-AM, Apoyando Familias
2nd Place: WXSS-FM, Natty Oaks “The Legend Behind Natty”
3rd Place: WMLL-FM, Kraut Music Fest

BEST HUMOROUS COMMERCIAL
1st Place: WHQG-FM, Little Richard
2nd Place: WLMV-AM, La Concha
3rd Place: WWQM-FM, Total Body Laser Skincare Tattoo Removal Bill

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WXSS-FM, Philly’s Premium Beverages: “Meet Philly”
2nd Place: WOLF-FM, McFarlane’s – Just the Facts
3rd Place: WLMV-AM, United Way
BEST MORNING SHOW
1st Place: WJVL-FM, Mike Austin
2nd Place: WIFC-FM, Kallaway On The Rise on 95.5 WIFC
3rd Place: WDEZ-FM, BS & Vanessa

BEST RADIO SHOW
1st Place: WIFC-FM, Susan Kennedy Middays on WIFC
2nd Place: WJVL-FM, Ken Scott
3rd Place: WJVL-FM, Rob West

BEST NEWSCAST
1st Place: WAPL-FM, Z’s School of Hard Rocks: Blue on Black
2nd Place: WOZZ-FM, WOZZ Morning News with Chris Conley
3rd Place: WIFC-FM, Kallaway On The Rise with Stacy Cole News

BEST INTERVIEW
1st Place: WAPL-FM, Craig Gass on the Rick and Len Show
2nd Place: WKZG-FM, Antoinette Colton
3rd Place: WBCV-FM, Trav in the Morning with Kathy Kinney

ORIGINAL FEATURE
1st Place: WIXX-FM, Take It Down a Notch
2nd Place: WJVL-FM, The Great Outdoors
3rd Place: WKSZ-FM, Ask a Cop

BEST LIVE ON-SITE BROADCAST REMOTE
1st Place: WZOR-FM, 4/20 at Elf’s Gifts
2nd Place: WJVL-FM, Rob West at Rock County 4H Fair with Cassadee Pope
3rd Place: WIFC-FM, Stark GM in Merrill

BEST USE OF AUDIO (NON-NEWS)
1st Place: WIXX-FM, Packers vs Seahawks
2nd Place: WOZZ-FM, Man Cave Donkeys
3rd Place: WAPL-FM, Brett Favre Hoop-De-Doo 2015

BEST SPORTS COVERAGE
1st Place: WIFC-FM, Dave Kallaway Tries to Interview Former Packer Gilbert Brown
2nd Place: WZOR-FM, Razor Sports: Aaron Rodgers Birthday
3rd Place: WAPL-FM, Ode to Brett Favre

BEST SIGNIFICANT COMMUNITY IMPACT
1st Place: WIXX-FM, WIXX Christmas Wish
2nd Place: WHTQ-FM, Teacher of the Month with Hot 967
3rd Place: WGTD-FM, A Seat by the Window

BEST SPECIALTY PROGRAMMING
1st Place: WGTDFM, The 11th Season of the WGTDRadio Theater

BEST PROMOTIONAL ANNOUNCEMENT
1st Place: WYTE-FM, Y1065’s Miller Lite 4 Me
2nd Place: WJVL-FM, Hunting Selfie – Ken Scott
3rd Place: WAPL-FM, WAPL Gets Your Mom Stoned

BEST STATION PROMO
1st Place: WJVL-FM, Retro Sunday – Ken Scott
2nd Place: WKSZ-FM, Old School Jam Weekend
3rd Place: WAPL-FM, My Generation

BEST STATION EVENT PROMO
1st Place: WAPL-FM, Valentine’s Day Sturgeon Spearin
2nd Place: WIXX-FM, Gamblers Wiener Dog Race 2015
3rd Place: WZOR-FM, Zombie Paintball “ZomBus”

BEST PUBLIC SERVICE ANNOUNCEMENT
1st Place: WKSZ-FM, Light the Town Pink
2nd Place: WJVL-FM, United Way – Ken Scott
3rd Place: WIXX-FM, March of Dimes – I’m a MOD Baby

BEST COMMERCIAL
1st Place: WZOR-FM, Green Bay Bullfrogs Season Opener
2nd Place: WIZM-FM, Days Inn of La Crosse Adam and Amber
3rd Place: WIFC-FM, The Bar – Summer

BEST HUMOROUS COMMERCIAL
1st Place: WFSL-FM, Rob’s Favorite Things
2nd Place: WIXX-FM, Door Peninsula “Hallowine”
3rd Place: WBCV-FM, Water Works Car Wash

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WFON-FM, Salvation Army SUNDAY! SUNDAY! SUNDAY!
2nd Place: WIAL-FM, Gordy’s County Market “Frozen”
3rd Place: WIXX-FM, Appleton Auto – That’s Crap
Music Award Winners
Small Market Radio

BEST MORNING SHOW
1st Place: WLKG-FM, Lifematters with Dave & Nancy
2nd Place: WCMO-FM, Ben and Arnie COW97 Mornings
3rd Place: WLKG-FM, Josh & Courtney in the Morning

BEST RADIO SHOW
1st Place: WJMQ-FM, Frog Country Afternoon Show with J.D. Daniels
2nd Place: WCMO-FM, Mike in the Mid-Day
3rd Place: WCMO-FM, Mike Burns-Gilbert on COW97

BEST NEWSCAST
1st Place: WBKV-AM, Meadowbrook Farm Fire
2nd Place: WJMC-FM, December 3, 2015
3rd Place: WJMC-FM, November 25, 2015

BEST INTERVIEW
1st Place: WXYM-FM, 3 Doors Down at Fort McCoy
2nd Place: WLKG-FM, F1 Hits Lake Geneva
3rd Place: WJMC-FM, Dustin Lynch with Jenny Polzin

ORIGINAL FEATURE
1st Place: WCMO-FM, Country Music News Ben and Arnie
2nd Place: WLKG-FM, What's Up Walworth County?
3rd Place: WJMC-FM, Meth in Barron County

BEST LIVE ON-SITE BROADCAST REMOTE
1st Place: WCMO-FM, COW97 Live at Country Fest 2015
2nd Place: WLKG-FM, Daniell's Sentry
3rd Place: WLKG-FM, Stinebrink's Piggly Wiggly Fall Fest

BEST USE OF AUDIO (NON-NEWS)
1st Place: WLKG-FM, Hollywood Life
2nd Place: WCMO-FM, Arnie Andrews with Brian's Story
3rd Place: WDUX-FM, FF@4 Top Pop Culture Moments of 1980

BEST SPORTS COVERAGE
1st Place: WJMQ-FM, Homerun from Heaven
2nd Place: WXRO-FM, Fifth Quarter
3rd Place: WDUX-FM, Amherst vs Spencer Division 5 State Championship

BEST SIGNIFICANT COMMUNITY IMPACT
1st Place: WCMO-FM, What's Up in COW Country
2nd Place: WQDC-FM, Boys and Girls Club/Door County Cares for Kids
3rd Place: WBSZ-FM, Relay for Life

BEST SPECIALTY PROGRAMMING
1st Place: WJMQ-FM, The Frog's Top 40 of 2015 Countdown
2nd Place: WCMO-FM, The Country Fest Reveal
3rd Place: WDUX-FM, Breakfast Show 8/27/15 “Library Ladies”

BEST PROMOTIONAL ANNOUNCEMENT
1st Place: WLKG-FM, Sunday Morning Line-Up
2nd Place: WLKG-FM, Right to Work
3rd Place: WCMO-FM, Best of Ben and Arnie

BEST STATION PROMO
1st Place: WCMO-FM, 17 Years of DJ Rick
2nd Place: WLKG-FM, LAKE 961 MVPS
3rd Place: WJMQ-FM, Everyone Loves Country

BEST STATION EVENT PROMO
1st Place: WDUX-FM, Ready for Winter Promo
2nd Place: WCMO-FM, St. Jude 2015
3rd Place: WJMQ-FM, Father Mows Best – Winner Announced on the Frog!

BEST CLIENT EVENT PROMO
1st Place: WCKX-FM, Rockfest 2015
2nd Place: WCMO-FM, Enduro
3rd Place: WLKG-FM, Route 20 Outhouse's Krautfest

BEST PUBLIC SERVICE ANNOUNCEMENT
1st Place: WCMO-FM, Riverfront’s Game On
2nd Place: WCMO-FM, Riverfront
3rd Place: WLKG-FM, GLWA Super Bowl Raffle

BEST COMMERCIAL
1st Place: WGLR-FM, Boom Boom Fireworks – Best Of
2nd Place: WNFM-FM, Prem Meats “Touchdown”
3rd Place: WRJ-CM, Zumba with Julie

BEST HUMOROUS COMMERCIAL
1st Place: WGLR-FM, Crapp Excavating “You Don't Know Crapp”
2nd Place: WDUX-FM, 3D Auto Experts
3rd Place: WCMO-FM, Wehers Truck and Auto A What?

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WXYM-FM, Partnership Bank - Halloween
2nd Place: WSLD-FM, Spring Creek Golf Benefits
3rd Place: WQDC-FM, Northern Sky Theater When Butter Churns to Gold
Thank You to the following for making the 2016 Awards Gala possible!

Oh, what a night
Early May, back in ’2016
What a very special time for me and the team
As I remember, what a night!!

Masters of Ceremonies
Michelle Vetterkind, WBA, President and CEO
Tom Allen, Quincy Broadcast Group, WBA Chair

Radio Music Presenters
Erin Marks, Traffic Manager, WLKG FM
Dave Michaels PD/MD, WLKG FM
Corey Carter, Brand Manager, WIXX FM
Jayson Slade, Evening Personality, WIXX FM
Fletcher Keyes, Program Director, WWQM FM
Super Dave Ogden, Promotions Director, WWQM FM

Radio News and Talk Presenters
Craig Warmbold, News Director, WBEV AM
Cale Zomer, Assistant Program Director, WBEV AM
Tim Beggs, Morning Show Host, WCLO AM
Tim Bremel, Operations Manager, Host of “Your Talk Show,” WCLO AM
Erik Bilstad, Executive Producer, News, WTMJ AM
Jane Matenaer, Co-Anchor, Wisconsin’s Morning News Anchor/Reporter, WTMJ AM

Television Presenters
Bill Graul, Meteorologist, WKBT TV
Lisa Klein, Anchor/Reporter, WKBT TV
Charlotte Deleste, Morning Anchor, WISC TV
Adam Schragger, Morning Anchor, WISC TV
Melinda Davenport, WISN 12 News This Morning Anchor/Reporter, WISN TV
Ben Wagner, WISN 12 News This Morning Anchor/Reporter, WISN TV

Assistants to the Presenters
Ken Beno, WBA Education Chair
Liz Boyd, WBA NCSA/PEP Coordinator
Mandy Endicott, WBA Administrative Assistant

SPECIAL THANKS TO OUR PARTNER:
Wisconsin Army National Guard

Social Media Reporter
Andrea Behling, Madison Magazine

WBA Social Media Consultant
Kyle Geislinger, WIS TV

The Man with the Golden Voice
Lindsay Wood Davis, Broadcast Management Strategies

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Jason Mielke, WBA Photographer
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Nancy Douglass, WLKG FM
Andrew Felix, WEAU-TV
Kyle Geislinger, WISC TV
Dean Maytag
Kelly Radandt, Woodward Radio Group
Scott Robert Shaw, Family Radio Group
Thomas Swigert, WISN-TV

Décor
Linda & Terry Baun
Stacey & Nick Overman

EDUCATORS’ COLUMN

Some things never change
When I retired from broadcasting two years ago and taught a class on TV and news production, I told them that I would be good for two years since I wasn’t sure that I would recognize the business after that time period.

Well, its been two years, and….
Broadcasting is alive and well, as one news head stated “I believe the concerns about our future are over-reported and overstated”. While there are many challenges, local broadcasters content is still the best available.

Local broadcasters biggest asset is content. The many technological and job changes amplify local broadcasters ability to create compelling stories on all platforms, and as a result, they are creating new job classifications.

MMJs
I just had a student get a job as an “MMJ/Anchor.” A multi media journalist, anchoring and reporting on air, web, and social media. An “MMJ” has the skills to create compelling content for all the places that viewers and listeners get their news.

Preditors
Another job: “Preditors”—producer-editors, a journalist/producer that writes, produces and edits for all platforms. Not a new concept to many, but now it has a name.

Smartphones and cellular bonded transmission equipment allow live from places you could never get to with a live truck. This provides the ability to add depth and context to a story using all of a station’s “footprint,” air, web and social. Your local station is the place for news no matter your choice of how you choose to receive it.

So how have things changed in the two years? Some job classifications have changed and the technology gets easier and more powerful. Most importantly, I recognize that the new generation of Wisconsin students are terrific storytellers (see the Chair column), and Wisconsin Broadcasters remain the best place for your local news. Not much has changed at all.

Event Essentials

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Olivia, Hassan, Lamont, Mark and Ryan

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John McDonald, Studio Gear
Tom Graybill, Floor Director, Tri Marq
Greg Ideran, Tri-Marq
Chris Johnson, Director, Tri-Marq

AND
Congratulations to all 2015 WBA Awards For Excellence Winners!
Magnum Named STAA College Sports Broadcaster All-American

WSUM’s very own Reid Magnum placed 4th in the Sportscasters Talent Agency of America’s (STAA) Jim Nantz Award.

This competition recognizes the most outstanding collegiate radio and TV sports broadcasters, encouraging sportscasters to strive to achieve their best. Each spring since 2009, the nation’s most outstanding collegiate sportscaster is presented the Jim Nantz Award, named in honor of the award winning CBS sports broadcaster.

Reid is a recent graduate of UW-Madison with a double major in business. He was the Sports Director at WSUM for 4 years, starting his freshman year all the way through the end of senior year. His position as the Sports Director included play-by-play calls of men’s and women’s basketball, hockey, and soccer, as well as football, softball, and volleyball. He has also called Wisconsin Women's hockey for iHeartmedia for the last three seasons.

In his time here, Reid has been a host for three years of “The Student Section,” WSUM’s signature sports talk show, and has trained dozens of sports DJs to become their own sportscasters. Recently, Reid trained Alec Garcia to take over as the station’s next Sports Director. With the opportunity of becoming a sportscaster for UW-Madison student radio, Reid has called the Badgers' runs to the final four, Rose Bowl, Big Ten Championship games, and so much more.

Reid was one of 16 students on the executive staff to run WSUM 91.7 FM, UW-Madison’s student run radio station. The station’s General Manager, Dave Black, founded the station and began broadcasting in 2002. WSUM is staffed almost entirely by volunteers, with 24/7 broadcasting and over 150 DJs on the air each semester. Overseeing the executive staff and the DJs are Dave and Evan Boyd, a senior who was elected by the DJs to be the Station Manager for 2016. WSUM hosts various music shows, talk shows, and news segments, as well as sports broadcasting, giving an opportunity to students to pursue broadcasting while serving the Madison community.

By finishing in 4th place, Reid was one of five sportscasters to be named as an STAA All-American. This amazing accomplishment can be added on to his outstanding career at WSUM. He is also a winner of multiple Wisconsin Broadcaster Association awards of excellence for his work in sports play-by-play and sporting news. He has also been nominated for national awards at College Broadcasters Inc., and the Intercollegiate Broadcasting System for play-by-play in football, volleyball, hockey, and basketball.

The 2016 National Sports Media Association (NSMA) awards weekend will be June 18th thru the 20th in Salisbury, NC, where the Jim Nantz Trophy will be presented. Reid will be one of 20 esteemed sportscasters who will be recognized during the event. More information can be found at http://staatalent.com/all-america-program/.

Snyder receives Faculty Award for Teaching Excellence

By Alison Parkins, UW-Platteville University Information and Communications

Dr. Rob Snyder, Professor of Media Studies, is the recipient of the University of Wisconsin-Platteville’s 2016 Faculty Award for Teaching Excellence. This annual award recognizes a tenured or tenure-track faculty member who has made distinguished contributions to the mission of UW-Platteville as an outstanding teacher.

Snyder holds a bachelor’s degree in Radio TV Film from UW Oshkosh and a Ph.D. in Mass Communication from Ohio University. He came to UW-Platteville in 2000 and primarily teaches in the areas of video production, writing, social media and media law. He is also the faculty advisor for TV-5—UW-Platteville’s video production organization and the National Broadcasting Society at UW-Platteville.

Snyder is the architect of the social media minor at UW-Platteville. Launched in 2012, the social media program is the first in the UW System and one of only several in the country. Snyder’s students have won 38 production awards in ten different categories in state, regional and national video competitions.

Snyder said that being recognized with the Teaching Excellence award gives him the opportunity to say thank you to the many people who helped him achieve his success. “There have been countless people who have supported my efforts, starting with my parents and now my family—my wife and kids,” said Snyder. “Also important is the fact that I am a product of the public school system in Wisconsin and the UW System. I couldn’t even begin to think of how many people, through their support of public education, have helped me; but it is a chance to step back and say ‘thank you’ for all of that support which has allowed me to do all it is that I do.”

Snyder will be recognized at the university’s faculty and staff convocation ceremony on Thursday, September 1.
Getting Over the Digital Speed Bump

The broadcasting industry has a successful and storied tradition. Radio and television are one of the longest running entertainment and information platforms.

They have spawned iconic air personalities and newscasters. Every day, they capture the local market flavor better than any other medium. They rise up when there is local tragedy, and on a day-to-day basis, they are there when the local community need them. They are steeped in tradition.

But is that tradition getting in the way of revenue growth?

That thought came to mind last week when two research studies came out that coldly frame broadcasting’s revenue challenge. The first was from BIA Kelsey. The respected research group provided a revenue forecast for media through 2020 and the results shouldn’t surprise anyone: local advertising revenue is projected to grow at a compound annual growth rate (CAGR) of 4.2%, driven by “exceptional increases in mobile and social advertising, continued strong political advertising in even-numbered years, and an overall growth in the U.S. economy.”

While that’s a nice story, a deeper look shows that “traditional” advertising revenue (i.e., radio, television, etc.) will have zero growth, while digital and online revenues will have a CAGR of 12.8%. As they say, do the math.

Yet bound by tradition, too many sales departments continue to call on the same advertisers, using so-called tried and true sales approaches (think One Day Sales), and hiring the same types of people who understand traditional broadcasting, but aren’t knowledgeable enough to effectively market digital, event marketing, and other “non-traditional” revenue opportunities.

Maybe it’s a labeling problem—the concept of digital and event revenue is often categorized as “non-traditional.” That may be true from a traditional media perspective, but based on this BIA Kelsey data, dollars generated from these categories need to be taken much more seriously than simply described as something that sounds like a secondary source – like a Plan B or dessert.

So what’s the reason for this “digital speed bump?” Why do too many local broadcasters continue to flail around in the digital space, despite objective data that suggest it may indeed be the key to solving the industry’s stagnant revenue situation?

For more clarity, we turn to the well-respected analyst from Kleiner Perkins, Mary Meeker, who just released her annual Internet Trends Report. Her new deck is comprised of a whopping 213 slides. Over the years, her analysis and forecast have become the gold standard for helping industries of all shapes, sizes, and categories better understand what is happening with disruption caused by new technology.

There are two key charts that jumped out at me in my quest to help broadcasters generate much-needed new revenue streams. Meeker’s conclusion (as it has been in recent years) is that while consumers continue to engage with “legacy” media, all but one of these options is generating a higher share of revenue vs. its level of engagement: radio, while television is generating only a slightly higher share of ad spend vs. time spent viewing.

And as amazing as it may seem, one legacy media silo—newspapers—is generating four times the ad spending vs. its time spent; while mobile, which has the second highest engagement time, generates half as much revenue given how much consumers use their smartphones.

So what is all of this telling us?

First, the radio industry is being outsold by other legacy media, and given the comparative ratios, television isn’t doing much better. Every day, radio salespeople are asked what is happening with listening due to pureplay competitors like Spotify, satellite radio, and Pandora. But despite this, broadcast radio listening levels remain incredibly high. Concurrently, how many people under the age of 50 are reading a daily newspaper? Meeker’s data tells us the answer — not very many — yet the newspaper industry is generating a lot more revenue than radio in spite of dwindling readership and a product that has simply not kept up with technology.

Second, Meeker finds that online and mobile revenue are projected to explode in the coming years, while radio revenue will be flat. So, despite the efforts of several broadcasters to diversify their offerings into online, events, and mobile, the industry hasn’t gone far enough. If spot revenue is flat, while digital dollars keep climbing, it’s fair to conclude the radio industry needs to do more. In fact, a strong case could be made to completely realign the sales structure of the business so it’s not nearly as dependent on traditional media advertisers, and begins to aggressively present itself as a multi-media solution in which radio is an important part to a wider array of potential clients.

So, while radio revenue is more challenged than television’s, why do both industries keep going back to the same revenue reservoir it has milked for decades? Tradition. Broadcast media desperately needs to grow its revenue, and digital is the obvious place to go. Many broadcasters are investing heavily in digital content assets, including streams, apps, podcasts, video, social media, and websites. But too many sales resources are still focused on the traditional part of the revenue pie that isn’t growing. Sales staffs are designed to accommodate broadcast advertisers, providing typical promotions (remotes, ticket giveaways) instead of offering strategic, proven, data-oriented digital solutions like the pureplays are.

In many ways, traditional media is facing a revenue roadblock of its own making. By thinking about “non-traditional” revenue as an adjunct business, the industry relegates new revenue streams to second tier status. If spot revenue is flat, then the components of NTR make up 100% of the radio industry’s growth potential.

That digital speed bump I talked about earlier? It’s right there in front of us. And it’s time to step on the gas and get over it.

Paul Jacobs

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EDUCATORS’ COLUMN

“And So It Goes…”

For the last several weeks I have been mulling over what topic I might discuss for this column. I considered a tribute to a fellow educator who is changing institutions because of budget cuts to the state university system. I also thought of rating some of the best (and worst) movies about broadcasting.

Instead, recent tragic events spurred me to a different area. As I began writing this, cable and network news was covering the horrible event that took place the night of Saturday June 11 in Orlando, Florida. A lone gunman walked into a gay nightclub and shot and killed 49. He wounded 53 others. The incident now holds the infamous title of being the largest mass shooting in American history.

Along with the befuddled and helpless astonishment of this vicious, senseless act, as someone who has watched, read, worked in and studied media for decades, I couldn’t help but analyze how this terrible event was being covered. And because I have seen so many of these in my 60-plus years, I cannot help but make comparisons and come to some cursory conclusions.

As I watched the coverage of the Orlando shooting hit its stride, it occurred to me that there should be a considerable number of reactions to the event on Facebook (really the only social media I use) as there had been for the shootings in Paris back in November. What spurred this writing was a posting by a good friend and communications scholar who is currently traveling with his family and teaching in Europe. His response to Orlando included anguish that another horrid gun-related incident had occurred and that the media and the government will do their due diligence in covering and lamenting the tragedy and then life will go on. I replied that the media had, indeed, begun their “reality show” and that

“The news networks are in full gear with eye-witness testimony, on-scene reports, expert analysis, looping video of victims, repetitive references to the fact that it is the largest mass murder in U.S. history punctuated by ads for appliances, foot power and automobiles. Tomorrow or Tuesday expect a print outlet to publish pictures of all the victims. And so it goes…”

Then, while changing channels using my satellite provider’s onscreen guide, something else my friend wrote and a flashback hit me. He ended his post asking the questions “Is this the country I’m returning to? One that shrugs it shoulders at senseless violence and goes back to watching TV?” It was the onscreen channel guide and the flashback that gave me the unfortunate answer to his questions: Yes.

The channel guide/flashback took me back to television news coverage of the 1992 Los Angeles riots that erupted in April after a jury verdict that acquitted four police officers of assault in the beating of Rodney King during a traffic stop in March of 1991. As I watched CNN’s coverage of the riots including the “live” near fatal beating of truck driver Reginald Denny, I was dumbstruck by the juxtaposition of the channels and their images that were being provided by my television. On one channel, a true, life and death situation was unfolding before my eyes. On another, Lucy was arguing with Ricky about why she should perform at his club. On the former, a man was being indefinitely traumatized by a brick being thrown full force at and hitting his head. On the latter, a character was pitching a fit of contrived hysterics for the purpose of generating audience laughter.

As I looked at my channel guide on that Sunday morning several weeks ago, I experienced the same astonishing sensation. Here next to the CNN, MSNBC and FOX news channels who were covering the aftermath of America’s deadliest mass shooting ever were available selections for the Science Channel’s How It’s Made, TLC’s Say Yes to the Dress and A&E’s Storage Wars.

From this juxtaposition I have formed a couple of conclusions. First, the unintended machinations of television technology have suggested and, to some extent, affirmed the equivalency of the different television scenarios provided by the medium. In two, we experience the heightened tension and melodramatic anguish of bridal garment choices and the mystery and potential jubilation or disappointment generated by undiscovered objects in abandoned storage facilities. In the third, we hear news people and their analysts try to make sense of a real life mass murder while being repeatedly barraged by the images of wounded victims being intrepidly attended and transported to emergency care by friends and strangers alike.

Intuitively, we reflect that these settings are incomparable. True life and death situations eclipse contrived emotional circumstances and outbursts. But the channel guide suggests something different. Because we have equal access to both, they have equal prominence and consequently are of equal importance.

Is there a solution? My heart has hope but my head says “no.”

And access is at the heart of my second conclusion. Not only the juxtaposition of the channels in the onscreen guide but the advent of mass and social media generally have given consumers an easy escape from the disturbing but significant conditions and issues of our time. The voluminous media choices we have as a culture make it simple to find distraction from events that impact our society by changing the channels on our televisions, listening to music on our phones or watching movies on our tablets. The possibility that, in the current American media saturated culture, anyone could go 24-hours WITHOUT hearing about a major news event seems remote. Yet the paradox is that it’s that very media saturation that makes distraction almost probable.

But then, what happens when a population is distracted? People become consumers, not citizens. They hear the hype about the issues instead of the facts. They too often vote against their own interests or don’t vote at all. They don’t monitor their elected representatives and keep them accountable for how public money is spent. They don’t become outraged and demand change when patrons are shot down in an Orlando nightclub and movie watchers are murdered in a Colorado theatre and children are massacred in a Sandy Hook school.

Is there a solution? My heart has hope but my head says “no.” We have access to news 24-hours a day via conventional and social media. Yet many 24-hour news days have cycled through since the Orlando shootings. The Democrats did a “sit-in” in the House but the UK left the EU, the Warriors and the Cavs went seven games and Game of Thrones had its season finale. After years of outrageous primary campaigning the Republicans and Democrats will officially choose their presidential candidates in the next month. But the “drama” Summer Olympics are just around the corner. Lloyd Dobyns and Linda Ellerbee got it right. “And so it goes….”

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Jack A. Kapfer
Assoc. Professor
Dept. of Communication and Journalism
University of Wisconsin – Eau Claire

Wisconsin Broadcaster | wi-broadcasters.org
Community

In life, and specifically in the broadcasting field, it is extremely important to be involved in the community.

In our personal lives, our community can be made up of many things: the city we live in, our family, our job, our church, our hobbies. This carries over to the broadcasting field as well! I have written in the past about the importance of taking an active role within our own WBA community, by attending conferences and networking, and for myself that includes taking part in the Young Professionals Committee within the WBA. Today I want to share about why it is important to also be active in our other communities, and how that actually impacts our role within the broadcasting community.

At Seehafer Broadcasting, we make it a priority to maintain an active presence within our community, whether that means sponsoring a local event or showing up and making our presence known at community parades, shows, summer concerts, and festivals, and that is not an exhaustive list. Taking the time to make these personal connections, meeting our community members where they are at and enjoying the things that they love with them, sends the message that we as a company are invested in this community. This investment builds trust in our clients as well as our listeners; they know that not only do we make our business a priority, but we actually care about the people that we do business with and whom our business is serving.

On a personal level, I myself hold to these standards of involvement as well. My wife and I mentor junior high and high school students from our church, and I am also a Big Brother with the Big Brothers/Big Sisters organization. I keep up with my clients’ interests outside of work, and when I am able to, I show up to the events and activities that they are passionate about. I have passions outside of the broadcasting realm, and I stay actively involved with them as well. For example, this summer, I have been able to resurrect "Lakeshore's Rising Stars - Wisconsin's Premier Vocal Competition", for a third summer season. Lakeshore's Rising Stars is a statewide, summer-long competition with a grand prize of $10,000.00; the top 10 contestants are able to come from all around Wisconsin to participate, and at the end of the season a portion of the show's proceeds go to local charities. Lakeshore's Rising Stars is a passion project for me, and it offers all of the elements of community involvement, including bringing people from outside the area into our community on a regular basis for the entire summer, giving back locally, connecting face to face with people outside of the office, and supporting local talents and businesses.

At the end of day, my community involvement only makes me a more well-rounded person as well as businessman. The ways that I connect when I'm not working at all offer my clients the opportunity to see me as a whole person, to see the things that matter to me, and I believe are one of the biggest reasons for my success within the broadcasting field and my longstanding, trusting relationships with my clients. I'd encourage you to think about the ways that you connect with your community, both on a professional and personal level, and how that impacts your business as well.
Community comes together around award-winning Latino radio

Radio is far more than a business for Luis and Lupita Montoto. For them, it’s a way to bring together a community of people looking to connect with their culture and get involved in their community in Wisconsin.

The couple that created La Movida (WLMV-AM 1480) in Madison in 2002 and their station, which is also an aspiring network, was named the large market station of the year by the Wisconsin Broadcasters Association. Lupita is an account executive and Luis is the programming director, but when you hear them talk about their jobs, you realize that their work goes beyond any traditional radio titles. They are deeply involved in southern Wisconsin’s Latino community.

Luis started his radio career in Texas, and when he arrived in Wisconsin in 1999 he was immediately looking for ways to get involved. He got a start with a Portage radio station which gave him three hours of air time on Sunday afternoons for Latino programming, which they were already calling La Movida. After about a year, the radio station changed formats, so they found a new home on the air at a station in Beaver Dam. The couple built their own studio in Madison and produced La Movida from there.

It didn’t take long before Tom Walker at Mid-West Family Broadcasting took notice and reached out to them, which led to La Movida signing on to an AM signal 24 hours a day in October 2002. It’s Madison’s first and only Latino radio station.

Luis calls La Movida a bridge between the Latino community and groups and businesses in the community. “Information is power, and that’s how we empower the community,” he said. He said they’re trying to make life easier for the Latino community.

Luis started his radio career in Texas, and when he arrived in Wisconsin in 1999 he was immediately looking for ways to get involved.

Radio in the Latino community, Luis said that because so many Latinos work in service businesses, radio’s portability makes it a natural fit in their daily routines. La Movida has a website and app. Luis said that because the app is portable, it is also a very popular platform for the station. La Movida airs a popular call-in talk show on weekday mornings with community leaders and a variety of guests, including regular visits with Madison’s mayor, police chief, school district officials and utility company representatives.

La Movida also hosts numerous events throughout the year, including the Hispanic Heritage Luncheon in Madison where they present awards to leaders in the Madison area Latino community. Luis said La Movida was invited, like other stations, to host a day at the Dane County Fair. La Movida was quickly the most attended day on the fair schedule. He said that this year La Movida expects to sponsor two days at the fair.

When La Movida won Station of the Year in May, the station got attention from national trade publications. During their acceptance speech at the awards gala, the couple said that they never dreamed they’d be honored with the award. “Dreams come true,” Lupita said.

The Montotos hope to expand La Movida to other markets, like Milwaukee and Green Bay, but they’re not limiting themselves to Wisconsin.

The couple says their listeners are very loyal, which might be attributed to their dedication to their audience. At its best, radio is all about the audience.

“My listeners are my life,” Luis said. “I live my community. It is who I am.”
On behalf of the WBA
Thank you for a fabulous WBA Summer Conference!

Conference Committee
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Tim Etes, iHeartMedia
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Conference Speakers
Tom Allen, WBA Chair, WKOW TV
Ron Giordan Mid-West Digital Marketing

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Roger Utnehmer, DoorCountyDailyNews.com
Barb Van De Hei, Bay Cities
Michelle Vetterkind, WBA & WBA Foundation President and CEO
Kelly Winges, ProMax

Engineering Day Speakers
Nancy Douglass, WLKG FM
Michelle DuBois, WI Clearinghouse for Missing & Exploited Children & Adults
Mike Epstein, E.W. Scripps Company
Detective Donald Henning, Eau Claire County Sheriff's Office
Steve Johnston, Wisconsin Public Radio
David Kieper, UW-Green Bay
Steve Lavin, WABY TV
Jennifer Price, WI DOJ-DCI
Paul Rahmlow, Midwest Communications, Inc.
Jeff Ver Voort, WISC-TV
Rich Wood, Resonant Results

Media Technology Speakers
Terry Baun, Educational Communications Board
Bill Hubbard, UW-Green Bay
Jim Klas, Educational Communications Board
Jeff Welton, NAUTEI
Rich Wood, Resonant Results

Exhibitors
Broadcasters General Store, Ocala FL
Canon USA, Melville NY
COMREX, Devon, MA
Heartland Video System, Plymouth WI
International Crane Foundation, Baraboo WI
Local Media Association, Lake City MN
NAUTEI, Hackett's Cove, Nova Scotia, Canada
Resonant Results, Cottage Grove WI
Tightrope Media Systems, St. Paul MN
WBA Young Professionals
Weather Metrics, Overland Park KS
Wind River Financial, Madison WI
Wisconsin Expo (Set-up)
Wisconsin National Guard, Madison WI
Wisconsin Veterans Museum, Madison WI

Hall of Fame Presentations
Patti Allen
Jane Bartell
Tucker Boyd
Jon Duxbury, Studio Gear
John McDonald, Studio

La Crosse Businesses
Cargill Room Staff
Cedar Creek Golf Course
Brent Haniff, Explore La Crosse
Mike Ferris, La Crosse Convention Center
La Crosse County Convention & Visitors Bureau
Monet Flowers
Radisson Hotel Staff
Benjamin Sannes, Radisson Hotel
Tami Woods, Radisson Hotel
Three Rivers Lodge Restaurant Staff, Radisson Hotel
The Waterfront

Partner
Wisconsin Army National Guard

Photographer
Jason Mielke

Prize Donors
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Volunteers
Tommie Boyd
Joe Daguanno, Mid-West Family Broadcasting
Kyle Geissler, WISC-TV
Pam Klas
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Dick Record, Family Radio
Jill Sommers

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Lupita Montoto, WLVM (La Movida)
Gene Purcell, WI ECB
Kelly Radandt, Woodward Radio Group
Dick Record, Family Radio
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Jan Wade, WISN-TV
Tom Walker, Mid-West Family Broadcasting
Steve Wexler, E.W. Scripps Company
Richard Wood, Resonant Results
Duke Wright, Midwest Communications
Michael Wright, Midwest Communications

WBA & WBAF Staff
Michelle Vetterkind, President and CEO, WBA and WBA Foundation
Linda Baun, Vice President
Liz Boyd, NCSA/PEP Coordinator
David Sanks, WBA Foundation Chair and Golf Coordinator
WBA President & CEO Michelle Vetterkind presents Bob Dreps with a plaque extending the WBA’s sincere appreciation for Bob’s many years of valuable legal counsel and service with the WBA’s State Legal Hotline/Counsel, Godfrey Kahn.

Media Technology Institute Attendees Front row (L-R): Kim Kujawski, Travis Tibbot, Jim Klas (Instructor), Mackenzie Martin Second row: Bill Hubbard (Instructor), Steve Kopp, Martin Mangerson, Gwen Chadwick, Terry Baun (Lead Instructor) Third row: Greg Schmitke, Ethan VerKuilen, Russ Awe, Clayton Heeren Not Pictured: Don Grassman, Rich Wood (Instructor), Jeff Welton (Instructor)
WBA Summer Conference Highlights

For a full recap of the Summer Conference, please see the President’s Column on pages 1 and 3.

Congratulations to the 2016 Local Broadcast Legends

William Allen (Posthumous)  Dick Kaner

Norb Aschom  Bob Salm
Burg Gives Back to WBA Foundation

Mark Burg, Chief Engineer for WLAX-TV/WEUX-TV, La Crosse/Eau Claire graciously donated (an extra) half of his winnings from the WBA Foundation’s 50/50 Raffle back to the Foundation, providing the Foundation with a grand total of $1,140. The raffle took place as part of Wednesday night’s Exhibit Reception at the WBA Summer Conference. Thank you, Mark!

Mark is pictured with WBA Foundation Chair David Sanks & WBA Foundation President & CEO Michelle Vetterkind.
Congratulations to the 2016
2016 Hall of Fame Inductees

Lindsay Wood Davis

Aline Hazard (posthumous)

Larry McCarren

Chuck Roth
At press time, there are 87 Jobs Available and numerous Jobs Wanted

Job openings are added to the site daily. For the most UP-TO-DATE look at Wisconsin broadcasting career opportunities, or to place an ad for a Position Available/Position Wanted, visit the WBA Job Bank under Careers at wi-broadcasters.org.
The WBA’s Job Bank is also linked to a national broadcast Career Page.

Calendar of Events
August 16, 2016 10 AM or August 18, 2016 3 PM
Control the Creative, Control the Account
RAB Webinar

October 11-13, 2016
60th Broadcasters Clinic and SBE Regional Meeting
Madison Marriott West Hotel

November 1, 2016 10 AM or November 3, 2016 3 PM
From Surviving to Thriving
RAB Webinar

January 24-25, 2017
WBA Winter Conference & State Legislative Day
The Madison Concourse Hotel

February 28-March 1, 2017
WBA DC Trip
Embassy Row Courtyard by Marriott

March 4, 2017
WBA Student Seminar
Madison Marriott West Hotel

May 6, 2017
WBA Awards Gala
Madison Marriott West Hotel

June 14, 2017
WBA Engineering Day
(in conjunction with the WBA Summer Conference)
Blue Harbor Resort, Sheboygan

June 14-15, 2017
WBA Summer Conference
Blue Harbor Resort, Sheboygan

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