Hosted the FCC as it made numerous stops in Wisconsin during a road trip through the Midwest to talk to residents about consumer issues

Launched a new member services feature on the WBA website which includes a new member database and app

Created a WBA Legislative Committee made up of members from each of Wisconsin’s eight Congressional Districts

Promoted repack resources to stations in markets subject to the television repack

Joined a national campaign to promote the five freedoms listed in the First Amendment

Established the first Young Professional of the Year award to be given out in 2020

Produced a promotional video encouraging submissions to the WBA Awards competition

Awarded the first ever Distinguished Service Award to former Wisconsin Governor Tommy Thompson

Produced two videos highlighting community service work led by Wisconsin broadcasters

Worked with a Legislative Study Committee to draft a bill to address the use of police body cameras in Wisconsin

Launched an E-Newsletter for young professionals in broadcasting

Held the second ever “Toolbox” event hosted by the WBA Young Professionals Committee

Promoted and led Wisconsin’s effort in a national NAB initiative to promote repack resources to stations in markets subject to the repack

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 37 Amber Alerts with the successful recovery of 46 children

Offered members one-on-one digital strategy consultations with Seth Resler from Jacobs Media

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

Assisted in the coordination of Wisconsin’s annual live-code test statewide tornado warning tests

Worked with a coalition of 51 strong and diverse trade and business associations focused on repealing the personal property tax

Updated the WBA Awards for Excellence categories to include Social/Digital Media categories for all divisions

Received another record number of entries (1,786) in the WBA Awards for Excellence Program

Hosted a Mardi Gras themed Awards Gala with nearly 400 attendees.

Grew the WBA’s social following at the Awards Gala with 147,000 impressions on Twitter and Facebook reach of 6,142. There were 701,000 impressions on the #wbagala hashtag and a reach of 464,000.

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 with elected officials and our State Legislative Reception.

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.

Partnered with the Democratic and Republican parties in Wisconsin to make available their Weekly Radio Addresses to our members via WisPolitics and on our website

Continued the very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories

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.

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.

Presented four WBA Local Broadcast Legends Awards to Jerry Burke, Duff Damos, Glen Moberg, and Marshall Shapiro (posthumous). 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 Group which represents our younger WBA members and future broadcast managers

Grew the list of young broadcast professionals in the WBA database
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 numerous campaigns

Connected the Wisconsin Humanities Council with stations willing to participate in a project connecting journalists with their local communities

Hosted the WBA annual Student Seminar with more than 130 students from 16 different schools. The day also featured our WBA Student Awards for Excellence, including a record 286 entries this year, the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award winner.

Updated and maintained the WBA Assistance Action Plan for EEO Compliance, in which set an industry standard and helps the WBA helps member stations achieve compliance under the FCC EEO regulations

Continued the WBA Broadcaster Emergency Personnel ID Program in partnership with Wisconsin Emergency Management. The cards help radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep stations on the air.

Increased WBA account Facebook likes by more than 200 and average weekly engagements went from about 100 to about 600.

Provided financial assistance to 36 WBA directors and members for our annual Washington D.C. Call on Congress.

Held two EEO-related sessions in conjunction with the WBA’s winter and summer conferences to assist our members with EEO compliance and credit

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

Continued to host www.wisconsinhonorflight.org, a one-stop shop for all six Wisconsin Honor Flight Hubs

Held two annual conferences - a winter meeting in Madison and a summer meeting in Elkhart Lake, offering a wide array of timely programs to serve our members

Monitored drone regulation proposals

Conducted station visits throughout the state to meet in person with broadcasters in their offices and studios.

Published the Wisconsin Broadcaster, our e-newsletter, 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.

Announced the first ever WBA Foundation Celebrity Golf Outing scheduled for Aug. 4, 2020 at SentryWorld Golf Course in Stevens Point

Created the David L. and Rita E. Nelson Family Fund Scholarship from the generous support of the David Nelson family

Hosted the Doug Chickering WIAA Sports Workshop at Miller Park.

Welcomed five new members to the Legacy Club: Terry Baun, Tom Koser, David L. Nelson, Mike and Patty O’Brien and Duke Wright

Produced and distributed radio and TV spots promoting the WBA Hall of Fame

Awarded the second Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett

Hosted statewide political debates for the races for U.S. Senate and Governor of Wisconsin, following in the WBA Foundation’s 30 year history of using the debate to promote an informed electorate

Added new recordings to the WBA Museum

Made available the new WBA Hall of Fame ring to WBA Hall of Fame members as a fundraiser for the WBA Foundation

Achieved a continued sellout attendance at the 22nd annual 3-Day Walker Broadcast Management Institute at UW-Madison - As of April 2019, 153 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 144 - Inducted this year: Clif Groth, David L. Nelson, Fannie Mason Steve, and Dean Maytag

Continued support of the High School Initiative designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering.

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.

Continued to offer a WBA Engineering Fellowship Grant Program in conjunction with the WBA Foundation to assist continuing education for broadcast engineers.

Produced two half-hour WBA Hall of Fame Shows for distribution to Wisconsin television stations.

Continued sponsorship of Radio Marketing Professional (RMP) seminars throughout the state whereby students can become certified as RMPs through the Radio Advertising Bureau, providing our stations with potential sales people. Since 2007, 838 students have become certified RMPs.

Awarded $3,000 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. $1,680 was raised at the gala and $1,690 was raised at the conference for the WBA Foundation.