I was honored to attend October’s Wisconsin Senate Debate in Green Bay, sponsored by the WBA Foundation, with the support of your WBA. It was a wonderful example of WBA staff and members working together to provide an important community service. In contrast to the turmoil on the national political scene, our statewide effort affirmed that a political debate can actually inform and enlighten, which is what more than 75 broadcasters across the state joined together to do for the citizens of Wisconsin.

Special thanks go to the folks at WLUK in Green Bay for hosting and producing the debate, which was no small undertaking. Other broadcasters in the Green Bay market also pitched in to provide technical support. The panelists from Green Bay radio and TV stations asked thoughtful and substantive questions, and moderator Jill Geisler kept the discussion on track and on time. And even though the countdown clock in the studio was displayed on a 50-inch TV and very hard to miss, the candidates still earned kudos for keeping their remarks within their allotted time!

In our current political environment, the “Media” gets painted with an awfully broad brush, and sometimes not a very flattering one. Events like our Senate debate remind us of the important and invaluable role that local broadcasters play in our democracy. If, as James Madison said, “The advancement and diffusion of knowledge is the only guardian of true liberty,” then broadcasters have an immense responsibility… one that we measured up to by organizing, producing and airing this debate. Thanks to the Wisconsin Association of Independent Colleges and Universities for their funding, and thanks to the many broadcasters state-wide who were involved in this worthwhile effort.
position. It became apparent that in order to establish the position in a fiscally responsible manner it would be best to modify the structure of the position.

We are fortunate that our prospect for the full time position is interested in working with the WBA on a project basis and does have the flexibility with their current employer to dedicate time to the WBA, which will allow us to advance the process of staff restructuring in a fiscally responsible manner.

**We are pleased to inform you that effective October 1, 2016 we began working with Kyle Geissler**, who has been the WBA’s Digital Consultant (on a volunteer basis), in a formal consulting arrangement managing the WBA’s internal and external communications as the WBA Director of Communications.

Kyle has been working in broadcasting for 15 years in Wisconsin radio and television newsrooms and most recently in website and social media management at WISC-TV in Madison. He has been involved in the WBA since joining the awards committee in 2008. You can expect to see him on occasion at future WBA events.

And...to help you get to know Kyle a bit better – from his perspective, here’s a post he included on the WBA’s website:

**Posted on October 1, 2016 New role at WBA**

My first solo shift on the radio was in the late 90s at WRST-FM in Oshkosh. I was hosting Jazz Directions. The station still today plays jazz every weekday afternoon.

I loved hosting that show, and I’ve loved all the experiences in broadcasting I’ve had since then.

Some background:

Before I left school, I was an intern at KFIZ in Fond du Lac. I took my experience from those two stations to land my first professional broadcasting job at WCLO-AM and WJVL-FM in Janesville. While there, I completed a graduate degree in mass communications at UW-Whitewater. In addition to the radio stations in Janesville, and started also working for the Janesville Gazette, which is also owned by Skip Bliss. I experienced a print newspaper and helped lead a shared digital effort for the radio stations and newspaper.

At some point during my time there, I started serving on the WBA Awards Committee. In 2012 I moved to Madison to manage Channel3000.com in the WISC-TV newsroom. I learned a lot about TV just by being in broadcasting, but I learned so much more when I joined such an active TV newsroom.

I’ve also taught young digital journalist at UW-Whitewater most semesters for the last ten years.

It was this background and a personal belief in the power of broadcasting that prompted me to help the WBA whenever asked. I couldn’t say no. I believe in the mission.

In 2015, I became the WBA’s digital consultant. I assisted the WBA with things like Facebook and booking speakers for our conventions.

I’m still working full-time in a TV newsroom at WISC-TV, but I’m also committed to helping the WBA as the Director of Communications. In this role that I’ve started this month, I’ll expand beyond digital efforts to helping the WBA with internal and external communications and other strategic initiatives. I’m excited to serve.

I’ve met so many great people through the WBA and I hope to meet even more in this new role. If you know me, or not, you can consider me a connection to the WBA, which exists to serve all members. I’ll be looking for new ways to reach out to broadcasters at member stations to get even more people involved.

I’ve found it rewarding to get involved. I think you will too.
Baun Recognized

As you read this issue of the Wisconsin Broadcaster you’ll see that we celebrated the 60th Anniversary of the Broadcaster’s Clinic. The Clinic Committee, under the leadership of Leonard Charles once again did a phenomenal job in putting together a program that is truly top notch. We’re incredibly proud to be able to host the nationally known Broadcaster’s Clinic right here in Wisconsin. On a personal note, one of my proudest moments from this year’s Clinic was being able to surprise (no small feat, I might add) our own Linda Baun with recognition for her 10 years with the WBA and for putting her heart and soul into the Broadcasters Clinic for the past 10 years. As I’m sure many of you will agree, the Clinic would definitely not be the same without her!

Celebrating WBA NCSA/PEP Coordinator Liz Boyd’s birthday on Halloween

WBA Supports Operation Welcome Home

Can you help us out?

As the country observes the 50th anniversary of the Vietnam War, the Wisconsin Department of Veteran’s Affairs (WDVA) is overseeing a two-year statewide commemoration named Operation Welcome Home in 2015 and 2016. Organizations like your Wisconsin Broadcasters Association have helped lead the effort across Wisconsin to educate our communities about this commemoration, and encourage local communities to host events honoring all of our Vietnam War veterans. As your WBA President & CEO, I am honored to be a part of the Operation Welcome Home Committee. So here’s where we ask for your help: 29 Wisconsin counties (listed following) still have no registered ceremonies with this commemoration rapidly coming to an end in 2017. Please help us ensure an event takes place in all of Wisconsin’s 72 counties to honor this generation of veterans.

Adams Langlade
Ashland Marinette
Bayfield Marquette
Burnett Pepin
Calumet Pierce
Columbia Richland
Crawford Sauk
Dunn Sawyer
Forest Shawano
Grant Taylor
Green Lake Vilas
Iowa Waushara
Jefferson
Juneau
Lafayette

Please go to WisVets.com and search for “Operation Welcome Home” to learn how you can participate. Anything you can do to help initiate an event would be greatly appreciated.

Thank you, as always, for your continued support!
WBA Foundation Sponsors U.S. Senate Debate

U.S. Senate candidates Sen. Ron Johnson and challenger Russ Feingold debated Oct. 14, in Green Bay at a one-hour televised event sponsored by the WBA Foundation with funding provided by the Wisconsin Association of Independent Colleges and Universities.

It was aired by 84 television and radio stations throughout the state. The debate was also shown live on national network C-SPAN and Wisconsin public affairs cable network WisconsinEye. It was also aired in Spanish on some stations and streamed on at least nine different websites.

The debate was produced at WLUK-TV and moderated by Jill Geisler, longtime Wisconsin news professional, WBA Hall of Fame member, author, and Bill Plante Chair in Leadership and Media Integrity at Loyola University, Chicago. Panelists from the Green Bay/Appleton market included Stacy Engebretson, WGBA-TV Green Bay; Mike Kemmeter, WHBY Radio, Appleton; Tom Milbourn, WLUK-TV Green Bay; and Kris Schuller, WFRV-TV, Green Bay. WBA Foundation President & CEO, Michelle Vetterkind, provided the intro and the close.

The candidates debated issues including gun control, VA hospitals, international terrorism, Social Security, family leave, student debt and the presidential race.

The candidates also took questions from the audience through social media about the Affordable Care Act and alternative energy. WLUK’s Mike Murad ran the Social Media Desk and posed audience questions during the debate. The audience could submit questions through social media using the hashtag #wbadebate, which was trending nationally while the debate aired.

The debate was re-aired on numerous Wisconsin stations and C-SPAN and it was redistributed by CNN. It was archived for playback by C-SPAN, WisconsinEye and Wisconsin Public Television.
BROADCAST OF THE

Wisconsin U.S. Senate Debate

Friday, October 14, 2016, 7 PM

RADIO

WHAA FM ............... Adams
WHBY AM ................ Appleton (live and *)
WUWS FM .................. Ashland
WL2L AM .............. Auburndale/Stevens Point
WBEV AM ................ Beaver Dam (*)
WHSA FM .................. Brule
WHAD FM .................. Delafield
WUEC FM ................ Eau Claire
WVCF FM ................ Eau Claire
KFIZ AM ................. Fond du Lac (*)
WFDL AM ................. Fond du Lac (*)
WVF FM .................... Fond du Lac
WHID FM .................... Green Bay
WPNE FM .................... Green Bay
WTAQ AM .................... Green Bay
WTAQ FM .................... Green Bay
WHHI FM ..................... Highland
WCLO AM ................. Janesville (*)
WGTI FM ..................... Kenosha
WHLA FM ..................... La Crosse
WIZM AM ..................... La Crosse
WLFN AM .................. La Crosse (*)
WLSU FM .................. La Crosse
WERN FM .................... Madison
WAAM ....................... Madison
WAXM FM .................. Madison
WHWC FM ................ Menomonie
WVSS FM ................ Menomonie
WAGN AM ................. Menomonie, MI
WTMJ AM ..................................... Milwaukee
WUWM FM ...................... Milwaukee
WVCY FM ...................... Milwaukee
WOSH AM .................. Oshkosh (*)
WRST FM ..................... Oshkosh
WVCY AM ..................... Oshkosh
WVCFS FM .................. Owen

WHBM FM .................. Park Falls
WSSW FM .................. Platteville
WHSF FM ........ Rhinelander/Eagle River
WRCO AM ........ Richland Center
WRCO FM ........ Richland Center
WHDI FM ........ Sister Bay
WHND FM ........ Sister Bay
KUWS FM ................ Superior
WSSU FM ................ Superior
WUWS FM ................ Superior
WVCC FM ................ Tomah
WEGZ FM ................ Washburn
WHWA FM ................ Washburn
WHRM FM ........ Wausau
WLBL FM ................ Wausau
WVRN FM ................ Wittenberg

TELEVISION

KARE TV ........ Minneapolis-St. Paul
WEAU TV ................ Eau Claire
WEUX TV ................ Eau Claire
WQOW TV ................ Eau Claire
KBJR TV 6.3 ............... Duluth
WDIO TV ................ Duluth (*)
WBAY TV ................ Green Bay
WFRV TV ................ Green Bay
WGBA TV ................ Green Bay
WLUK TV ................ Green Bay
WPNE TV ................ Green Bay
WHLA TV ...................... La Crosse
WLAX TV ...................... La Crosse
WKBT TV ...................... La Crosse
WXOW TV ...................... La Crosse
WAHA TV ...................... Madison
WISC TV ...................... Madison
WKOW TV ...................... Madison
WMTV TV ...................... Madison
WHWC TV ................ Menomonie/Eau Claire

WISN TV ................ Milwaukee (*)
WITI TV ................ Milwaukee
WMW TV ................ Milwaukee
WMVS TV ................ Milwaukee
WTMJ TV ................ Milwaukee
WVCD TV ................ Milwaukee
WYTV TV ........ Milwaukee (In Spanish)
WLEF TV ................ Park Falls
WJFW TV ................ Rhinelander
WAOW TV ................ Wausau
WHRM TV ................ Wausau
WZAW TV ................ Wausau

NATIONAL CABLE

C-SPAN National Cable Network (Live)
(Also archived and an additional delay)
CNN (tape distribution)

WISCONSIN NETWORK OUTLETS

WisconsinEYE (also archived)
Wisconsin Public Television (also archived)
Wisconsin Radio Network

WEB STREAMS

wpt.org
wpr.org
wiproud.com
fox11online.com
wisconsinvote.org
whby.com
wkow.com
wtmj.com
wbay.com

* Denotes Delay
Surviving Viral Chaos

Broadcasters perform well in a crisis, but are you prepared to perform in a crisis when it involves your website and social media accounts? Hannah Stonehouse Hudson is no stranger to a crisis. She will help you create a plan to have in place before a viral event or social media crisis happens, like breaking news, retransmission issues or controversy involving your station or staff. How will you communicate with the audience? What about clients? She will work through scenarios and offer templates for formulating your own plan. At some point you will probably be at the center of some sort of internet craziness. She will help mitigate the stress and possibly grow or save your station.

Registration available online at www.broadcasters.org.

After the sessions meet us for a WBA Social Tuesday at 6:00 PM with your fellow broadcast professionals.

Join us upstairs at The Coopers Tavern, 20 W Mifflin St. Madison.

HOTEL RESERVATIONS
Please call The Madison Concourse Hotel at 1-800-356-8293 and mention that you are with the WBA. Hotel rates are $159 for Concourse Level and $209 for Governor’s Club Level. Please note there is a $10 per night for overnight guest parking charge or $1.50 per hour ($17) per day for non-guests. The hotel address is 1 W. Dayton St., Madison, WI 53703

HOTEL DEADLINE JANUARY 9, 2017
Gain one credit per two-year period

Your WBA is always looking for ways to assist our member stations with EEO credits. As part of the WBA Assistance Action Plan for EEO Compliance we are proud to offer the WBA Broadcast Internship Program!

As stated in the WBA’s Assistance Action Plan for EEO Compliance:

“The FCC also allows one full credit per two year segment for participating in the WBA Broadcast Internship Program, where the WBA seeks qualified candidates, develops a pool of candidates who become available for consideration by SEUs that have internship programs, and provides those SEUs with the names and qualifications of such candidates for consideration and selection by participating SEUs for their own station internship programs.”

If your station is interested in participating, go to our website (www.wi-broadcasters.org) Click on the Members Only section. Supply your user name and password. Forgot your password? Call us. Scroll to Equal Opportunity, highlight and click on EEO Internship Program and then All Intern Candidates. There you will find the most recent information about interested candidates.

Candidates are categorized by the geographic area where they wish to intern. You may then contact your potential intern directly. You should print out the WBA Internship Section from our website, including your intern’s information, to help document the existence of your internship program. Please note that according to our Washington Counsel, every SEU should document that they have an operating internship program and use reasonable efforts to have an intern “on staff” during a significant portion of both years of the two year segment for which they are seeking a credit. This means that there should be an intern at the SEU either for the entire school year, for one semester of a school year, and/or during the summer.

Having an intern for only two weeks of a year is clearly not enough for FCC EEO compliance purposes. All stations considering having an internship program should consult with their legal/tax advisor to assure that all applicable wage and hour regulations are complied with. That is the responsibility of each SEU, not that of the WBA.

*Please note: As a result of offering this program on a continuous basis, we will frequently update the website. Check out the website often to view new prospects.

Your next intern is just a click away!


Ed was a longtime Milwaukee broadcast journalist who began his career at KXRA-AM in Alexandria, MN while a freshman in high school. From 1958 to 1965 Ed worked for WHRB at Harvard, WRC-AM and WRC-TV in Washington D.C.; KSTP Radio and TV in the Twin Cities and the “Voice of America” in Washington, D.C. In 1965 Ed began his Wisconsin Broadcasting career when he joined WTMJ-AM radio and WTMJ-TV as an anchor/reporter. Through his 37 year career with WTMJ Ed served as an assignment editor, producer, editorial director, manager of public affairs and retired as vice-president of human resources for the Journal Broadcast Group.

Because of Ed’s consistent hard work he received numerous honors including the National Broadcast Editorial Association’s 1990 National Award for Excellence in Editorials; the Society of Professional Journalists’ National Award for Distinguished Service; Abe Lincoln Merit Award from the Southern Methodist Radio and Television Commission; and a Milwaukee Junior Bar Association Award for service to the law by a non-lawyer. Ed also received a number of awards from the Wisconsin Broadcasters Association and the Milwaukee Press Club for Best Editorial of the Year in both television and radio. His three hour special on school desegregation in Milwaukee, “A Human Relations Test,” won a DuPont-Columbia Special Citation in 1978. Ed was a leader in the effort to bring cameras into Wisconsin courtrooms. He received the 1994 Freedom of Information Award presented by the Milwaukee Chapter of Professional Journalists. In 2010, Ed was chosen as a member of the National Academy of Television Arts and Sciences Silver Circle.

Ed enjoyed boating on Lake Michigan, listening to jazz, and working on crossword puzzles but above all, Ed enjoyed spending time with his family, especially with his grandsons. He will be deeply missed by his family and all who had the privilege of knowing him.

IN MEMORY

Edward Banks Hinshaw
Who would have guessed that college drop-out, poet, musician, Robert Zimmerman, aka Bob Dylan, would receive The Nobel Prize laureate in literature?

Then again, who knew that Mick Jagger would become Sir Michael Philip "Mick" Jagger? The times...they are a changin'!

My take: when you combine talent and work hard with a love of your craft...and stay true to yourself...people notice. They also pay tribute with their time, money, and accolades. More on that later.

The NAB Radio Show was held in Nashville this year. It was time for me to return...and re-learn. There's an ancient eastern saying, "When the student is ready the teacher will appear."

So, here is a cliff-notes version of some sayings from various teachers at the NAB conference:

"I am just a guide. The caller that became debt free is the hero. Be the guide while making your advertiser the hero." ~Dave Ramsey

“When I changed the Lifelock messages “to be me”...it worked. Now all of my endorsements are more real.” ~iHeart Morning Show Host, Bobby Bones

“Now 85% of consumers pre-shop. The “virtual doorway” has become more important than the actual doorway.” ~G. Leith, Vendasta

“We don’t have departments. People built empires, so now we have client teams.” ~Ed Gorman, Carat USA

“Rather than ratings, sell connections to your community.” ~Ben Thomas, The Buntin Group ad agency

“Everybody’s number 1. It doesn’t matter. Advertisers want more than numbers. They want a marketing partner.” ~Michael Guld, author Million Dollar Media Rep

“Train your people to listen. Silent anger is dangerous. Communicate your expectations, kindly, clearly.” ~Chris Hogan, consultant

“Twenty percent of listenership comes from other platforms...we need to invest in these platforms.” ~SoCast representative

“Clients will meet with one out of four media reps. Send creative, concise emails. Don’t be too aggressive. Bring digital solutions with your traditional medium.” ~Gordon Borrell

“I like hearing you radio DJ’s...but then y’all just want to play seven songs in a row.” ~Wynona Judd

“It’s a seminal moment. We’re in the audio business.” ~Podcasting company rep

Let’s pick up on that last suggestion. I would add, that every day brings a new seminal moment within our radio and television stations. Seeds are planted which bear fruit in the months and years to come. Of course, podcasters will say, “We’re in the audio business.” Agencies emphasis is “in the marketing business.” Programmers might say, “We’re in the audience engagement business.” While networks would suggest, “We’re in the news, sports, or talk show business.”

I think we’re in the same business that we’ve always been in: “The interactive creative communications business!” We’re involved with our listeners, viewers, and advertisers on several levels with personalities, information, promotions, social media, and marketing solutions.

Bob Dylan wrote “Blowin’ In The Wind” in 1962. The refrain, “The answer my friend, is blowin’ in the wind” has been described as impenetrably ambiguous. Either the answer is so obvious it is right in your face or the answer is as intangible as the wind.

With all the changes blowin’ in the wind...the answer remains as certain today as in 1962...we need to learn and adapt, but above all be true to ourselves...and people will continue to notice.

Administration at UW-Platteville has announced its intention to initiate the process to suspend the Media Studies program at UW-Platteville.

This means that there will be one less source of qualified entry level job applicants for the industry.

To request more information on how to best share your concerns with this decision to the university, please contact Dr. Robert Snyder at snyderor@uwplatt.edu.

Thank you for your support of media education in the state of Wisconsin.
**Members in the Spotlight**

**Gary Mach** (retired) has served the Broadcasters Clinic Committee for 32 years! Thank you, Gary.

**Kent Aschenbrenner** of E.W. Scripps is recognized for 15 years of Service on the Broadcasters Clinic Committee.

Congratulations to WISC-TV’s **Kevin Ruppert** for 20 years of service on the Broadcasters Clinic Committee.

**Trisha Peterson**, vice president of Results Broadcasting and manager of Results Broadcasting three Iron Mountain radio stations received the Distinguished Individual of the Year award at the annual banquet of the Dickenson County Chamber of Commerce on Oct. 27.

The Upper Midwest Chapter of the National Academy of Arts and Sciences will award WEAU-TV’s **Ron Viste** a Gold Circle Award on Oct. 29. This award recognizes Ron’s dedication and service to the television and broadcast industry for more than 50 years. The Gold Circle is a huge honor as only eight individuals have received the award in the last 16 years.

The Silver Circle Award was established to recognize and honor outstanding individuals who have devoted 25 years or more to the television industry and who have made significant contributions to Wisconsin broadcasting. Nominees from journalistic, academic, administrative, creative, performing, or technical roles within the television industry are eligible.

**Juli Buehler** of WLUK TV was honored in Milwaukee as one of this year’s Wisconsin Silver Circle inductees. The Television Academy established this award to honor outstanding individuals who have devoted 25 years or more to the television industry and who have made significant contributions to their local television market.

Other honorees include:

- **Sean Downs**, Engineer, WISN-TV
- **Jon McGlocklin**, TV Game Analyst, Milwaukee Bucks
- **Ted Perry**, Anchor/Reporter, WITI-TV
- **Tim Van Vooren**, Sportscaster, WITI-TV

Member to be recognized? Please contact Linda Baun, at (608) 729-1480 or lbaun@wi-broadcasters.org.

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**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.
The advertising industry is constantly changing with new forms of media and opportunities to reach audiences coming onto the scene all the time. As advertising executives, we need to be consistently staying up to date with these changes in order to give our clients the best and most successful campaigns possible.

As recently as ten years ago, it was not considered commonplace for businesses to have their own website, and now we’ve reached a time in which consumers expect the companies that they interact with to have a strong and vital online presence. As important as it is for each of us to know the ins and outs of our own broadcasting industry, it is just as critical for us to be aware of and familiar with the newest forms of social media. In my role as Sales Manager at Seehafer Broadcasting Corp., I encourage my team and make it a goal for myself to not simply provide high quality radio strategies, but to truly give our clients the best possible plan to reach their customer base, and that is why, for me, it is so important to be continuing to look outside of the box and into the realm of social media.

Another reason that it is so important for us as broadcasters and advertising executives to be familiar with the new and ever-changing media and social media platforms is that many of our clients are themselves unfamiliar and struggling to understand why these new ways of connecting are so important. I consider it an essential part of my effectiveness as an advertising executive to educate my clients and take them to these unfamiliar places, just as much as it’s my job to sell them on the understanding of how traditional advertising will work for them. I often have clients that I have to “talk into” using our social media platforms, and while they come in skeptical, they walk away with results that they never would have anticipated, such as new customers who wouldn’t have found them any other way, or new customers who were drawn in by the ability, for example, to see photos of their products or services.

As advertising executives within the broadcasting industry, it is an integral part of our job to continue to grow in our knowledge and understanding of new forms of media. By staying fresh and creative and incorporating these methods and platforms into campaigns for our clients, we are giving them a broader reach, a better result, and ultimately, the best possible experience that we can give them.
Awards Update: Are you ready?

If you listen very carefully you’ll hear the tick-tock, tick-tock of the count-down clock for the WBA Awards for Excellence.

The alarm goes off on Dec. 1, when we begin accepting entries. We’ll keep the entry window open wide right up until 11:59 p.m. on Jan. 11, when the window is firmly closed, no exceptions. Tick-tock, tick-tock…

In the last WBA newsletter, Awards Committee members Nancy Douglas (of WLKG Radio in Lake Geneva) and Andrew Felix (of WEAU-TV in Eau Claire) wrote terrific articles on important techniques and strategies to use when competing in America’s largest state-wide Broadcast awards program (that’s us, folks!) New WBA Director of Communications, Kyle Geissler (of WISC-TV in Madison) has uploaded both articles to the WBA website (www.wba-broadcasters.org) and you’ll find them under the Awards program tab. If you are the Awards program coordinator at your station (you DO have an Awards program coordinator at your station, right?) read them right away. If you’ve already read them, I’d suggest you read them again. They’re that good and that important.

Each year the Awards Committee discusses the Annual Special Award Category, deciding if there would be an appropriate topic for the Awards program. Every four years, it’s a slam dunk and we pick “Elections Coverage.” Could there have been a better year EVER to have that in our list of Award categories? Note that, as has occasionally been the case in past years, the criteria for this award varies between divisions, with the details for Music Radio entries differing substantially from both News and Talk Radio and TV.

There is one completely new category this year, this time in the ever-changing world of Social and Digital Media: “Best Use of Social Media Live Streaming.” Be sure to read the specifics of how the committee has defined this new arena for your creativity. Importantly, this award will be presented in all three divisions: TV, Music Radio and News and Talk Radio.

Social and Digital Media Station of the Year winners will be chosen from ALL the stations in each of the three divisions, TV, News and Talk Radio and Music Radio, with no differentiation by market size. There will a single winner in each division.

The WBA Awards for Excellence program is welcoming Wisconsin’s growing community of Low Power FMs (LPFMs) by granting a special $10 per entry rate. LPFMs will compete with other stations in the market sizes defined for all other stations, be they small, medium or large. Please see the “Award Markets” listing on page three of the Awards brochure, or on the WBA website for any needed clarification.

The Awards Gala long ago became the biggest night on the WBA calendar, with well-over 400 attendees each year. This year we will return to the Madison Marriott West in Middleton on Saturday evening, May 6. WBA Vice President Linda Baun is arranging a very special Gala this year with a “Great Gatsby” theme. So, get out those flapper dresses, fancy suits and tuxes, pull up to the door in your Duesenberg or Model A and be prepared for a little bathtub Gin from the bartenders at the Marriott! And speaking of those bartenders, they’ll be put to the test this year, as we introduce an actual “After Party.” These have often occurred informally and spontaneously in the past, so this year we’re going to make it even easier for the winners to show off their trophies and the non-winners (no losers here!) to cry in their beer!

Past Awards Committee’s articles have often warned that winners of Station of the Year and News Operation of the Year are frequently determined by just a few points over their nearest competitors. You can’t imagine just how accurate that warning was for some last year’s winners (and those previously mentioned “non-winners.”) Two Station of the Year winners and one News Operation of the Year winner were determined by just two points, and in one category the winner was finally chosen by using our tie-breaker for the very first time! Entering EVERY category you can, and entering twice when you are able, is HIGHLY recommended if you are serious about winning these prestigious awards. Be sure to reacquaint yourselves with the WBA Cumulative Points System, found on page 2 of the Awards brochure so you are clear about its details.

I’d like to end this final newsletter article before the entries begin with a special note. Long-time WBA Awards Committee member Kyle Geissler of WISC-TV in Madison has done wonderful work spearheading the development of our Social and Digital Awards procedures, going back many years. His expertise led him to be named WBA’s “Digital Consultant.” Now, Kyle has added to his continuing work for WISC-TV, by becoming WBA’s “Director of Communications,” a long-needed position in our Association, and one where Kyle is already making his mark. From the entire Awards Committee, congratulations to our friend and colleague.
Attention Educators:

It’s that time of year to gather up those contest entries and prepare to submit them for the 2017 Student Awards for Excellence.

The awards will be presented on March 4, 2017 at the Student Seminar in Madison. The WBA Education Committee has added three new categories for a total of 23. The three new categories are Imaging, which includes liners, sweepers, intros, or promos used to create a brand; Podcasts, which are outside traditional radio; and Social Media. All of the categories will have descriptions that define what is expected. Also, the video presentation at the awards is being upgraded.

In addition, the “WBA Student Leadership Award” is a special honor that is given to a broadcasting or broadcast journalism student of junior standing or above at a Wisconsin college or university. The award winner must have developed and exercised effective and creative skills in leadership. If you have students who have shown leadership qualities, please nominate them. The specifics are contained in the “Student Awards for Excellence” rules.

Online entries will be accepted starting Dec. 12. The deadline for entries is Jan. 13, 2017 at 11:59 p.m.

### ELIGIBILITY RULES

- All entries must have been produced in their entirety by full-time students enrolled in any WBA member college or university for the calendar year 2016.
- All entries must have been produced in the facilities of and using equipment belonging to or available as part of a regular academic program to any such Wisconsin college or university.
- Any faculty or professional work used in any entry will disqualify that entry.
- All entries must consist of original material produced by the student or students submitting the piece.

### GENERAL RULES

- As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges; their decisions will be final. Issues involving interpretation of the rules and procedures of the WBA Student Awards Program will be settled by the WBA Education Committee. Their decisions will be final.
- Each online entry for Television should be submitted using Vimeo (www.vimeo.com) or YouTube (www.youtube.com).
- Each online entry for Radio should only be submitted using SoundCloud (www.soundcloud.com).
- Entry fees are $5 per entry.
- Fees can be paid online when submitting your entry.
- Entries must be completed and submitted online. There will be a link on our website to the contest. Entries must be received online by Jan. 13, 2017 by 11:59 p.m. CST. Online entries will be accepted starting Dec. 12, 2016.

### JUDGING WILL BE DONE BY EDUCATORS OUTSIDE THE STATE OF WISCONSIN.

### CATEGORIES

- **Long Form Production Non-News (Radio)** (5 to 30 minutes) (5:00 minute maximum)* Longer soft news or feature segments that would play during a magazine program

- **Long Form Production Non-News (TV)** (1 to 30 minutes) (5:00 minute maximum)* Video Instructional/Corporate/Promotional Production/Non-News Productions that teach, train, and/or promote a service or organization. Examples of entries include training videos, recruiting videos, organizational profiles, product promotional/sales pieces.

- **News Series/Documentary (Radio)** (story treatment or single-issue that is 5:00 continuous minute minimum)* Full-length programs that incorporate such things as narration, sound bites, actualities, file footage, etc.

- **News Series/Documentary (TV)** (5:00 minute minimum) Full-length or multi-part series, that explores in-depth, a single topic

- **Public Affairs/Talk Show (Radio)** (5:00 minute maximum)* Hosted full-length interview or panel discussion program on a current, newsworthy topic

- **Public Affairs (TV)** (10:00 minute maximum)* Hosted full-length interview or panel discussion program on current affairs

- **Newscast (Radio)** (5:00 continuous minute maximum)* Full-length programs that include newscasters, packages and/or segments which were originally presented live or recorded live for later presentation. Commercial breaks should be removed.

- **Newscast (TV)** (15:00 continuous minute maximum) Full-length program that includes on-camera talent, packages and/or video segments that were presented live or recorded live for later presentation.

- **Sports Story (Radio)** (2:00 minute maximum) Shorter hard news or spot news packages that would play during a newscast

- **Sports Story (TV)** (2:00 minute maximum) Hard news or spot news story that would play in a newscast

- **Feature Story (TV)** (2:30 maximum) Soft news that would play in a newscast or magazine program

- **Promotional/Public Service Announcements/Commercials (Radio)** (60 second maximum) Standard-length (15, 30 or 60 seconds) promos, public service announcements or commercials

- **Promotional/Public Service Announcements/Commercials (TV)** (60 second maximum) Short announcement that provides information, education and awareness and/or is intended to sell a client’s product or service or promote a corporate brand

- **Sports Story (Radio)** (2:00 minute maximum) Shorter sports packages that would play during a sportscast or sports program

- **Sports Story (TV)** (2:00 minute maximum) Package that would play a sportscast or sports program, not highlights or game summary

- **Sports Play-by-Play (Radio)** (5:00 minute maximum)* A five-minute segment of sports play-by-play which was originally presented live or recorded live for later presentation without changes representative of live sports coverage of a sporting event (NO POST PRODUCTION)

- **Sports Play-by-Play (TV)** (5:00 minute maximum)* Play-by-play of a sporting event that was originally presented live or recorded live for presentation later (NO POST PRODUCTION)
Sports Programming-Non Play-by-Play (Radio) *(5:00 minute maximum)* Pre-game or post-game programs (originally presented live or recorded) or stand-alone sports program with packages or segments

Sports Programming-Non Play-by-Play (TV) *(5:00 minute maximum)* Regularly scheduled stand-alone sports program with packages and/or other segments

• Station Imaging (Radio) *(60 sec, maximum)* Station promos, sweepers, ID’s including legal IDs which brand or identify your station

• Podcast (Radio) *(5:00 minute maximum)* Episodic audio recordings (example: community cause interview) distributed via a syndicated feed on the Internet. Recordings can be up to 2 hours in length. All entries in this category must be produced and distributed only as podcasts and cannot be material broadcast or disseminated through any other medium.

• Air Check (Radio) Music telescoped total time 4 to 5 minutes

• Website *(submit print of homepage with URL)* Social media site where all of the content is produced/supplied by university students. This may be for student media, a university department, etc.

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

**HOW TO ENTER**

Entries must be completed and submitted online at www.wi-broadcasters.org. Online entries will be accepted starting Dec. 12, 2016. Please follow the steps below to complete the entry process.

**ONLINE LOGIN**

DEADLINE FOR ENTERING: FRIDAY, JAN. 13, 2017 BY 11:59 P.M. CST

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

**Login**

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

**REGISTER AN ACCOUNT**

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

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

**CREATE YOUR ENTRIES**

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

**Features:**

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

**UPLOAD DIGITAL FILES**

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

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

**SUBMIT ENTRY**

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

**PAY ENTRY FEES**

It is recommended that you complete all entries before paying your balance. To pay, click “Pay Online” beside your total balance owed on the Account Summary page. Full payment must be received by submission deadline. Entries submitted without the appropriate submission fee will not be eligible for judging. Only MasterCard, VISA and Discover are accepted online. You can also call the WBA office (608) 255-2600 to make payment via credit card. If you wish to pay by check, that option is available to you.

**WBA STUDENT LEADERSHIP AWARD**

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

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

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

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

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

**AWARDS PRESENTATION**

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

**AWARDS CEREMONY**

Student Awards will be presented to the winners on Saturday, March 7, 2015 during the luncheon at the WBA Student Seminar. The seminar will be held at the Madison Marriott West Hotel in Middleton.
It’s time to go all-in on digital revenue

Paul Jacobs

It seems that virtually every day someone writes a blog post or gives a speech outlining what radio and television need to do to ward off threats (including yours truly) that are off on the horizon.

Traditional media faces a lot of challenges and it’s hard to come up with a clear and efficient solution to many of them that can be executed at the local level. It’s hard to create a viable digital competitive option to Spotify or Netflix, or to negotiate with the car companies to get a single radio station embedded into a car’s entertainment system. You send your audience to Facebook and hope that you don’t wake up one day to find that Mark Zuckerberg had another brainstorm and you’ll have to change your approach to posting information.

There’s a lot that’s out of your control.

Even if you wanted to solve any of those problems, stations are then faced with the challenge of finding the resources and capital necessary to execute. Finally, how much can a single radio, television station, or company really do to fight these battles, anyway?

There is one clear opportunity, and it has a low barrier of entry. I’m talking about going all-in to generate digital revenue. While national revenue might be out of your control, the shift of local dollars to digital is happening quickly, and local stations are in position to do something about it.

Whenever I visit with a new sales staff, I start the meeting with a simple question: “How many of you want to make more money this year than last year?” It’s definitely a loaded question, and of course, every single hand in the room is raised. These are salespeople, and we all know what motivates them. But I then follow it up with a simple statement that stops the room dead: “Then stop just selling traditional media.”

Before I give them a chance to start yelling at me I then explain the obvious – traditional media revenue is, at best, growing slowly. If your station wants to grow its revenue, the only solution is to diversify the approach and begin to invest in re-structuring the effort to develop a much higher level of sales expertise as well as digital product development in order to take advantage of where the local dollars are heading.

BIA Kelsey just released their local revenue forecast, and you can sum it up in one word: digital. Here’s how they start off the report:

*If there was any doubt that the future of local advertising is digital, the latest local ad revenue forecast from BIA/Kelsey confirms that revenue from local-focused online ads will exceed that of traditional ads aimed at local audiences by 2018.*

Please note that in the pie chart below, we aren’t talking about national data. This is where local dollars are going – the dollars that your sales team fights for every day. If their main focus is on the traditional business without a strong digital effort, then sadly, it’s not a fair fight.

Here are three key points from the local study:

- Advertising in local traditional media is forecast to fall 2.4 percent from 2016 to 2017.
- During this same time period, local digital advertising, including mobile, will increase by 13.5 percent.
- While radio is taking a nice 9.6 percent of local over-the-air revenue, its digital haul is less than 1 percent, and while television is taking 13.3 percent of local over-the-air revenue, it’s only generating .7 percent of digital revenue.


We have written many posts about this topic over the years, and while many broadcasters have made some moves in this direction, it is sadly too incremental to take advantage of this shift in local advertising dollars. In order to compete, stations will need to re-structure their approach into two distinct divisions – traditional and digital. Stations will need to invest in sales training, but also product development, including grappling with issues like requiring registration for streaming and other content, and making an investment in data and metrics.

In other words, station sales efforts can no longer afford to operate in much the same way as a decade ago.

Smart broadcasters will view this as an opportunity. We know where the dollars are going, and in many cases, some product development in the form of mobile apps, websites, and even providing SEO services are available. But it’s time to go all in and look at digital revenue as its own business, with its own goals, budget, and P&L. Asking (or is it requiring?) traditional salespeople to adapt has been proven to have mediocre success, and it is too limiting. When you ask your sellers who they are calling on, chances are they’re calling on companies that advertise on radio or television. What about the other 90 percent of the businesses in your community who are spending dollars in the other slices of BIA Kelsey’s pie chart?

So, this post is not about what traditional media should do. It’s about what radio and television stations have to do. If your station has started down this path, go all-in. If you haven’t, get started yesterday. This is where the dollars are moving, and where growth lies. It’s not a theory. It’s not a bet. It’s reality.

Jacobs Media is proud to be associated with the Wisconsin Broadcasters Association as part of our Digital Partnership. If your station has any questions about digital, mobile, or social media, contact us at info@jacobsmedia.com or at 248-353-9030.
Even though there are still a few weeks left in this year, it’s time to pay next year’s dues!

When 2016 ends, so does your WBA membership. You should soon be receiving your notice for 2017 WBA dues so sign up now and keep your membership in full force, without interruption, all the way through 2017.

I’m sure you’ll agree that membership in your WBA is definitely a bargain!

As an organization and as a cooperative of individuals with a common goal, the WBA believes in itself and its members. The benefits of being a WBA member are many, and pride of association with WBA is itself worth the price of admission. We urge you to renew your membership and join your colleagues in continuing to support the WBA.

Renewing your WBA membership means uninterrupted service: You will continue to receive ALL services in WBA’s special programs.

And best of all, you will continue to belong to the WBA, the only organization in the whole state devoted entirely to the service and promotion of the broadcasting industry in Wisconsin!

In the words of Chair Tom Allen:

“The challenges facing broadcasters these days are many, but so are the opportunities. In this ever changing environment, your WBA will continue to be a committed partner, dedicated to the success of our members all across Wisconsin. Please take a moment to return your dues renewal form, and continue your support of what I believe to be one of the strongest state broadcast associations in the country.”

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**Watch for Your 2017 WBA Dues Mailing**

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**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

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**WBA Newsroom**

@WBANewsroom | WBANewsroom.org

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

info@thebfoa.org, 212-373-8250
The 2016 Broadcasters Clinic was another renowned event with a strong session agenda and an extensive exhibit hall. After winning the 2015 National Society of Broadcast Engineers Best Chapter or Regional Educational Event award, this year’s Clinic kept the winning tradition alive. Speakers, VIPs, and vendors from around the country converged on Madison to focus on the latest challenges facing the profession of broadcast engineering.

Planning is already underway for the 2017 clinic starting with the day-long Summer Engineering Workshop at the Blue Harbor Resort in Sheboygan on June 14. Then we look forward to the 61st Broadcasters Clinic running Oct. 10-12 at the Madison Marriott West.

It takes a village and we have a good one with the Clinic Committee and the support of WBA President Michelle Vetterkind and the WBA Board of Directors.
Clinic Committee
Leonard Charles, Television Wisconsin, Inc. - Committee Chair
Kent Aschenbrenner, E.W. Scripps Company
Dennis Baldridge, Baldridge Communications
Steve Brown, Woodward Radio Group
Mark Burg, GRANT Media LLC
Greg Dahl, Second Opinion Communications, Inc.
Clif Groth, New Radio Group
Bill Hubbard, UW-Green Bay
Keith Kintner, UW-Oshkosh
Gary Mach, GEMCOM
Kevin Ruppert, WISC-TV
Tom Smith
Linda Baun, WBA Vice President

Clinic Speakers
Jay Adrick, GatesAir
William Ammons, Micronetix Communications
Tim Anderson, GatesAir
Tom Bosscher, Cornerstone University radio WCSG
Frank Foti, The Telos Alliance
Kurt Gorman, Phasetek Inc.
Walt Gumbert, Rohde & Schwarz
Michael Guthrie, Harmonic
Kirk Harnack, The Telos Alliance
Steve Lampen, Belden
Valeri Nizyan, Evertz Microsystems
Tony Peterle, Worldcast Systems
Richard Redmond, Gates Air
John Schadler, Dielectric
Manuel Sone, Electronics Research Inc.

Clinic Sponsors
Broadcasters General Store
Comrex/BSW
Full Compass
GatesAir
Nautil
Resonant Results
Shively Labs
SONY Electronics
Studio Gear
Telos Alliance
Yellowtec USA, LLC
WBA

Exhibitors
360 Systems
AJA Video Systems
Alpha Video & Audio, Inc.
Anywave Communication Technologies
AVI Systems
Belden Grass Valley
Broadcast Electronics
Broadcasters General Store, Inc.
Burli Software
Calrec Audio
Canon U.S.A., Inc.
Capital Tower & Communications
Clear-Com
Cobalt Digital Inc.
Comark
Comrex/BSW
Davicom Remote Control Systems
Dielectric, LLC
DJB Radio - Digital JukeBox
DoubleRadius Inc.
Electronics Research, Inc. (ERI)
ENCO Systems Inc.
Evert
Florical Systems
FOR-A Corporation of America
Full Compass
GatesAir
Heartland Video Systems
Hitachi Kokusai Electric America
IHSE USA, LLC
Jampro Antennas, Inc
Joseph Electronics
JVC Kenwood
Kathrein USA, Inc.
Logitek
Marshall Electronics
Micronetix Communications
Nautil
Phasetek Inc.
Resonant Results
Rohde & Schwarz
Ross Video
Sabre Industries, Inc.
SBE
Shattuc
Shively Labs
Telesis
The Telos Alliance
Tieline, The Codec Company & Broadcast Depot
Utah Scientific
V-Soft
Wave Communications
Wheatstone Corporation

Prize Donors
Alpha Video
Broadcasters General Store

Additional Support
Liz Boyd, NCSA/PEP Coordinator
Kyle Geissler
Joan Gilman
Sara and Leader Printing Staff
Susan Lewandowski,
SWC Group
Madison Marriott West and their incredible Staff
Lorraine Orter-Blake,
WBA Newsletter
David Sanks
Erin Shipps, Program Layout
Jill Sommers

Thank You!
WBA and WBA Foundation Board of Directors
Michelle Vetterkind, President and CEO of the WBA and WBA Foundation
AND...
THANK YOU ATTENDEE’S FOR YOUR SUPPORT THROUGHOUT 60 YEARS OF BROADCASTERS CLINIC.
Your WBA Foundation Presents…

BUSINESS-SUCCESSION OPTIONS

While most business owners do not like to think about, or plan for, the transition of their business, the fact remains that most businesses will ultimately be sold.

In fact, the oldest baby boomers are currently 70 years old and the youngest baby boomers are 52-plus years old—this demographic of aging baby boomers means an estimated 65% of all closely held businesses will change hands in the next decade.

If you are thinking about the future, either buying or selling, or just interested, this seminar will get you thinking about options.

Business ownership can be transitioned in different ways. Sale to a third party is common. Sale to one or more employees is possible under some circumstances. A hybrid of those two, a sale to an employee stock ownership plan (ESOP), can sometimes provide the best results. All three options will be discussed and compared.

Most business owners think their business is worth more than it actually is. We will discuss how a business is valued and how to increase value.

PRESENTERS

Brian L. Anderson is a partner in the Madison law firm DeWitt Ross & Stevens S.C. and an adjunct professor at the University of Wisconsin Law School. He has worked on many business ownership transitions, including many that involved ESOPs.

Cathy J. Durham is President and Shareholder of Capital Valuation Group, Inc., a firm that specializes in business valuation and has done so for more than 40 years. She graduated from UW-Madison with an MBA and has earned the Accredited Senior Appraiser designation from the American Society of Appraisers.

Thursday, January 26, 2017 at the Concourse Hotel, Madison (the day after the WBA Winter Conference)

• Workshop is 9:30 a.m. to 2:00 p.m.
  Registration opens at 9:00 a.m. and includes continental breakfast and working lunch.
• Cost is $75 per person for WBA members;
  $150 per person for non-members.
• Class is limited to 35.

Register online at www.wi-broadcasters.org
I am pleased to have had the honor of serving as Chair of the Wisconsin Broadcasters Association Foundation during 2016. The Wisconsin Broadcasters Association Foundation (WBAF) has had another productive year under the leadership of Michelle Vetterkind. I am happy to report that your Foundation is in great shape and well positioned to be a strong partner with the WBA during 2017.

Communication with the WBA membership and the WBA board has become consistent and effective through Foundation reports in the WBA newsletter, my attendance at most WBA executive committee meetings and all WBA board meetings. WBAF reports presented at WBA board meetings continue to provide an excellent opportunity for WBA board members to provide direct feedback and guidance regarding the Foundation's core activities of fundraising, public affairs, education and historic preservation. The WBA and WBAF joint board meeting that is held prior to the start of the summer convention provides the members of both boards the opportunity to communicate directly with one another.

WBNENwsroom.com successfully launched Student Storytellers in January of this year under the stewardship of Dean Maytag, Susan Lewandowski and Tim Morrissey. There has been a wonderful response to this new element of the WBNENwsroom. There are 10 state colleges and universities participating and students have submitted 35 stories (so far) for all of us to review and comment on. This project provides the WBA membership with a means to evaluate student journalists who hope to be a part of Wisconsin broadcast newsrooms upon graduation. It is also a wonderful opportunity for newsrooms across the state to learn more about how to package and present news to the generation of people that will be the future consumers of the content the WBA membership produces. Your feedback to these students is important to their understanding of the world of broadcast and digital news platforms. The WBNENwsroom can be a daily resource for member newsrooms and an excellent recruitment resource. Please the time to visit the WBNENwsroom and see the great work of Tim Morrissey and the student journalists in our state schools.

The Wisconsin Broadcasters Hall of Fame Video Kiosk that is a part of the Wall of Fame that was officially opened for display at the Milwaukee Hilton City Center in April of 2015 has been completed. There is now a video to tell the story of all 136 WBA Hall of Fame inductees. The Hall of Fame display is open to public 24 hours a day 7 days a week. The wonderful exhibition of the Hall of Fame plaques in the hotel’s main corridor is just up the steps from its main entrance. The kiosk is prominently located and visitors can easily search and view a Hall of Fame member presentation highlighting their contributions to Wisconsin broadcasting. Please make a point of visiting the Hall of Fame display at the Hilton Milwaukee City Center. Thank you to Susan Lewandowski for planning, populating and programming the Kiosk and to Jane Bartell and her talented team of producers/videographers for their work completing the Hall of Fame video backlog.

The U.S. Senate debate held in October was very successful. The citizens of Wisconsin were provided with a terrific venue to evaluate the candidates. The debate structure, established in 2014, allowed the membership in Green Bay/Appleton to work together to produce and distribute the program. A Social Media Desk was incorporated as a “member” of the panelist group to allow citizen participation via social media. The program was produced under the direction of WBA board member and WLUK
News Director Juli Buehler and her team. WLUK was the host station for the debate. The program was once again a huge undertaking and would not have been possible without the cooperation and contributions of our member television and radio stations in Green Bay/Appleton. The Foundation is grateful for the dedication and hard work of everyone involved in the production of the debate.

The Foundation has been exploring with the WBA a means to pay tribute to Rick Jowett, beloved photographer and member of the WBA family who died in July of 2015. Michelle Vetterkind and I have been seeking a means to fund a fellowship in Rick’s name. We hope to establish a means for photojournalists of our member stations to apply for financial support that will allow them to participate in workshops or other training to further develop their skills. We hope to introduce this opportunity for growth in 2017.

The Foundation remains strong under the direction of Michelle Vetterkind. We are seeking opportunities to extend our support of Association initiatives that will increase the visibility of the contributions and role that broadcasting and broadcasters make and have in the State of Wisconsin and beyond. We need your financial support so that we can continue to help establish a lasting legacy for our Association and its Members. As a part of your financial planning, please consider a contribution to the WBA Foundation and/or becoming a member of the Foundation Legacy Club. All levels of giving are needed and are beneficial to our mission. Please contact the WBA for information about how to make your contribution with a check or credit card.

Sincerely,

David Sanks
Chair, Wisconsin Broadcaster Association Foundation

Contribute to the Wisconsin Broadcasters Association Foundation

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**My contribution is**
- Personal
- Corporate
- $5,000
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- $500
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- $100
- Other _______

**Pay by Visa/MasterCard/Discover or check**

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- Other _______

**Pay by Visa/MasterCard/Discover or check**

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- Address

**Within the Board’s annual goals please allocate my contribution to:**

- _______% General Fund Endowment
- _______% Public Affairs Activities
- _______% Education
- _______% Scholarship Fund (restricted to this use)
- _______% Historic Preservation

**Special Donations**

- _______ Wisconsin Museum of Broadcasting
- _______ Hall of Fame Video Project

**The WBA Foundation’s Legacy Club honors those who make bequests to the Foundation in their wills.**

- I would like more information on the WBA Foundation’s Legacy Club

All contributions are fully tax deductible.
Hall of Fame Award
The Wisconsin Broadcasters Association Foundation Hall of Fame Committee is now requesting and accepting nominations for the Wisconsin Broadcasters Hall of Fame.

The Hall of Fame nomination process is open and will run through Feb. 15, 2017. Submissions should be made on the official nomination form and sent to the WBA Foundation office. Selected nominees will be inducted on June 15, 2017, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Blue Harbor Resort in Sheboygan in conjunction with the WBA Summer Conference.

The Wisconsin Broadcasters Hall of Fame was established in 1989 and formally dedicated by then FCC Chairman Alfred Sikes. Its purpose is to honor individuals who have dedicated their professional lives to the advancement of broadcasting in Wisconsin. Since then, 136 broadcasters have been inducted.

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

Nominations should also include the following:
1) A description and/or documentation of a nominee’s key contributions to broadcasting either nationally or within the state of Wisconsin and the benefit(s) provided to the audiences and/or industry resulting from their contributions.
2) A narrative noting the highlights of the nominee’s history of exemplary leadership in community and statewide service as a broadcast professional. Please include information regarding the nominee’s contribution to the growth and well-being of the industry and its service to the citizens of Wisconsin.
3) Attributes and characteristics that distinguish the nominee among their peers.
4) Letters or supporting information from colleagues, friends, and community leaders.

The Hall of Fame Committee typically selects 3-5 individuals per year to be inducted into the Hall of Fame. A nomination meeting the criteria for consideration does not guarantee induction (see below). Wisconsin is blessed with many wonderfully deserving broadcasters. The Hall of Fame Committee puts a significant amount of thought into selecting those who will be inducted each year.

Nomination Review
Committee rules provide that nominations must be submitted annually. The committee will only review Hall of Fame nominations submitted for the current year (2017). Nominations submitted in prior years must be updated and resubmitted for consideration this year.

If you wish to check whether an individual has been nominated, direct inquiries to Liz Boyd in the WBA Foundation office at (800) 236-1922 or lboyd@wi-broadcasters.org. The Hall of Fame committee will meet after the Feb. 15 deadline to consider nominations and the WBA Foundation will act on the nominations in March.

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

The Local Broadcast Legends Award nomination process is open and will run through Feb. 15, 2017. Submissions should be made on the official nomination form and sent to the WBA office. Selected nominees will receive the award Thursday, June 15, 2017 during the WBA’s Summer Conference Luncheon at the Blue Harbor Resort in Sheboygan.

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

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

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

Nominations should also include the following:
1) A description of the nominee’s character and why they are deserving of the award. How do they exemplify localism (see 2 below)?
2) Provide examples of the nominee’s support of local community needs and interests including, yet not limited to, participation in economic, non-profit, education, and civic development as well as support of their colleagues and station.
3) Letters or supporting information from colleagues, friends, and community leaders.
4) A letter of support for the nomination from the general manager or another person in a similar position employed by the station the nominee represents.

Nomination Review
The Local Broadcast Legends Award Committee, which is a part of the Hall of Fame Committee, may select a nominee from each of the four districts of the state represented on the WBA Board of Directors. The number of awardees will be determined by the Committee. The Local Broadcast Legends committee will meet after the Feb. 15 deadline to consider nominations and recipients will be selected in March.
WBA and the WBA Foundation Offer Programs for Engineers

Engineering Fellowship Grant Program

The WBA and the WBA Foundation appreciate those who committed to broadcast engineering as a profession. They realize that all broadcast engineers must stay current in broadcast engineering knowledge, skills, practices and technologies, and that it involves an investment of time and money.

As the broadcast industry evolves, so must our understanding of how to implement new media transmission. Unfortunately, busy schedules and tight budgets for most engineering departments often do not allow engineers to learn new skills and grow their understanding of new technology.

The WBA and the WBA Foundation would like to provide a possible solution by offering Engineering Fellowship Grants. This program is meant to provide a stipend for continuing education in broadcast engineering for senior broadcast engineers currently serving Wisconsin member stations. Senior broadcast engineers who are interested must apply directly to the WBA.

The WBA Foundation will award five $1,000 grants statewide. These grants are to be used for continuing engineering education in courses such as information technology/networking, engineering leadership/management, electrical engineering/transmission, and other new technology training. The grants are NOT to be used to attend trade shows. They are intended for enrollment in continuing education courses, post-secondary education courses, or factory training on broadcast equipment. The grants may be used to attend such courses. Grant recipients will be expected to provide the WBA with an after-event report on the use of the grant.

One grant awarded
Get your application in today!

Congratulations to Britny Williams from Wisconsin Public Radio. Britny is into a more behind-the-scenes engineering roll and will be putting a grant toward an associate degree in electrical engineering.

“Britny has it all: Drive, ability, enthusiasm, logic, creativity, and a willingness to try,” said Steve Johnston, WPR Director of Engineering and Operations. “I’ve mentored and supervised her at WPR as she moved through promotions from part-time student employee to a full-time recording engineer, and now a full-time broadcast engineer. A true ‘can-do’ spirit pervades everything she does.

And perhaps particularly appropriate to a young person in our field, she cares about where the industry is headed and wants to do her part to serve the listeners in the long term.”

For more information on both of these valuable and timely initiatives, visit the WBA’s website at www.wi-broadcasters.org or contact WBA Vice President Linda Baun at 800-236-1922 or lbaun@wi-broadcasters.org.

Thank You!

To: The WBA Foundation
From Pat Hastings, UW Madison Faculty Assoc. School of Journalism
Dear Michelle,
What a wonderful surprise to see the WBA Foundation letter in my mailbox on the first day of the semester. Thank you!

We at UW Madison are grateful for this award.

Wisconsin Broadcasters Association Foundation Officers & Board of Directors

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<td>WKBT-TV, La Crosse</td>
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<td>Nancy Douglass</td>
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<td>WLKG-FM, Lake Geneva</td>
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<td>Bruce Grassman</td>
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Bill Hurwitz
Retired Wisconsin Broadcasters Association Foundation |
R. Perry Kidder
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Roger Utnehmer
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Duke Wright
Retired Wisconsin Broadcasters Association Foundation |
Midwest Communications, Green Bay |

I requested two wireless mics, which will serve students in a number of areas, such as the video journalism course and other student projects throughout the course of the year.

I am grateful for what the WBA does to help universities around the state. You have an impact that is influential in the fields of broadcasting and education. And for that, thanks.

Sincerely,

Pat Hastings, Faculty Associate, UW Madison School of Journalism and Mass Communication
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Calendar of Events

Tuesday, January 24, 2017, 1-5 p.m.
Social Media Session
The Madison Concourse Hotel

January 24-25, 2017
WBA Winter Conference & State Legislative Day
The Madison Concourse Hotel

February 28-March 1, 2017
WBA DC Trip
Embassy Row Courtyard by Marriott

March 4, 2017
WBA Student Seminar
Madison Marriott West Hotel

May 6, 2017
WBA Awards Gala
Madison Marriott West Hotel

June 14, 2017
WBA Engineering Day
(in conjunction with the WBA Summer Conference)
Blue Harbor Resort, Sheboygan

June 14-15, 2017
WBA Summer Conference
Blue Harbor Resort, Sheboygan

October 10-12, 2017
2017 Broadcasters Clinic
Madison Marriott West Hotel

Take a LOOK
at YOUR WBA’s Online Job Bank!

Job openings are added to the site daily. For the most UP-TO-DATE look at Wisconsin broadcasting career opportunities, or to place an ad for a Position Available/Position Wanted, visit the WBA Job Bank under Careers at wi-broadcasters.org. The WBA’s Job Bank is also linked to a national broadcast Career Page.

WBA Awards For Excellence
Start saving your 2016 entries for the WBA Awards for Excellence!
Find out more at www.wi-broadcasters.org