Who’d have thought...?

No matter what your political persuasion, few of us would have predicted at the start of this year’s presidential campaign that Donald Trump and Bernie Sanders would still be in the headlines (much less winning primaries), at this point in the 2016 campaign. Whatever you think about the race so far, one thing is clear. This certainly isn’t politics as usual. And given the current atmosphere of political uncertainty, our efforts to make broadcaster’s voices heard at the state and national level are more important than ever.

WBA members from across Wisconsin converged on the state capitol in January, and then headed to Washington DC in February for calls with Wisconsin’s Congressional and Senate delegations. In both instances, we blanketed lawmakers with solid and persuasive arguments on a number of issues vital to both radio and television. It was rewarding to witness first-hand the attention our Association and our issues received when dozens of local broadcasters met with nearly every state legislator on the same day in January.

It was rewarding to witness first-hand the attention our Association and our issues received when dozens of local broadcasters met with nearly every state legislator on the same day in January.

While our collective voice is impressive, our individual voices as local broadcasters are also essential. That’s why it’s so important that each of us make an effort to have regular contact with our local, state and federal officials. Let’s make sure that in this unpredictable election year one thing is certain: That anyone in elected office will clearly understand the important role that local broadcasting plays in American life. They will know it because we will continue to effectively tell our story. They’ll also know it because, as local broadcasters, we prove it every day.
PRESIDENT’S COLUMN

Continued from page 1

nearby Memorial Union and sit out on the lakefront terrace eating Babcock Hall ice cream (or perhaps indulging in a favorite Wisconsin libation). Wednesday night features a reception, dinner, and speaker on the top floor of the beautiful UW-Madison Fluno Center. This year’s speaker will be Darcy Luoma, certified professional life coach, who will speak on “The Myth of Multitasking: How to Increase your Productivity by Doing Less” (I think we can all benefit from that session). A Wednesday night highlight also involves the “graduation ceremony” (with the rest of the attendees belting out an enthusiastic rendition of Pomp and Circumstance, as each graduate steps up to the podium to receive the highly coveted leather briefcase, which one can only receive as a graduate of the Institute).

The program is designed in three, three-year modules for maximum effectiveness. For the most part, topics will repeat every three years (with many of the same instructors coming back, due to popular demand). However, if you’re worried about committing to the full three years initially, please don’t. While it’s true that the majority, by far, do attend the full three-year cycle (trust me, you’ll want to), we’ve had a few who have been unable to and have still benefitted greatly from the year(s) they have been able to attend.

Many of you know Joan Gillman. Joan has been and continues to be an integral part of the Institute as she’s worked with us since the program’s inception when she was the Director of the Small Business Development Center at UW-Madison. While Joan has since “retired” (she is now Director of Industry Relations, Emeritus, School of Business, UW-Madison), fortunately for us—she likes us (she really likes us)—and is willing to continue to work with us on the program, securing top-notch programs and speakers each year.

If I still haven’t convinced you to sign up for the Walker Broadcast Management Institute, take a look at this list of our 111 esteemed graduates (and…we’re looking to add more graduates to the list after this year’s event). Wouldn’t YOU like to see your name on this list?

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IN REMEMBRANCE

Les Leonard

Ninety-two-year-old Les Leonard died March 2, 2016 at a hospice home. He began his career in 1953 broadcasting market reports for the Milwaukee Stockyards—and two decades later, he became the farm director for WISC-TV in Madison, hosting a noon show while creating a statewide radio network of market reports for Equity Co-op Livestock Sales.

In 1976, Leonard returned to his native Marshfield to serve as a farm director for six radio stations owned by the former Goetz Broadcasting Corporation, and his programming later aired on more than 40 stations in the Goetz Farm Radio Network.

He started an auction of the champion animals at Marshfield’s annual fair, raising thousands of dollars for Marshfield Clinic’s National Farm Medicine Center—and in 1992, Leonard was inducted into the Wisconsin Broadcasters’ Hall of Fame.

(Story courtesy of Wheeler News Service)

• 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

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.

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

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Wisconsin Broadcasters Association

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WBA Board minutes are always available for members.

Please email Linda Baun at lbaun@wi-broadcasters.org to request a copy.

Wisconsin Broadcasters Association

44 E. Mifflin Street, Suite 900
Madison, WI 53703

Phone (608) 255-2600
Toll Free (800) 236-1922

wi-broadcasters.org
This month’s WBA Awards Committee report starts out sounding a lot like the Lottery numbers many of your stations report; “And here are the winning numbers! 14, 22, 102, 209, 1,688 and 10,894. And the Powerball is the letter A!”

America’s largest state-wide broadcast awards program grew again this year, setting records left and right. Twenty-two TV stations entered the contest, an all-time high. One-hundred two radio stations sent in entries; we’ve never had that many before. We topped last year’s all-time record of 1,479 entries by 209, for a grand total of 1,688 entries. The 209 increase year over year is the biggest increase we’ve ever recorded. In an era when “Flat is the new up!” how many organizations in our business do you know celebrating a 14% increase over their all-time largest year? Amazing numbers, folks.

But, to me at least, all these superlatives fail to convey just how huge you’ve made this contest. Conveniently, I DO have a number that may help. This is the eighth year of the revamped, reimagined, reengineered WBA Awards for Excellence. Over those eight years, your stations have submitted 10,894 entries, almost 11,000. 11,000 entries...how wonderful!

So, now it is high time to begin preparing to celebrate all those awards you’re going to win! The biggest night of the WBA year, the WBA Awards Gala will be held on Saturday evening, May 7th, once again at the Marriott Hotel in Middleton. If you’ve attended before, you know that this really is a superb evening with beautiful decorations, terrific food and lots of whooping and hollering from the well-dressed crowd! You’re going to have a blast! I’d encourage you to make your reservations ASAP; with almost 1,700 entries, there’ll surely be a bigger turnout than ever!

Finally, one last note: Over the last ten years, the WBA Awards Committee has been co-chaired by Tom Bier. With his abdication as King of WISC-TV (to be replaced by our new, old friend Tom Keeler,) Tom Bier has announced that he is also leaving the Awards committee, rearing his horse back on its hind legs, waving his sombrero in the air and riding off into the sunset with his wife Kathy. We miss him already. Wherever you’re reading this, take a moment to mentally thank Tom Bier for his great work helping to build America’s largest state-wide broadcast awards program.

Oh, and that letter A? The Powerball? You ALL get an A for your continued support of the WBA Awards of Excellence!

Lindsay Wood Davis

The Wisconsin Broadcasters Association requests your presence at the Awards Gala Saturday, May 7, 2016

Madison Marriott West Hotel | Middleton, Wisconsin

Tickets are required!

To purchase your Gala tickets or reserve a room at the Marriott Madison West refer to www.wi-broadcasters.org

We Look Forward to Seeing You There!
Continued from page 2

WALKER BROADCAST MANAGEMENT INSTITUTE GRADUATES

2015
Lynn Bieritz, Mid-West Family Broadcasting
Ryan “Elwood” Bjorn, Woodward Communications
Zack East, Mid-West Family Broadcasting
Andrew Felix, WEAU-TV
John Kimmons, Mid-West Family Broadcasting
Luis Montoto, Mid-West Family Broadcasting
Josh Morgan, WREX-TV
Hope Quackenboss, Mid-West Family Broadcasting
Joe Radske, WISC-TV
Brian Tyndall, Mid-West Family Broadcasting Corp.

2014
Sean Dwyer, WXOW-TV
John Laughrin, WAOW-TV
Mike O’Brien, Bliss Communications
Terry Stevenson, Seehafer Broadcasting Corp.

2013
Bruce Briney, WKOW-TV
Cedric Friesen, Family Radio
Mike Kemmeter, Woodward Communications
Ed Kral, WSJV-TV
Jill Sommers, WISC-TV
Evan Stanek, Woodward Communications

2012
Jill Shiroma, WISC-TV
Eric Voight, Results Broadcasting
Dave Edwards, Woodward Communications
Steve Fisher, Woodward Communications
Pam Jahnke, Mid-West Family Broadcasting
Rex Charger, Mid-West Family Broadcasting
JD Garfield, Mid-West Family Broadcasting
Jim Leach, Mid-West Family Broadcasting
Jen O’Brien, Mid-West Family Broadcasting
Jean Taylor, Mid-West Family Broadcasting
Howard Gloede, Mid-West Family Broadcasting
John Huff, KWWL-TV
Bridget Breen, KTIV-TV
Dave Booth, WXOW-TV
Jeff Thelen, WSAW-TV

2011
Kevin Ruppert, WISC-TV
Paul Layendecker, Mid-West Radio - Michigan
Bob Bucholtz, Mid-West Radio – Michigan

2010
Mike Kornemann, Madison Magazine
Colin Benedict, WISC-TV
Susie Taylor, Channel 3000
Ty Shea, WISC-TV
Sandi Schmidt, Woodward Communications
Greg Lawrence, Woodward Communications

2009
Cindy Taerud-Forkes, WKBV-TV, La Crosse
Amy Ziebell, Mid-West Family Radio
Ritchie Baumann, Mid-West Family Radio
Jason McCutchin, Mid-West Family Radio
Len Clark, Learfield Communications
Sue Ramsett, WSAW-TV, Wausau
Scott Huber, WSVX Radio
Theresa Timm, Family Radio
Corri Moran, Family Radio
Linda Baun, WBA, Madison
Mary Anne Drewek, Woodward Communications
Don Grassman, Results Broadcasting

2008
Joe Daguanono, Mid-West Family Radio, Stevensville, MI
Dave Doetsch, Mid-West Family Radio, Springfield, IL
Glen Gardner, Mid-West Family Radio, Madison
Jim Gifford, Mid-West Family Radio, St. Joseph, MI
Brian Michaels, Family Radio, La Crosse
Geoff Shields, WMTV-TV, Madison
Rick Trautschold, Mid-West Family Radio, Springfield, MO

2007
Nan Blom Roach, WISC-TV, Madison
Tim Bremel, WCLO/WJVL, Janesville
Joe Calgaro, Woodward Communications, Appleton
Don Rosen, WRJR/WEZY, Racine
Ken Scott, WCLO/WJVL, Janesville
Jeff Ver Voort, WISC-TV, Madison
Tom Yunt, Woodward Communications, Dubuque, IA

2006
Steve Brown, Woodward Communications, Appleton
Randi Hawke, Mid-West Family Radio, Madison
John Hunt, Mid-West Family Radio, Madison
Kevin Kavanaugh, Family Radio, La Crosse
Al Lancaster, WSAW-TV, Wausau
Kristy Nix, Family Radio, La Crosse
John “Sly” Sylvester, Mid-West Family Radio, Madison
John Wanie, Woodward Communications, Appleton

2005
Scott Chorski, WKBV-TV, La Crosse
Jason Effinger, WMTV-TV, Madison/WEAU-TV, Eau Claire
Steve Scadden, WISC-TV, Madison

2004
Dave Black, WSEU/WRJO, Eagle River
Tom Bier, WISC-TV, Madison
Mary Jo Berner, WEAR/WRJO, Eagle River
Jim Gifford, Mid-West Family Radio, Madison
Tim Etes, WRJR/WEZY, Racine
Steve Lavin, WEAU-TV, Eau Claire/WEAU-TV, Green Bay
Scott Lopas, WTKM AM/FM, Hartford
Barb Renbarger, WEAU-TV, Eau Claire

2003
Greg Bell, Woodward Communications, Appleton
Bob Dailey, WCLO/WJVL, Janesville
James Hodges, WBKV/WBWI, West Bend
Brian Howell, Madison Magazine, Madison
Dayton Kane, Woodward Communications, Appleton
Michelle Vetterkind, WBA, Madison
Jolene Neis, Mid-West Family Radio, Madison
Pat O’Neill, Mid-West Family Radio, Madison
Kelly Radandt, Woodward Communications, Appleton
Scott Robert Shaw, Family Radio, La Crosse
George Smith, WSUP-FM, Platteville
Ted Waldbillig, Mid-West Family Radio, Madison

2002
Wilfred Tremblay, WSUW-FM, Whitewater
Ken Beno, Lake Land College, Mattoon, IL
Leonard Charles, WISC-TV, Madison

2000
Mary Jo Berner, WEAR/WRJO, Eagle River
Tom Bier, WISC-TV, Madison
John Laabs, WBA, Madison
Bob Miller, WKOW-TV, Madison/Discover Mediaworks, Milwaukee
David Sanks, WISC-TV, Madison
Sandy Shockley, Shockley Communications, Madison
Terril Shockley, Shockley Communications, Madison
Tom Walker, Mid-West Family Radio, Madison
Jen Winiger, Madison Magazine, Madison
Pillar of Public Service Award

The Association of Public Television Stations (APTS) presented the first-ever Pillar of Public Service Award to Malcolm Brett, Director of Broadcast and Media Innovations for Wisconsin Public Television.

The Pillar of Public Service Award recognizes the contributions of an extraordinary leader in one of public television’s three pillars of public service: education, public safety and civic leadership.

“Malcolm Brett has provided innovative and exemplary services in the area of civic leadership, to both Wisconsin Public Television and our country as a whole,” said Patrick Butler, president and CEO of APTS. “Malcolm’s remarkable leadership has resulted in several groundbreaking and novel initiatives about and for veterans, including honoring 30,000 veterans at an event which was the largest gathering of Vietnam veterans in the U.S., as well as a three-hour documentary, Wisconsin Vietnam War Stories, which included never-before-heard stories by Vietnam War veterans. Malcolm’s commitment to civic leadership has helped citizens and communities understand the issues veterans face locally and regionally, and enabled them to develop solutions based on facts and rooted in community partnerships. No one is more deserving of this inaugural Pillar of Public Service Award than Malcolm Brett, and I’m honored to present it to him.”

Malcolm Brett added, “This body of work, and convening of veterans, veteran support organizations and communities around Wisconsin has been a model for how an engaged public broadcaster can work with and for the community we serve. We are gratified by the number of stations around the country who have taken up this work. We feel privileged to contribute to the recognition and support of our veterans, and to contributing to dialogue around veterans’ issues in service to them and to the communities they return to.”

Mr. Brett was elected to the to the PBS Board of Directors in 2008, serving two terms concluding his service as Vice Chair of the Board. During the past two decades at WPT, Brett also has served as a Production Manager for the national program New Tech Times, Corporate Development Manager, Director of Development and Executive Director of Friends of WPT.

From the Trenches V2

On December 4, 2015 the FAA issued an updated version of the Obstruction Marking and Lighting Advisory Circular 70/7460 1L. This new version supersedes the version 1K issued in 2007 and goes into effect immediately. These new standards are provided to reduce the impact on the migratory bird population. These rule changes only apply to New tower applications, or existing towers that apply for a new hazard of determination.

The major points of focus are:

1. Medium intensity strobe lighting has been extended to towers of 700’ AGL. This allows for towers between 500’ and 700’ to replace their existing high intercity white strobes with medium intensity strobes. This would be a considerable cost savings for operation and maintenance.

2. Red steady burning clearance lights (L-810) have been removed from being required on towers from 350’ to 2,200’ AGL. Flashing beacons (L-864) must flash at rate of 30 flashes per minute.

3. Red steady burning clearance lights (L-810) on towers from 150’ to 350’ may be required to add additional levels of clearance lamps (possibly two or more) and must flash at the same rate and timing as the beacons referred to in point #2. See points below for FAA notification requirements. Failure of a red flashing obstruction light must be report to the FAA within 30 minutes of occurrence.

4. Tower light lenses must be inspected every 24 months, or when there is a failure, to look for signs of deterioration. This inspection should be logged in the tower lighting file.

5. Any proposed construction or alteration of a marking or lighting system must be submitted 45 days in advance, the old requirement was 30 days.

6. Notification of actual start of construction or alteration of a structure must be provided to the FAA 10 days in advance; 2 days was previously required.

For the complete FAA circular see: http://www.faa.gov/documentLibrary/media/Advisory_Circular/AC_70_7460-1L_.pdf

As a final note, the FAA considers the overall height of a tower above ground (AGL) to include any objects (appurtenances) that protrude above the top of the tower structure.
The WBA’s Annual DC Trip was February 23 & 24. WBA Chair Tom Allen, Quincy Media, Madison, Wausau, La Crosse, Eau Claire & Duluth/Superior; WBA Federal Legislative Chair Roger Utnehmer, Nicolet Broadcasting, Sturgeon Bay; and WBA President & CEO Michelle Vetterkind attended the Leadership Conference which was held Tuesday, February 23. Tuesday afternoon also featured a visit with FCC Commissioner Agit Pai; where we were joined by Brian Winnekins, WRDN Radio, Durand (Brian is also the current President of the NAFB–National Association of Farm Broadcasting), Bob Goff, WCWI-FM, Adams and Jan Wade, WISN-TV, Milwaukee.

To complete our delegation of 31 WBA representatives, an additional 25 Wisconsin broadcasters traveled to DC in preparation for Tuesday’s Wisconsin delegation briefing (where we were joined by NAB President & CEO, Gordon Smith & Shawn Donilon, Government Relations, NAB) and WBA’s Annual Congressional Reception, which was held in conjunction with NAB at the Newseum. This was followed by our WBA delegation dinner.

The WBA delegation on the Hill focused on educating our Members of Congress on important industry issues such as: Preventing Harmful Changes to Advertising Tax Treatment; Protecting TV Station Relocation that Could Leave Viewers in the Dark; Congressionally-Mandated Performance Tax Puts Local Jobs at Risks; and Protecting TV Viewers and Allowing Broadcasters to Continue Negotiating in the Free Market.

NAB added a new initiative this year to the end of the other DC activities—an FCC Advocacy Day. Kelly Radandt, Woodward Radio Group, Appleton/Green Bay & Scott Chorski, WKBT-TV, La Crosse, joined WBA President & CEO Michelle Vetterkind, in spending Thursday, February 25 at the FCC talking with FCC Commissioners, their staffs, and the Media Bureau about the important value of broadcasters serving their local communities. All in all—it was an action-packed, successful WBA DC Trip!

Mark Your Calendar for the 2017 WBA DC Trip February 28 & March 1
The Great Disruptor: The Connected Car

Paul Jacobs

Whether you work at a radio or television station (or even a car dealer or grocery store), your work life is being disrupted by technology.

We are living in a time when the power of choice has shifted from the providers to the consumer, who can now access content and entertainment wherever and whenever they want.

If you work in television, the DVR has clearly complicated things. And the advent of providers like Netflix, Hulu, and others has brought the concept of “cord cutting” into popular vernacular and are a sign of an uncertain future.

Radio has faced disruption for decades, starting with cassettes, Walkmen, CDs, digital music, and today, thousands of digital offerings and streams they can access for free or for a small fee.

Disruption is a major theme of the times we live in, and we don’t see this changing any time soon.

The one area where we are seeing massive disruption that impacts both radio and television broadcasters is in the car. Once the bastion of the radio industry since the driver needed to keep their eyes on the road and hands on the wheel, the entire consumer experience – from accessing entertainment to making purchasing decisions – is up for grabs.

For the past eight years, we have attended the Consumer Electronics Show in Las Vegas (something I recommend that all broadcasters do). Here you see the present and the future, including all of the new disruptive technology on the horizon. A few years ago, we began seeing the auto industry well-represented at CES, as these companies were evolving from “car” companies to technology companies.

The changes occurring in the car’s dashboard are significant for all media, because Americans spend so much time in their cars and are a captive audience for entertainment and information. In recent years, we have hosted the DASH Conference in Detroit, where we’ve brought together leaders from the broadcast industry and the automotive industry to meet and collaborate on our collective futures.

We’ve learned a lot from this work that we’d like to share with you, because the stakes are so high:

1. **The car will become a competitor for advertising dollars.** This impacts radio and television broadcasters, as well as all media outlets. Realizing that the data captured from a driver is invaluable, the auto companies are experimenting with a variety of models that put them in direct contact with advertisers. Ford has partnered with Dominos, for example, to enable ordering a pizza right from the car. Mapping functions come complete with links to restaurants, and the data generated from driving is invaluable to insurance companies.

2. **Apple and Google are about to become major players.** These two smartphone behemoths realize that there is more brand loyalty to a phone than there is to a car brand. They also understand that there is no standardization in the screens in cars. So starting this year, consumers will be buying cars that have Apple CarPlay and Android Auto, which when the phone is paired, takes over the screen. So instead of seeing a radio, the driver will see a version of their phone’s screen, featuring just the icons that Apple and Google approve.

So, how does radio fit into this? Right now, the jury is out. Our apps company, jācapps, has developed interface for radio station apps to work in Android, and we’re negotiating with Apple currently. But it’s another barrier that will have to be climbed.

Additionally, Apple and Google are data-oriented companies, and using the consumer’s data will connect them directly to sponsors and advertisers. Imagine pulling up Google Maps on your screen and seeing locations highlighted only for those companies that wrote Google a check. More competition for the ad dollar.

3. **It’s all about data.** At the DASH Conference, David Dimeo, who is the Director of Connected Car Innovations at Ford Direct (the company that provides co-op dollars for Ford Dealers in your market), said the following: “I don’t pay for ears. I pay for actions.” He was speaking about radio at the time, but he could have talked about eyes as well.

What Dimeo was saying is that ratings don’t matter to him. The car industry is moving to an ROI-based model, and they can’t calculate that based on reach and frequency. So the only way that these co-op dollars could be allocated to broadcast media is if there was a definitive ROI attached.

Radio and television stations do an outstanding job moving listeners and viewers to digital platforms, but our orientation and value-structure remains based in Nielsen. What Dimeo is telling us (along with other car dealers that were at the conference) is that we need to add in that digital layer to fulfill their ROI requirements. In other words, instead of showing reach and CPM, the sales effort needs to focus on the number of appointments set, or the number of people who watch a video.

The future of broadcasting is dependent on a strong, profitable relationship with the auto industry. Understanding the disruption that is occurring is the only way to truly turn this to your advantage. We are available to discuss the challenges and opportunities ahead as part of the Jacobs Media/WBA Digital Partnership.

We also have some videos from broadcasters across the US that have created outstanding solutions and promotions for car dealers in their markets. These solutions fit the ROI requirements placed on them, and have generated considerable revenue.

If you’d like copies of the videos, or would like to talk cars and broadcasting, reach me at pauljacobs@jacobsmedia.com or at 248-353-9030.

The Jacobs Media/WBA Digital Partnership is a free member service of the Wisconsin Broadcasters Association.
New Officers & Directors Elected At Annual Meeting

According to WBA bylaws, Tom Allen, Regional Vice President for Quincy Media, Inc. assumed the Chair position at the annual meeting during the recent WBA Winter Conference.

Tom Allen is currently a Regional Vice President for Quincy Media, Inc., overseeing television stations in seven markets, which includes a number of Wisconsin stations in Madison, Wausau, La Crosse, Eau Claire and Superior/Duluth. A native of Wisconsin, Tom returned to Madison in 2008 as VP/GM of WKOW TV. After graduating from Loyola University in New Orleans where he worked at WWL Television, Tom has held TV management positions in markets including Nashville TN, Tulsa OK, Cleveland OH and Raleigh NC. Following his time in Raleigh, where Tom also served as Chair of the North Carolina Association of Broadcasters, he and his wife Patti took a break and hit the road for more than four years, traveling much of North America behind the wheel of an RV. Eventually, he got tired of driving, and Tom returned to broadcasting, joining Quincy in the summer of 2006.

In the Chair position, Allen succeeds Scott Chorski, Vice President/General Manager of WKBT-TV in La Crosse, who will remain as ex-officio Past Chair.

With Allen now in the leadership position on the Board, Dick Record, Family Radio, La Crosse was elected Vice-Chair Radio and designated Chair-Elect to succeed Allen in 2017. Steve Wexler, E.W. Scripps Company, Milwaukee, was elected Vice-Chair Television; Nancy Douglass, WLKG-FM, Lake Geneva, was elected was elected Treasurer; and Steve Lavin, WBAY-TV, Green Bay, was elected Secretary.

Directors elected to two-year terms are:
- Director (SW District), Don Vesely, WMTV, Madison;
- Director (NE District), Chris Bernier, Radio Plus, Marinette/Fond du Lac; and
- Director (NW District), Brad Heinkel, WAOW-TV, Wausau.

Due to an unexpected vacancy in for the SE Director position (formerly held by Keith Bratel, Milwaukee Radio Alliance), that seat remains open for now.

Mid-term Directors who were not facing re-election include:
- (SW) Lupita Montoto, WLMV (LaMovida), Madison;
- (NW) Lynn Bieritz, Mid-West Family Broadcasting, Eau Claire; and
- (SE) Jan Wade, WISN-TV, Milwaukee.

In addition, with Steve Lavin being elected Secretary, Juli Buehler, WLUK-TV, Green Bay was elected to fulfill the remainder of Lavin’s unexpired NE Director term.

At-large Director re-appointed by the Board: Michael Wright, Midwest Communications, Wausau.

At-large mid-term Directors who were not facing re-election include Chuck Steinmetz, WITI-TV, Milwaukee; J.T. Koser, Koser Radio Group, Rice Lake/Hayward; Richard Wood, Resonant Results, representing our Associate membership; and Gene Purcell, Educational Communications Board, representing non-commercial broadcasting.

In addition, Tom Walker, Mid-West Family Broadcasting, Madison, remains on the board as an ex-officio member, per his seat on the NAB Board, according to WBA bylaws.
Where are the all the “good” stories?

Let’s face it, when we sign up to be broadcast journalist, we ask the job to take a chance on us so we can uproot our lives.

We move wherever that job takes us knowing we most likely won’t be working in our home market.

Well, at least not right away. Because of that, it presents a big challenge. You’re in a new city, with new stories, filled with complete strangers. You don’t know them and they don’t know you. It can be overwhelming, especially to those new to the business. You don’t know the best local coffee shop, the person who runs the mom and pop restaurant in town or the “secret” spots where to find the “good” stories.

Don’t fret! Over time, your “Rolodex” will fill up on its own. You’ll make connections with the police chief, the mayor, the local librarian, but what are you missing? The “real stories.” Having an official or expert interview is valuable, but the compelling stories will come from the people who live around you. The viewers, and you missing? The “real stories.” Having an official or expert interview is valuable, but the compelling stories will come from the people who live around you. The viewers, and you

Social media is a great place to start, but the best connections are made when off the clock. You should always be in tune with the community. Great stories are found at the most common day-to-day places like the grocery store, coffee shop, and even at the gym. In this day and age, the world walks around with eyes glued to cell phone screens and head phones plugged into ears as valuable stories pass by. These are the untold stories that can bring a tear to an eye, ignite a call for change or simply bring a smile to a viewer’s face. Human emotion is sometimes left out of reporting, but that’s how to leave an impact with viewers.

The fire chief is always good for a soundbite, and the local alderperson never turns down the chance to speak on camera, that’s a fact. However, the feeling you can capture from the mother of three, who just lost their home in a fire is what can help make an impact, or better yet, prompt action from viewers. The long-time factory worker, who was laid off and has to find a new way to provide for his family, may be the story that gets them the help they need. Finding these people isn’t easy. As any journalist knows, reporters are the last people any source wants to talk to in a crisis, but there is a way to connect: be human.

Connect with them in clubs, churches, fitness centers, hair salons, wherever in the community. It is possible to reach out to them the day of the story, but most likely they’ll have reservations because they don’t have a connection to you. If you’re just a person on TV, you don’t always appear to be human. Let the community know that you’re not just a journalist looking for stories, you’re a human who wants to connect, no matter where you’re from, what you believe in or want to be in the future.

To do this, just work at what you signed up for, to be a journalist, and do what journalists do best: share stories that matter to others, and to you.

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@jacobsmedia.com.
In cooperation with Wisconsin Emergency Management, the National Weather Service will conduct two tests of the real Tornado Warning EAS Code, one in the afternoon and a second one in the evening, on April 14, 2016 as part of Tornado and Severe Weather Awareness Week.

The State of Wisconsin has received a waiver from the FCC to use the actual EAS Tornado Warning Code for these statewide tests. If there is a threat of severe weather at the time of the afternoon test, then both the afternoon and evening tests will be postponed until April 15, 2016. If there is severe weather on April 14, the tests will be cancelled. If the afternoon test runs on April 14, but the evening test is cancelled due to the threat of severe weather, the evening test will not be rescheduled to the next day – it will just be cancelled.

This is the first year a second test is being added in the evening hours, as our neighbors in Minnesota have been doing for years. Stations are encouraged to carry both of these tests, and forward their opinions on this new testing regime to WBA following the tests.

The audio of these tests will repeat several times in the script “This is a Test”, but because the real EAS Tornado Warning Code is being sent, the crawl on TV stations and cable systems will read “A Tornado Warning has been issued for...”. Thus we ask that TV broadcasters and cable operators making the decision to air these tests should display a “This is a Test” graphic behind the crawl.

The tests will be originated on NOAA Weather Radio (NWR), and will be relayed via the State Relay (SR) and Local Primary (LP) stations. The EAS “TOR” Code will be sent independently by all five NWS offices serving Wisconsin, following the schedule below. Broadcasters and cable operators that monitor SR or LP stations from multiple EAS Operational Areas or directly monitor NWR from another EAS Operational Area may receive more than one Tornado Warning alert for each test; since these alerts are sent independently from each NWS office they will not be recognized by EAS units as duplicates if alerts are received from two different EAS Operational Areas. It is also possible that some NWR stations may broadcast more than one TOR Code for each test as some NWR stations serve counties from more than one NWS office.

This will be the schedule for the two tests run on April 14, 2016:

(Afternoon Test:)
1:00 PM Tornado Watch “TOA” EAS Code issued
1:45 PM Tornado Warning “TOR” EAS Code issued by all NWS offices serving Wisconsin counties*

(Evening Test:)
6:55 PM Tornado Warning “TOR” EAS Code issued by all NWS offices serving Wisconsin counties*

EAS Header Code parameters to be used in both tests:
Originator Code: WXR
EAS Code: TOR
EAS Duration: 15 minutes

*These tests are being coordinated with the State of Minnesota. Stations in the border area will receive both Wisconsin and Minnesota counties in the same coordinated TOR Tornado Warning EAS message at both 1:45 PM and 6:55 PM.

Please respond by email to Vice President Linda Baun at lbaun@wi-broadcasters.org to indicate you have received this message, have passed this information along to all relevant staff (including station meteorologists), and will participate in the tests and the public notice prior to the tests.

NOTE: Public Notice on your end will begin one week prior to the tests (PSA’s, mention in your news stories, weather reports, etc).
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

January 26 & 27, 2016
Concourse Hotel, Madison
Joint Board Reception

Photography by Camera Kisses
WBA Winter Conference

Special Thanks To...

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Speakers
Lindsay Wood Davis, Broadcast Management Strategies
Rufino Gaytán, III, Esq., Godfrey & Kahn, S.C.
Kyle Geissler, Morgan Murphy Media
M. Scott LeBlanc, Esq., Godfrey & Kahn, S.C.
Brandon Scholz, The Capitol Group
Don Stanley, UW-Madison
Michelle Vetterkind, President & CEO WBA
Governor Scott Walker

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American Awards & Promotions
Debbie Borth, Camera Kisses Photography
Brocach Irish Pub
Leader Printing Company, Inc.
Lorraine Ortnner-Blake
The Madison Concourse Hotel

And to you our members, for your support in making Calls on the Capitol.
We also want to take this opportunity to
Thank You
for your support of attendance at the
WBA Winter Conference, Job/Career Fair and Social Media Day.
State Legislative Meeting/Reception HIGHLIGHTS
Please know how thrilled my students were, not just by a super seminar but all charged up about themselves and what they want to do!!

Comments were: I'd definitely come back for my remaining years in college; liked it—very helpful and inspiring; great networking opportunity; can't wait for next year; very cool experience; Great content! Keep it coming; it is very beneficial for broadcast students; I think the Student Seminar was awesome. It really opened my eyes; I was very pleased this year with the entire seminar and award session; great job everyone!

Those were just a few of the comments from the 146 students who attended the 2016 WBA Student Seminar on Saturday, February 27th at the Madison Marriott. Another successful event can be attributed to the hard work of the WBA Education Committee in putting together an outstanding program featuring Steve Boettcher from Boettcher Media Group. An important factor is the financial support from the WBA Foundation in helping to pay for hotel rooms for students who traveled from distant areas around the state. I have the pleasure of being the chair of this active and hard working group of educators and commercial broadcast professionals.

Students had their choice of three of ten panels. Topics included: Campus Radio Stations, Social Media, 41 Steps To Get A Job, Preparation of a Media Resume, Radio and TV News Anchoring and Reporting, The Business of Broadcasting, Audio Production, TV Production, Difference Between Public and Commercial Broadcasting, and Engineering.

Several students toured the remote truck from WISC-TV, Madison as part of the engineering session. At noon, students chose from two sessions. One featured a discussion about what former graduates, who are in broadcasting, would do differently prior to graduation, and the other was “speed networking” which was patterned after the speed dating concept. Twenty broadcast professionals met individually in six-minute intervals with students who could ask questions about any topic.

The afternoon luncheon concluded the seminar and was highlighted by Steve's keynote address, the presentation of the WBA Foundation Scholarships to four recipients, and the thirteenth annual Student Awards for Excellence. In addition, the Leadership Award was given to Michael Beiermeister from Marquette University. The 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.

In addition to Steve, I would like to thank the following broadcast professionals for being panelists: Dave Black UW-Madison, WSUM, Madison; Mike O’Brien, WCLO/WJVL, Janesville; Don Vesely, Russ Bruhn, Shawn Rewald, Amy Pflugshaupt, WMTV, Madison; Jay Kruz, WRE, Cincinnati, OH; Marshall Pierce and Jesse Garon, WMMM-FM, Madison; Shawn Johnson, Wisconsin Public Radio and Frederica Freyberg, Wisconsin Public TV; Randall Davidson and Justine Stokes, UW-Oshkosh; Bill Hubbard, Director-Academic Technology Services, UW-Green Bay; Kyle Geissler, Dave Delozier, Susan Siman, Mike Van Sustern and Kevin Ruppert, WISC-TV, Madison; Kaitlyn Howe, Lane Kimble and Ben Meyer, WJFW-TV, Rhinelander; Dean Maytag; Kent Aschenbrenner and Steve Wexler, E.W. Scripps Company; Herb Cody, WGLR/WPVL, Platteville; Rick McCoy, Mid-West Family Broadcast Group, Madison; Gene Purcell Wisconsin Educational Communications Board; Aaron Rogers, iHeartMedia; Heather Storm, WKSR-FM, DePere; and Annmarie Topel, Saga Communications, Inc.

Thanks to the panel moderators: Sandy Ellis and Rick Burgsteiner, UW-River Falls; Mike Schmitt, UW-Green Bay; Brian Lucas, UW-Whitewater; and Nancy Stillwell, Madison Media Institute.

On behalf of the Education Committee, I would like to thank Linda, Michelle, Liz, and Mandy for making the seminar a success.

We look forward to 2017 and another outstanding student seminar!
Student Awards for Excellence

Presented Saturday, February 27, 2016

**Long Form Production Non-News (Radio)**
1st Place: UW-River Falls - Asian Culture Fest
2nd Place: WRST (UW-Oshkosh) - Video Game Addiction
3rd Place: UW-Stevens Point - Kyle Pieczynski - CRD 'Lun' Interview

**Long Form Production Non-News (TV)**
1st Place: UW-Platteville - Platteville Sunflower Oil Company
2nd Place: Madison Media Institute - The Cheese Shop
3rd Place: UW-Whitewater - The Backup Dream

**News Series/Documentary (Radio)**
1st Place: WRST (UW-Oshkosh) - The Blacksmith
2nd Place: UW-Stevens Point - Water In WI
3rd Place: WRST (UW-Oshkosh) - The Secret Life of a 9-1-1 Dispatcher

**News Series/Documentary (TV)**
1st Place: MUTV (Marquette University) - Doomsday Warrior: The Story of George Andrie
2nd Place: SPTV (UW-Stevens Point) - Water In WI
3rd Place: WRST (UW-Oshkosh) - The Secret Life of a 9-1-1 Dispatcher

**Public Affairs/Talk Show (Radio)**
1st Place: UW-River Falls - The Gunnar Project
2nd Place: Radio1 Broadcast School - Aaron White - Talk Radio - Comedians
3rd Place: WSUM (UW-Madison) - Lucien Parker Interview

**Public Affairs (TV) (Only 1 Entry)**
1st Place: Titan TV (UW-Oshkosh) - Osh the Record

**Newscast (Radio)**
1st Place: UW-Superior - KUWS News at Nine
2nd Place: WSUM (UW-Madison) - 5PM Newscast March 9th
3rd Place: WSUM (UW-Madison) - 6PM Newscast October 16th

**Newscast (TV)**
1st Place: UW-Platteville - University Report - Spring 2015
2nd Place: SPTV (UW-Stevens Point) - SPTV News Cast: Thirteen
3rd Place: UW-Platteville - University Report

**News Story (Radio)**
1st Place: UW-Superior - One Aviation lands in Superior
2nd Place: WSUM (UW-Madison) - Russ Feingold Comments
3rd Place: UW-Superior - Madeline Island wants control over zoning

**News Story (TV)**
1st Place: UW-Madison - Madtown Hopper
2nd Place: UWM PantherVision (UW-Milwaukee) - Paris Vigil
3rd Place: MUTV (Marquette University) - Marquette University Runs to Honor James Foley

**Promotional/Public Service Announcements/Commercials (Radio)**
1st Place: WSUM (UW-Madison) - Beatlemania Promo
2nd Place: WSUM (UW-Madison) - Music Influences
3rd Place: Radio1 Broadcast School - Autumn's Rock Tenn Fair ad

**Promotional/Public Service Announcements/Commercials (TV)**
1st Place: Madison Media Institute - Barn Find Fever Sizzle Reel
2nd Place: Titan TV (UW-Oshkosh) - Why I Love Video Venue
3rd Place: Madison Media Institute - Dairyland Dare: Promo

**Sports Story (Radio)**
1st Place: WSUM (UW-Madison) - Wisconsin Sports Update
2nd Place: UW-Stevens Point - 90FM Sports Update 1
3rd Place: UW-Stevens Point - 90FM Sports Update 2

**Sports Story (TV)**
1st Place: UW-La Crosse - Andy Askow
2nd Place: UW-Madison - From Slovakia to UW
3rd Place: SPTV (UW-Stevens Point) - Sports Story Two: Women's Basketball

**Sports Play-by-Play (Radio)**
1st Place: WRST (UW-Oshkosh) - UW-Oshkosh vs UW-Whitewater WIAC Basketball Tournament
2nd Place: UW-Stevens Point - 90FM Hockey Highlights
3rd Place: Marquette University - Creighton vs. Marquette - Men's Basketball

**Sports Play-by-Play (TV)**
1st Place: Titan TV (UW-Oshkosh) - TTV Sports UWO vs UWW Football Regular Season
2nd Place: MUTV (Marquette University) - Marquette Club Hockey vs. University of Michigan-Flint (December 4th, 2015) Broadcast Highlights
3rd Place: WSUM (UW-Stevens Point) - Pointers Hockey vs. Stout: OT Win

**Sports Programming Non-Play-by-Play (Radio)**
1st Place: Marquette University - Golf Lessons on Campus to Help Faculty, Students for Work and Play
2nd Place: WRST (UW-Oshkosh) - Kareem Abdul-Jabbar Interview
3rd Place: WKU (WKU-TV) - WKU-TV Sportscast April 23, 2015

**Sports Programming Non-Play-by-Play (TV)**
1st Place: UW-Whitewater - Warhawk Sports Saturday
2nd Place: Titan TV (UW-Oshkosh) - Titan Playbook: Basketball Breakdown
3rd Place: UW-La Crosse - Exploring La Crosse: Globetrotters

**Air Check (Radio)**
1st Place: WSUM (UW-Madison) - CRAzy For You
2nd Place: UW-Stevens Point, Eli Frieders - 12-30-15
3rd Place: Madison Media Institute - Breaking Benjamin Intro

**Website (Radio and TV)**
1st Place: MUTV (Marquette University) - Marquette University - MarquetteWire.org
2nd Place: WRST (UW-Oshkosh) - WRST Website
3rd Place: Titan TV (UW-Oshkosh) - Titan TV Website
The Big Deal: Advanced Co-op Strategies

Presenter: Brandeis C. Hall
March 15 at 10am or March 17 at 3pm CST

If you’re ready for a highly-competitive co-op approach that pays big dividends, Dealer Groups and Distributors are where the big co-op money lies. Distributors have great flexibility in spending their vast amounts of co-op accruals and Dealer Groups can control the bulk of a brand’s co-op dollars in a market. For radio managers and sellers who have already mastered local-direct retail co-op funding, we invite you to discover the Big Money by using advanced Co-op strategies.

Embracing Integration to Maximize Revenue and Results

Guest: Amy Leimbach
May 10 at 10am or May 12 at 3pm CST

Integrating local radio assets gets you a greater share of your client’s advertising dollars. This session will present you with case studies and success stories of sales campaigns that used digital marketing, event marketing, and on-air marketing together to create comprehensive experiential marketing solutions. If you want to know how to tap into ad dollars beyond the broadcast budget, this webinar is for you.

Cutting Cable’s Revenue Cord

Guest: Robert Russo
July 12 at 10am or July 14 at 3pm CST

Your local cable system is getting more advertising revenue out of the market than anyone else. You’ll be amazed at how much money Cable is getting. Rob Russo will show you how and why, and more importantly, he will show you how to unplug Cable’s revenue cord and give you specific strategies for moving those dollars to your radio stations.

Control the Creative, Control the Account

Guest: Yaman Coskun
August 16 at 10am or August 18 at 3pm CST

“I tried radio once and it didn’t work.” Ever have a prospect say that? Sadly, if you’ve listened to the radio today, you’ve likely heard a bad commercial. A key ingredient to effective radio advertising is engaging creative. Better commercials get better results. Better results mean success for your clients. Success results in more spending, more often. Yaman Coskun teaches you how to control the creative process and make a great and effective campaign.

From Surviving to Thriving

Guest: Derron Steenbergen
November 1 at 10am or November 3 at 3pm CST

In this information-packed webinar, learn simple steps to making magic in your sales career. You’ll get the 6 most powerful words in sales, how to go from cold call to cash cow, the power of a plan, finding your “appy” place, making money with digital, and much more. Turn “getting by” into “getting buys” with these powerful tools.

Note: topics, dates, times and presenters are subject to change.
Mid-West Family Broadcasting Gifts Radio Station to UW-Eau Claire Foundation

The gift of a radio station from Mid-West Family Broadcasting, Eau Claire to the University of Wisconsin-Eau Claire Foundation will mean expanded educational opportunities for UW-Eau Claire students and new avenues for university outreach to a wider audience.

Mid-West Family Broadcasting and the UW-Eau Claire Foundation announced the gift March 8. The gift includes the radio license, transmitter, tower and related equipment for operation of the commercial station 99.9 WDRK-FM. The approximate value of the gift is $1 million.

“As a part of the community, Mid-West Family Broadcasting is honored to work with the UW-Eau Claire Foundation to further the university’s mission to foster students’ active citizenship and lifelong inquiry,” said Lynn Bieritz, General Manager of Mid-West Family Broadcasting, Eau Claire. “We are very excited to see students develop their talents and possibly enter the vibrant broadcast industry in the future. At the same time, we are excited to announce that Mid-West Family now owns a new radio station, 98.1 WISM. We are excited about what lies ahead — for UW-Eau Claire, for our listeners in this market and for the future of radio.”

Mid-West Family Broadcasting’s recent acquisition of 98.1 WISM-FM resulted in the opportunity to transfer ownership of 99.9 WDRK-FM, ensuring the company stays within its federally mandated limit on stations it can own in a single market. Mid-West Family Broadcasting, Eau Claire also owns 104.5 WAXX-FM, 94.1 WIAL-FM, 92.9 WECL-FM, 790 WAYY-AM and 1150 WEAQ-AM.

The 99.9 WDRK-FM tower and transmitter are located near Bloomer.

“When we were approached about this gift, we took a close look to determine how this asset could provide value to UW-Eau Claire students and the university as a whole,” said Kimera Way, UW-Eau Claire Foundation president. “We are excited to be a part of this because the radio capacity will enable the university to offer another avenue for student engagement and learning as well as provide a venue where we can better tell the Blugold story. I’m pleased to be able to facilitate the addition of another resource for the university’s benefit.”

The radio station will be owned and operated by Blugold Radio LLC, a subsidiary of the UW-Eau Claire Foundation. The process of transferring the station ownership to Blugold Radio, which includes obtaining Federal Communications Commission approvals, is expected to be completed by July 1. While 99.9 WDRK is currently under a commercial license, Blugold Radio is applying for a noncommercial license that will help maximize benefits from key partnerships with UW-Eau Claire, Blugold athletics and Wisconsin Public Radio at the outset, Way said. Way added that Blugold Radio is now working on creating the programming format and partnerships that will allow the station to establish a specific brand early on in its operations.

The Mid-West Family Broadcasting gift will increase options for students through UW-Eau Claire’s department of communication and journalism, further expanding the department’s long tradition of providing students with hands-on learning opportunities through class projects, student media work experiences and internships.

“This gift will enable us to provide additional high-impact applied learning for students in the journalism and integrated strategic communication majors and minors, and our multimedia minor,” said Dr. Mary Hoffman, professor and chair of the communication and journalism department. “Students will have the opportunity to produce a wide variety of programming, serve the community by reporting on community news and interests, and assemble extensive portfolios to use as they seek employment following graduation. We are most grateful for the opportunities presented by this gift.”

It is Blugold Radio’s intent for 99.9 WDRK-FM to be the official radio presence for Blugold athletics, Way said. Dan Schumacher, UW-Eau Claire athletics director, said the radio station will provide an opportunity for Blugold athletics to merge academic experiential learning in broadcast journalism and greater coverage of NCAA Division III college athletics.

“The 99.9 WDRK-FM signal will give Blugold athletics a large radio reach in the Chippewa Valley and a great enhancement to the Blugold sports network of digital, web, radio and TV media platforms,” Schumacher said.

UW-Eau Claire’s current partnership with Wisconsin Public Radio, which includes student-produced programming on 89.7 WUEC-FM, also will be expanded as Blugold Radio takes ownership of 99.9 WDRK-FM. WPR is proposing a plan to provide programming from its News and Classical Network for periods of the day on 99.9 WDRK, said Dean Kallenbach, senior regional manager for Wisconsin Public Radio who also has worked for more than a decade with UW-Eau Claire student programmers on 89.7 WUEC-FM.

“Adding WDRK as a News and Classical Network affiliate would help us fill a gap on the signal of that network that we’ve been seeking to fill for two decades in Barron County and southern Washburn County,” Kallenbach said. “We’re very excited at the prospect of finally providing both the News and Classical Network and the issues-talk Ideas Network (through 88.3 WHWC-Menomonie/Eau Claire) to listeners in Rice Lake, Chetek, Barron and other communities in that area. I’m a native of Barron County, and I know a lot of folks in that area who will be thrilled to finally get Wisconsin’s version of the NPR newsmagazines Morning Edition and All Things Considered, as well as midday classical music hosted from WPR.”

“The gift Mid-West Family Broadcasting made to the UW-Eau Claire Foundation is truly generous,” Kallenbach added. “It will have the effect of being a gift to the Chippewa Valley community as a whole, providing more options for in-depth news, cultural programming and university outreach, while giving students the option to venture into new areas of broadcasting. We at WPR are excited to be invited to be a significant part of the UW-Eau Claire Foundation’s development of WDRK.”

For more information, contact Kimera Way, president of the UW-Eau Claire Foundation, at 715-836-5180 or waykk@uwec.edu, and Lynn Bieritz, General Manager of Mid-West Family Broadcasting, Eau Claire, at 715-832-1530 or lynn@midwestfamilyec.com.
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Jingzhe (Kelly) Wang
WBA Foundation Scholarship

Kelly is a graduate of the Brookfield Academy in Brookfield, Wisconsin. She is currently enrolled in the University of Wisconsin-Madison majoring in Journalism and International Studies. Kelly will graduate in May of 2016.

Kelly has been on the Dean’s list twice and received the Kettle Moraine Press Association 2011-2012 Student Journalism Award. She is active on campus as a volunteer for UW-Madison International Reach, an Information Guide and Student Ambassador of UW-Madison Campus and Visitor Relations and the Vice President of Public Relations of the UW-Madison Assembly of International Students.

Kelly’s journalism experience spans the globe having had internships with the SINA Education Channel and the Blue Ocean Network in Beijing, China, Radio Campus Aix, Aix-en Provence, France and with WPR Milwaukee, WI. She is currently the News Director, an anchor and News Team Broadcaster for WSUM, Madison. Kelly is seeking a career in International Broadcast Journalism. She aspires to help bridge different cultures and foster mutual understanding across boundaries through telling people’s stories in a truthful and compelling way.

Sascha Malas
Morgan Murphy Scholarship

Sascha graduated from Mamaroneck High School in Mamaroneck New York. She is enrolled at the University of Wisconsin–Madison majoring in Journalism and Mass Communications and will graduate in May of 2017.

Sascha has been on the Dean’s List for three semesters. She is a member of the Sports Business Club at the UW, competes as a member of the University Club Waterski team and has been ranked within the top 10 in the Division 1 conference the past two years. Sascha volunteers for the UW Adaptive Fitness Program which serves adults with severe disabilities. She is also a member of the Alpha Chi Omega Sorority.

Sascha loves sports. She was a marketing intern for the Big Ten Network last spring and her team received the Best Overall Marketing Project Award among all Big Ten Interns. During the summer and winter breaks she has interned in production at the local television station in her home town. Last summer Sascha was a Development and Communications intern for the UW Athletic Department. She is currently a co-host on WSUM’s the Triple Threat and provides color commentary and play-by-play for the station’s coverage of UW football games. She is also a part time employee at ESPN Madison.

Sascha is passionate about sports and her goal is to become a sideline reporter for a major sports network or professional team.

Melissa Behling
Results Broadcasting, Inc. Scholarship

Melissa graduated from J.J. Case High School in Racine, WI. She is currently enrolled at the University of Wisconsin-Madison and is majoring in Journalism and the Digital Studies Certificate Program. Melissa will graduate in May of 2017.

Melissa has been on the Dean’s list in Madison for 5 semesters. She is currently on the PR Committee and a mentor for the Freshman Mentorship Association and has served as a mentor and tutor for the Boys and Girls Club of Dane County. Melissa is an accomplished snare drummer and is a snare drum technician for the Sauk Prairie High School. During the last two summers she has performed with the Colts Drum and Bugle Corps of Iowa and is currently a drummer with the Green Bay Packers Tundraline.

Melissa has been a reporter for the Daily Cardinal Multi-Media Team. She has also produced, videotaped and edited as a reporter for the Badger Report, Madison Commons and The Daily Cardinal. She is currently a reporter and social media coordinator for Madison Commons.

Her career goal is to become a producer in a large market. She would like to influence the content of broadcast news to ensure it is newsworthy and to produce educational documentaries that will serve as long form educational programs.

Benjamin Koenigs
Howard Gernetzke Scholarship

Ben is a graduate of Plymouth High School in Plymouth, WI. He is currently enrolled at the University of Wisconsin-Green Bay. He is majoring in Communications with an emphasis on Mass Media, Public Relations and Journalism. Ben will graduate in May.

Ben is a musician and is the lead singer, bassist and manager of an award winning band that has played throughout Wisconsin. He was a finalist for the 2015 “Talking the Talk” contest on the Time Warner Cable Sports Network. Ben has been the head of operations for several charity events that have raise over $1,000 for local organizations.

Ben has done field work for ESPN and Time Warner Cable Sports. He has been a writer for the independent fantasy football website “The Fantasy Authority”. Ben is the host of a podcast for the UW Green Bay student newspaper which is available for download on iTunes every Saturday morning.

He has an undying love for sports and he hopes to become a sports-caster for ESPN.
WBA Student Leadership Award Recipient

Michael Beiermeister

THANK YOU TO THE FOLLOWING FOR MAKING THE WBA’S 2016 STUDENT SEMINAR A SUCCESS...

Speakers and Moderators
Keely Arthur, WISC-TV
Kent Aschenbrenner, E.W. Scripps Company
Ken Beno, WBA Education Chair
Dave Black, WSUM Radio
Steve Boettcher, Boettcher Media Group
Russ Bruhn, WMTV-TV
Rick Burgsteiner, UW-River Falls
Herb Cody, WGLR/WPVL
Randall Davidson, UW-Oshkosh
Dane Delozier, WISC-TV
Sandy Ellis, UW-River Falls
Frederica Freyberg, Wisconsin Public Television
Jesse Garon, WMMM-FM
Brian Lucas, UW-Whitewater
Dean Maytag
Rick McCoy, Mid-West Family Broadcasting
Ben Meyer, WJFW-TV
Mike O’Brien, WCLO/WJVL
Amy PfugSHAUPt, WMTV-TV
Marshall Pierce, WMMM-FM
Gene Purcell, Wisconsin Educational Communications Board
Shawn Rewald, WMTV-TV
Aaron Rogers, iHeartMedia
Kevin Ruppert, WISC-TV
David Sanks, WBA Foundation Chair
Mike Schmitt, UW-Green Bay
Susan Simon, WISC-TV
Nancy Stillwell, Madison Media Institute
Justine Stokes, UW-Oshkosh
Heather Storm, WKSZ-FM
Annmarie Topel, Saga Communications, Inc.
Mike Van Susteren, WISC-TV
Don Vesely, WMTV-TV
Michelle Vetterkind, WBA
Steve Wexler, E.W. Scripps Company

WBA Education Committee
Ken Beno, Committee Chair
Dave Black, WSUM Radio
Nella Citino, Madison Media Institute
Randall Davidson, UW-Oshkosh
Sandy Ellis, UW-River Falls
Pat Hastings, UW-Madison
Terry Havel, UW-Parkside
Erik Johnson, UW-River Falls
Jack Kapfer, UW-Eau Claire
Judy Konkel, UW-Rock County
Maryann Lazarski, Milwaukee Public Television
Brian Lucas, UW-Whitewater

Dean Maytag
Mike O’Brien, WCLO/WJVL
Kevin Pulz, Milwaukee Public Television
Arthur Ranney, UW-Platteville
Mike Schmitt, UW-Green Bay
Chris Shofner, UW-Stevens Point
Dr. Robert Snyder, UW-Platteville
Chuck Steinmetz, WITI-TV
Nancy Stillwell, Madison Media Institute
Michelle Vetterkind, WBA President & CEO
Linda Baun, WBA Vice President

Special Thanks
American Awards & Promotions
Terry Baun, WI ECB
Liz Boyd, WBA NCSA/PEP Coordinator
Mandy Endicott, WBA Administrative Assistant
Madison Marriott West Hotel Staff
Greg Powers, Lake Land College
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Sanks Communications, Madison

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Tom Koser
WAQE-AM/FM/WMIC-AM/FM/WKFX-FM
Rice Lake

Dean Maytag
Retired Wisconsin Broadcaster

Kelly Radandt
Woodward Radio Group
Appleton/Green Bay

Jill Sommers
WISC-TV/TVW, Madison

Chuck Steinmetz
WITI-TV, Milwaukee

Scott M. Trentadue
Retired Wisconsin Broadcaster

Roger Utnehmer
DoorCountryDailyNews.com
Sturgeon Bay

Duke Wright
Midwest Communications, Green Bay

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Making Digital Radio Work.

Jeff Welton
Nautel Regional Sales Manager
Central US

Tel: 1 902 823 5127
jwelton@nautel.com

A broadcaster’s cry for help should never go unanswered.
info@thebfoa.org, 212-373-8250
In 2010, the Wisconsin Broadcasters Association Foundation Board of Directors created the Educational Support Grant Program. This program awards up to $10,000 annually to assist non-profit college and technical school broadcast education programs to acquire equipment, hardware, software, and/or other teaching materials necessary to conduct broadcast education programs and promote careers in broadcasting.

We invite communications educators to submit grant proposals for 2016 and we encourage educators to spread the word about the WBA Foundation’s Educational Support Grant Program.

For 2015, the WBA Foundation Board approved five grants totaling $10,607. The program has generated excellent response. Since the inception of the program, the WBA Foundation Board has issued $163,358 in Educational Support Grants.

Below are Guidelines for the 2016 Educational Support Grant Program:

**2016 WBA Foundation Educational Support Grant Program**

**GRANT POOL:** Up To $10,000 Annually

**NUMBER OF GRANTS:** Variable within the $10,000 limit

**GRANT RESTRICTIONS:** Grants can be used for equipment, hardware, software or other materials used in teaching in broadcast education programs and/or to promote careers in broadcasting. The support equipment or materials acquired can be used in either the classroom or in broadcast facilities. No part of any grant can be used to fund financial support for faculty or support staff.

**MATCHING & OTHER PARTICIPATION REQUIREMENTS:** There are no requirements for matching funds under the program, however, the presence of matching funding or the integration of grant monies in a larger spending program will be taken into account by the WBA Foundation.

**CONSIDERATION TO THE WBA FOUNDATION:** A regular annual report for a period of at least two years to the WBA Foundation Board regarding the progress of students for two years after they leave the grantee’s program is requested. Appropriate recognition, in an ongoing fashion, of the WBA Foundation grant is requested and grant applications should include a statement indicating how this will be accomplished.

**2016 DEADLINE:** Grant Applications must be received in the WBA Foundation Office, 44 E. Mifflin Street, Suite 900, Madison, WI 53703, by Friday, April 22.

Grants will be awarded by July 25 and grant funds may be disbursed upon request any time after the awards are announced.

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### 2015 Foundation Contributors

- Albert Broadcasting
  - Tom Allen
  - Bob Barry Productions
  - Linda and Terry Baun
  - Greg Bell
  - Ken and Donna Beno
  - Tom and Kathy Bier
  - Burlington Area School District
  - Dave Carlson
  - Scott Chorski
  - CTJ Communications Ltd.
  - Lee Davis
  - Eddie Doucette
  - Nancy Douglass
  - John Dudley
  - Educational Communications Board
  - Fruit Broadcasting LLC
  - Jill Geisler
  - Bruce Grassman
  - Marty Green
  - Terry Havel
  - James Hoyt
  - Ed Hutchings
  - KMB Broadcasting
- Al Lancaster
- Jack Le Duc
- Paul LeSage
- Jonathan Little Productions
- Joseph Loughlin
- Magnum Communications, Inc.
- Magnum Radio Inc.
- Roger Mann
- Dean Maytag
- Midwest Communications, Inc.
- Joseph Moen Estate
- Mike and Patty O’Brien
- Gene Purcell
- Kelly Radandt
- Radio Plus Bay Cities
- Dick Record
- Dick Record
- (in memory of Rick Jowett)
- Dick Record
- (in memory of Bob Southard)
- Bill and Marlys Rittman
- Chuck and LuAnn Roth
- David Sanks
- Mark Schermerhorn
- Jim and Martha Schuh
- Seehafer Broadcasting Corp.
- Don and Jean Seehafer
- Shockley Foundation
- Toomsun Media
- WTKM-AM/FM
- Scott Trentadue
- Michelle and Kirk Vetterkind
- WBAY-TV
- WBSD-FM
- WCLO/WJVL
- WEKZ AM/FM
- Steve Wexler
- WIGM Inc.
- WKBT-TV
- WKOW-TV
- WMTV-TV
- Woodward Communications
- WRAC AM/FM
- WRJ
- WSAW-TV
- WUWM-FM
- Mark Zelich

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### Legacy Club

- Bob Barry
- Chris Bernier
- Lee Davis
- Richard Dudley
- (1923-2013)
- Nate Goetz
- Bruce Grassman
- Jack Hackman
- Ed Hinshaw
- Laurin Jorstad
- Perry Kidder
- John Laabs
- Paul LeSage
- Scott Lopas
- Joe Moen
- (1927-2014)
- Dick Record
- David Sanks
- James Schuh
- Don Seehafer
- Sandy Shockley
- Terry Shockley
- Roger Utnehmer
- Michelle Vetterkind
Financial Management for Broadcasters

**Tuesday, 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

**Wednesday, 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, Darcy Luoma, President, Darcy Luoma Coaching & Consulting.

The Myth of Multitasking: How to Increase your Productivity by Doing Less

Do you check email while on a conference call? Do you pride yourself in your ability to juggle two things simultaneously? While this is normal behavior for many, research shows it is not effective. Not only is multitasking inefficient, it actually reduces your productivity. Mindfulness means being fully present in the moment focusing only on the task at hand. Learn the value and importance of single-tasking to improve your creativity, memory, attention, productivity and influence!

Agile Strategy: Design It, Share It, Drive It

**Thursday, 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.

**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.**

**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

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**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
Thank You for YOUR Stations’ participation in the WBA’s Public Education Program/NCSA Campaigns!

We couldn’t provide you, our valued members, with such a wide array of WBA member services without your support of the program.

Your conscientious reporting to us of your donation of airtime is critical to the continued effectiveness of our program. Thank you.

Your conscientious reporting to us of your donation of airtime is critical to the continued effectiveness of our program. Thank you.

Wisconsin Broadcasters Association

WBA Awards For Excellence

Start saving your 2016 entries for the WBA Awards for Excellence!

Find out more at www.wi-broadcasters.org

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Conclave 41 is just a short time away!

Get Registered Now!

You may have seen the announcements on various trade sites like All Access or in the daily e-blasts from Ramp or from Tom Taylor and others about this summer’s Conclave gathering in Bloomington, Minnesota on July 14th and 15th and then asked, “What is the Conclave?”

The Conclave is a non-profit organization, made up of radio broadcast professionals whose goal is “Through education, to improve the quality of broadcasting and related industries so that they may better serve the public interest.”

Each year our goal has been to put together a diverse and information filled few days to help anyone in broadcasting achieve the best they can for both themselves and the stations they work for. And this coming year is going to be as a certain presidential candidate might say…“Will Be Huuuuge!”

Wednesday, July 13, 2016

The fun will actually begin with a Welcoming Party on Wednesday July 13th brought to you by vCreative. Details on this are being worked out as the Broadcaster went to press, so hit the website (theconclave.com) for details in a few weeks.

Thursday, July 14, 2016

On Thursday morning the 14th, the Conclave starts things off with the awarding of scholarships to broadcast students from around the Midwest and then moves right into our morning session featuring Ginny Morris, CEO / Hubbard Radio, Jim Ryan, SVP / Programming – CBS Radio, Caroline Beasley, CFO / Executive VP and Tony Coles, SVP / Programming – iHeartMedia. There will be breakout sessions that day in Programming, Revenue, Talent and on Digital then for our Luncheon we are very excited to have former CBS Radio President and CEO Dan Mason as guest speaker. Coleman Insights head Warren Kurtzman along with RCS-Media Monitors-MediaBase President Philippe Generali will talk about building your brand with ‘The Components of Tuning Occasions” after which there will be more breakout sessions in Sales and Programming, Marketing, Podcasting and Ratings.

Day one will end with our traditional “It’s Five O’Clock Somewhere” reception and then you’ve got the night free to explore the Mall of America right just a short hop away or ride the light rail to downtown Minneapolis and take it in!

Friday, July 15, 2016

On Friday the 15th, the big hit of last year’s Conclave, the Speed Mentoring Breakfast will return! From 8:30 to 10:30, for 10 minutes at a time you can ask questions of some of the top people in the business! The list of industry (and some Wisconsin based) notables is too large to list here so hit up the Conclave website for a look at who will be here that morning! There will be sessions again on Friday after the breakfast including subjects like Social Media, Video Consumption and Talent, and then Conclave will conclude with the presentation of the winner of the Rockwell Award. The Rockwell Award was created in 1989 as a tribute to longtime Conclave Board member and Wisconsin radio owner/operator/morning man, Mike Rockwell. This year’s nominees for the Rockwell are:

- Duke Wright - President/CEO Midwest Communications
- Beverlee Brannigan - VP/Radio E.W. Scripps
- John Gehron - COO AccuRadio
- Mike Kennedy - Steel City Radio, Kansas City
- Joe Schwartz - Former President/CEO Cherry Creek Radio

Go online to theconclave.com and follow the link to vote for your choice before the end of March. After awarding the Rockwell, we’ll close out the Conclave with a special Storyteller’s Session with a top name recording artist or group...again watch the website for more.

I have been involved with the Conclave as both an attendee (ask me the story about how I got to go to my first Conclave) and now as a member of the board and it is the most fun I have every year…next to a certain Washington D.C. trip that I take with some other Wisconsin friends!

Special Rate

Teachers! Your students and you can attend Conclave for a very special rate! Email me at bob@wisconsin106.com for more information.

And for the rest of you, use that email if you’d like to ask more about what we do, if you’d like to get involved or are just plain curious.

Better yet, pick up the phone and call me after 10AM (hey…I gotta do the morning show first!) at 608-339-3221. I’d be happy to chat with you!

**Bio for Bob Goff**

Bob Goff has been in radio broadcasting since 1979 as a high school sophomore at the original WTMB-FM in Tomah. He is a board member and scholarship coordinator for the Conclave, and is the Operations Manager/Morning Host/Music and Traffic Guy and Professional Problem Solver for WCWI-FM, Wisconsin 106 in Adams, Wisconsin.