These days, the average worker stays in his or her job for 4.6 years. That’s according to the most recent bureau of labor statistics numbers I could find. Those same stats show that with younger workers, many of the folks we employ in our television and radio stations, the length of time spent in a job is even shorter. As a News Director friend of mine says, “I hire people for a living, and do a little TV News on the side.”

Which brings me to the subject of workplace longevity, and how our view of that continues to evolve. Most of us have a fair number of employees in our stations who have been there for decades. We often celebrate employee anniversaries of thirty or forty years, some even longer. I wonder what that will look like in a decade or two. Will a twenty-year anniversary be the milestone that forty is today? I think that’s quite

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2016 Broadcasters Clinic Celebrates 60th Anniversary

The session agenda for the 60th Anniversary WBA Broadcasters Clinic and Upper Midwest SBE meeting has been set and is published inside.

The event takes place at Madison Marriott West, October 11-13.

Along with the WBA, all four Wisconsin chapters of the Society of Broadcast Engineers host the event and are well represented on the Clinic Committee. These professionals take their responsibility very seriously, making the event one of the best engineering conferences in the country. In fact the Society of Broadcast Engineers recognized last
Is your station among the list of stations that participate in the WBA’s NCSA/PEP program?

The WBA’s NCSA/PEP Program is what allows your WBA to provide you with the majority of the many services/offerings we do (see the list on pages 22 and 23.)

To help provide you with an idea as to how reliant your WBA (like all State Broadcasters Associations) is on NCSA/PEP income, this graph shows the relative contribution of NCSA/PEP income to the overall WBA revenue budget for an average year.

If you are on the list on pages 20 and 21 (and the majority of you, by far are) – THANK YOU!

If you are not on the list, I strongly urge you to take part in this important partnership. If you have any questions as to how the program works, please feel free to contact me at mvetterkind@wi-broadcasters.org or 800-236-1922. I’d love to talk to you!

October 13–15, WBA Broadcasters Clinic (front page, and pages 5 through 7) As a matter of fact, it’s the 60th Anniversary of the Broadcasters Clinic. You won’t to miss this Award-winning, three-day regional event that last year drew attendees from 24 states. I’d like to congratulate our own Linda Baun, Leonard Charles and the entire Clinic committee for again being recognized by the National Society of Broadcasters Engineers for the BEST Regional Convention! Certainly well deserved! Make sure to send your engineers and managers. Come join us for the exhibits. We’d LOVE to have you there! You will NOT be disappointed.

Finally, in keeping with our time-honored...
PRESIDENT’S COLUMN  Continued from page 2

L to R: Don Vesely, Keith Bratel, Michelle Vetterkind, Congressman Mark Pocan, and Gene Purcell.

tradition for the last (more than) 25 years, your WBA Foundation will be hosting a U.S. Senate Debate between incumbent Senator Ron Johnson and Democratic challenger Russ Feingold. The debate will take place on Friday, October 14, 2016, in the Green Bay/Appleton market. As always, it will be offered statewide to Wisconsin television/radio stations for live broadcast.

First Call, an employee assistance program, notes that there are four key factors needed to create and maintain a positive work environment. They are:
• Telling people what you expect of them.
• Showing interest in your team members.
• Creating an encouraging environment.
• Recognizing and rewarding good performance.

Sounds simple, doesn’t it?
Well, I’ll be the first to admit that when things get hectic, when budgets aren’t being met or I’ve spent a day on complicated HR issues, my next thought isn’t always to show interest in a team member, or reward someone’s good performance. Yet, that’s exactly what we should be doing on a consistent basis. It’s important to remind ourselves to not get so caught up in putting out fires that we neglect to shine a light on all the positive things happening around us each and every day.

And since we started with the subject of longevity in the workplace, I’d like to recognize the significant longevity we have with our wonderful WBA staff. This year, Michelle celebrates 21 years with the WBA. And Linda and Liz each have more than a decade of service. I know I speak for all of you in thanking each of them for everything they do for our Association!

2016 Election & LUC Dates
General Election November 8, 2016
LUC Period Begins September 9, 2016

Well, I’ll be the first to admit that when things get hectic, when budgets aren’t being met or I’ve spent a day on complicated HR issues, my next thought isn’t always to show interest in a team member, or reward someone’s good performance.

U.S. SENATE DEBATE  Continued from page 1

U.S. Senator Ron Johnson and Democratic challenger Russ Feingold will be held on Friday, October 14th in the Green Bay/Appleton market starting at 7:00 p.m.

The hour-long debate will be offered statewide to Wisconsin television and radio stations for live broadcast and/or re-broadcast.

"The WBA Foundation is honored to continue our more than 25-year tradition of these important debates as part of the civic and political process," said WBAF President & CEO Michelle Vetterkind.

"I appreciate opportunities like this to continue talking with Wisconsinites about solving the problems we face, and making clear the choice they face in this election. I look forward to a robust and serious discussion of these and other issues." Republican US Senator Ron Johnson

"I’m grateful the Wisconsin Broadcasters Association Foundation is continuing its tradition of sponsoring debates for statewide elections. It is a great opportunity to reach out to the citizens of Wisconsin as they assess the candidates and make their choice come election day. I’m looking forward to the debate!" Democratic US Senate Candidate, Russ Feingold.

Additional details regarding debate specifics will be announced in the near future.

Thank you – as always – for your time and support!
year's Clinic as its national award-winner of the “Best Chapter or Educational Regional Event” for 2015.

Raising the bar is always the goal, and this year’s agenda proves once again why this event is “must attend” for all broadcast engineers. This year’s speakers are the best in the industry with topics that are timely and useful giving attendees valuable take home knowledge. Plus the exclusive separation of session and exhibit time means no one misses anything.

On line registration is open at wi-broadcasters.org.

Register today!


Thank you too, Michelle Vetterkind, WBA President & CEO, the WBA Board of Directors and WBA Foundation Board and Liz Boyd, WBA NCSA and PEP Coordinator, for continued support given to the Broadcasters Clinic.

Phillips celebrates 63 years!

On August 24, Liz Boyd, NCSA/PEP Coordinator traveled to WISS/WAUH in Berlin to present Bernie Phillips with a plaque celebrating his 63 years in Radio. What a great accomplishment! Also pictured is Tom Boyson, owner of WISS/WAUH.

Are you a PROUD MEMBER of the WBA?

We have Decals, Graphics, and Taglines ready for you to promote it! Just contact the WBA office.

A broadcaster’s cry for help should never go unanswered.

info@thebfoa.org, 212-373-8250
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 à 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 12

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 **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.

6:00 PM **SBE All Chapter Meeting and Program**  
**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 13

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, Micronetix 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.
Awards: Deconstructing the Rules

You know how sometimes you can read something ten times and still not get it? Or look for something over and over and it’s right there in front of you? The WBA Awards Committee does not want that to happen to you. So, I’ve been assigned the task of explaining a few of the Awards Entry Rules that we get questions about year after year!

First of all, that pesky word: “compilation.”

The Official Webster Dictionary definition: “a group of things (such as songs or pieces of writing) that have been gathered into a collection.” The categories you’ll need to gather pieces for a “compilation” are highlighted in the Awards Brochure, this year, in Gold. These categories REQUIRE multiple audio/video clips of different lengths, compiled into one entry. This brings us to a question stations ask every year – “If I submit a great interview in my Best Morning Newscast compilation, can I enter that same interview by itself in the Best Hard News Category?”

The short answer is – YES! You can enter a clip you’ve included in the Gold highlighted categories in un-highlighted categories, but you cannot enter the same fantastic interview in both the Best Spot News and Best Continuing Coverage categories, as both of these fall under the un-highlighted section of the rules.

Time limits
The longest time limit in the rules is 15 minutes. That’s it. If it goes over that limit, your entry will be immediately disqualified. Disqualification is also true for commercial entries: 60 seconds is the limit. Judges pay attention to those details. Don’t get your best commercial in five years disqualified because it’s 61.5 seconds long! UGH!!!

Significant Community Impact
This category is all about the impact our ACTIONS have on the community. Not the impact of an announcement. You can include a portion of, or a whole spot, in the audio portion of your entry, but submitting a commercial announcement alone is not enough. You have between 5 and 15 minutes to stir the emotions of the judges—a spot alone will not suffice. Put together a “compilation” that will show them how your station’s actions brought about positive impact on your community.

The Awards Committee likes to keep things fresh. We try to make appropriate rule changes to coincide with the ever-changing scope of what we do, be it Social and Digital media, live streaming, or simply making sure we are constantly encouraging the best in broadcasting in Wisconsin.

SNIPPETS
We all have favorite parts of our entries. The AHA! moment of an interview. The screams and cheers when the underdog takes the championship. A punchline during an interview. PLEASE allow the rest of us hear those wonderful moments when you win! Indicate the start and stop time during your entry to be used for your snippet!

News/Talk or Music
Last, but not least, each radio station must decide whether or not they are News/Talk or Music before entering any category. Once they make that decision, they cannot cross over to the other categories. For instance, if I decide to declare WLKG a News/Talk station this year, I cannot enter any of the Music categories, and vice versa. All of my entries will compete against the other News/Talk stations. So, if you are a Music station, and you have a really good Editorial or Commentary, sorry, you’ll have to find a category within Music to enter it.

And yes, we have many FM stations who are declaring themselves News/Talk; the times they are a’changing. AM and FM stations are not exclusively, respectively, News/Talk and Music anymore. So yes, you, as an AM News/Talk radio station, might find yourself competing with an FM station who decided to stray from their normal Music distinction, and try their hand at entering all News/Talk categories. Again, as long as they ONLY enter News/Talk categories, it’s fair game.

December 1st – Mark your calendars today
Add entries little by little, through the deadline. It’s not so overwhelming that way. Don’t wait until the day before. Murphy’s Law: something will crash and you’ll have all these winning entries and no way to upload them. Don’t take that chance!! Start uploading on December 1, 2016.

Refreshing
The Awards Committee likes to keep things fresh. We try to make appropriate rule changes to coincide with the ever-changing scope of what we do, be it Social and Digital media, live streaming, or simply making sure we are constantly encouraging the best in broadcasting in Wisconsin.

Please do not hesitate to call Linda (608-729-1480) and ask for a rule clarification. We encourage it!

See you at the Awards Gala first Saturday in May!
Internships: The Good, the Bad and the Ugly

As I write this column in the middle of reviewing our summer internships, I was inspired to look back on the past five years of the best and worst of our students’ experiences.

Like most journalism and communication programs, at UWRF we encourage students to participate in multiple internships. Journalism students take internships during their junior and senior years when they have developed practical skills desired by media organizations. During the internship our students submit a weekly journal entry describing their internship activities. The following came from recent journal submissions by our majors.

• “This week I was able to work on a lot of stories and a variety of both news and features stories, which was really nice...I really got a feel for how much community means to a small town, which was a really cool experience and a lesson that no matter how small the story seems, there are always people who thinks it is important.”

• “On Wednesday, I wrote an article based on the discussion [during the talk show I produced]. The article came together fairly easily. It was a pleasure to write that article because it actually got published on W***’s website! Wow!”

• “Over the next week or so I am going to try to put something good together and suggest it to ****. This would be a good experience for me, and also would help my craft of writing. In addition to that I mostly helped around the promotions department for the rest of the week. This was a very productive week for me on the writing side.”

• “The most valuable parts of my internship were defined by the people I got to meet and also by the things that I did outside of promotional work. The people that I met along the way were the most interesting because I got to learn a little bit about what they did around the station and how the whole thing comes together and makes the company work.”

In the past, however, some of our students have faced uncomfortable challenges. Here are some of my worst-case scenarios. In one such situation, I had two young women interning for the A/V department of a semi-pro team. (I’m not including names to protect the guilty.) I only learned near the end of the semester that when the team’s A/V person quit, my students were assigned his responsibilities and were working nearly 20 hours a week for free producing videos to air during games.

• “This week, at my internship I primarily worked on videos that would be posted during the games this coming weekend. We had a double-header weekend, which means we have two games in one weekend. It was really stressful in the office this week because there is normally only one game a week. The pressure was on to finish all of my work in time because there was twice as much to be done.

Not only that, they were expected to stay at the facility on Saturday nights until they had finished the work—often as late as 1 a.m. with no one else left in the building. They said they were always frightened walking to their cars. They were naïve and thought they had to do what they were told to meet the requirements of their internship. Three weeks before the end of the semester, when I learned what was going on, I insisted they quit…to their great relief.

One student spent the entire summer rewriting news stories for ****—TV’s website after the person who had that job quit. She was fairly isolated in the newsroom and her “supervisor” spent almost no time with her. She was paid nothing, got little support and was generally ignored as she worked in a cubicle out of sight of most of the staff.

A young man interning at ****-FM ran errands for the two-man morning sports show and served as the butt of their jokes when he stepped in the studio. The station was his favorite and the sports guys his idols. He brought in a CD of his campus radio sports show and they played part of it on the air. As they laughed and tore it apart, they also slammed WRFW [our campus station]. The intern was so embarrassed because he knew his classmates were listening. WRFW’s student directors were incensed, swearing none of them would ever intern at that station.

As a result of these unpleasant student experiences, we’ve changed how our internships are structured. Now we require a letter from the internship supervisor confirming that the student has been hired. It must include the intern’s specific duties and responsibilities, the starting and ending dates, hours/week, total number of weeks, and total number of hours, and whether the internship is a paid position. If so, the letter must include the amount paid. Finally, it must include agreement to provide a written evaluation of the intern’s work and a critique of his/her resume at the end of the internship.

I’m sharing these experiences to emphasize the importance of structure in internships. It benefits the organization and the students. A good internship should include a designated supervisor who is aware of the intern’s activities, provides feedback, assesses performance and serves as a mentor.

The station should have a clear structure for the internship duties, but make sure the intern learns about all areas of the station, not just the one he or she thinks is the best choice.

Students often are completely unaware of all the career possibilities in broadcasting. One of our campus station’s best sports announcers (color and play-by-play) was convinced that sports announcing was his career goal. He started at a small Wisconsin radio station where he was urged to also work in sales. He’s now a top account executive for a major marketing and advertising group in Minneapolis and loves his career path.

I would love to hear how your station organizes internships and what you are looking for in intern applicants. You can reach me at sandra.ellis@uwrf.edu.
Wisconsin Broadcaster | wi-broadcasters.org

ONE POSITIVE THING YOU CAN SAY ABOUT THE BROADCAST INDUSTRY IS THERE IS NO SHORTAGE OF AWARDS PROGRAMS OR AWARDS YOU AND YOUR STATION CAN WIN.

Our industry really shines when it comes to ways to honor the hard work of individuals and stations. The key is to understand the benefits of awards, and how we as managers can use them to motivate our employees.

Several years ago, I received my first WBA Award nomination and I remember the goosebumps of pride and accomplishment. This was the first time I had attended anything like the WBA Gala and had seen my work up against my peers of all levels of experience. Although, I took third place that first year, it motivated me to push my boundaries and grow as a producer of content.

Now, years after I have won several awards from both the WBA and through other awards programs, I can honestly say I am still excited to submit my work each year in hopes of getting a nomination and maybe even a win. However, this article is not really about me; it is about how you and your station can use award programs to motivate your employees all year long.

ABOUT FOUR YEARS AGO MY STATION RECEIVED LOTS OF WBA NOMINATIONS THROUGHOUT MANY OF THE CATEGORIES. This was the first year we really felt like we had a chance at News Operation of the Year and Station of the Year. So, we sent many employees to enjoy the Awards Gala, and, hopefully, celebrate our win. Although, we did win several categories, we did not get enough points to win the big prizes. As the person who oversees the awards for our stations, I immediately became worried. It’s because I knew I had been overly-optimistic about our chances at winning News Operation and Station of the Year, and I felt like I had raised everyone’s expectations. I was worried, because, as a manager, the last thing I wanted was for this big, team-building experience to turn into a morale-buster.

However, what happened next was even more special and made the trip completely worthwhile. Following the WBA Awards Gala, we all gathered in the lobby of the Madison Marriott to take a photo and have a drink. Our employees did not complain or say anything negative. Instead, I heard things like “How can we beat them next year?,” “I need to up my game,” “We can win this, we need to work at it.”

The next day, while in the car, I heard reporters talking about doing better stand-ups and researching good features. I heard photographers and creative services people talk about using GoPros and being more creative. This is when I realized that you don’t just submit entries for awards at the end of the year; you plan for awards and use them to motivate your staff throughout the year.

FOLLOWING THE 2016 WBA GALA, THE AWARDS COMMITTEE SENT OUT A SURVEY AND ASKED SEVERAL KEY QUESTIONS ABOUT HOW YOUR STATION AND STAFF APPROACH AWARDS.

HOW DO YOU FEEL ABOUT YOUR AWARDS SUBMISSIONS?

In the WBA program, only three entrants receive a nomination per category and division. For example, if a category receives 10 submissions, only 30% will receive the nomination and 10% will win first place. The goal of this question was to determine how many people are proud and confident in their entries. We saw a very high 60% of people say that they “expect to win” with their submissions. This shows that people are confident in their work and they want to win.

HOW MUCH DO AWARDS MOTIVATE THE WORK DONE BY YOU AND YOUR STATION?

This question gives us great insight and shows us that 68% of the Wisconsin broadcast community is highly motivated by the awards program. However, it also shows room for stations to grow and utilize the awards program to motivate their employees and work.

ANDREW FELIX
WEAU 13 NEWS

USING AWARDS TO MOTIVATE YOUR STATION

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Which criteria do you feel is the most important when judging awards?

There are many important criteria levels when entering awards. Creativity (doing something original/different) and high levels of production quality are what entrants feel stand out and are important when judging. Just because you have severe weather or breaking news does not mean your coverage is award-worthy. Often times, submissions get entered based on the intensity of the story and not the quality of work. As someone who has judged several award competitions, I can tell you that things like creativity, production quality and writing are key to getting my vote.

Entering and winning awards have obvious promotional benefits for our stations. However, awards can also be used as a way to motivate staff and increase the overall quality performed by individuals and the station as a whole. The bottom line is that competition is good because it gives us all a reason to try new things and put forth a little more effort.

Here are a few ways you can adjust your awards procedures to increase the quality performed by your station:

First, the awards program must be inclusive of ALL employees, and the facilitator should not be someone who enters. Often times, senior staff members take over the awards. This can crush the motivation of your younger staff. Share the categories and rules with all of your staff, and allow them to submit ideas to the facilitator or to a small committee. That person or group would then decide the best work to enter for the station. This should motivate your newest staff members and allow them to feel included while keeping your senior staff current and on their toes.

Second, take a forward approach to awards and plan for them throughout the year. Do not tailor stories or segments to the award category, but rather, identify opportunities when your station should put forth a little extra effort. For example, let’s say you discover a really good feature story. Rather than having one reporter interview, write, shoot and edit this story in one day, you pool some resources and plan the shoot in advance with a photographer, get your graphic designer and best editors involved and you turn a good story into an award-winning story.

Third, judge awards from other states/competitions. Entrants can really learn and grow from experiencing awards from the perspective of a judge. This also allows entrants to mentally visualize how they would judge their work against others. It should give them a better understanding of how to improve and win. (HINT: The WBA is always looking for people to judge other state competitions!)

Fourth, recognize anyone and everyone who had anything to do with a nomination or win. Often times, the reporters, anchors and hosts get all of the attention. However, the hard-working photographers, editors, audio engineers, producers, directors and even board operators have a role in the win. Recognizing the “face” of an entry will give them pride, but you risk creating animosity with everyone else. One of the big reasons to enter awards is for employee motivation, and the last thing you want to do is motivate one employee and put down six others. Sending out an e-mail with all of the names or pulling people aside and congratulating them can go a long way to create a positive team environment.

The information in the survey and the growing number of yearly award submissions and Gala attendees is a good sign that people take the awards program seriously. As managers, if we put an emphasis on using awards as a yearlong motivator, I think we will see our stations rise to new levels of quality but more importantly, we see a significant increase in the collaboration, dedication and positive drive from our employees.
How Broadcasters Should Think About Digital When it Comes to Station Events

Broadcasters have used events as a key source of revenue for decades. Whether it’s a music radio station hosting concert or a television station providing a trade sponsorship for the local arts and wine festival, events are an important way for broadcasters to tie themselves to community and turn a profit.

While we often pay close attention to the physical details of our events, we don’t usually step back and evaluate the digital strategies we should be using as part of our events. A well thought-out digital plan can lead to more successful events, and successful events can, in turn, feed a station’s digital strategy. So what should be the goals of the digital strategy for your station events?

Content Marketing
As broadcasters, we are expected to use far more tools to reach our audience today than we did fifteen years ago. We now have websites, blogs, email, social media, on-demand video, podcasts, text messaging, and more at our disposal. We need a strategy to pull all of these different pieces together into a single coherent plan.

That strategy is Content Marketing. It’s a strategy that is used widely outside of broadcasting, and can be easily adapted for radio and television stations. Here’s how it works:

First, create website content: news articles, blogposts, videos, podcasts, etc. You want this content to be easy to share on social networks like Facebook, easy to find in search engines like Google, and easy to talk about on your airwaves. You’ll use these three strategies to drive people back to the content on your website.

Getting people to come to your website is only half the battle; once they’re there, you then want them to do something -- to accomplish some goal. In fact, there may be a number of things that you want people to do when they come to your website: stream the station, click on an ad, sign up for the email list, request information about advertising, etc. Ultimately, all of these goals should connect back to the station’s bottom line.

A content marketing strategy shows us how all of our digital tools fit together, but where do station events fit in? In practice, station events fit into a content marketing strategy in multiple places. Each place gives us a different digital goal for our events.

1. Drive Attendance
Events often contribute directly to the bottom line, either because our stations generate revenue from ticket sales and sponsorship dollars, or because we include events as part of an advertising package. In both cases, the more people that show up, the better. Therefore, one of the goals of our digital strategy is to encourage people to come to our events.

There are a number of different ways to use the internet to drive traffic to your events, from email blasts to advertising on social media to online ticket giveaways. Once you’ve established driving attendance as one of your goals, you can decide on specific tactics.

2. Create Content
To execute a Content Marketing strategy well, you need lots of content. This can be tough to generate when most broadcasters find themselves short on manpower. But if you plan carefully, events can be a wonderful source of digital content, including videos, photos, blogpost material, and audio recordings for podcasts. Before your station’s next big event, gather your station’s key players together and ask, “How can we get as much content as possible from this event?”

3. Social Sharing
People love to post to social media when they are out at events. The more they post from your event, the more people will talk about your station. So one of the key digital goals for your event should be to encourage as much social sharing as possible. There are a number of ways to do this, including assigning a hashtag for your event, streaming live video from the event, and erecting a Twitter wall where everybody can see tweets related to the event. With your team, brainstorm different ways that you can encourage people to talk about your event on social media.

4. Gather Data
Years ago, advertisers only cared about how many people they could reach through your station. But in the internet age, advertisers are increasingly looking for more information about audiences so they can hit the right consumers, not just the most consumers. The more data you have about your fans, the better.

Of course, nobody’s going to take the time to fill out a lengthy survey at a station event. But if you can capture an email address or cell phone number from attendees, you can reach out to them later to gather more data. So capturing contact info should be one of the goals of your station events.

Once you’ve established these four digital goals for your events—driving attendance, creating content, encouraging social sharing, and gathering data—you can select the appropriate tactics for accomplishing each goal. Gather your team and discuss the best way to achieve these goals.

I recently hosted a webinar for Jacobs Media Strategies that offers tactics for accomplishing each of these goals. If you would like to watch it, contact your WBA.

I am available to help Wisconsin broadcasters on their digital strategies. If you have any questions, you can reach me at 248-353-9030 or at seth@jacobsmedia.com.

The Digital Hotline is a free service of the Wisconsin Broadcasters Association.
The Jacobs Media/WBA Digital Partnership

Wisconsin broadcasters continue to face opportunities and challenges navigating the digital, social and mobile space. As we enter our second year, we are evolving the WBA Digital Hotline to Jacobs Media/WBA Digital Partnership. All WBA member will receive the following:

- The weekly “Connecting The Dots” Monday memo from Seth Resler
- Participation in three digital webinars during 2016
- Access to the Digital Hotline – call us with any questions relating to digital, social media, or mobile

Jacobs Media is at your disposal at: (248) 353-9030 or via email at info@jacobsmmedia.com.

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PSA Guide!
Your WBA has a great offering for you, a Public Service Announcement Guide. This is a reference for people asking your station the how to’s about PSAs.

Getting Your Message On The Air addresses:
- What is a PSA?
- How to Get Your PSA On the Air
- Sample Copy for Your PSA
- The Pre-Produced PSA
- Public Affairs Programs
- You’ve Been Booked for a Program
- Sample Press Release

Click on the For the Public link at www.wi-broadcasters.org.

WISCONSIN LOTTERY
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Millennial Insight from a Millennial

At the WBA Summer Convention, the Young Professionals held a seminar on Millennials.

So who exactly is a Millennial?

Each generation has a name, and it’s grouped by years. The Silent Generation are those individuals born from 1928-1945, Baby Boomers from 1946-1964, Generation X from 1965-1980 and Millennials from 1980-2004. Millennials have surpassed Baby Boomers as the largest generation in the United States.

As I listened to some of the questions asked, it was clear that a lot of people in broadcasting could benefit from learning more about the wants, needs and expectations of Millennials. Besides being part of this generation, one of my majors at the University of Wisconsin-Madison School of Business was Management and Human Resources, where we studied the challenges and opportunities of different generations co-existing in the workplace. Understanding differences can help eliminate tension between older and younger workers, and create a diverse environment generating a lot of creative ideas.

One of the major differences in the older generations compared to Millennials is how a person identifies him or herself. Often, if you ask a person born before 1980 to tell you about themselves, they will immediately tell you what their occupation is. With Millennials, that response isn’t so automatic. A Millennial may first tell you about their hobbies and where they are from. They may eventually get to their job, but they don’t identify with their job like older generations. Many people born before 1980 live to work, but many Millennials work to live. Understanding this difference is a key to incentivizing younger workers. For a young person, for example, a bonus may not be nearly as rewarding as a day-off.

While a Millennial is at work, they also have different needs than other generations. For example, Millennials want feedback, early and often. Older generations don’t want to talk with managers. If they get called into a manager’s office, they fear the worst. Millennials, on the other hand, crave feedback. They want to know what they are doing well and where they need to improve. Older generations were comfortable with an end-of-the-year review. Many Millennials prefer monthly reviews or even weekly meetings. Why? Because younger generations have grown up in a world of instant feedback. Cell phones, texting, emails, instant messaging, rating customer service online, etc., have created not just a comfort zone with feedback, but an expectation.

During one of the first lectures in my Compensation Theory class at the UW last fall, our professor, who was also a practitioner with his own business on the side, asked us what kind of compensation we value most: money, healthcare, vacation days, flexibility etc. Many people would think money would be the top answer. Why would the average young person be concerned with healthcare? Interestingly enough, money was one of the lowest motivating factors. Flexibility and a work/life balance were important, as was healthcare. With all of the debate about healthcare, this issue is top of mind with young people, too. Plus, the Great Recession hit some of the first career Millennials, and those difficulties linger today.

This has created not just a difference in what compensation is valued the most, but also a difference in lifestyle. A higher percentage of young people rent their housing instead of owning it. Car companies are concerned that trends suggest that many Millennials would rather not have the responsibility and cost of owning a car so they are carpooling more. As everyone knows, Uber has taken off. These options are not only cheaper, but also more environmentally friendly which many Millennials put an emphasis on.

All of this has led to a lack of loyalty. Young people aren’t as concerned with brand names. If it’s cheap and functional; you have their attention. Some actually would rather not buy the brand name because they don’t want to be categorized. This sort of thinking leads many to have the expectation that rather than working for three or fewer companies during their career, they’ll move around.

Maybe more than ever before, young people want their individualism to be respected. Recognizing some of these tendencies will give you a competitive advantage attracting Millennial candidates, many of whom, in spite of their modern day quirks, possess immense potential.
As a journalist, you are bombarded by press releases, studies and political announcements. You need help sorting through what is real, what is noise and what is flat-out deception.

The Poynter Institute is offering a half-day workshop to help you ask key questions that will make your reporting more reliable and make your journalism stand out from others who just report what they hear at a news conference.

The Poynter Sensemaking Summit
Saturday, October 1 9:30 AM - 1:30 PM
MADISON MARRIOTT WEST

As a journalist, you are bombarded by press releases, studies and political announcements. You need help sorting through what is real, what is noise and what is flat-out deception.

The Poynter Institute is offering a half-day workshop to help you ask key questions that will make your reporting more reliable and make your journalism stand out from others who just report what they hear at a news conference.

We will:

- Help you sort through promises and claims about some of the hottest topics in this political year including immigration, climate change and gun control.
- Discover the money trail behind candidates to see who is supporting them including front groups for major businesses and industries.
- Show you how political commercials manipulate the truth by using out-of-context facts, emotional music and patriotic images.
- Show you how to look critically at online and social media posts to determine if they are real.
- Help you to make sense of polling. Learn what questions to ask about the poll before you report the results.
- Show you how all sources are not created equal and how your choice of sources will make your stories stronger and more accurate.
- Teach you how to find the hidden metadata on digital online images to detect if they have been altered.
- Show you how to verify and decode the science behind “scientific” studies.
- Teach you they key questions you should ask about every study BEFORE you report the study’s claims.
- Help you see the difference between correlation and causation.
- Share the four KEY questions every journalist should ask on every assignment.

While the training and food are free (morning refreshments and lunch included), a $25 donation to the WBA Foundation would be greatly appreciated.

For more information and registration go to www.wi-broadcasters.org

Is Your Station Protected?

WBA Alternative Broadcast Inspection Program Remains a Popular Member Benefit!

Since 1995, your WBA has offered you, our members, the opportunity to participate in the Alternative Broadcast Inspection Program (ABIP) which has become one of our most beneficial and popular member services. Currently, 265 Wisconsin radio stations and 38 Wisconsin television stations are protected as a result of this most valuable program.

Under this program, where your WBA partners with the FCC’s Enforcement Bureau, stations are inspected by an experienced WBA contract inspector. The program offers a three-year grace period to compliant stations during which no routine inspections of the station will be carried out by the FCC. The only exceptions are for complaint driven matters, as well as EEO, political, and tower safety matters.

Once your WBA receives your signed ABIP contract (which can be downloaded off the WBA website at www.wi-broadcasters.org) and payment, with your permission we will notify the FCC of the date of the contract to be inspected.

You will then have a 150-day grace period from your sign-up date through inspection and your correction of any non-compliant areas during which you should not have to face any the no-routine inspections by the FCC.

Your WBA sends out reminders each fall to participating stations whose contracts will expire the following year (for budgetary purposes, and also to make sure you place the date on your calendars). However, it’s also a good idea to double check (in case you aren’t sure) and see where your stations are in the cycle, and also to have any new stations you’ve acquired sign up to participate.

We urge you to continue your participation in this extremely well received AND successful program. If you’re not already participating, please sign up now! Successful participation will not only reduce your risk of an FCC inspection; it could very well save you A LOT of time and money in the event that your station were inspected by the FCC.

Wisconsin Broadcaster | September/October 2016
WBA Assistance Action Plan for EEO Compliance Now Updated
(as of July, 2016)

Commercial and noncommercial radio and television stations licensed to communities in Wisconsin were required file their renewal of license applications with the FCC no later than August 1, 2012 (for radio) and August 1, 2013 (television). By those deadlines, such stations were also required to file FCC Form 396, attached to which were the station's two then-most recent Annual EEO Public File Reports.

Even if your station's license has been renewed for a full license term, your station must continue to fully comply with the FCC's demanding and on-going EEO-related regulations. Thus, all Wisconsin broadcast stations should consider fully availing themselves of the EEO-related programs that the WBA has designed to help them meet those requirements.

Your WBA continues to offer many programs through which the Association helps your station employment units ("SEUs") achieve compliance under the FCC's EEO regulations.

The FCC's current EEO Rule took effect on March 10, 2003. The Rule contains an "equal opportunity/nondiscrimination" requirement, a separate "outreach" requirement, and related reporting requirements. Under the "equal opportunity/nondiscrimination" requirement, all commercial and noncommercial radio and television stations must afford equal opportunity in employment to all qualified persons and no person may be discriminated against in employment on the basis of race, color, religion, national origin or gender. The "outreach" requirement is comprised of three prongs designed to ensure broad and inclusive recruitment outreach to potential applicants of all races, genders, and ethnicities.

The "equal opportunity/nondiscrimination" requirement applies to all SEUs regardless of the number of persons employed. The "outreach" requirement applies to all SEUs with five or more full-time employees ("Nonexempt SEUs"). The reporting requirements are discussed at the end of this document.

An SEU is typically a group of stations that are commonly owned or controlled, located in the same market and sharing at least one employee. An SEU can be comprised of one station, two stations, a mix of several radio stations or television stations, or a combination of radio and TV stations all in the same market.

Outreach Prong 1 - Recruitment For All Full-Time Vacancies

Nonexempt SEUs must engage in broad and inclusive recruitment for all full-time vacancies, with a limited exception for exigent circumstances.

WBA has compiled a list of referral sources of women and minorities. WBA members can download this list off our website at www.wi-broadcasters.org. Every year we send a letter to each of these referral sources seeking confirmation that each wishes to serve as a referral source and therefore would like to receive job vacancy information from Wisconsin stations by mail, fax or e-mail and (2) full contact information for that purpose.

You are free to use the referral source information as you see fit, understanding that it does not purport to be exhaustive, certainly not at the local level, and that it is your responsibility to ensure that you choose a broad array of sources tailored to reach all segments of your SEU's local community and service area, and that the information is current as you go forward. If you find that any of the information is not correct, or has become outdated, or if you add any new referral sources to the list of sources that you use for your SEU, please alert us at once and provide us with the names/contact information for each new and updated source so that we may add that information to our website and thus share it among all broadcasters in the State.

Outreach Prong 2 - Notification To Community Groups

1) An over-the-air announcement inviting organizations and groups that assist job seekers and which would like to receive notices of openings at broadcast stations to contact individual stations so that these stations can add the organizations to their mailing list for job openings (we will provide a sample script upon request). Please provide us with the contact information of any organizations that contact you to receive such notices and we will add them to our website-based master list of referral sources.

2) An over-the-air announcement that tells listeners to go to www.wi-broadcasters.org to find current openings at Wisconsin broadcast stations as well as at broadcast stations nationwide. New Career spots are available now (see page 3); if you need a new copy, please call or e-mail us at 800-236-1922 or bauni@wi-broadcasters.org. So long as your job vacancy ads specify that you are an “Equal Opportunity Employer” (or “EOE”), they will be placed in our newsletter’s employment corner and on our website’s online Job Bank, which is also linked to a national broadcast Career Page online site that may be accessed at www.careerpage.org.

Outreach Prong 3 – “Menu Option” Outreach Initiatives

Prong 3 requires Nonexempt SEUs to earn a minimum number of “credits” by performing certain outreach activities that are unrelated to any particular job opening. SEUs with 5-10 full-time employees must earn at least 2 credits per two-year segment of their license term, and larger SEUs with more than 10 full-time employees must earn at least 4 credits per two-year segment of their license term unless they are located in a “smaller market” as defined by the FCC (in which case they are only required to earn at least 2 credits per two-year segment of their license term despite having more than 10 full-time employees). Generally, a “smaller market” is one where the SEU is licensed to a community or communities that is/are in a county which is outside of all metropolitan areas or is in a metropolitan area with a population of less than 250,000 persons. Please consult your communications counsel to be sure how many credits your SEU is required to earn.

Your WBA helps you earn these Prong 3 non--vacancy-specific credits in the following ways:

1. Participating in Job/Career Fairs. The FCC allows SEUs four, one-quarter credits, totaling one full credit, for each two year segment of their stations’ eight year license term if they participate in at least four job fairs or career fairs during that two-year segment. To be counted as participating in a job fair, the SEU must send personnel who have substantial responsibility in the making of the SEU's hiring decisions. The WBA sponsors two job fairs per year, one in conjunction with our Annual Winter Conference (January) and another in connection with our Annual Summer Conference (June). Full SEU participation in each job/career fair should earn the SEU a 1/4 credit for each of these job fairs. Accordingly, over a 2-year period of participating in these WBA sponsored job/career fairs, an SEU should be able to claim one full credit so long as such participation includes personnel who have substantial responsibility in hiring and the SEU maintains adequate documentation of such participation.

2. Hosting/Sponsoring Job/Career Fairs. The FCC also allows one full credit per two year segment for hosting or sponsoring at least one job/career fair. Your WBA can provide you with an Army National Guard Diversity Career Fair Kit. While these kits are designed to help stations host and promote diverse career fairs in their communities in co-sponsorship with the Army National Guard to help reduce costs to the SEU, you can also use the Kit as a guide for setting up your own Career Fair without National Guard participation.

3. Co-Hosting/Co-Sponsoring Job/Career Fairs. The FCC also allows one full credit per two year segment for co-hosting or co-sponsoring at least one job/career fair with some business or professional community organization with substantial participation by women and minorities. As discussed above, you can use the Army National Guard Diversity Career Fair Kit either in connection with the Army National Guard or some other business or professional organization in the community, as long as the organization’s membership includes substantial participation of women and minorities. Each SEU seeking credit must have “a meaningful involvement in the activity,” i.e., by jointly planning it, jointly promoting it, jointly implementing it and meeting persons who attend, and accepting and considering resumes submitted at the job fair. Merely lending the SEU’s name and providing funding are not enough.

4. Participation in Job Banks/Internet Programs. The FCC also allows one full credit per two year segment for participating in job banks, Internet programs, and other programs designed to promote outreach generally. The WBA’s Internet-based Job Bank provides information about the various positions for staffing radio and television stations, schools that offer courses and training in broadcast and broadcast-related fields, internship programs, etc. SEU participation in the WBA’s Internet-based Job Bank must be continuous during the 2-year period. In addition, if you place your “EOE” signed job vacancy(ies), on the WBA’s Internet-based Job Bank, your vacancy(ies) will be linked to a National Broadcast Career Page online site. You can post job openings at www.wi-broadcasters.org (Careers – Post Available Job) or
5. Participating in Scholarship Programs. The FCC also allows one full credit per two year segment for participating in scholarship programs designed to assist students interested in pursuing a career in broadcasting. The WBA Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis. To obtain one full credit for every two year period, each SEU should: 1) donate at least once every two years to the Foundation (exmarked for scholarships) a minimum of $100 for radio SEUs with 1 or 2 stations, a minimum of $200 for radio SEUs with three or more stations, and a minimum of $300 for TV SEUs, 2) promote the availability of the scholarship program over the SEUs’ stations and direct interested candidates to mail, fax, or e-mail the station requests for an application, 3) provide blank application forms upon request (which the WBA will provide you), 4) be available to answer questions about the program from interested persons, and 5) assist the Selection Committee in the selection process by providing the Committee with the SEUs’ evaluation of each candidate. The WBA Foundation will send each SEU copies of the applications received and will ask for input based on such factors as the student’s GPA, post high school employment & extracurricular activities, awards & honors, broadcasting experience and commitment, his/her response to an essay question, and other factors the Selection Committee and the SEU may deem relevant from time to time, before they are sent on to the Education Committee and the WBA Foundation Board of Directors for final judging.

6. Participating in Internship Programs. The FCC also allows one full credit per two year segment for participating in the WBA Broadcast Internship Program, where the WBA seeks qualified candidates, develops a pool of candidates who become available for consideration by SEUs that have internship programs, and provides those SEUs with the names and qualifications of such candidates for consideration and selection by participating SEUs for their own station internship programs. If your station is interested in participating, go to our website (www.wi-broadcasters.org) where we have assembled the most recent information about interested candidates. Candidates are categorized by the geographic area where they wish to intern. You may then contact your potential intern directly. You should print out the WBA Internship Section from our website, including your intern’s information, to help document the existence of your internship program. Please note that according to our Washington Counsel, every SEU should document that they have an operating internship program and use reasonable efforts to have an intern “on staff” during a significant portion of both years of the two year segment for which they are seeking a credit. This means that there should be an intern at the SEU either for the entire school year, for one semester of a school year, and/or during the summer. Having an intern for only two weeks of a year is clearly not enough for FCC EEO compliance purposes. All stations considering having an internship program should consult with their legal/tax advisor to assure that all applicable wage and hour regulations are complied with. That is the responsibility of each SEU, not that of the WBA.

7. Participating in Training to Ensure Equal Employment Opportunity and Prevent Discrimination. The FCC also allows one full credit for participating in a program that will teach the SEU’s station management how to ensure Equal Employment Opportunity and prevent unlawful discrimination. Your WBA offers this type of training program 4 times over every two-year period. A seminar or webinar is held in conjunction with each of our Winter and Summer Conferences. If a station’s management routinely participates, by the end of the segment (two-year period), the SEU would be able to claim one full credit for that two year period. Please note - these four seminars or webinars will each be on different equal employment opportunity topics, including types of unlawful discrimination and FCC specific requirements, so an SEU will need to have station management participate in all four sessions or webinars to earn the full menu option credit.

8. Participating in the WBA Student Seminar Networking Programs. You should consider, in consultation with your communications counsel, whether the WBAs Student Seminar Networking Session is eligible for non-vacancy specific “menu option” credit under the FCC’s EEO regulations. During the program’s Speed Networking Session, broadcast professionals interact, face-to-face, with multiple students interested in the field of broadcasting. As they develop plans for full compliance with the FCC’s EEO requirements, all SEUs should seek the advice of their communications counsel. If you have other ideas how your WBA can be even more helpful in this important regulatory area, please do not hesitate to contact us. The full list of non-vacancy-specific EEO credits is available in the publication “The FCC’s Equal Employment Opportunity Rules and Policies — A Guide for Broadcasters, June 2013 which has been posted on the WBA website.

KEY WISCONSIN RADIO AND TELEVISION EEO-RELATED TIME PERIODS AND DEADLINES

Outreach, Recordkeeping, and Reporting

I. Annual Deadline for Annual EEO Public File Reports

August 1 of each year is the deadline by which all Nonexempt radio and television SEUs must place in each station’s public inspection file the Annual EEO Public File Report covering the prior twelve month period. At this time, stations comprising the SEU must also post the report on each of their websites (if any). These Reports will reflect, among other things, which of the EEO credits the SEU has earned during the preceding twelve months towards its goal of earning either two or four credits during each two-year period of its license term.

II. Relevant Two-Year Periods for Accumulating a Sufficient Number of EEO Credits During the Current License Terms

For radio stations licensed to communities in Wisconsin, the pertinent two-year segments from the last license renewal filings to the next license renewal filings are: August 1, 2012 – July 31, 2014; August 1, 2014 – July 31, 2016; August 1, 2016 – July 31, 2018; and August 1, 2018 – July 31, 2020.

For television stations licensed to communities in Wisconsin, the pertinent two-year segments from the last license renewal filings to the next license renewal filings are: August 1, 2013 – July 31, 2015; August 1, 2015 – July 31, 2017; August 1, 2017 – July 31, 2019; and August 1, 2019 – July 31, 2021.

III. Deadlines for Filing the Broadcast Mid-Term Report on FCC Form 397

August 1, 2016 will be the deadline for Wisconsin radio SEUs with more than 5 full-time employees to file their next Broadcast Mid-Term Reports on FCC Form 397, attached to which should be the SEUs’ most recent two Annual EEO Public File Reports covering the periods August 1, 2014 – July 31, 2015 and August 1, 2015 – July 31, 2016.

August 1, 2017 will be the deadline for Wisconsin television SEUs with 5 or more full-time employees to file their next Broadcast Mid-Term Reports on FCC Form 397, attached to which should be the SEUs’ most recent two Annual EEO Public File Reports covering the periods August 1, 2015 – July 31, 2016 and August 1, 2016 – July 31, 2017.

August 1, 2020 will be the next license renewal filing deadline for radio stations licensed to communities in Wisconsin. By that deadline, unless the FCC changes its procedures, the SEUs must also submit to the FCC a completed Form 396 regarding their EEO exemption status (if any) and their performance under the EEO rules. Included with the Form 396 filing will be (again assuming no changes in the FCC’s procedures) the SEUs’ two then most recent Annual EEO Public File reports, one covering the period August 1, 2018 – July 31, 2019, and the other covering the period August 1, 2019 – July 31, 2020.

August 1, 2021 will be the next license renewal filing deadline for television stations licensed to communities in Wisconsin. By that deadline, unless the FCC changes its procedures, television SEUs must also submit to the FCC a completed FCC Form 396 regarding their EEO exemption status (if any) and their performance under the EEO rules. Included with the Form 396 filing will be (again assuming no changes in the FCC’s procedures) the SEUs’ two then most recent Annual EEO Public File reports, one covering the period August 1, 2019 – July 31, 2020, and the other covering the period August 1, 2020 – July 31, 2021.
WBA Joins in Filing Urging the FCC to Eliminate Retention of “Letters from the Public” in Public Inspection File

Your WBA, along with other State Broadcasters Associations representing all 50 states, the District of Columbia and Puerto Rico, recently filed Joint Comments in strong support of the FCC’s proposal to eliminate the rule which requires broadcasters to maintain letters and e-mails from the public in their public files. We made the following points:

(1) In light of the accessibility of other means by which the public can communicate with broadcast stations, including on social media where such communications typically are preserved and publicly accessible, the requirement that stations retain letters and e-mails is outdated. We also noted that numerous broadcasters associations have made this point to the FCC in the past, so the elimination of the requirement now is, at a minimum, timely.

(2) Because the public correspondence portion is the final vestige of the public file required to be maintained in a paper format, elimination of the requirement would enable stations to dedicate staff resources to more productive uses as well as to provide a more secure and safe work environment for their staff.

(3) While radio stations outside the top 50 markets and those with fewer than 5 full-time employees are not required to move their public files online until 2018, the elimination of the final aspect of the physical public file may encourage them to do so earlier.

(4) Because commercial broadcasters are the only entities required to maintain correspondence from the public in their public files, elimination of the requirement would provide for regulatory parity with other FCC-regulated businesses.

WBA Renews Insight Edge Weekly Member Service

We are pleased to announce that the WBA Executive Committee recently voted to renew our contract with Insight Edge Weekly through August 2017 in order to continue to provide you, our valued WBA members, with this popular service.

Insight Edge Weekly Advertiser Intelligence Service gives you access to the industry’s premier newsletter service providing you quick, useful, and current highlights of 14 key advertising categories: Automotive, Department Stores, Digital Media, Dining/Grocery, Electronics, Employment, Entertainment, Financial, Furniture, Health Care, Media Recap, Real Estate/Home Improvement, Telecom, and Travel.

WBA General Managers and Sales Managers receive an email every Monday from your WBA for you to review to help you get your week started in a customer-centered manner. The service includes several benefits that you will find helpful in your day-to-day activities in the street. Sales Managers, if you have additional sales personnel you would like to be on our list, just let us know and we’ll be more than happy to send Insight Edge Weekly to them, as well.

The Monday morning e-mail also includes a terrific tutorial, customized for Wisconsin, on how you can use this popular WBA member benefit.

We hope you continue to enjoy this WBA Member Service!

Can Your Essential Engineering Personnel Get Through to Your Transmitter and Keep You On-Air in an Emergency?

Since 2007, an agreement has been in place between the Wisconsin Department of Justice and the WBA to issue Broadcaster Emergency Personnel ID cards. This is a great benefit available to all WBA member stations.

These cards are issued to radio and television station transmitter engineers, to aid them in crossing police lines in times of disaster to keep the transmitter, and your station, on the air. For areas involved in MSRC, these ID cards can also be used by the engineers reporting to the local Emergency Operation Center (EOC) during times of disaster, as requested by local officials.

The Wisconsin Broadcaster Emergency Personnel ID program has proved to be one of our most popular member benefits.

Worried about renewal process? No need to, renewal will be as simple as verification of continued employment with the General Manager of your station.

Go to www.wi-broadcasters.org. You’ll find the Individual Station Agreement Form/ID Card Request Form under “Emergency Planning.” The Station Manager must sign the Agreement/Request Form, and mail it to WBA.

A JPEG picture for each ID should be emailed to WBA at the address provided on the form.

Don’t let your station go dark, sign up for the WBA’s Wisconsin Broadcaster Emergency personnel ID Card Program.

Questions?
Contact Linda Baun at lbaun@wi-broadcasters.org or call her direct at 608-729-1480.
• Pronunciation guide for Wisconsin cities, towns, villages, and elected officials
• Concise summaries regarding Wisconsin laws including open meetings/records
• Wisconsin laws and regulations regarding media covering crime scenes, fire, and police emergencies
• How Wisconsin government and courts are set up plus rules and regulations about covering meetings

Follow us on Twitter where we showcase the great work being done in broadcast newsrooms statewide.

You never have to guess.
Know your rights as a reporter/photographer.
Know where you can and can’t go.
Quickly get up to speed on Wisconsin structure.

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Making Digital Radio Work.
Popular Program Offers Many Benefits

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

A standard definition for an NCSA/PEP announcement is this:

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

In a 1988 ruling, the Federal Communications Commission held that NCSA/PEP Programs, and the announcements carried by stations under them, do not have an effect on either a station’s lowest unit charge or its comparable rate.

The NCSA/PEP program established and administered by the WBA is substantially related to the Association’s tax-exempt purposes. The monies received are used (i) to strengthen the Association in terms of administration, member benefits and activities such as scholarship programs, (ii) to enhance the reputation of broadcasting generally, and (iii) to help maintain a favorable business and regulatory environment for the entire broadcast industry within and outside the State of Wisconsin.

Following are the stations that have participated so far this year in airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors:

### TELEVISION
- WYOW-TV . . . . . .Eagle River
- WEAU-TV . . . . . .Eau Claire
- WEUX-TV . . . . . .Eau Claire
- WQOW-TV . . . . . .Eau Claire
- WACY-TV . . . . . .Green Bay
- WBAY-TV . . . . . .Green Bay
- WFRV-TV . . . . . .Green Bay
- WGBA-TV . . . . . .Green Bay
- WCWF-TV . . . . . .Green Bay
- WLUK-TV . . . . . .Green Bay
- KQEG-TV . . . . . .La Crosse
- WKB-T . . . . . .La Crosse
- WLAX-TV . . . . . .La Crosse
- WXOW-TV . . . . . .La Crosse
- TVW . . . . . .Madison
- WBUJ-T . . . . . .Madison
- WISC-TV . . . . . .Madison
- WKOW-TV . . . . . .Madison
- WMSN-TV . . . . . .Madison
- WMTV-T . . . . . .Madison
- GMLW-TV . . . . . .Milwaukee
- WCGV-T . . . . . .Milwaukee
- WDJT-T . . . . . .Milwaukee
- WISN-TV . . . . . .Milwaukee
- WITI-T . . . . . .Milwaukee
- WMLW-TV . . . . . .Milwaukee
- WTMJ-T . . . . . .Milwaukee
- WVCY-T . . . . . .Milwaukee
- WVTV-T . . . . . .Milwaukee
- WJFW-T . . . . . .Rhineland
- WAOW-TV . . . . . .Wausau
- EAW . . . . . .Wausau
- DZAW-T . . . . . .Wausau
- WSAW-TV . . . . . .Wausau
- WZAW-TV . . . . . .Wausau

### RADIO
- WCWI-FM . . . . . .Adams/Friendship
- WATK-AM . . . . . .Antigo
- WACD-AM . . . . . .Antigo
- WRLO-AM . . . . . .Antigo
- WAPL-AM . . . . . .Appleton
- WEMI-AM . . . . . .Appleton
- WGEE-AM . . . . . .Appleton
- WHBY-AM . . . . . .Appleton
- WSCO-AM . . . . . .Appleton
- WATW-AM . . . . . .Ashland
- WBSZ-FM . . . . . .Ashland

The NCSA/PEP programs established by the Wisconsin Broadcasters Association and the people it serves; the public interest as well as helping to make their state broadcasters association and the broadcast industry within their states stronger and that they are better off as a result.

The NCSA/PEP program is not a substitute for a licensee’s general obligation to be responsive to the local needs and interests of the station’s service area. Furthermore, neither the WBA nor any Wisconsin broadcast station favors, or intends to favor, a state or local agency or nonprofit organization that participates in the WBA’s NCSA/PEP Program over any agency or nonprofit organization that does not participate. Importantly, all Wisconsin radio and television stations are always encouraged to continue their strong commitment to airing PSAs free of charge.
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YOUR WBA Serving YOU!
In the last 12 months YOUR WBA has:

- Joined a Coalition, of 31 strong and diverse trade and business associations, created to repeal Wisconsin’s Personal Property Tax.
- Updated the WBA Honor Flights Spots to target Korean War Veterans. Continued to host www.wisconsinhonorflight.org (the one-stop shop for all six Wisconsin Honor Flight Hubs).
- Hosted Poynter Institute’s Sensemaking Summit for news reporters/journalists.
- Took a lead role in the 2015-2016 Congressional Session (working with Senator Johnson, Chair of the Senate Homeland Security Committee, & Speaker Ryan) in helping to get the IPAWS (Integrated Public Alert and Warning System) Modernization Act signed into law.
- Sponsored the Broadcasters Clinic, a three-day award winning and nationally renowned event held in October attracting more than 300 Broadcast Engineers, Vendors and Exhibitors from 24 states. The Broadcasters Clinic was recognized in 2016 by the National SBE as the “Best Regional Convention or Conference”.
- Continued our shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. WBA President & CEO Michelle Vetterkind provided a Message of Partnership at the Wisconsin Missing Persons Remembrance Ceremony at the State Capitol.
- Received a record number of entries (1688) in the WBA Awards for Excellence Program. The 2016 Awards Gala had record attendance with over 400 attendees. Our Social Media Correspondent rocked the house, with almost 1,000 tweets, huge Facebook engagement and 1,550 unique Livestream views of the Station of the Year presentations.
- Co-sponsored the Reporting on Religion Journalism Conference, a national conference held at UW-Madison.
- Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes the Monday Morning Memo, access to the Jacobs Media Webinars and contributions to the Wisconsin Broadcaster, highlighting digital/social/mobile and trends in digital media.
- Published the Wisconsin Broadcaster, our bi-monthly newsletter and implemented the WBA Video Update on the alternate months.
- Offered a WBA Mentorship Program (initiated by the WBA’s Young Professionals Focus Group).
- Worked with the Wisconsin Women’s Council and the Wisconsin Newspaper Association on a local government transparency initiative to recognize units of local government that provide easy access to information on public officials and public meetings through their official websites.
- Worked with our advisory teams lead by WBA board members to identify member and Association needs in the areas of Technology, Advocacy, Education, Diversity, and Association Revenue, as part of our long range strategic planning process.
- Presented four WBA Local Broadcast Legends Awards (William Allen, Dick Kaner, Norb Aschom, and Bob Salm). This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.
- Continued to work with our WBA Digital Consultant, a volunteer position created to assist the WBA and our committees in focusing on digital and social media.
- Partnered with Wisconsin's Department of Veteran's Affairs on Operation Welcome Home, encouraging WBA stations across Wisconsin to become active in the two-year effort of honoring local Vietnam Veterans, while remembering and memorializing those who are gone.
- Hosted Wisconsin’s Attorney General Brad Schimel at the WBA’s Joint Board Reception.
- Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by FCC-experienced engineers before applying for renewal of their station licenses - currently, 265 Wisconsin Radio stations and 38 Wisconsin TV stations are protected.
- Hosted the WBA Annual Student Seminar with nearly 150 students from 16 different schools. The day also featured our WBA Student Awards for Excellence (including a record 290 entries this year), the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award Winner.
- Actively monitored and lobbied on Federal and State issues to serve, protect and promote the Broadcast Industry in Wisconsin, in addition to providing the WBA’s perspective in many FCC proceedings.
- Offered Omnia Target Reports to aide WBA members in recruitment and hiring.
- Provided financial assistance to 31 WBA directors and members for our annual Washington D.C. Call on Congress (including a visit to the FCC to highlight our localism efforts). Facilitated several meetings during the August Recess, as well.
- Offered Chris Lytle’s Instant Sales Training Webinars.
- Continued to support and grow the WBA Young Professionals Group which represents our younger WBA members and future broadcast managers. The initiative also encourages out-reach to individuals interested in a broadcasting career.
- Provided members with a 24-hour Engineer Hotline.
- Partnered with Governor Walker, as well as the Democratic Party, to make available their Weekly Radio Addresses to our members via WisPolitics and on our website.
- Continued the ever-popular Job Bank where all job notices received are posted on the WBA website (which is linked to a National Job Bank).
- Held our Annual State Legislative Day, which featured meetings at the State Capitol with Elected Officials and concluded with our State Legislative Reception.
✓ Offered P1+ Entry Level Sales Training.
✓ Continued the WBA Broadcaster Emergency Personnel ID Program with Wisconsin’s Dept. of Justice, which allows Radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep our stations on the air.
✓ Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, Pillsbury Winthrop Shaw Pittman, and by Madison counsel, Godfrey Kahn.
✓ Offered our full-scale WBA Media Technology Institute (underwritten by the WBA & Midwest Communications) designed to offer practical, instructional courses suitable for prospective, beginning, intermediate, and senior broadcast/media engineers.
✓ Renewed our WBA Insight Edge Weekly Member Service (featuring highlights of key advertising categories).
✓ Continued our Proud WBA Member campaign.
✓ Offered a variety of Social/Digital Media seminars/webinars to assist our members with their Social/Digital Media needs.
✓ Assisted in the coordination of Wisconsin’s annual live-code test statewide tornado warning tests (including our first evening test).
✓ Offered six Sales Training webinars thru RAB.
✓ Held two Annual Conferences—a Winter meeting in Madison and a Summer meeting in La Crosse, offering a wide array of timely programs to serve our members.
✓ Updated and maintained the WBA Assistance Action Plan For EEO Compliance, in which the WBA helps member stations achieve compliance under the FCC EEO regulations.
✓ Held two Nondiscrimination and Outreach In Hiring Sessions/Webinars in conjunction with the WBA’s Winter and Summer Conferences to assist our members with EEO compliance and credit.
✓ Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website.
✓ Renewed WBA Saves The Day, an agreement with the American Red Cross to help raise funds and awareness for major Red Cross disaster relief efforts in the State.
✓ Continuously updated and maintained a list of recruitment referral sources, including organizations and groups whose membership includes significant participation of women and minorities, to help our stations with their EEO recruitment efforts.
✓ Coordinated two Job/Career Fairs which were held in conjunction with the WBA Winter and Summer Conferences.

✓ Debuted WBA Student Storytellers (as part of WBANewsroom.org), featuring interesting, creative and engaging stories produced and posted by students. This initiative was created to foster a dialogue between Wisconsin Broadcasters, students in Wisconsin schools and universities and instructors, professors and teachers of journalism and media.
✓ Added a Video Monitor to our new home for the WBA Hall of Fame display at the Hilton Milwaukee City Center. The monitor features a touch-screen to bring up the WBA Hall of Fame videos for any of our 136 Hall of Famers. The Hall of Fame also features beautiful wooden plaques with bio for each of our Hall of Famers.
✓ Continued our time-honored tradition of offering Gubernatorial/U.S. Senate Debates with the U.S. Senate Debate - Fall 2016.
✓ Achieved record attendance at the 18th annual 3-Day Walker Broadcast Management Institute at UW-Madison. As of April 2016, 119 broadcast managers have graduated from the 3-year module.
✓ Inducted four Wisconsin broadcasters (Lindsay Wood Davis, Aline Hazard, Larry McCarren, and Chuck Roth) into the prestigious WBA Hall of Fame, bringing the total number of inductees to 136.
✓ Continued to refine and update WBANewsroom.org. All content has been updated and is kept current to reflect “what’s going on” in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It’s a valuable resource for all reporters, editors, producers, students and news junkies.
✓ Continued sponsorship of RMP seminars throughout the State whereby students can become certified as RMPs (Radio Marketing Professionals) through the Radio Advertising Bureau, providing our stations with potential sales people. Since 2007, 713 Wisconsin college students have become certified RMPs.
✓ Debuted “Personalities” in the Memory Salon of the Wisconsin Broadcasting Museum, our virtual on-line Museum.
✓ Hosted a Champagne Fundraiser during the WBA Awards Gala, raising $1,790 for the WBA Foundation.
✓ Produced two half-hour WBA Hall of Fame Shows for distribution to Wisconsin television stations.
✓ Completed the production of the backlog of Hall of Fame videos for 45 individuals inducted into the WBA Hall of Fame prior to the inclusion of video profiles as part of the induction ceremony. There is now a video for ALL 136 Hall of Fame inductees.
✓ Awarded $9,069 in educational support grants, through the WBA Foundation, to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software, and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting.
✓ Provided a WBA Engineering Fellowship Grant Program in conjunction with the WBA Foundation to assist continuing education for broadcast engineers.
✓ Awarded $6,000 in scholarship grants to students who are interested in pursuing a career in the field of broadcasting.
✓ Continued support of the High School Initiative designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering.
AS A **FREE** MEMBERSHIP BENEFIT, YOUR **WBA** IS PROUD TO OFFER YOU A NEW SYSTEM OF **LEARNING**

Live assist webinars, 1-on-1 with trainers, online courses, testing, homework assignments, plus certification wrapped into one outstanding program.

**For seven weeks** our live assist program, **P1 Plus**, will take entry level sellers through an intense combination of live and online courses, webinars, testing, and homework assignments designed to boost you from rookie to pro.

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The Wisconsin Broadcasters Association is pleased to offer Omnia Target Reports to help you make better hires.

How do you know you are hiring the right person for the job?

Omnia Target Reports will help narrow the field when you are filling sales, engineering, IT or administrative posts. The Omnia Target Profile offers:

- An easy-to-read graph and a clear, non-clinical discussion of the candidate’s strengths and challenges with each point.
- The report also focuses on the candidate’s level of assertiveness, communication style, attention to detail, pace, job compatibility rating and more.
- No training required – comprehensive, easy to read reports.
- Results returned to you within 48 hours.

Each WBA member is eligible to receive these profile reports, valued at $75 each, for $20 each.

The results of an Omnia Target profile should not be the sole basis of a hiring decision. Omnia results should be one of many factors when considering a job candidate. Questions? Contact Linda Baun lbaun@wi-broadcasters.org 800-236-1922 or 608-729-1480.

**To get started:**

- Station contact calls WBA to verify membership, pay $20 fee and get web address to set up Omnia testing (205-982-5001)
- Station contact completes a drop down form on the Omnia website
- Potential employee is sent a link to online evaluation for completion
- Omnia processes the evaluation in no more than 48 hours, often as quickly as 24 hours
- Results will be sent to the station contact via email
- An Omnia representative will follow up to answer any questions
The WBA Foundation has awarded 4 grants totaling $9,069 under its Educational Support Grants Program for 2016.

The following grants were approved by the Foundation Board at the WBA/WBA Foundation Joint Board Meeting in June:

- UW-Green Bay ($3,668)
- UW-Madison ($1,600)
- UW-Oshkosh ($1,856)
- UW-River Falls ($1,945)

Due to the program’s excellent response, in the last 17 years, the Foundation Board has approved $172,427 in Educational Support Grants.

Correspondence to the WBA Foundation

Dear Michelle,

Thank you! Thank you! Thank you! I speak for all of us associated with WRFW at the University of Wisconsin River Falls when I tell you how grateful we are for the WBA Foundation selecting WRFW to receive a WBA Foundation Educational Support Grant. In all honesty, it would not be possible for WRFW to upgrade our Broadcast Console without this generous grant from the WBA Foundation. By the time you read this we will have ordered and installed the new console. This new addition will greatly help WRFW in its ongoing mission to get and keep students interested in the ever-fascinating world of radio!

Also, I hope you know that all Wisconsin broadcasters are very fortunate to have an organization such as the WBA. The WBA has had and continues to have a huge impact on broadcasting in Wisconsin. And I am especially grateful for all the WBA has done for us associated with the academic world.

Sincerely,

Rick Burgsteiner
GM/Faculty Advisor WRFW
University of Wisconsin River Falls

Dear WBA Foundation:

I wanted to take a moment to thank you for providing funds that were made available to us through the WBA Foundation Educational Support Grant. The funds we receive are critical to the purchase of new equipment that is used on a daily basis here at UW-Green Bay.

The equipment is used in the following courses held on campus and include:

1. Intro to TV Production
2. Advanced TV Production
3. Radio Production
4. Stars of the Future (This is a pre-college program where area middle school students spend two weeks on campus learning about video production and improving their study skills. Memory cards, lighting equipment, microphones, headphones, etc., that are utilized during their two week stay on campus are funded in part through this grant.)
5. Various student projects for classes outside of the Communication major.

The grant funds are not for one video class but serve the needs of many students across the board here at UW-Green Bay. The grant is critical to our continued success and we very much appreciate the time and efforts of the WBA Foundation.

I look forward to my continued service on the WBA Education Committee and the student seminar held in Middleton.

Thank you,

Michael Schmitt
UW-Green Bay
WBA Foundation Scholarship Competition Underway

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

The Wisconsin Broadcasters Association Foundation offers two $2,000 scholarships and two $1,000 scholarships. Students who meet the following eligibility requirements are encouraged to apply for these scholarships.

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

• Applicants must be attending a Higher Educational Institution in Wisconsin that has been designated as eligible by the WBA Foundation Board. To verify that your school is eligible, check out the approved school list on the WBA Foundation website at www.wbafoundation.org, click on scholarships and grants.

• Applicants must have a Wisconsin connection. Applicants must have either graduated from a Wisconsin high school or attend a Wisconsin college or university.

• Applicants must be planning a career in radio or television broadcasting.

• Previous WBA scholarship winners are not eligible.

The deadline for application is Friday, October 14, 2016, and all applications must be received by the WBA office by this date. Applications received after 4 PM on Friday, October 14, 2016 will NOT be valid.

The WBA Education Committee, and the stations that utilize the scholarship menu option for EEO credit, will screen all scholarship applications. The final determinations for scholarships will be made by a vote of the WBA Foundation Board of Directors.

The WBA sent information, application forms, and publicity flyers to all four-year colleges/universities and two-year Wisconsin Technical colleges, in Wisconsin, as well as all radio and television member stations. Applications are available on the WBA Foundation website at wbafoundation.org/student-scholarship-program.

Scholarships are awarded at the WBA’s Student Seminar, Saturday, March 4, 2017 at the Madison Marriott West.

Do You Need EEO Credit?

The WBA Foundation Scholarship Program is Here to Help!

As per the WBA’s Assistance Action Plan For EEO Compliance, the following is one of the ways your WBA can help you earn non-job vacancy specific menu option initiative credits: The WBA Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis (the application process is open from Thursday, September 1 to Friday, 4PM October 14). To obtain one full “Menu Option Initiative” credit per two year period, each SEU should:

1) Once every two years - Donate to the Foundation (earmarked for scholarships) a minimum of $100 for radio SEUs with 1 or 2 stations, a minimum of $200 for radio SEUs with three or more stations, and a minimum of $300 for TV SEUs. If it is your year to make a donation, the WBA will send you a donation reminder.

2) Each year of the 2-year period - Promote the availability of the scholarship program over the SEUs stations and direct interested candidates to e-mail, fax or mail the station for an application (sample script available).

3) Each year of the 2-year period - Provide blank application forms upon request.

4) Each year of the 2-year period - Be available to answer questions about the program.

5) Each year of the 2-year period - Make an initial evaluation of the candidate for the evaluation committee. The WBA will send each SEU copies of the applications asking for input based on the student’s GPA, post high school employment and extracurricular activities, awards & honors, broadcasting experience and commitment, and his/her response to an essay question, before they are sent on to the Education Committee and the WBA Foundation Board for judging.

So that we can target the evaluation mailing (#5) to just those SEUs that plan on using this option for EEO credit, please e-mail lbaun@wi-broadcasters.org (ATTN: Linda Baun) by October 3, 2016. Thank you in advance for your consideration.
We provide full service tower erecting and broadcast systems installation. Our highly-trained staff of six complete crews is equipped with state-of-the-art trucks and trailers. Combined with our 24-hour service we serve our customers by \textit{towering above the competition}!

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