



YOUR WBA Serving YOU!

In the last 12 months YOUR WBA has:

- ✓ Achieved a reduction in Wisconsin's Personal Property Tax and is working with a coalition of 51 strong and diverse trade and business associations focused on repealing the entire tax
- ✓ Launched and grew a WBA member app
- ✓ Advocated for and received additional Congressional funding to reimburse stations incurring costs related to the spectrum repack
- ✓ Produced a promotional video encouraging members to attend State Legislative Day
- ✓ Worked with the TV news directors in Milwaukee and the Milwaukee County Courthouse to address concerns about courtroom access
- ✓ Produced and distributed radio and TV spots promoting the WBA Hall of Fame
- ✓ Launched an E-Newsletter published by email between publications of the print newsletter
- ✓ Hosted NAB President and CEO Sen. Gordon Smith at the WBA Summer Conference, along with Sue Keenom, NAB Senior Vice President of State, International, and Board Relations
- ✓ Held the first ever "Toolbox" event hosted by the WBA Young Professionals Committee
- ✓ Promoted and led Wisconsin's effort in a national NAB initiative to promote the broadcasters' community service work in a concentrated social media campaign using the hashtag #BroadcastGood
- ✓ Encouraged stations to promote their positive work in the community through the WBA newsletter and promoted those stories to the Wisconsin Congressional delegation through social media
- ✓ Offered P1+ Entry Level Sales Training
- ✓ Continued the ever-popular Job Bank where all job notices received are posted on the WBA website, which is linked to a National Job Bank
- ✓ Continued our shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. Since the inception of Wisconsin's Amber Alert program in 2003, we have had 33 Amber Alerts with the successful recovery of 44 children.
- ✓ Sponsored the Broadcasters Clinic, a three-day award winning and nationally renowned event held in October attracting more than 300 broadcast engineers, vendors and exhibitors from 17 states
- ✓ Supported the Midwest Next-Gen TV Summit in Columbus, Ohio which hosted engineers from around the region to learn about ATSC 3.0
- ✓ Assisted in the coordination of Wisconsin's annual live-code statewide tornado warning test
- ✓ Updated the WBA Awards for Excellence categories to reflect changes in broadcasting and to promote best practices in broadcasting
- ✓ Received another record number of entries (1,784) in the WBA Awards for Excellence Program. The 2018 Awards Gala had more than 400 attendees. The WBA benefitted from social media at the event with 25,000 impressions on Twitter and Facebook reach of 3,500. There were 2.2 million impressions on the #wbagala hashtag and a reach of 829,000. The Station of the Year livestream was viewed 1,000 times.
- ✓ Supported and attended the Watchdog Awards, which recognizes those who demonstrate the importance of transparency in government
- ✓ Held our annual State Legislative Day, which featured meetings at the State Capitol with elected officials and concluded with our State Legislative Reception
- ✓ Provided financial assistance to 35 WBA directors and members for our annual Washington D.C. Call on Congress
- ✓ Represented the concerns of broadcasters and journalists about a bill regulating the use of police body cameras and secured representation for broadcasters on a legislative study committee on the topic
- ✓ Monitored drone regulation proposals
- ✓ Offered WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories
- ✓ Began promotion of a message to WBA members that "If you work for a WBA member station, you're a member of the WBA."
- ✓ Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes the Connecting the Dots weekly email training, access to Jacobs Media webinars and contributions to the Wisconsin Broadcaster, highlighting digital/social/mobile and trends in digital media. Seth Resler also produced a series of instructional videos and attended the WBA Summer Conference to hold face-to-face consultant meetings with member stations.
- ✓ Offered a variety of social/digital media seminars and webinars to assist our members with their social/digital media needs
- ✓ Partnered with Governor Walker, the Republican Party, and the Democratic Party, to make available to our members their Weekly Radio Addresses via WisPolitics and on our website
- ✓ Actively monitored and lobbied on federal and state issues to serve, protect and promote the broadcast industry in Wisconsin, in addition to providing the WBA's perspective in many FCC proceedings
- ✓ Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by FCC-experienced engineers before applying for renewal of their station licenses. Currently, 260 Wisconsin radio stations and 37 Wisconsin TV stations are protected.
- ✓ Presented WBA Local Broadcast Legends Awards to Kathy Keene, Margaret Neader (posthumous) John M. Wadd (posthumous), and Jeff Wagner. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.
- ✓ Continued work with our advisory teams led by WBA board members to identify member and association needs in the areas of technology, advocacy, education, diversity, and association revenue, as part of our long range strategic planning process
- ✓ Offered a new round of the WBA Mentorship Program initiated by the WBA's Young Professionals Committee

- ✓ Continued to support and grow the WBA Young Professionals Committee which represents our younger WBA members and future broadcast managers. The initiative also encourages outreach to individuals interested in a broadcasting career.
- ✓ Provided members with a 24-hour Engineer Hotline
- ✓ Toured the Consumer Electronics Show in Las Vegas with Jacobs Media to learn about how new technologies will affect broadcasters
- ✓ Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, David Oxenford at Wilkinson Barker Knauer LLP, and by Madison counsel, Godfrey Kahn
- ✓ Built on the social media component of the NSCA/PEP program with a high profile campaign
- ✓ Connected the Wisconsin Humanities Council with stations willing to participate in a project connecting journalists with their local communities
- ✓ Hosted the annual WBA Student Seminar with more than 130 students from 16 different schools. The day also featured our WBA Student Awards for Excellence, including 205 entries this year, the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award winner
- ✓ Extended the Student Awards program to Wisconsin high school students
- ✓ Updated and maintained the WBA Assistance Action Plan for EEO Compliance, which set an industry standard and helps WBA member stations achieve compliance under the FCC EEO regulations
- ✓ Moved the WBA Broadcaster Emergency Personnel ID Program from the Wisconsin Department of Justice to Wisconsin Emergency Management. Issued new cards to all cardholders which will allow radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep stations on the air
- ✓ Increased Facebook likes by more than 200 and average weekly engagements went from about 44 to about 77
- ✓ Continued to host www.wisconsinhonorflight.org, a one-stop shop for all six Wisconsin Honor Flight Hubs and distributed new spots for stations to air
- ✓ Worked with Wisconsin Honor Flight to air new PSAs featuring Steve Stricker promoting the service for Wisconsin's veterans
- ✓ Held two Nondiscrimination and Outreach in Hiring sessions/webinars in conjunction with the WBA's winter and summer conferences to assist our members with EEO compliance and credit
- ✓ Promoted repack resources to stations in markets subject to the television repack
- ✓ Coordinated two job/career fairs which were held in conjunction with the WBA winter and summer conferences
- ✓ Offered Omnia Target Reports to aide WBA members in recruitment and hiring
- ✓ Held two annual conferences—a winter meeting in Madison and a summer meeting in Milwaukee, offering a wide array of timely programs to serve our members
- ✓ Conducted station visits throughout the state to meet in person with broadcasters in their offices and studios
- ✓ Published the Wisconsin Broadcaster, our bi-monthly newsletter and published all articles as they were available on the WBA website
- ✓ Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website



- ✓ Awarded the first Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett
- ✓ Added new recordings to the WBA Museum
- ✓ Approved a WBA Hall of Fame ring to be available to WBA Hall of Fame members as a fundraiser for the WBA Foundation
- ✓ Achieved a second year of sellout attendance at the 21st annual three-day Walker Broadcast Management Institute at UW-Madison. As of April 2018, 143 broadcast managers have graduated from the three-year module.
- ✓ Inducted four Wisconsin broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 140. Inducted this year: Tom Koser, Chris Lytle, Bob Smith, and Gary Timm.
- ✓ Continued support of High School Initiative designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering
- ✓ Continued WBA Student Storytellers (as part of WBANewsroom.org), featuring interesting, creative, and engaging stories produced and posted by students. This initiative was created to foster a dialogue between Wisconsin broadcasters, students in Wisconsin schools and universities and instructors, professors, and teachers of journalism and media.
- ✓ Provided a WBA Engineering Fellowship Grant Program in conjunction with the WBA Foundation to support continuing education for broadcast engineers
- ✓ Produced two half-hour WBA Hall of Fame Shows for distribution to Wisconsin television stations
- ✓ Prepared to host two statewide political debates, following in the WBA Foundation's 30 year history of using debates to promote an informed electorate
- ✓ Continued sponsorship of Radio Marketing Professional (RMP) seminars throughout the state in which students can become certified as RMPs through the Radio Advertising Bureau, providing stations with potential sales people. Since 2007, 799 students have become certified RMPs.
- ✓ Awarded \$9,977 in educational support grants, through the WBA Foundation, to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software, and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting
- ✓ Continued to refine and update WBANewsroom.org. All content has been updated and is kept current to reflect "what's going on" in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It's a valuable resource for all reporters, editors, producers, students, and news junkies.
- ✓ Hosted a 50/50 fundraiser during the WBA Awards Gala and Summer Conference. \$580 was raised at the gala and \$840 was raised at the conference for the WBA Foundation.