PRESIDENT’S COLUMN

2016 Highlights

I hope you all had a safe and joyous holiday season!

As we wind down from the hustle & bustle of 2015 and welcome in 2016, I'd like to take this opportunity to highlight a few of our events/deadlines that will be taking place within the next two months (you'll find a more detailed explanation of these items within this issue of the Wisconsin Broadcaster).

• The WBA Awards For Excellence Deadline is Wednesday, January 13 at 11:59 PM CDT.
• Please join us for the WBA’s Social Media Session/Industry Roundtable Discussions/WBA Social Reception on Tuesday, January 26, and our Winter Conference/State Legislative Day on Wednesday,

Here’s what some of your fellow WBA members have to say about why YOU should plan to join us for the WBA’s State Legislative Day on January 27, 2016

“...I strongly encourage all of you to make a difference for our industry and participate in our State Legislative Lobbying Day this January.

What better way to explain our issues other than face-to-face with your legislator and/or their staff. Don’t worry about not knowing what our issues are. Michelle and her staff (and fellow broadcasters) do an incredible job of educating you in advance. Step out of your comfort zone, and learn a lot about our issues, and what you can do to make a difference.

Sign up today.”

Kelly Radandt
Woodward Radio Group, Appleton/Green Bay

“Participating in the annual WBA Legislative Day is the single most important thing a member of the WBA can do.

On federal issues we have the NAB. On state issues it is totally up to us. Every individual member contact makes a difference. It builds awareness and relationships. Wisconsin state government impacts our business every day. From electric rates to the tax rates, from sales tax deductibility to open records, from a property tax exemption on transmission equipment to regulation of tower siting, government is part of our business lives more than many want to admit. So be part of the solution. Engage in the relationship-building and educational process we continue every Legislative Day.

Continued on page 2 >
4. How very good decisions made by past Boards gave us the time and flexibility to manage our way through our current challenges.

5. And then there is Michelle, Linda, Liz and Mandy. To say it has been an incredibly busy and challenging over the past two-plus years is an understatement. Michelle and team have managed this with grace and professionalism. 2016 will be a pivotal year for your WBA. There are plenty of creative ideas in the strategic plan and through Michelle’s connections to her colleagues in NASBA to morph WBA into its next iteration.

Please support WBA as you have in the past or in new ways that might emerge from our strategic plan. I have no doubt the WBA will remain the model all others envy. The only way it wouldn’t is if we somehow take it for granted.

Your WBA Executive Committee recently voted to publish the Wisconsin Broadcaster on a bi-monthly basis beginning with this, the January/February issue. In addition, your WBA will continue to update you in a most timely manner via e-mail (and Facebook & Twitter) on legal, regulatory, educational, and other pertinent industry issues. Finally, you can ALWAYS find the most up-to-date information on Jobs Available/Wanted under the Careers tab on the WBA’s homepage (www.wi-broadcasters.org).

Continued from page 1

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Quotations about WBA’s State Legislative Day Continued from page 1

The opportunity cost of NOT participating can impact every business in Wisconsin, including radio and TV stations, by paying more taxes, enduring more onerous regulation and having more public information kept from our news reporters.

We have begun the process of being respected, effective and successful. It requires near 100% member participation to finish our agenda.”

Roger Utnehmer
Nicolet Broadcasting, Inc., Sturgeon Bay

“We tell our salespeople how important it is to make multiple touches with potential clients throughout the year. It is very difficult to build a strong relationship and sell a client all in a 90-minute sales call.

But, not even making the call in the first place turns difficult into impossible.

The WBA Legislative Day is the opportunity for all of our members to either make a first contact, or continue a conversation that began months/years before. It’s a day that allows our members to connect and represent our industry.

I have found it gratifying to reach out to our senators and state reps, and let them know what’s on our agenda, and ask that very important question: ‘What can we do for you?’ We owe it to ourselves and our industry to take the time and represent.”

Don Vesely, WMTV-TV, Madison

The WBA’s State Legislative Day is an event that reminds us of the strength of relationships.

Even though we have our legislators on the air regularly, meeting them in their office is valuable for us and is really appreciated by them. The feedback has always been very positive. In addition, we return home better informed thanks to the information provided by the WBA and better connected thanks to the time we spend with fellow broadcasters. It’s a win-win day!

Ron Fruit, WRCO AM/FM, Richland Center

Continued from page 1

January 27. We really NEED you—especially for the State Legislative Visits & Reception.

• January 28 is the registration deadline for the WBA’s upcoming DC Trip, to take place February 23 & 24.

• Is there someone you’d like to nominate for the WBA Hall of Fame or Local Broadcast Legends? If so, don’t forget that the Nomination Deadline (for both) is February 15.

Have I mentioned lately that it’s never boring at your WBA?

So here’s to a happy, healthy, and I might add prosperous (as that certainly doesn’t hurt) 2016!

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You’re online, but are you relevant? You’re posting content, but is anyone engaging? Engagement is the measure of success online. Make the most of your efforts by getting some insights from digital marketing consultant and UW instructor Don Stanley. He’ll talk about how to ignite your content to get your audience talking and sharing, how to leverage that attention to meet your marketing goals and how mobile fits into the equation.

Round Table Discussions
3:00 PM - 5:00 PM
Can we talk?
We have a plan to instill more free conversation and the sharing of ideas by eliminating the opportunity of giving up our best ideas with a competitor across the street. You will have the opportunity to switch tables throughout the session to maximize your time to explore the following topics:
• What’s working?
• What’s not
• Trends
• Third party vendors
• What requests have we had from viewers/listeners.
• Prepping for political listeners and advertisers alike?
• Hiring and recruiting ideas for finding sales reps

After the sessions meet us for a
WBA Social
Tuesday at 6:00 PM.
Enjoy an evening getting social with your fellow broadcast professionals. Join us at Brocach Irish Pub, 7 W Main Street, Madison, WI.
2016 WBA Slate of Officers & Directors Announced

The WBA Nominating Committee has set a slate of officers and directors for consideration by the WBA general membership.

As provided by WBA by-laws, Tom Allen, Quincy Broadcast Group, Madison, the current WBA Vice Chair Television and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2016 WBA General Membership meeting. The committee made the following nominations, which will be voted upon by the general membership during the WBA Winter Conference in January.

Officers
- Vice Chair - Radio/Chair-Elect: Dick Record, Family Radio, La Crosse
- Vice Chair - Television: Steve Wexler, E.W. Scripps Company, Milwaukee
- Treasurer: Nancy Douglass, WLKG-FM, Lake Geneva
- Secretary: Steve Lavin, WBAY-TV, Green Bay

Two-Year Director Terms
- Director (SE District): Keith Bratel, Milwaukee Radio Alliance
- Director (SW District): Don Vesely, WMTV-TV, Madison
- Director (NE District): Chris Bernier, Radio Plus, Marinette/Fond du Lac
- Director (NW District): Brad Heinkel, WAOV-TV, Wausau

The 2016 WBA Board of Directors will also include Scott Chorski, WKBT-TV, La Crosse, who will remain as ex-officio Past Chair.

The committee also made the following nominations, to be voted upon by the general membership: as Steve Lavin is currently mid-term of his NE District Director position, in the event that Lavin is elected Secretary, his seat on the NAB Board, according to WBA by-laws.

AWARDS COMMITTEE

Let the Nagging Begin

By Tom Bier
Co-Chair, Awards Committee

A few years ago, after I had completed my heart rehab program, I decided to sign-up for a membership at that same hospital facility.

After eight weeks of wearing a heart monitor, having my blood pressure and pulse checked a few times during each visit, being checked often by staff, and educated daily on how to improve my diet and overall health, I moved to the other end of the gym where none of that occurred. Others who moved in the years and months before me welcomed me to what they had named “The No Nag Zone.”

That is not where you are now. By reading this column you have entered the nag zone. Welcome.

Nagging more often than not is seen as a pejorative. It’s annoying, upsetting, discomforting. So it’s perfectly understandable that another column from the WBA awards committee urging you to get your contest entries in order could be seen as annoying, upsetting and discomforting. It could be nagging.

I, though, prefer to think of this column as about the importance of getting your awards together as gentle, persistent persuasion. A much kinder form of nagging wouldn’t you agree? Hopefully, a more acceptable one too. So, here goes.

The deadline for the 2015 WBA Awards for Excellence is January 13th at 11:59pm. Don’t miss it! The contest format hasn’t changed much over the years so we all know the drill:

1) Set your goal as winning “Station of the Year” and “News Operation of the Year” awards.

2) Understand the points system. To win the SOY and NOY it’s necessary to enter nearly every category since a category entry garners one point simply for doing so.

3) Explain the contest, the rules and the strategy to your staff. I strongly suggest face-to-face rather than electronic notes. Tell them this is important for the station and for them. It’s a great opportunity for them to remind you of their value to your organization. (Especially if it’s annual review time.)

4) Set an immediate deadline to get potential entries to your contest coordinator. And, set expectations they will enter in as many categories as their job duties could dictate. If they don’t have entries this year, it sets up expectations for the next contest. That sends the message you want to be a SOY or NOY winner.

5) Review the nominees from your staff, choose your entries. At the same time choose an appropriate 15-20 second snippet which can be played at the awards gala. Or, better yet, have your staff members submit the snippet to you along with their nominations.

6) Go to the WBA website well before that January 13th deadline to submit your nominations. These are computer entries so once the clock hits midnight, the contest is closed. Don’t take the risk by waiting. Unlike the old days of “postmarked by”, we cannot extend the deadline or make exceptions.

7) Set aside Saturday, May 7th to attend the WBA Awards Gala in Madison. The event is generally sold out so reserve a table now for you and your staff. Even if you aren’t winners, it’s a great social evening with your staff, allows everyone to see the best in Wisconsin broadcasting and see what it takes to be a winner.

We’ve all heard about the political concept of trickle-down economics which says if you give tax breaks to people at the top, then the money will flow to those below. I wont get into that debate but I do believe in the concept of trickle-down management.

Do you want to be Station of the Year or News Department of the Year? If so, practice the trickle-down theory of management. If the boss wants it done, it gets done. Let the nagging begin.
The Wisconsin Broadcasters Association (WBA) Student Seminar is set for Saturday, February 27, at the Marriott West, Madison (Middleton). Steve Boettcher of Boettcher Media Group in Milwaukee is the keynote speaker. Steve is also featured on a panel in the morning and presents the annual “Student Awards for Excellence” during lunch. In addition, the four recipients of the WBA Foundation Scholarships are introduced.

The seminar begins at 9:00 a.m. with introductions and a brief orientation. Students choose from three of ten options during the morning.

- Steve Boettcher presents some tips on Video Production.
- Dave Black, WSUM Radio, Madison, hosts two sessions on Campus Radio Stations.
- The Business of Broadcasting features marketing professionals from Radio and TV.
- The difference between the use of personal and business in Social Media is discussed by members of the WBA who work in that field.
- In addition, Randall Davidson from the University of Wisconsin Oshkosh explains Preparation of a Media Resume.
- Executive Producer/Reporter, WJFW-TV, Rhinelander, Ben Meyer explains what it takes to be a TV Producer, Anchor, and/or Reporter.
- Bill Hubbard, UW-Green Bay, formerly WBAY-TV, Green Bay leads the Broadcast Engineering session, which concludes with a tour a remote broadcast truck.
- Also during the morning, Marshall Pierce, Production Director, WMMM Radio, Madison (Triple M) presents two sessions on Audio Production.
- Shawn Johnson from Wisconsin Public Radio and Frederica Freyberg from Wisconsin Public TV talk about Difference Between Working in Public and Commercial Broadcasting.
- Jay Kruz, Program Director and Daytime DJ at WREW, Cincinnati, discusses 41 Steps to Get a Job - Smile...First Impressions Do Matter.

Prior to lunch, two general sessions will run concurrently. Panelists from small, medium, and large markets including Ben Meyer, UW-Madison grad put forth ideas about “If I Knew Then What I Know Now,” what would I do better to prepare myself, and “Speed Networking” featuring individual five minute “one-on-ones” with professionals in Radio and TV news, production, sales, social media, and entertainment is the other session.

Please check the WBA website for updates on panelists and speakers.

This outstanding program was made possible through the cooperation of the members of the WBA Education Committee and with the financial support of the WBA and the WBA Foundation.
**Student Awards for Excellence**  
*Deadline: FRIDAY, JANUARY 15, 2016 11:59 PM CDT*

**ELIGIBILITY RULES**
- All entries must have been produced in their entirety by full-time students enrolled in any WBA member college or university for the calendar year 2015.
- All entries must have been produced in the facilities of and using equipment belonging to or available as part of a regular academic program to any such Wisconsin college or university.
- Any faculty or professional work used in any entry will disqualify that entry.
- All entries must consist of original material produced by the student or students submitting the piece.

**GENERAL RULES**
- As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges; their decisions will be final. Issues involving interpretation of the rules and procedures of the WBA Student Awards Program will be settled by the WBA Education Committee. Their decisions will be final.
- Each online entry for Television should be submitted in Vimeo (www.vimeo.com) or in YouTube (www.youtube.com). Each online entry for Radio should only be submitted in SOUNDCLOUND (www.soundcloud.com).
- Entry fees are $5 per entry.
- Fees can be paid online when submitting your entry.
- Entries must be completed and submitted online at our website at www.wi-broadcasters.org. Entries must be received online by January 15, 2016 by 11:59 PM CDT. Online entries will be accepted starting December 7, 2015. **Judging will be done by educators outside the state of Wisconsin.**

**CATEGORIES**
- Long Form Production Non-News (Radio) (5 to 30 minutes) (5:00 minute maximum)*
- Long Form Production Non-News (TV) (5 to 30 minutes) (5:00 minute maximum)*
- News Series/Documentary (Radio) (story treatment or single-issue that is a continuous 5:00 minute minimum)
- News Series/Documentary (TV) (story treatment or single-issue that is a continuous 5:00 minute minimum)
- Public Affairs/Talk Show (Radio) (5:00 minute maximum)*
- Public Affairs (TV) (5:00 minute maximum)*
- Newscast (Radio) (continuous 5:00 minute maximum)*
- Newscast (TV) (continuous 15:00 minute maximum)*
- News Story (Radio) (2:00 minute maximum)
- News Story (TV) (2:00 minute maximum)
- Promotional/Public Service Announcements/Commercials (Radio) (:60 second maximum)
- Promotional/Public Service Announcements/Commercials (TV) (:60 second maximum)
- Sports Story (Radio) (2:00 minute maximum)
- Sports Story (TV) (2:00 minute maximum)
- Sports Play-by-Play (Radio) (5:00 minute maximum)*
- Sports Play-by-Play (TV) (5:00 minute maximum)*
- Sports Programming-Non Play-by-Play (Radio) (5:00 minute maximum)*
- Sports Programming-Non Play-by-Play (TV) (5:00 minute maximum)*
- Air Check (Radio) Music telescoped total time 4 to 5 minutes
- Website (submit print of homepage with URL)
- Leadership award (See explanation on next page)

*Actual program may be longer, but submission should be limited to specified length.

**HOW TO ENTER**
Entries must be completed and submitted online at www.wi-broadcasters.org. Online entries will be accepted starting December 7, 2015. Please follow the steps below to complete the entry process.

**ONLINE LOGIN**
**DEADLINE FOR ENTERING: FRIDAY, JANUARY 15, 2016 BY 11:59 PM CDT**

IMPORTANT: The contest platform is optimized for Google Chrome for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

1. Go to www.betterbnc.com;
2. Click contestant login;
3. Select the appropriate Contest;
4. Select the appropriate contestant type:
   a. If you are the single point of contact for your organization, select Contestant Manager. **Schools should select a single Contestant Manager, who will have access to make entries and create other Authorized Entrants who can make entries on behalf of the school. The Contestant Manager should then login early in the contest entry period, submit two entries, then finalize Contestant Manager account setup, including creation of any desired Authorized Entrants. (Two entries provide an added layer of validation from hackers and spam.) Authorized Entrants will receive emails requesting their account validation, after which they can create their own entries on behalf of the school.**

**REGISTER AN ACCOUNT**
You must first register an account through the online entry system in order to submit your entries. Once you are registered you will be sent a confirmation email with your registration information.
Please keep this for your records.

By registering you will be able to track your progress, see what you’ve submitted and view a running total of your entry fees. You will also be able to save entries in progress and complete them at a later date.

**CREATE YOUR ENTRIES**

Once you’ve registered an account, you will be taken to the Account Summary page. Click “Add New Entry” button to start an entry. Complete the entry form in full. Be accurate and complete with your credits as this information will be publicized, exactly as entered, for winning entries.

**Features:**

- You can save an incomplete entry at any time and return to complete it at a later time.
- You may delete an “In Progress” entry at any time.
- You can view the details of a “Submitted Entry” or “In Progress” entry by selecting the “Edit button” beside it from the list on your summary page.
- Editing a “Submitted Entry” will move it back into your “In Progress” entries. You must select the “Submit” button at the bottom after you edit your entry in order to move it back into the “Submitted Entries” portion of your Account Summary Page.
- Your entries fees will be automatically calculated and a running total displayed.

**UPLOAD DIGITAL FILES**

All entries require a digital file to be uploaded prior to submission. For television use Vimeo (www.vimeo.com) or YouTube (www.youtube.com) and for radio use SOUNDCL (www.soundcloud.com). Copy and paste links to the content into URL field in your contest entry.

Please carefully review the category descriptions and submission requirements for full details. It is recommended to save all digital files to your desktop, in the correct file formats, to facilitate this process.

**SUBMIT ENTRY**

Once an entry is complete, click the submit button at the bottom of entry form. You will be taken to a confirmation page that lists all of your entry’s details. If you need to revise your entry information, select “Back to Entry Form” button. If all of your information is correct select the “Confirm Entry” button. Once you click “Confirm Entry” the entry is submitted.

**PAY ENTRY FEES**

It is recommended that you complete all entries before paying your balance. To pay, click “Pay Online” beside your total balance owing on the Account Summary page. Full payment must be received by submission deadline. Entries submitted without the appropriate submission fee will not be eligible for judging. Only MasterCard, VISA and Discover are accepted online. If you wish to pay by check, that option is available to you.

**WBA STUDENT LEADERSHIP AWARD**

The “WBA Student Leadership Award” is given to a broadcasting or broadcast journalism student of junior standing or above at a Wisconsin college or university who has most noticeably developed and exercised effective and creative skills in leadership.

The student must be nominated in writing by an adviser, supervisor or faculty member. The nomination letter must include specific examples when citing how the student meets the following criteria:

- Is actively involved in a student broadcasting community;
- Demonstrated instances where s/he provided a positive influence;
- Demonstrated instances where s/he motivated others to accomplish a mission, despite challenges or obstacles;
- Encouraged others to contribute toward the effectiveness and success of a broadcast-related organization or project;
- Goes consistently above and beyond the scope of their job or project assignment;
- Demonstrated the ability to lead in an ethical and moral manner.

The student must also submit a 2-3 page paper describing how their experiences in student media have shaped them as a leader or helped them develop a leadership style.

**WBA Student Leadership Award nominations should be sent directly to: Linda Baun at lbaun@wi-broadcasters.org**

**AWARDS PRESENTATION**

The Student Awards for Excellence and Leadership Award will be presented to the individual(s) most responsible for the piece entered. A plaque for the first place winner for each category will be given to the winning school. A representative or the student(s) may accept the award. In addition, Awards for Excellence certificates will be presented to each student in first, second or third place.

**AWARDS CEREMONY**

Awards will be presented to the winners on Saturday, February 27, 2016 during the luncheon at the WBA Student Seminar. The seminar will be held at the Madison Marriott West Hotel in Middleton.
WBA Congratulates Dave Black

The University of Wisconsin–Madison recognized nine outstanding members of the academic staff for achievements in leadership, public service, research, teaching and overall excellence at its meeting in April.

One of the nine recipients is Dave Black, general manager of WSUM Radio.

WAA Award for Excellence in Leadership: Individual Unit Level—Dave Black

Dave Black has had his hands on every part of WSUM Student Radio’s operations since well before it flipped the switch. He has secured its funding, built its personnel and policy infrastructure, and guided its technological development and more.

Most importantly, Black’s work has built a foundation for students to manage the station themselves, not simply rely on his considerable knowledge. Although the station has only operated for a decade, several of its alumni now hold broadcasting jobs in top markets nationwide.

As a hands-on educator and mentor, Black has extended WSUM’s service mission to the campus and wider community. The station has supported classroom activities in several departments, and he has made the facility available to student groups and precollege programs. He is committed to diversity and social justice, building pathways to encourage high school students from disadvantaged backgrounds to explore media careers.

“The title of GM still does not sit well with him,” says former student Jason Cohen, now an Academy Award nominee. “He sees himself as collaborator first and foremost with the students.”

Dave Black is a member of the WBA Education Committee.

Reporting on Religion Journalism Conference

Madison, Wisconsin

Religious faith remains a key component of public and private life in the United States. Yet, America’s religious landscape is shifting, and as a result news coverage of religion has never been more important.

The Madison chapter of the Society of Professional Journalists, the Lubar Institute for the Study of the Abrahamic Religions at UW-Madison, the UW-Madison School of Journalism and Mass Communication, and the Stephen & Laurel Brown Foundation invite you to a major national conference on journalism and religion.

The one-day conference, held Monday, March 14, 2016, in Madison Wisconsin, will feature journalists and scholars who will help journalists and students gain a deeper understanding of the role religion plays in public life, how religion is represented—or not—in the news media today, and how to improve reporting of this important subject. The conference will culminate in a keynote address, open to the public, by television journalist David Gregory, the author of “How’s Your Faith? An Unlikely Spiritual Journey” and the former moderator of Meet the Press.

The conference lineup includes sessions on:

• America’s Changing Religious Landscape with Besheer Mohamed, senior researcher for the Pew Center on Religion and Public Life, will present Pew’s groundbreaking research on religion in America. Cathy Lynn Grossman, senior reporter, Religion News Service, will comment.


• Some of the hottest issues surrounding religion and public life in the U.S., including the conservative and liberal divide in Catholicism and other Christian faiths, fast-growing U.S. religions, and religious extremism. With Doug Erickson, religion and education reporter for the Wisconsin State Journal, Bob Smietana, news editor, Christianity Today, and Dilshad Ali, managing editor, Patheos Muslim Portal.

• A Journey Through New York City Religions with Tony Carnes. Carnes has documented religion in the nation’s largest city for the last five years.

• Religious Freedom and Freedom of Conscience, a wide-ranging discussion featuring religious advocates, with a response from David Gregory, former moderator, Meet the Press.

The conference is generously underwritten by the Lubar Institute and the Stephen & Laurel Brown Foundation, creators of Upper|House. It will be held at Upper|House, 365 East Campus Mall, adjacent to UW-Madison’s Vilas Hall.

Patron sponsors include the Wisconsin Broadcasters Association, the Wisconsin Newspaper Association and the Wisconsin State Journal. The Wisconsin Center for Investigative Journalism is a supporting sponsor.

Registration includes lunch and is free for students, $15 for SPJ members, and $30 for non-SPJ members. The conference is aimed at journalists, but is open to the general public.

Find more information about the conference lineup, the conference organizers and logistical details at reportingonreligion.wisc.edu/index.

Follow us on Twitter @reportreligion.
Wisconsin Broadcaster Elected President of NAFB

Brian Winnekins, station owner and farm broadcaster at WRDN, Durand, Wis., was recently elected to serve as the 2016 President of the National Association of Farm Broadcasting (NAFB).

NAFB, founded in 1944, is a membership organization composed of radio stations and networks, serving agricultural communities across the United States. Brian is a 17-year member of NAFB and has been actively involved with NAFB since joining the association.

Brian started his radio career while in college at WKTY in La Crosse, Wis., and graduated with a Finance degree in 1990 from the University of Wisconsin-La Crosse. It was during his first six months on the job at WKTY that Brian decided it would be great to own a radio station. In 2011, he moved to Durand and purchased WRDN, 1430 AM, Real Country. The station had been off the air for about five years, and it was his mission to return local radio to the Durand area.

WRDN returned to the airwaves in 2012, providing local news to the local community. Brian’s mission with purchasing the station was to focus on delivering content that mattered to the community, and “Our listeners tune-in daily for commodity markets, agriculture-focused weather forecasts, and local and national farm news to help them better understand the complexity of the global ag industry. We hear time and time again how important the locally-produced ag news is for farmers and ranchers.”

As a station owner and broadcaster, Brian is a tireless advocate for the power of local radio. During a 2013 NAFB event in Washington D.C., Brian had the opportunity to meet with Federal Communications Commissioner (FCC), Ajit Pai and hand deliver over 30 letters, several hand-written, from station supporters highlighting the need for local radio, and for keeping AM stations on at night. As a result of this meeting with Commissioner Pai, Brian continues to connect the Commissioner with owners and operators of local stations serving rural communities, helping to demonstrate the need for local radio. WRDN was recognized in 2013 by Commissioner Pai as a vital link to the Durand community and surrounding areas.

Brian will serve his term as NAFB President, starting January 1, 2016. Before being named President, he served on the NAFB Executive Board for two years and was the committee chair for the 2015 NAFB Convention. NAFB members represent more than 70 stations, and more than 40 networks broadcasting on over 1,300 stations nationwide. Key membership events include Washington Watch held in April each year providing NAFB members with exclusive interviews and content from key leaders in Washington D.C., and the annual convention held each year the second week of November in Kansas City, Mo.

The WBA Digital Hotline

As digital, social media, and mobile change the media landscape, Wisconsin broadcasters face new challenges and opportunities. The WBA’s Digital Hotline is a free service, created in conjunction with Michigan-based media consultants Jacobs Media. Here are examples of some key questions:

- “Which social media sites should my station be using?”
- “Should my station have a mobile app?”
- “How can we develop a station-wide digital strategy?”

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

2016 Election and LUC Dates

Spring Primary February 16, 2016 LUC Period Begins January 2, 2016
Spring Election April 5, 2016 LUC Period Begins February 5, 2016
Partisan Primary August 9, 2016 LUC Period Begins June 25, 2016
General Election November 8, 2016 LUC Period Begins September 9, 2016
Monitoring Morale

Teamwork, companionship, and spirit within the office walls are often neglected factors in a highly corporate world, no matter the industry.

While performing the tasks that make us financially successful, it’s important to remember the importance of our core. A team can employ the most gifted athletes, but that does not necessarily guarantee a championship team. A cohesive, bonded group that not only trusts each other, but has fun, too, is what wins and ultimately increases the value of the product and company.

I’m lucky enough to work for Woodward Radio Group, a company that highly values workplace culture. One major activity that brings the company together is our building committee, we decide upon ways to contribute to the United Way in our local community. Most employees chose to donate right through their paycheck, but other opportunities provide a chance to be involved as well and even donate to a different cause in northeast Wisconsin each month. Woodward holds a day-off raffle monthly with the purchase of tickets going toward a different cause each month (January is the warming shelter) and we’ve also started a “Shake of the Day” using a dice game as an opportunity to contribute as well. Other activities throughout the year might include a “Jeans Day” with a contribution to the United Way in exchange for a casual dress day. These are only a small sample of the activities we’re involved in as a company that contribute to our community.

By creating a multi-format platform for involvement, we bond not only as employees and neighbors, but we’re reminded of the purpose of broadcasting as well: our local community.

Woodward Radio Group also maintains morale through health care and preventative maintenance. Our corporate offices prove their concern for employees’ health through various incentives throughout the year. Going through a health risk assessment gives the opportunity for a health insurance discount, and the company provides discounts for certain gyms and yoga onsite. Other involvements include reimbursements for organized runs or walks and a PACE points system to collect points for healthy activities that can be rewarded with prizes.

One of the simplest and most overlooked methods of maintaining staff morale? Fun. Happy employees inspire higher quality products and increased results. On Fridays before Packer games, staff is encouraged to wear green and gold and every once in a while, we hold potluck lunches to celebrate holidays or a job well done. We recently acquired a dart board that provides employee bonding and de-stressing opportunities, and has inspired me to boast to my family and friends that “Woodward is the new Google,” a reference to the tech company with an onsite bowling alley. Last Christmas we started an Elf on the Shelf project with the sole purpose of maintaining morale and bonding among employees. Individuals passed the elf to one another, perpetuating him in various comical scenarios and sharing photos.

While I mentioned only a small example of opportunities to maintain and boost morale, there are many ways to bond employees in the pursuit of creating a greater product. Providing activity to strengthen community bonds reminds employees of a larger purpose within their market or viewing area. Showing workers that their health, and ultimately their contributions matter, inspires the greatest effort toward a higher quality product, and providing more room for fun enables an atmosphere for staff to bond and feel more comfortable personally and professionally. By strengthening the ties of your gifted performers, you create a team worthy of championship performances!

Herald Times Reporter | Thursday, October 22, 2015

WCUB-AM, WLTU-FM acquired by Seehafer

HTR MEDIA

After decades as rivals, four radio stations in the Manitowoc-Two Rivers broadcast market will now be under the ownership of one company.

The Federal Communications Commission has approved the sale of WCUB-AM and WLTU-FM from Cub Radio, Inc., of Manitowoc, to Seehafer Broadcasting Corporation of Manitowoc, owner of WOMT-AM and WQTC-FM.

The transaction will become official Nov. 1.

The stations have a long history as competitors in the Lakeshore area. WOMT (1240-AM) began operating in 1926 and will celebrate its 90th year of broadcasting in 2016. WCUB (980-AM) first hit the air in 1952. WLTU (92.1-FM) went on the air in 1966, followed by WQTC (102.3-FM) in 1977.

Seehafer Broadcasting now owns all six stations licensed to Manitowoc County. In August, the company acquired Two Rivers station WEMP (98.9-FM), which began operations last December. In 2009, it purchased WLKN (98.1-FM) in Cleveland.

For the last 40 years, the local radio market has been under the leadership of Don Seehafer and Lee Davis, both members of the Wisconsin Broadcasting Hall of Fame. Seehafer purchased WOMT in 1970 and WQTC in 1982. Davis became part-owner of WCUB/WLTV in 1975 and became the sole owner in 1988.

Mark Seehafer is now president and general manager of Seehafer Broadcasting.

Seehafer Broadcasting also owns four stations in central Wisconsin; WFRH (1320-AM) and WLJY (105.5-FM) in Wisconsin Rapids, and WDLB (1450-AM) and WOSQ (92.3-FM) in Marshfield.
Five Digital New Year’s Resolutions for Your Station

It’s that time of year when we start making resolutions.
It’s an opportunity to pull back from the day-to-day tasks that constantly occupy our attention and look at the big picture. What would you like to see your station accomplish in 2016?

Allow me to offer five suggestions on the digital front for your station to consider:

1. Get serious about creating content.

One of the biggest challenges as stations transition into the online age is figuring out how all of these new digital tools fit together into a way that drives revenue. A Content Marketing strategy will allow you to pull all of the different pieces, from social media to search engines to analytics, together into a coherent plan of action.

At the heart of a Content Marketing strategy is, of course, content. Your stations should be creating original online content — blogposts, podcasts, videos, etc. — on a regular basis. This can be challenging without a large staff or a big budget, but with proper planning and a little effort, you can do it. I’ve written a starter kit called “12 Steps to Launching a Successful Station Blog” to help you get your Content Marketing plan up and off the ground. If you’re ready to get serious about creating content, please email me and I’ll send you a copy.

2. Establish a weekly web meeting.

As I work with stations across the country, I find that staff members often have lots of thoughts about how they could do more with their online strategy, but no place to give voice to these ideas. At best, they are mentioned in passing in the hallways. At worst, they are never discussed at all.

The content you put on the web to engage your audience deserves as much thought as the content you put on your airwaves. This year, carve out some time on a weekly basis specifically to review, discuss, and plan your digital strategy. Make sure you have all the appropriate stakeholders in the room—your webmaster, your content creators, etc. Spend the first half of the meeting on “old business”—reviewing metrics and analytics from the previous week so you can see what’s working on your website and what can be improved. Spend the second half of the meeting on “new business”—planning out the content that you will post on your website in the week ahead.

A Content Calendar can help you plan content creation for the upcoming week. This is just a spreadsheet that helps you assign content to your staff. If you would like a Content Calendar template, please email me and I would be happy to send one your way.

3. Use your airwaves to grow your website traffic.

I often see stations using social media to share their content but ignoring the power of their own airwaves. Don’t neglect this incredibly powerful channel. After all, you’d never tell an advertiser to use Facebook to drive people to their website but not your station. So, practice what you preach. Set up easy-to-remember vanity URL’s for key pages on your website and promote them over the air. For TV stations, use a chyron to direct people to your Weather, Traffic, or Headlines page. For radio stations, use sweepers to drive people to your Concerts, Contests, or Playlist pages. Both TV and radio stations can also have their on-air personalities/program hosts direct audience members to specific pages as well.

4. Learn how your audience uses your website.

Stations often invest a ton of resources into testing the performance of their on-air programming, but little or none into testing their online presence. Do you know what people actually do when they visit your website? This year, let’s find out.

Conduct a Website Usability Test on a quarterly basis. This is a simple test to figure out what tasks people have a difficult time performing when they come to your website. It will let you know if they’re getting hung up when they try to learn more about the on-air talent, enter a contest, find your station’s address.

The test is simple to conduct: One at a time, sit three different people in front of a browser. Ask them to perform basic tasks on your website while thinking out loud. Watch to see what gives them difficulty. You’ll quickly discover a number of small changes that you can implement which will make your site easier to use.

If you have questions about how to set up a Usability Test, send me an email and I’ll help you out.

5. Increase your conversion rate.

Getting people to come to your station’s website is only half the battle. Once they’re there, you want them to do something. We call that something a goal. Your site can have multiple goals, such as getting people to sign up for the email list, click on an ad, enter a contest, or request information about advertising. Do you know what your website’s goals are?

Every time somebody completes one of these goals, it is called a conversion. You can figure out your conversion rate by dividing the number of conversions by the number of visitors. For example, if one thousand people visit your website this month, and ten of them sign up for your email list, you have a 1% conversion rate. The higher your conversion rates, the better.

This year, start paying attention to your conversion rates. More importantly, start experimenting with ways to improve them. What happens to the conversion rate if you move the email list sign up form from your sidebar into a pop-up window? What happens if you shorten the contest entry form? What happens if you move the ‘Advertise’ link from the footer of your website to the main menu? See if you can find ways to increase your conversion rate in 2016.

This year, take your digital strategy even further. And if you’d like some help, please feel free to reach out to me.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have any questions about your digital, social, or mobile strategy, contact the Hotline at 248-353-9030 or via email at Info@jacobsmedia.com.

FROM THE JACOBS MEDIA TEAM AS PART OF THE WBA’S DIGITAL HOTLINE WITH JACOBS MEDIA

Wisconsin Broadcaster | January/February 2016 | 11
WBA’s DC TRIP

The WBA’s 2016 Annual Call on Congress is scheduled for Tuesday and Wednesday, February 23 & 24, 2016

Sign Up Now! Registration Form Enclosed
DEADLINE January 28, 2016

Similar to last year, the WBA Board voted to once again take a smaller group of broadcasters to each Senate meeting in 2016. Therefore, while you will be able to attend the meeting with your Member of Congress, not everyone will be able to attend the Senate meetings.

To enable as many WBA members as possible to go on this trip, the WBA Executive Committee has once again voted to set aside funds to pay for one night’s lodging and up to $500 toward airfare for all who attend the social event and the Call on Congress. The WBA has again arranged for a block of rooms at the Courtyard by Marriott—Embassy Row.

The WBA’s 2016 DC Trip itinerary will be as follows (tentative, all times subject to change):

**Tuesday, February 23**

- 4:00 PM  Limo Bus pick up at Courtyard—Embassy Row
- 4:30 PM  Briefing at NAB host hotel (JW Marriott)
- 6:30 PM–8:30 PM  Congressional Reception! Going back to the Newseum this year, in conjunction with NAB.
- 8:30 PM  Limo Bus will take us to dinner
- 8:45 PM  WBA Dinner at Smith & Wollensky

**Wednesday, February 24**

- 8:00 AM (approx.)  Limo Bus picks us up at the Courtyard—Embassy Row Hotel
- 9:00 AM–4:00 PM  Calls on The Hill

**VERY IMPORTANT**

We ask that you make your return flights for **anytime after 5:00 PM**.

Also, due to the hotel reservation deadline, we need your response no later than Thursday, January 28, 2016!
Vic Eliason
05/14/36 – 12/05/15
Milwaukee Christian broadcast pioneer, Vic Eliason passed away December 5, 2015, after a 15-year battle with cancer.

With very humble beginnings, Vic, along with three young people, began a daily radio broadcast over WBON-FM on May 15, 1961. Several years later WBON became available for sale and was purchased by the organization Vic led, Wisconsin Voice of Christian Youth, Inc. Call letters were then changed to WVCY.

Under Vic's leadership, WVCY Television was begun on January 11, 1983. Additional radio expansion occurred under his guidance in Wisconsin and the Midwest with a non-commercial Christian radio format. Satellite distribution of its programming was developed and airs nation-wide on the VCY America Network.

Vic was co-host of CROSSTALK, an issues-oriented talk show and MUSIC 'TIL DAWN, an overnight music service. Both of these programs are distributed to stations across the country.

Today VCY operates 23 full power stations and 13 translators. Wisconsin outlets include: WVCY-FM (Milwaukee), WVCY-AM (Oshkosh), WVCX (Tomah), WVCS (Owen), WVCF (Eau Claire), WEGZ (Washburn), WVRN (Wittenberg) and WVFL (Fond du Lac). Translators are also operated in McFarland, Monroe, Prairie du Chien, Ripon, and Sheboygan.

Due to Vic's love of music and his leading of singing events, VCY held a "Memorial Singspiration" in his honor January 2, 2015, at the Waukesha Expo.

Check out wilottery.com for more information on:

Winning numbers
Jackpot amounts
Winner information
Lottery news
Hall of Fame Award

The Wisconsin Broadcasters Association Foundation Hall of Fame Committee is now requesting and accepting nominations for the Wisconsin Broadcasters Hall of Fame.

The Hall of Fame nomination process is open and will run through Monday, February 15, 2016. Submissions should be made on the official nomination form (enclosed) and sent to the WBA Foundation office. Selected nominees will be inducted on Thursday evening, June 23, 2016, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Radisson Hotel in La Crosse, Wisconsin, in conjunction with the WBA Summer Conference.

The Wisconsin Broadcasters Hall of Fame was established in 1989 and formally dedicated by then FCC Chairman Alfred Sikes. Its purpose is to honor those individuals who have dedicated their professional lives to the advancement of broadcasting in Wisconsin. Since then, 132 broadcasters have been inducted.

Selection Criteria

Nominees must have 15 years of service as a broadcast professional inclusive of 10 years of service in the state of Wisconsin. This is the minimum requirement that must be met in order to qualify for a Hall of Fame nomination. Individuals may be cited posthumously.

Nominations should also include the following:

1) A description and/or documentation of a nominee’s key contributions to broadcasting either nationally or within the state of Wisconsin and the benefit(s) provided to the audiences and/or industry resulting from their contributions.

2) A narrative noting the highlights of the nominee’s history of exemplary leadership in community and statewide service as a broadcast professional. Please include information regarding the nominee’s contribution to the growth and well-being of the industry and its service to the citizens of Wisconsin.

3) Attributes and characteristics that distinguish the nominee among their peers.

4) Letters or supporting information from colleagues, friends, and industry leaders.

The Hall of Fame Committee typically selects 3 to 5 individuals per year to be inducted into the Hall of Fame. A nomination meeting the criteria for consideration does not guarantee induction (see below). Nominations may be updated on an annual basis to ensure the Committee has the most recent information of support for a nominee. Wisconsin is blessed with many wonderfully deserving broadcasters. The Hall of Fame Committee puts a significant amount of thought into selecting those who will be inducted each year.

Nomination Review

Committee rules provide that nominations remain active for three (3) years. Nominations that were received in 2014 and 2015 will be included in the committee’s deliberations for 2016 selections. Anyone wishing to check whether an individual has been nominated may inquire at the WBA Foundation office at (800) 236-1WBA or lboyd@wi-broadcasters.org. The Hall of Fame committee will meet after the February 15 deadline to consider nominations and the WBA Foundation will act on the nominations in March.

Local Broadcast Legends Award

The Wisconsin Broadcasters Association is now requesting and accepting nominations for the Wisconsin Broadcasters Association Local Broadcast Legends Award.

The Local Broadcast Legends Award nomination process is open and will run through Monday, February 15, 2016. Submissions should be made on the official nomination form (enclosed) and sent to the WBA office. Selected nominees will receive the award Thursday, June 23, 2016 during the WBA’s Summer Conference Luncheon at the Radisson Hotel La Crosse, Wisconsin.

The Wisconsin Broadcasters Association Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, owner/president of Results Broadcasting. The first award was given posthumously to Norm Habeck, a former Results Broadcasting employee. The Local Broadcast Legends Award is a great honor and recognition for individuals that work behind the scenes and within their communities fulfilling the commitment broadcasters have made to serve their local communities. They are individuals that exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities.

Selection Criteria

Individuals may be nominated by their company, co-workers, community leaders, family members, etc. The nominee’s station or organization will be responsible for submitting the nomination on behalf of the nominating person or group along with the required supporting documentation. In addition, each nominee will receive a letter from the Association signed by CEO/President, Michelle Vetterkind, notifying them they have been nominated for the award.

Nominees must have 15 years of service as a broadcast professional in the state of Wisconsin. Individuals may be cited posthumously.

Nominations should also include the following:

1) A description of the nominee’s character and why they are deserving of the award. How do they exemplify localism (see 2 below)?

2) Provide examples of the nominee’s support of local community needs and interests including, yet not limited to, participation in economic, non-profit, education, and civic development as well as support of their colleagues and station.

3) Letters or supporting information from colleagues, friends, and industry leaders.

4) A letter of support for the nomination from the General Manager or another person in a similar position employed by the station the nominee represents.

Nomination Review

The Local Broadcast Legends Award Committee, which is a part of the Hall of Fame Committee, may select a nominee from each of the four (4) districts of the state represented on the WBA Board of Directors. The number of awardees will be determined by the Committee. The Local Broadcast Legends committee will meet after the February 15 deadline to consider nominations and recipients will be selected in March.
The Walker Broadcast Management Institute will be held in Madison, April 26–28, 2016.

The Walker Broadcast Management Institute is now in its 19th year, having completed its first six, 3-year management education cycle in 2015. The 2016 Institute marks the beginning of another 3-year cycle and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

Financial Management for Broadcasters
April 26, 2016
- What are the elements of basic financial statements?
- Where do you find the most useful financial information?
- How do you evaluate that information?
- How do you create a budget plan?

Presented by Thomas A Walker, president of Mid-West Management Inc. Tom Walker served as the chief financial officer for more than 25 radio stations under the Mid-West Family Radio umbrella. He has an MBA from UW-Madison and has served as a lecturer for the University’s School of Business and as a senior manager for KPMG Peat Marwick. Tom is a graduate of the first three-year sequence of the Walker Broadcast Management Institute and has developed this Institute’s financial management module exclusively for broadcast managers and those preparing for management-level positions in radio and television broadcasting.

Evening Dinner with group, location to be announced.

How to Work More Effectively with People
April 27, 2016
- What is emotional intelligence?
- Why is it so important for work teams?
- How do you have a conversation that works?
- How to use your influence and handle conflicts?

Presented by Kathryn Jeffers, author and corporate coach. Kathryn is renowned for teaching people how to interact effectively. She holds a Master’s Degree in Communications and consistently rates as one of the top instructors at the UW-Madison School of Business, where she is an adjunct faculty member in Executive Education.

Evening Dinner with group and speaker.

The estate of William R. Walker has graciously donated funds to endow the WBA Foundation Management Institute. The gift is the largest single contribution ever received by the Foundation.

Agile Strategy: Design It, Share It, Drive It
April 28, 2016
- What is agile strategy and do I really need it?
- How to design a winning broadcasting strategy in complex, dynamic conditions.
- Getting everyone synched up for strategic change.
- The secrets of strategic results that last.

Presented by Lori Cross, president of Mindspan Consulting. After leading several businesses using agile techniques (over 30+ years), Lori turned her attention to bringing agile thinking and execution to business leaders in diverse industries. In addition to strategy consulting, Lori teaches the Capstone Strategy course in the Executive MBA program at UW-Madison School of Business and custom Executive Education classes in Strategic Leadership. Lori’s high-energy, practical approach to leadership will inspire new, actionable approaches that you can immediately use to build agility and drive strategic change in your organization.

APPLICATION

The Walker Broadcast Management Institute will be held in Madison, April 26-28, 2016. Enrollment is limited to the first 35 applicants. The Institute fee is $595 for the first two people from the same company and $400 for the third or more attendee from the same company. A special fee of $525 will apply to all applications received before April 1, 2016. Fees include the classes and evening presentations, all materials, three nights lodging, daytime meals, and two evening meals.

☐ Enclosed is my check for $595  ($525 before April 1, 2016)
☐ Enclosed is my check for $400  (I am at least the third person from my company.)
☐ Bill me $595  ($525 before April 1, 2016)
☐ Bill me $400  (I am at least the third person from my company.)

NAME PHONE NUMBER
ADDRESS E-MAIL

BROADCAST COMPANY/CALL LETTERS

Please mail to:
The Wisconsin Broadcasters Association Foundation
44 East Mifflin Street, Suite 900
Madison, WI 53703

Or email to:
Liz Boyd at lboyd@wi-broadcasters.org
What happened in 2015 at your station that should be entered for the WBA Awards for Excellence? Find out more at www.wi-broadcasters.org

Two Ways to nominate notable broadcasters:

- Hall of Fame
- Local Broadcast Legends

See page 14 for more info

WBA Awards For Excellence Deadline
Wednesday, January 13, 2016, 11:59 PM CDT

WBA Awards for Excellence
Wisconsin Broadcasters Association

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