Like...Kinda....You Know!!

We are screwing up our language. We don’t say what we mean. We say what we don’t mean. It’s as irritating as can be. A radio or TV reporter does not use this kind of language except when they’re not reading. If it’s written, they read it correctly. But let them ad lib and out comes the “like,” and “kinda.”

So now we have two languages. The written one they’re reading to us and the unwritten one they’re spouting casually. The two should be the same. We should write like we speak, informally. We should speak like we write. “Like” has become a meaningless verbal hiccup in our speech.

It could be said that younger

Three of the words we use that say nothing.

In general conversation, “like” is the most used word in contemporary talk. And it makes no sense. Like means similar. So if you say “I like’ walked to work,” it’s incorrect. Either you walked or you didn’t. You didn’t ‘like’ walk. Does that mean you skipped or ran? Inconclusive. So you’re not really saying what you mean. The same with kinda. It’s inconclusive. I don’t know what you mean when you say “I kinda drove to work.” Did you drive? Or did you not drive?

Dick Record
WBA Chair

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PRESIDENT’S COLUMN

Michelle Vetterkind, CAE
WBA President and CEO

Army National Guard returns to NCSA/PEP, Broadcasters Clinic successful

While the past couple of months have been a true whirlwind for your WBA, I wanted to highlight a few items!

First and foremost

We’re thrilled to announce that the Army National Guard will be returning to the WBA’s NCSA/PEP Schedule as of Nov. 1!

If you’ll recall, the contract between the Army National Guard and its ad agency expired at the end of 2014 and all 50 states have been without the Guard NCSA/PEP program since then. We’re proud to say that we’ve continued to support our local Wisconsin Army National Guard and they have continued to support us at our events (Winter Conference, Awards Gala, Summer Conference). I know you’ve seen them in attendance. They, too, are thrilled about the long-awaited renewal of this partnership!

I have no doubt you’ll agree how important the Wisconsin Army National Guard is to Wisconsin and
Watch for your 2018 WBA dues mailing

Even though there are still a few weeks left in this year, it’s time to pay next year’s WBA member dues.

When 2017 ends, so does your WBA membership. You should soon be receiving your notice for 2018 WBA dues so sign up now and keep your membership in full force, without interruption, all the way through 2018.

This year you can also pay your dues online. After Nov. 2, you can just go to wi-broadcasters.org/members-only/dues or look for “Pay Dues” under “Members Only” in the navigation.

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.

We would greatly appreciate it if you could find a place in your pre or post-holiday schedules for the 2017 WBA Hall of Fame Shows.

And last, but certainly not least…. Make sure to take a look at the recap of this year’s amazing Broadcasters Clinic! It’s hard to believe but the Clinic Committee, under the leadership of Leonard “Chuck” Charles (and of course, our own Linda Baun) put together an event that topped last year’s Clinic. It’s often said that it’s the best event of its kind in the country (and has won numerous awards). The tremendous success of this year’s Clinic seems especially appropriate as it was the last Clinic with Chuck as Chair. Chuck served on the Clinic Committee since 1995 and has chaired the committee since 2010. We would like to wish our friend Chuck a wonderful retirement and to provide him with our heartfelt gratitude for ALL that he has done for us, the Clinic, his stations, and the industry. It’s also so very appropriate that Chuck was inducted into the WBA Hall of Fame this year, as mentioned earlier. He is a true Hall of Fame broadcaster. Thank you for your service, Chuck! You will be greatly missed.

Thank you, as always, for your time and support. Have a Safe & Blessed Holiday Season.

Leonard Charles
Chair, Broadcasters, Clinic Committee
Wisconsin broadcasters represented at NAB Small Market TV Exchange

Wisconsin’s TV stations were represented in September at the NAB Small Market Television Exchange in Denver.

During the conference, WBA President and CEO Michelle Vetterkind caught up with Morgan Murphy Media owner Elizabeth Murphy Burns and NAB Executive Vice President, Television and president of the National Association of Broadcasters Education Foundation Marcellus Alexander.

Burns is one of the founders of NAB's Small Market Television Exchange and is a WBA Hall of Fame member.

“The NAB Small Market Television Exchange is one of the best programs the NAB puts on each year,” Vetterkind said. “Burns played a huge role in making this event the vital conference it is today.”

Thanks to Congressman Sean Duffy for meeting with Michelle Vetterkind and NAB President Gordon Smith.

Vetterkind chairs inaugural WSAE CEO retreat

The WBA's Wisconsin Broadcasters Emergency Personnel ID Card program is getting upgraded with new cards and important new features as it moves into a new partnership with Wisconsin Emergency Management (WEM).

The WBA is moving the program to WEM which operates a system called WI-CAMS. The database is used statewide for emergency responders. The partnership will allow engineers to hold cards similar to those carried by police, fire, and other emergency personnel across the state, making them more recognizable to authorities at an incident checkpoint. Other benefits include:

- Because the card is tied to a database, some information about cardholders can be updated without the need to issue new cards. The cards can be scanned to show current data about the cardholder.
- The WBA will annually check the validity of all cards, but if there are no changes, cards are valid for seven years.
- Engineers with NIMS certification can have that information shared on the card.
- The cards come with security features, making them more trusted credentials.
- More aspects of managing the program can be done electronically, making it faster and less costly.

WEM has agreed to print cards for the WBA, but all cards will be issued through the WBA, which will manage engineers’ data in the WI-CAMS database. The WBA is responsible for the validity of the data being entered into the database. Station managers will receive a notification from the WBA about the new partnership and information about how to proceed if they already have engineers registered with the program or if new engineers should be added. This program started after Hurricane Katrina when some broadcast engineers reported they were denied access to broadcast transmitters. The WBA’s Broadcasters ID program was one of the first of its kind in the country and has been regarded as a model for other states to replicate. The Wisconsin Department of Justice has been a terrific partner with the WBA in establishing this critical program from scratch and maintaining it for more than ten years. The DOJ fully supports this change to the program. The partnership with WEM has great potential to make the program more effective and therefore vital to keeping Wisconsin’s radio and TV stations on the air during the times when they’re needed most.

To apply for a card or for more information go to wi-broadcasters.org. Look for “Broadcasters ID” under “Emergency Planning” in the navigation.
people are more immune to good expression. But listen carefully. Even grandmas use “like” and “kinda” all over the place. And throw in “goes.” She “said:” She didn’t “go.” Go means to move yourself from one place to another, not speak. “So he goes ‘I thought your birthday was tomorrow,’ and I’m – like – Well, dah!” It is a childish phrase that has leaked into educated adults. I would hope the English teacher would correct the student who says: “So, then, Juliet goes ‘A rose by any other name...”

And “you know” is a bad habit too. You tell me something and throw in a few “you knows.” If that’s the case (that I know), why are you telling me? I already know. One person recently said to me, “You know” after every third word in a sentence. I knew none of it.

A few other words are overused too. Let me suggest “awesome,” “basically,” and “totally.” When someone says their burger was awesome, I cringe. It’s a burger and tastes just like every other burger. It is not awesome. It might be if it were twice as large as normal or had a new, exciting sauce on it. But a normal burger? Not awesome.

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Some other extraneous phrases: “going forward.” It just so happens we can’t go backward with anything. So it’s needless to say “going forward.” It ruins word economy and understanding.

“Whatever.” That leaves me hanging. “She made the recipe and added ‘whatever.” Good Lord, what was the result? Adding “whatever” leaves the door open for loads of bad things in that mixture.

“Once again.” It should be used only when necessary. It’s hardly ever necessary. Terribly overused.

“You guys.” “Hi, you guys.” And the group you’re addressing is half women. The women may be used to it but it seems wrong to address a gal as a guy. Using the plural “you” does the same job without offending anyone who might not think they’re a ‘guy.’ It just sounds crude.

At some point, people might stop saying “press conference.” I’ve told many a news source I won’t attend their event if only the “press” is invited. It should be a “news conference.” The event doesn’t make any press but it may make news. Inviting the “press” is frankly insulting. But I’m sure this one won’t change for a long time. A press is a machine. So stop it!

One more really bad one: “This is the most unique piece of furniture.” Bad. Unique means one of a kind.

And, finally, if you hire a new weather-person or a new announcer who deals with the weather, take them outside the station door. Ask them to look up and tell you how many skies they see. Assuming they have more than half a brain, they’ll say “one.” So partly cloudy skies don’t exist. Nor do sunny skies. It’s all one sky.

Teachers and professors, most of them, taught us word economy and the correct way to write and speak. And some claim it is our responsibility to provide an example to listeners-viewers and maybe that’ll clean-up the mess. It seems we have a responsibility to do that.

---

Poll: Local TV news popular in SE Wisconsin

The results of a Marquette Law School poll released in October shows local TV news is popular among residents in southeast Wisconsin.

“Just more than half of respondents, 52 percent, say they watch local TV news every day, 18 percent a few times a week, 7 percent just once a week, 10 percent less than once a week and 13 percent say they never watch local TV news,” the poll analysis said.

“Among those under 30, 21 percent say they never watch TV news but about as many, 20 percent, say they watch every day. Viewership rises to 75 percent of those over 60 who watch every day, with just 7 percent of that age group never tuning in.”

This poll interviewed 1,200 adults in Milwaukee, Ozaukee, Racine, Washington, and Waukesha counties.
Several months ago, in this same column, we touched upon data analytics and what makes data so important for creating a business advantage in broadcasting*. You may recall the references to Moneyball with an emphasis on using data to predict the future and essentially gain a competitive advantage. We’ve heard about predictive analytics and how imperative the field is becoming to all professions, including broadcasting.

Now what? What can we do to implement analytics to improve our profits, ratings, and our company overall?

The first step is realizing that analytics apply to all departments, not just sales, and ultimately work for all formats of information, not just numerical data. The next step is searching within your department and understanding exactly what kind of data is already at your disposal. A wise man (Lindsay Wood Davis) once said, “Look for the magic beans…what are the magic beans that will lead you to answers?”

Relevant information is all around us, we simply have to seek it and capture it.

A sales department has access to billing, pricing, revenue, and budgets. Programming has data on cume and time spent listening/watching broken down into basic demographics. The promotions department has information on budgets and inventory. Engineering may have web and streaming statistics, along with social media data. We can also collect textual data from listener comments and emails, or even company goals.

For decades, we have relied on instinct in a multitude of situations in our industry. This includes decisions made on station content, promotions, even hiring and employee retention. But instinct is not based on facts....

We already know how fairly easy it is to predict revenue or ratings based on trends of past data. What about something less tangible? For decades, we have relied on instinct in a multitude of situations in our industry. This includes decisions made on station content, promotions, even hiring and employee retention. But instinct is not based on facts, and data analytics is.

The other issue with instinct is that human beings come with emotional baggage and natural biases, and these attributes ultimately influence decisions, consciously or subconsciously, for better or worse.

Now let’s look at a non-traditional example of using analytics in the workplace, a process frequently used more seriously by industries outside broadcasting.

Say we want a more successful retention rate for the sellers we hire. Our current system is a simple, yet not always effective, method of hiring based on the applicant’s references, personality, and history. These are all imperative themes in hiring a salesperson, but instead of saying, “She seems like she has a knack for sales,” let’s measure these qualities empirically.

This predictive system would work much like models used by financial institutions that choose whether or not to grant an applicant a loan based on predictive analytics of former applicants. A bank would take into account factors such as income, homeownership, age, and education. For our example, we’d find all the data we have on our salespeople, past and current, and create a model that will predict how likely a new hire’s success will be with the company.

You can add as many factors into the mix as you’d like—education level, prior broadcast sales experience in years, how long they stayed with the company, number of new clients added, amount billed per year or month, etc. Typically, the more factors you consider, the more accurate the outcome.

Now the mathematical part of this.

How do we execute this? You don’t need to have a statistics degree to solve this. While it does take some time to learn, there are several programs available. Some are free and some may cost you after a free trial. In the end, however, these costs in time, training, and software are dwarfed by the savings in making more analytically informed hiring decisions of our sellers (again, one of infinite examples).

We can keep guessing and hope our instincts choose the best, or we can let the data do the work and ultimately affect the bottom line.
Are 45 second ads a better fit for stations, clients?

Try this sometime...just sit down and write a radio ad. Don't worry about the length of the script. Simply include what you think is needed to make your point. Nothing more, nothing less. Probably have a little creativity...maybe an attention-grabbing intro, then the main thought (what I call the “meat and taters” of the ad), and then, of course, the call for action at the end.

Again, don't worry about what the ad will time out to. Then after you write it, read it aloud and time it. Chances are, it may end up being about a 45 second ad.

For more than 30 years, I've probably written thousands of radio ads, mostly :30s or :60s. As I'm editing, quite often I end up with one of two possible questions: “What can I cut to get this to :30?...or...” what can I add to get this to :60?”. I've also seen that same thing happen many times as my Radio 1 Broadcast School students write commercials. I've seen it with my new employees as they cut their ad-writing teeth. Forty-five seconds just seems to be a length they end up around.

You might think our :30 and :60 ad lengths are a worldwide standard. Actually radio ad length varies greatly around the globe. Some countries like Colombia have many :10s. Others have a :40 normal. Some countries seem to just have random radio ad lengths, and the clients pay per second. So just keep in mind that the :30 and :60 thing is not gospel everywhere. I don't think of myself as a radio rebel, but I do ask my fair share of “why?” questions. And after the 3,000th time my new script for a local car dealer, or restaurant, or widget outlet seemed to seek that 45 second point, I thought, “why not?” I promised myself that when I own a radio station someday, I'd offer 45 second ads. So now Wisconsin-106 in Adams offers :45s. The rate is right between a :30 and a :60 rate.

More and more we're selling :45s because it makes sense and fits the needs of many of our advertisers wanting to get their point made efficiently to listeners without paying for additional air time they don't need. My guess is that my radio station is probably one of the only stations in the entire nation that sells 45 second ads.

It's funny how some random little decisions from many years ago just stick, and we don't change it or question it. An example I give my students is this: Do you know what boats looked like in the 1950’s? They looked like cars, with a hood, a windshield, and a dashboard. I suppose boat designers back then thought “it’s like a car on water, so...” None of the designers asked “why?” Eventually they did, and we now have much more functional boats that don’t resemble a car. So think about offering 45 second ads. But even if you decide not to, don't be afraid to ask “why?” when it comes to long standing traditions in radio, and maybe start your own “why not?”

Joe Deschler
Wisconsin 106
WCWI FM

Miscellaneous

8 Reasons Why YOU are the Future of Broadcasting (And One Reason You Might Not Be)

Millennials and young professionals in broadcasting have fresh, new ideas, but often find themselves doing the same jobs as their predecessors. How does a young professional make their mark while also respecting a station’s established culture? Find out the 8 reasons why YOU are the future of broadcasting and the one big thing holding you back with Jay Kruz. He has been making his mark in radio since he was teenager and is currently the Program Director and Afternoon Host at Mix 94.9 in Cincinnati. In this interactive discussion, Jay will share the best ways to bring new ideas to your station and open the doors to the next step in your career in broadcasting.

Registration available online at www.broadcasters.org.
WINTER CONFERENCE & STATE LEGISLATIVE DAY

Wednesday, January 31, 2018
The Madison Concourse Hotel, Madison, Wisconsin

8:00 AM Registration Opens, Continental Breakfast
8:30–10:30 AM Job/Career Fair MADISON BALLROOM

Registration to the Job/Career Fair is Free!
Pre-registration is NOT required!

Bring your resume and meet with radio and television station representatives from around the state of Wisconsin. Talk with the working broadcasters about their jobs and the industry. A list of stations in attendance will be provided to you when you sign in at the Job/Career Fair.

10:45–11:45 AM EEO Session UNIVERSITY ROOM
Advancing Diversity and Broadening Reach

Legal issues in hiring and effective strategies for broadcasters to promote equal employment opportunity

What is diversity? How can a more diverse workforce improve the workplace and broaden broadcasters’ reach within and outside of the community? What legal issues arise when employers fail to adjust their practices and exclude underrepresented populations?

This presentation will address these issues, with a focus on how: the law defines diversity, how employer hiring practices may limit applicant pools and inadvertently violate the law, and how to implement and enforce policies and procedures that can help promote equal employment opportunity and a respectful workplace.

Need EEO Credit?
Your WBA is Here to Assist you!

Be sure to have someone from your management in attendance at this worthwhile seminar to be eligible for EEO credit.

About EEO
The FCC also allows one full credit for participating in a program that will teach the SEU’s station management how to ensure Equal Employment Opportunity and prevent unlawful discrimination. Your WBA offers this type of training program four times over every two-year period. A seminar or webinar is held in conjunction with each of our winter and summer conferences. If a station’s management routinely participates, and shares the information they obtain with others at the station with hiring responsibilities, by the end of the segment (two-year period), the SEU would be able to claim one full credit for that two year period.

Please note: These four seminars or webinars will each be on different equal employment opportunity topics, including types of unlawful discrimination and FCC specific requirements, so an SEU will need to have station management participate in all four sessions or webinars to earn the full menu option credit.

An SEU is typically a group of stations that are commonly owned or controlled, located in the same market and sharing at least one employee. An SEU can be comprised of one station, two stations, a mix of several radio stations or television stations, or a combination of radio and TV stations all in the same market.

12:00–1:40 PM Business Luncheon MADISON BALLROOM

1:40–2:20 PM Legislative Session/Briefing MADISON BALLROOM

3:00–5:00 PM Legislative Calls WISCONSIN STATE CAPITOL
5:00–7:00 PM Legislative Reception ASSEMBLY ROOM

HOTEL RESERVATIONS
Please call The Madison Concourse Hotel at 800-356-8293 and mention that you are with the WBA. Hotel rates are $155 for Concourse Level and $195 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 15, 2018
Hundreds attend Broadcasters Clinic in Madison

The 61st Broadcasters Clinic was held in Madison in early October. In keeping with its award-winning reputation as the country’s top regional broadcast engineering conference, this year’s Clinic was supported by an overwhelming number of exhibitors and set an all-time high session attendance record.

The Broadcasters Clinic repeatedly attracts top industry speakers from around the county with sessions on the edge of broadcast technology. This year’s attendees once again were able to hear about that technology in the session hall and see it in the exhibit hall.

This level of success comes from the effort of the program committee which seats members from all four Wisconsin SBE Chapters, and the commitment of Michelle and Linda with the support of the WBA Board.

It’s a formula that is second to none.

As this was my last Clinic as its Chair, I sincerely thank everyone involved in making this conference what it has grown to be over the years, simply the best! I know that with the same level of support it will continue in its success under new Chair, Kent Aschenbrenner.

Save the dates, Oct. 16-18, 2018 at the Madison Marriot West.
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
David Agnew, GatesAir
Don Backus, Rohde and Schwarz
Fred Baumgartner, One Media/Sinclair Broadcast
Bill Bennett, Lawo, Inc
Chris Crump, Comrex
Ben Dawson, Hatfield & Dawson Consulting Engineers, LLC
Martin Dyster, Telos Alliance
Tom Harmon, Utah Scientific
Kirk Harnack, Telos Alliance

A special Thank You to Leonard Charles
Chair, Broadcasters, Clinic Committee for 23 years of service.

Martyn Horspool, GatesAir
John Kean, Cavell Mertz & Associates, Inc.
Jacob Kinsey, Colbalt Digital
Shawn Knotts, Electronics Research, Inc.
Steve Lampen, Belden
David Layer, NAB
Patrick McFadden, NAB Legal Team
David Oxenford, Wilkinson Barker Knauer LLP
Mike Pappas, Orban
Tony Peterle, Worldcast Systems
Peter Rafferty, UW-Madison
Joe Talbot, Telos Alliance
Michelle Vetterkind, Wisconsin Broadcasters Association/WBA Foundation President
Jeff Welton, Nautel
Jerry Whitaker, ATSC Committee
Christine Zuba, Dielectric

THANK YOU, CLINIC SPONSORS

Thank you to the following partners and sponsors who support the Wisconsin Broadcasters Association.

Wisconsin Broadcaster | November/December 2017 | 9
Clinic Committee Members recognized for years of service

Leonard Charles recognized for 23 years of service to the Broadcasters Clinic

Greg Dahl
Clif Groth
Keith Kintner
Tom Smith
The Broadcasters Clinic Committee and the Wisconsin Broadcasters Association extend their gratitude to the Broadcast Clinic exhibitors, prize donors, and supporters.

EXHIBITORS

Alpha Video & Audio, Inc.
Anywave Communication
Belden - Grass Valley
Broadcast Electronics
Broadcasters General Store, Inc.
Broadcast Pix
BroadStream Solutions
BWS
Calrec Audio
Clear-Com
Cobalt Digital Inc.
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DJB Radio - Digital JukeBox
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Evertz
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The Telos Alliance
Utah Scientific
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WCLW WJVL
WKOW
WMSN
Woodward Communications

ADDITIONAL SUPPORT

Liz Boyd,
NCSA/PEP Coordinator
Kyle Geissler,
Director of Operations and Public Affairs
Sara and Leader Printing
Susan Lewandowski,
SWC Group
Madison Marriott West
incredible Staff
Lorraine Ortner-Blake,
WBA Newsletter
David Sanks,
WBA Foundation Chair
Erin Shipps,
Program Layout
Michelle Vetterkind,
WBA President and CEO

THANK YOU

American Awards & Promotion
To Di For (Cupcakes)
Wisconsin Broadcasters Association Board of Directors

AND…

THANK YOU ATTENDEE’S FOR YOUR SUPPORT!

You are the reason for the Broadcasters Clinic.
YOU are so worth it!!!!

Mark your calendar for the 2018 Broadcasters Clinic, Oct. 16-18, 2018!
Small mistakes can disqualify WBA award entries

Greetings from your WBA Awards Committee. We hope you are paying attention to that new countdown clock at wi-broadcasters.org.

The submission window opens Dec. 1.

Do yourself a favor and get some of your entries in early. You’ll thank us on Jan. 10, 2018 at 11:58 p.m. when you’re not trying to press “submit” on all of your entries at once.

We set several records with last year’s WBA Awards of Excellence. Some were positive, like Most Entries EVER (1,783!), and Most States Used to Judge our entries (it took EIGHT states to judge your work!). But one less-than-stellar record stood out to the committee this year: Most Disqualifications.

Within this dark cloud is a silver lining: The issues that were reported can all be fixed if your contest manager pays a little closer attention to the rules. To help make 2017’s awards set a record for LEAST disqualifications, here are a few examples of what our judges reported:

**Files Too Long**
The most common error was going over the time allowed for entries. If your file was 16 seconds over, it was rejected by the judges. There were several television stations that missed out on critical newscast entries because the file submitted was more than 15 minutes. The qualification or disqualification of an entry is determined by the judge who reviews your entries. We encourage you to do everything you can to ensure that judge has no questions about your entry. Make sure the file you submit is no longer than the length stated in the rules. Don’t submit a newscast compilation that may be 14:59, but has 0:03 of black. A judge might see 15:02 on their player and void your entry.

**And… Files Too Short**
While we’re talking about file length, there were also a number of submissions that were rejected for being too short. For example, television’s Community Impact and Specialty Programming awards both carry a minimum length of five minutes. There were several submissions that missed the minimum mark.

**Got Attachments?**
Attach the correct ones: Does your submission include a PDF? Make sure it’s the correct PDF. A number of judges reported that PDFs did not match the video or audio file submitted.

**Other oddities that were shared by our judges**
One newscast entry featured only a weather tease… no newscast. One Election Coverage entry featured a sportscast only. One evening news entry had no file at all, and a Significant Community Impact entry contained all the items for a completely different category.

All of this is to say that some local quality control could go a long way in making sure that all your entries are valid. You and your coworkers are investing a lot of time to ensure that your product shines in the excellence spotlight. We hate to see your hard work denied because of a few extra seconds, or a last-minute/late night submission where files are put in the wrong place.

“The awards committee changed this year’s booklet to highlight in red some of the “gotcha” areas from the past few years. Submission lengths are in bold and red. Air times of morning, daytime, and evening shows are also bolded and in red. And nearly every page of our brochure has a special message to “Check the file timing listed in each category” so that your 15 minute show is not sent to the judge as a 15:10 file.

“To err is human, but to really mess things up takes a computer.” It’s one of my favorite quotes. Remember that as you submit your awards BOTH humans and computers are involved.

We look forward to seeing your submissions by Jan. 10, and your attendance at the Gala on May 5.
Mentorship offers chance to leave legacy

“If you want to learn something, read about it. If you want to understand something, write about it. If you want to master something, teach it.”

The greatest mentor of all time said that we should not let our left hand know what our right hand is doing. That’s wise. Helping other people is its own reward. Besides, it feels right and creates future leaders in our industry. Mentorship also comes with a fair dose of introspection and reflection from young “up and comers” with a fresh perspective. Yogi Bhajan, a wise “Teacher for the Ages” in the 20th century said, “If you want to learn something, read about it. If you want to understand something, write about it. If you want to master something, teach it.” Lately, I have learned more than imagined by participating in the career of future broadcasters. Perhaps the following stories will spark a few ideas of your own. So, please indulge me as I share what the left hand is doing at our stations in Janesville.

A Network Anchor
During the 2017 WBA Student Seminar, one attentive student engaged me in discussion after the “Business of Broadcasting” session, which led to an email exchange, which led to his request to visit the WCLO-WJVL studios and shadow our news director, Stan Stricker. Cody Barnes traveled 60 miles, showed up at 6:15 a.m., and soaked up a real world news experience like a sponge. His feedback, “This experience rekindled my passion for news. I am still going to pursue my dream of being a network anchor.”

The Business of Broadcasting
This summer, an intern from UW-Whitewater became immersed in our promotions, remotes, and sales calls. Derek DeMott, reflected, “I am grateful for having the exposure to the radio industry and advertising field outside the classroom setting. I learned first-hand that it’s still an effective medium yet today that can produce results for local businesses.” Derek inspired us with his fresh enthusiasm for business of broadcasting. Along with a little summer cash, we gave Derek a formative experience for greater clarity in his career ahead. Our call letters won’t look too bad on his resume, either.

Mentorship
The WBA Young Professionals renewed the Mentorship Program this year. I have two account executives that “check in” to discuss challenges, trends, and opportunities. The objectivity that comes from a mentor (that is not their boss) can be a career saver. Occasionally, I have sent them station materials and training tips for immediate implementation.

Tools available to help stations facing repack
Numerous tools are available to help the 28 television stations in Wisconsin that are affected by the recent broadcast spectrum incentive auction.

The National Association of Broadcasters has built a website, TVAnswer.org with resources for stations as well as information for the audience to explain how the changes affect them. The website also lists the stations with the most up-to-date information for viewers.

The earliest stations in Wisconsin to be affected are five stations that are part of Phase 2 running from Dec. 1, 2018 to April 12, 2019. The last station affected is part of Phase 10 which starts in May 2020.
The WBA Education Committee is going to pilot a “Student Awards for Excellence” competition for high school media students. The awards, which are for work done during 2017, will be presented at the Student Seminar on Saturday, Feb. 24, 2018 at the Madison Marriott.

Committee members are compiling a list of high schools that have media courses or clubs. If you know of any high schools in your area, please send the contact information and email to Ken Beno kbeno@gmail.com. The pilot program includes four general categories which are listed below:

**HS - Radio Sports Programming** Submit all entries in (Parenthesis) in this category.

- **(Play-by-Play)** A segment of sports play-by-play which was originally presented live or recorded live for later presentation without changes. No Post-Production.
- **(Packages)** Shorter sports story/feature which plays during a sportscast or sports program.
- **(Interviews)** Hosted full-length interview with a sports person.

**HS - Radio News Programming** Submit all entries in (Parenthesis) in this category.

- **(Packages)** Hard news or spot news story/feature that would play in a newscast.
- **(Newscasts)** Full-length program that includes an anchor, packages and/or audio segments that were presented live or recorded live for later presentation.
- **(Interviews)** Hosted full-length interview or panel discussion on current affairs.

**HS - TV Sports Programming** Submit all entries in (Parenthesis) in this category.

- **(Play-by-Play)** A segment of sports play-by-play which was originally presented live or recorded live for later presentation without changes. No Post-Production.
- **(Packages)** Shorter sports story/feature that plays during a sportscast or sports program.
- **(Interviews)** Hosted full-length interview with a sports person.

**HS - TV News Programming** – Submit all entries in (Parenthesis) in this category.

- **(Packages)** Hard or spot news story/feature that would play in a newscast.
- **(Newscasts)** Full-length program that includes on-camera talent, packages and/or video segments that were presented live or recorded live for later presentation.
- **(Interviews)** Hosted full-length interview or panel discussion on current affairs.

Members of the Education Committee will judge the entries. Depending on interest, the awards may be expanded for 2018.

**Attention Educators:**

It’s that time of year to gather up those contest entries and prepare to submit them for the 2018 Student Awards for Excellence.

The awards will be presented on Feb. 24, 2018 at the Student Seminar in Madison. In addition to the awards program, 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. 11. The deadline for entries is Jan. 12, 2018 at 11:59 p.m.**

**ELIGIBILITY RULES:**

**College and University**

- 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 2017.
- 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.
- Entries must consist of original material produced by the student or students submitting the piece, and should be suitable for broadcast. Entries submitted for a class are also permitted.
- Entries can only be submitted in one category.

All entries must consist of original material produced by the student or students submitting the piece.

**ELIGIBILITY RULES:**

**High School**

- All entries must have been produced in their entirety by full-time students enrolled in any Wisconsin High School for the calendar year 2017.
- 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 High School.
- 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 only be submitted in Vimeo (www.vimeo.com) or in YouTube (www.youtube.com).
• Each online entry for Radio should only be submitted in SOUND CLOUD (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. We will have a link on our website to the contest. Entries must be received online by January 12, 2018 by 11:59 PM CDT. Online entries will be accepted starting December 11, 2017. Judging will be done by educators outside the state of Wisconsin.

CATEGORIES: College and University

• General Entertainment Program (5 to 15 minutes)* (Radio) Excludes news and sports. Examples include game shows, dramas, talk shows, etc.
• General Entertainment Program (5 to 15 minutes)* (TV) Excludes news and sports. Examples include game shows, dramas, talk shows, etc.
• Audio Storytelling-Sound (Radio) (1 to 5 minutes) Feature packages that focus on creative use of sound in storytelling.
• Long Form Production Non-News (Radio) (3 to 15 minutes)* Longer soft news or feature segments that would play during a magazine program.
• Long Form Production Non-News* (TV) (3 to 15 minutes)* Instructional/corporate/promotional productions that teach, train, and/or promote a service or organization. Examples of entries that fit, but not limited to, include training videos, recruiting videos, organizational profiles, product promotion/sales pieces.
• News Series/Documentary (Radio) (5 to 15 minutes)* Treatment of a single-issue in multiple parts edited into a single audio file for judging OR Full-length program on a single issue that includes narration and actualities, file audio, etc.
• News Series/Documentary (TV) (5 to 15 minutes) Full-length program or multi-part single-issue series that explores a single topic in-depth.
• Public Affairs/Talk Show (Radio) (5 to 15 minutes)* Hosted full-length interview or panel discussion program that focuses on current issues and provides opportunities for under-represented voices to be heard.
• Public Affairs (TV) (5 to 15 minutes)* Hosted full-length interview or panel discussion program that focuses on current issues and provides opportunities for under-represented voices to be heard.
• Newscast (Radio) (5 to 15 minutes)* Full-length programs that include newscasters, packages, and/or segments which were originally presented live or recorded live for later presentation. (NO POST PRODUCTION)
• Newscast (TV) (up to 15 continuous minutes)* Full-length program that includes on-camera talent, packages, and/or video segments that were presented live or recorded live for later presentation. Commercial breaks should be removed. (NO POST PRODUCTION)
• News Story Writing (Radio) (3 minute maximum) This includes short hard news or spot news packages that would play during a newscast. This category focuses on outstanding writing. This would require submission of a script that must exactly match the audio content.
• News Story Writing (TV) (3 minute maximum) This includes hard news or investigative stories with a focus on outstanding writing that would play in a newscast. Humorous stories do not belong in this category. This would require submission of a script that must exactly match the audio tracks.
• Feature Story (TV) (3 minute maximum) Soft news that would play in a newscast or magazine program. This category would reflect a focus on creative use of video in storytelling.
• Public Service Announcements/Commercials (Radio) (1 minute maximum) Standard-length (15, 30 or 60 seconds) public service announcements or commercials.
• Promotional/Public Service Announcements/Commercials (TV) (1 minute 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 minute maximum) This includes short sports packages with actualities that would air during a sportscast or sports program. Note: This category is not meant for sportscasts.
• Sports Story (TV) (2 minute maximum) This includes short sports packages with sound bites that would play in a sportscast or sports program. Note: This category is not meant for highlights or game summaries.
• Sports Play-by-Play (Radio) (5 minute maximum)* A segment of play-by-play of a sporting event that was originally presented live or recorded live for presentation later. (NO POST PRODUCTION)
• Sports Play-by-Play (TV) (5 minute maximum)* A segment of 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 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 minute maximum)* Regularly scheduled stand-alone sports program with packages and/or other segments
• Station Imaging (Radio) (1 minute maximum) Station promos, sweepers, ID’s including legals that brand or image your station.
• Podcast (Radio) (15 minute maximum)* Episodic audio recordings (example: community cause interview) distributed via a syndicated feed on the internet. 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
• Social Media (Facebook, Twitter, etc.) (submit print of homepage with URL) All of the content must be produced/supplied by university students. Student media, a university department, etc. can qualify for this award if they effectively engage with their audience through the use of high-quality and creative posts and media, incorporating station imaging, media, and brand. Submissions will be judged on quality of posts, which includes aspects such as grammar, hyperlinks, and hashtags.
• Website (submit print of homepage with URL) Website on which all of the content is produced/supplied by university students. Can be for student media, a university department, etc.

* Entries for programs longer than 5 minutes should be limited to 10 minutes for judging purposes. Entries (news series, newscasts, hosted programs, documentaries, etc.) should be edited to exclude commercials, PSAs, promos and unrelated announcements.

CATEGORIES: High School

• HS- Radio Sports Programming Submit all entrees in (Parenthesis) in this category.
(Play-by-Play) A five-minute segment of sports play-by-play which was originally presented live or recorded live for later
HOW TO ENTER

Entries must be completed and submitted online at www.wi-broadcasters.org. Online entries will be accepted starting December 11, 2017. Please follow the steps below to complete the entry process.

ONLINE LOGIN

DEADLINE FOR ENTERING: FRIDAY, JANUARY 12, 2018 BY 11:59 PM CDT

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

1. Go to www.betterbnc.com;
2. Click contestant login (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.

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

PAY ENTRY FEES

It is recommended that you complete all entries before paying your balance. To pay, click “Pay Online” beside your total balance owing on the Account Summary page. Full payment must be received by submission deadline. Entries submitted without the appropriate submission fee will not be eligible for judging. Only MasterCard, VISA, Discover, and American Express are accepted online or you can also call Linda Baun direct at the WBA office at 608-729-1480 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 adviser, supervisor or faculty member. The nomination letter must include specific examples when citing how the student meets the following criteria:

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

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

WBA Student Leadership Award nominations should be sent by Jan. 12, 2018 directly to: Linda Baun at lbaun@wi-broadcasters.org

AWARDS PRESENTATION

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

AWARDS CEREMONY

Awards will be presented to the winners on Saturday, Feb. 24, 2018 during the luncheon at the WBA Student Seminar. The seminar will be held at the Madison Marriott West Hotel in Middleton.
Nominations open for

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, 2018. Submissions should be made on the official nomination form (found at wi-broadcasters.org) and sent to the WBA Foundation office. Selected nominees will be inducted on June 21, 2018, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Milwaukee Hilton City Center 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, 140 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 (2018). 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.

Nominations open for

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, 2018. Submissions should be made on the official nomination form (found at wi-broadcasters.org) and sent to the WBA office. Selected nominees will receive the award Thursday June 21, 2018 during the WBA’s Summer Conference Luncheon at the Milwaukee Hilton City Center.

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.

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 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 (4) districts of the state represented on the WBA Board of Directors. The number of awardees will be determined by the committee. The Local Broadcast Legends committee will meet after the Feb. 15 deadline to consider nominations and recipients will be selected in March.
WBA, WBA Foundation offer programs for engineers

Engineering Fellowship Grants assist stations in continued training for senior engineers

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

As the broadcast industry evolves, so must our understanding of how to implement new media transmission. Unfortunately, often busy schedules and tight budgets for most engineering departments do not permit engineers to learn new skills and acquire an understanding of new technology. How are broadcast engineers able to keep up-to-date so that our industry thrives?

The WBA and the WBA Foundation offers Engineering Fellowship Grants. This program is meant to provide a stipend for senior broadcast engineers currently serving Wisconsin member stations to acquire continuing education in broadcast engineering.

Interested senior broadcast engineers 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 such as courses in Information Technology/Networking, Engineering Leadership/Management, Electrical Engineering/Transmission Courses, and other new technology training. The grants are NOT to be used by recipients to attend trade shows. Rather 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.

For more information 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.

PSA Guide!

Your WBA has a great offering for you, a Public Service Announcement Guide. This is a reference for people asking your station the how to’s about PSAs.

Getting Your Message On The Air addresses:

- What is a PSA?
- How to Get Your PSA On the Air
- Sample Copy for Your PSA
- The Pre-Produced PSA
- Public Affairs Programs
- You’ve Been Booked for a Program
- Sample Press Release

Click on the For the Public link at www.wi-broadcasters.org.

WBA Newsroom

- 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

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

@WBANewsroom
WBANewsroom.org
WBA Foundation & WBA: Strong partnership

I am pleased to have the honor of serving as Chair of the Wisconsin Broadcasters Association Foundation (WBAF).

Foundation President and CEO, Michelle Vetterkind, provides outstanding leadership for the WBAF. I am happy to report that your Foundation is well positioned to be a strong partner with the WBA during 2018.

Communication with the WBA membership and the WBA board has become consistent and effective through Foundation reports in the WBA newsletter and WBAF reports presented at WBA Board and Executive Committee meetings. Attendance at these meetings provides 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 each year prior to the start of the summer conference provides the members of both boards the opportunity to communicate directly with one another.

Hall of Fame

The Wisconsin Broadcasters Hall of Fame located in the Hilton Milwaukee City Center will be “front and center” for the WBA membership this summer. The 2018 WBA Summer Convention is being held at the Hilton Milwaukee June 20 and 21. This will provide all attendees the opportunity to see the wonderful Wall of Fame created by Mark Warren and Susan Lewandowski. This display of WBA Hall of Fame inductee plaques and videos is amazing! The video kiosk allows visitors to search and view the wonderful videos produced by Jane Bartell et al that tell the story of each of the 140 members of the WBA Hall of Fame. The Hall of Fame exhibit is located in the hotel’s main corridor just up the steps from its main entrance. Don’t miss this opportunity to experience the WBA Wall(s) of Fame.

Ricke Jowett Fellowship

The WBA and WBAF successfully established the Ricke Jowett Fellowship in August of this year. The WBA and the National Press Photographers Association (NPPA) co-sponsored a Drive-In Short Course for visual journalists. The event was held at the Pyle Center on the UW-Madison campus. A reception and presentation on Aug. 18 provided the perfect venue for Michelle to announce the Rick Jowett Fellowship. The Fellowship is intended to create an opportunity for photojournalists of our member stations and educational institutions to apply for financial support that will allow them to participate in workshops or other training to further develop their visual journalism skills. The Drive-In Short Course was attended by 55 individuals from Wisconsin, Illinois, Iowa, Michigan, and Minnesota. It was an outstanding success made possible by Michelle’s leadership and the excellent work of Linda Baun and Liz Boyd.

Remaining Strong

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 broadcasters make and have in the State of Wisconsin. We need your financial support so that we can continue to 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
Thank you, WBA Foundation!

WBA Foundation,
Michelle,
THANK YOU for making this year’s golf outing another huge success! Every year we are amazed by the strong support we receive from our golfers and sponsors and this year was no different. The Wisconsin Veterans Museum Foundation’s 13th Golf Outing was our most successful outing to date. Thank you so much for joining us in raising money for such a worthy cause!

We had 132 golfers come out for the event and together through registrations, donations, and sponsorships we were able to raise $29,785. We are so grateful for your support and I would like to extend a heartfelt thank you for your contribution of $250 as a Driving Range Sponsor.

The Foundation relies on private donations from contributors like you to provide much needed support for the Wisconsin Veterans Museum. The funds from this year’s golf outing will provide critical financial resources for new exhibits, educational programs, outreach initiatives, and artifact acquisitions. The Wisconsin Veterans Museum Foundation is a 501(c)(3) charitable corporation and, as such, your contribution is tax-exempt to the extent allowed by law.

Thank you for all that you do to honor our veterans. Your support is greatly appreciated!

Eileen Newcomer,
Membership and Annual Gifts Director,
Wisconsin Veterans Museum Foundation

Wisconsin Broadcasters Association Foundation,
On behalf of the entire UW-Oshkosh Radio TV Film Department, I would like to thank you for granting the request for funding our engineering study as we contemplate a new transmission plant for WRST. Your generous award has helped us move forward in the process and we hope that we can see the project advance in the coming year.

We came up with a very public way to acknowledge your grant; one that targets the very people that may benefit from it. We have added a thank you message to the rotation of on-air messages at WRST. It’s scheduled to be available in all dayparts, so will be heard by listeners throughout our local programming hours. Also, we’re adding a similar message to the “pre-roll” of our internet stream. Any listener who connects will hear the message before their stream listening begins. Both of these will begin with the start of this academic year’s local programs on Sept. 25 and we’ll run them for a year.

Thanks again for your support of our program here at UW-Oshkosh and feel free to contact us with any questions you may have.

Randall Davidson,
Radio TV Film, UW-Oshkosh

Contribute to the Wisconsin Broadcasters Association Foundation

My contribution is  □ Personal □ Corporate
□ $5,000 □ $2,500 □ $1,000 □ $500 □ $250 □ $100
□ Other_______

Pay by Visa/MasterCard/Discover/American Express or check

Credit card

CARD NUMBER

EXPIRATION DATE CARD SECURITY CODE

NAME AS SHOWN ON CARD (PLEASE PRINT)

DAY PHONE

BILLING ADDRESS OF CREDIT CARD

SIGNATURE

Make checks payable to:
Wisconsin Broadcasters Association Foundation
44 E. Mifflin Street, Suite 900, Madison, Wisconsin 53703

The WBA Foundation’s broad goal is to build a sound general endowment for the future while at the same time spend a significant amount of contributions and earnings in the general functional areas of public affairs, historic preservation, and education. Please take a moment to indicate where you would recommend your contribution be spent. Within the Board’s annual goals, every effort will be made to honor your recommendation for allocation of your funds.

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.
Members in the Spotlight

Show Us How You Support Your Community

The WBA wants to promote our local broadcasters and let our elected leaders know of all the work you do to support your communities.

We use your stories on our website and in our newsletter and we post them to social media, tagging your elected representatives in Washington D.C.

< Here is a recent post.

Thank you!

Longtime director of Wisconsin Public Broadcasting to retire

Malcolm Brett, longtime director of Broadcast and Media Innovations (BAMI) with the University of Wisconsin-Extension — the home of Wisconsin Public Radio (WPR), Wisconsin Public Television (WPT) and UW Extension’s (UWEX) Instructional Communications Systems (ICS) — has announced plans for his retirement.

Brett is targeting late spring 2018 for the transition, providing UWEX, including WPT/WPR and ICS, time to begin the search for his successor.

Brett has been a national leader in public broadcasting throughout his 34-year career, serving as Director of Television at WPT prior to his tenure as BAMI Director, and also serving on the national board of PBS and countless public-media focused committees and workgroups.

“Malcolm’s leadership in Wisconsin has been admired by public television and radio stations around the nation,” said NPR CEO Jarl Mohn. “Public media in Wisconsin is what it is today because of his dedication to public service, his passion for great content and his commitment to the staff of WPT and WPR. His work will pay dividends for Wisconsinites for decades to come.”

“Malcolm Brett is a dedicated and visionary leader of public media and through his work has had great impact in Wisconsin as well as across our national public television system,” said Paula Kerger, President and CEO of PBS. “Through his service on the PBS Board, most notably during his tenure as Vice Chairman, he focused on universal access, diverse voices, and community engagement. Malcolm truly believes in the mission and power of public broadcasting, and the special role that stations need to play within local communities.”

“Malcolm has left an indelible mark on UW-Extension, the state of Wisconsin and beyond,” said UW Colleges and UW-Extension Chancellor, Dr. Cathy Sandeen. “I first met Malcolm when he served on the national PBS Board; I recognized the depth of his knowledge and tremendous leadership qualities right away,” UWEX, including WPT, WPR and ICS are working on the next steps in the search process.

Vetterkind receives WSAE Association Leadership Award

WBA President and CEO Michelle Vetterkind received a leadership award from the Wisconsin Society of Association Executives.

Vetterkind was nominated for the WSAE Association Leadership award that she received with other awardees on Oct. 30 at the WSAE Summit in Middleton.

The award recognizes WSAE members who promote outstanding leadership and achievement in association management, works with outstanding professionalism and exemplary service to the association community, consistently promotes the association industry in Wisconsin, and demonstrates involvement and commitment to the association management field on a continuous basis.

Madison TV station raises $120,000 for hurricane relief

A Madison TV station helped the Wisconsin Chapter of the American Red Cross raise $120,000 for hurricane relief during two 18-hour telethons.

WKOW earlier held a telethon for victims of Hurricane Harvey, raising about $95,000. On Sept. 13, the station held a second telethon for victims of Hurricane Irma. The two events together raised more than $120,000 for Hurricane Harvey and Irma relief.

“Our wonderful viewers took the time to pick up the phone to be part of the solution to these natural disasters,” WKOW news Director Ed Reams said. “We cannot thank them enough for their generosity.”
Members in the Spotlight

WTMJ-TV honors everyday heroes in first ever “Positively Milwaukee Awards”

A Milwaukee television station held the first ever “Positively Milwaukee” awards to honor everyday heroes in southeast Wisconsin.

WTMJ-TV held the event at the Harley Davidson Museum and a one-hour special aired Oct. 20.

Event host and WTMJ-TV anchor Carole Meekins said the show highlights what’s right in the world.

“We’re inundated with negative information these days,” Meekins said. “To be able to shine a light on local people who do such good… well, that’s truly an honor and a privilege.”

The event honored:

Kitonga Alexander – a former classroom teacher who has made it his life’s mission to help give men a second chance at success after incarceration.

Sharon Wilczynski – an inspiring senior who keeps one of Racine’s busiest food pantries running smoothly.

Colleen DeLisle – a Waukesha teenager changing the world one book at a time with her focus on kids and literacy.

Dr. Kenneth Harris, Jr. – a retired Milwaukee Police Lieutenant who now devotes his life to community service and shaping young lives.

Robin and Leroy Harmon – a Glendale couple that fostered 70 children and works tirelessly to keep families together.

Mark Scholz – a West Bend man who passed away this year but left behind an inspiring legacy of community service. (Award accepted by his sister, Carole Meekins.)

Each winner received $1,000 for the charity of their choice.

The Milwaukee Bucks’ Jabari Parker also received the Positively Milwaukee Beacon Award for his work with Milwaukee Public Schools.

Former WTMJ anchor/reporter Bill Taylor received the Founders Award for launching the “Positively Milwaukee” news segments in the early 1990s.

In Remembrance

Influential Minnesota broadcaster dies

A Minnesota broadcaster responsible for stations heard from South Dakota to Wisconsin and far northern Minnesota has died.

Minnesota Valley Broadcasting and Radio Mankato CEO John Linder died Sept. 22 at the age of 63 after a nine-month, hard-fought battle with cancer.

The Linder family has been in the radio business in Mankato since 1950. Linder spent his entire career in radio and leaves a legacy in broadcasting across the Midwest.

Linder had interest in several radio groups, including locally owned and operated Radio Mankato, which is home to KTOE, Minnesota 93, Hot 96.7, Oldies 100.5, KRRW, KXLP, and The Fan.

“He will be remembered for his large heart, his concern for everyone around him, and his kind spirit,” Linder’s obit read. “He combined these qualities with a business savvy and a willingness to take risks. John knew what was important—and what was not.”

“He loved working with his radio friends to build stations that serve their communities. His employees were like family to him.”

A celebration of Linder’s life was held in Kasota, Minnesota, on Oct. 1.

Former Green Bay TV production manager dies

A Green Bay man who spent more than 30 years working in local television has died.

David A. Campbell Sr., 80, died Oct. 12.

Campbell worked briefly at WFRV before moving to WLUK.

“His passion for architecture and design, coupled with his experience in construction later became apparent in the various television news sets he designed and constructed,” his obituary said.

As production manager, Campbell was described by many as “the best boss I’ve ever had.”

“His legacy lives on in countless television news and production professionals who got their first break in the business working for him,” his obituary said.

Campbell’s son, David Campbell Jr., holds the same title his father held at WLUK. David Campbell Jr. started at WLUK when he was 16. He is production manager at WLUK and has been there for 39 years.

He says the duties have changed a lot since he father did the job.

Online condolences may be sent to David’s family at www.blaneyfuneralhome.com. In lieu of floral expressions, a memorial fund has been established in David’s name.
Sen. Baldwin takes lead on advertising deductibility

Wisconsin Sen. Tammy Baldwin is one of two senators taking the lead in an effort to make sure the deductibility of advertising expenses remains law as legislators review options for tax reform.

Sen. Baldwin is joining Sen. John Boozman from Arkansas in drafting a letter to Senate leadership urging them to leave the current tax treatment of advertising in place. This is similar to an effort in made in the House earlier this year.

A tax reform proposal that was introduced earlier this fall by the administration and Congressional leadership did not contain specifics, but advertising deductibility is considered to be “on the table” as an option to help pay for tax reforms.

At least 15 senators have agreed to sign the letter so far.

Pai confirmed to new term with FCC

FCC Chairman Ajit Pai has been confirmed by the US Senate to another five-year term.

“Chairman Pai understands broadcasting’s unique role as an indispensable communications medium, and we appreciate his effort to ease outdated regulatory burdens on local radio and TV,” said NAB President and CEO Gordon Smith. “We share his vision for a vibrant communications future that allows local broadcast innovation and robust competition to largely unregulated broadband and pay programming providers.”

The vote split mostly along party lines, with Republicans supporting Pai’s re-nomination and most Democrats in opposition.

Pai’s five-year term is retroactive to July 2016.

NAB President, CEO extends contract to 2023

NAB President and CEO Gordon Smith has agreed to a contract extension that will keep him in the position until March 31, 2023.

“Gordon Smith has shown a steady hand guiding America’s local radio and television stations through the public policy challenges of Washington,” said Beasley, CEO of Beasley Media Group. “He has enormous credibility on Capitol Hill and at the FCC, and is a determined advocate for local broadcasting.”

Smith joined NAB in November 2009 and oversees the advocacy efforts of thousands of local radio and television stations across the U.S. He is a former two-term U.S. Senator from Oregon (1996-2008) and was a successful entrepreneur before launching his career in politics.

“I am grateful for the trust placed in me by the NAB Board with this new contract,” Smith said. “Broadcasting plays an indispensable role in the world of communications, and I’m committed to an innovation agenda that allows local TV and radio to thrive on emerging media platforms.”

During his tenure in the U.S. Senate, Smith’s committee assignments included the Senate Commerce Committee, the panel that oversees broadcast-related legislation. He also served on the Senate Energy and Natural Resources Committee, the Senate Finance Committee, and the Senate Foreign Relations Committee.

After leaving the Senate in 2008, Smith joined the law firm of Covington & Burling LLP for 10 months before accepting an offer to head the NAB.
Transformation: The Challenges of a New Era

In the age of rapid technological change, businesses must adapt to stay competitive. As an executive, I have found that one key to success is the ability to anticipate future trends and steer your company in the right direction. This requires a combination of strategic planning, technical expertise, and a willingness to take calculated risks.

Decision-making is another crucial aspect of leadership. As a decision-maker, I strive to gather and analyze all relevant information before making a choice. This process often involves consultation with team members and stakeholders to ensure that the decision aligns with everyone’s goals.

One of the most significant challenges I have faced as an executive is the need to balance innovation with stability. While it is important to strive for continuous improvement, it is equally important to invest in what has worked in the past. This requires a deep understanding of your company’s strengths and weaknesses.

As a leader, I am committed to the growth and development of my team. I believe that every individual contributes unique skills and perspectives that can help our company achieve its goals. I work to create an environment where everyone feels supported and encouraged to contribute to the company’s success.

Finally, as a leader, I strive to model the values that I hold dear. I believe in transparency, honesty, and integrity in all of my interactions. By fostering an atmosphere of trust and openness, I hope to inspire my team to do the same.

In conclusion, the challenges of a new era require leaders to be adaptable, forward-thinking, and committed to the growth and development of their team. As an executive, I am proud to be a part of the solution and look forward to what the future holds.

*This is a fictional story and does not reflect any actual events or individuals.*
Concerns raised about drone restrictions for newsrooms

Multiple layers of regulations could affect the ability of newsrooms to use drones for news gathering, according to a report presented to the Wisconsin Freedom of Information Council.

Wisconsin State Journal photojournalist Michel King spoke to the council Oct. 26 saying that some state and local governmental agencies are placing restrictions on airspace beyond the FAA rules applied by the federal government, creating what could become a patchwork of regulations for commercial drone operators to navigate.

King cited the University of Wisconsin and the Wisconsin DNR as examples of agencies that have such rules in place. He said the UW policy requires a 30-day approval process, making coverage of breaking news impossible. The DNR has a no-fly policy that applies to state parks.

King also brought attention to law enforcement’s use of air traffic restrictions at the scenes of news events. Law enforcement and public safety agencies are able to request from the FAA temporary no-fly zones for safety reasons. King said agencies could abuse this tool to restrict a newsroom’s use of drones at the scene of a news event.

King is supportive of the FAA rules, but suggested to the council that state and local rules on drones be challenged in court.

The WBA intends to discuss legal or legislative remedies to these problems. Stations can help by sharing examples of situations that illustrate these problems and any other comments or observations that could help. Contact Kyle Geissler at kgeissler@wi-broadcasters.org.

Lawmakers consider special rules for police body cameras

State lawmakers are considering a bill that would regulate the use of policy body cameras and the rules for retaining and releasing video shot with the cameras.

The bill requires law enforcement agencies to retain videos for at least 120 days and sets up rules aimed at protecting the privacy of witnesses and victims that might appear in the video when they’re in a location where they would have the expectation of privacy. Any victim or witness in the video would have to give the agency permission to release the video.

FOIC President Bill Lueders testified against the bill suggesting that the balancing test that is currently used to determine whether records should be released works. The bill would require recordings of closed meetings

A bill being introduced in the state legislature in November would require government bodies that go into closed session to make an audio recording of the meeting. The Wisconsin Newspaper Association is working on the bill. The WBA will support it.

Opee nominations coming soon

Do you know someone who should get praise for their work on open government issues? The FOIC will soon be taking nominations for the annual Opee Awards. The FOIC seeks nominations in the areas of media, politics, citizens, and whistleblowers. Send your nominations to kgeissler@wi-broadcasters.org and they will be shared with the FOIC.
It’s that time of year again – when our thoughts turn to the holidays, family, gift-giving, and thankfulness.

But as our two companies – Jacobs Media and jācapps – have learned over the past eight years or so, the holidays also signify a noticeable bump in the way consumers use gadgetry they receive as gifts.

It started with smartphones, specifically the iPhone.

We couldn’t help but notice a sharp rise in app downloads throughout much of December continuing into early January. Smart radio and television stations with mobile apps took advantage of the opportunity, ramping up promos drawing attention to their applications. As recipients of bright, shiny new phones found out, a station app is great way to break in their new iPhone or Android model. And this holiday season will be no exception. Google’s Pixel 2 is already being heavily marketed, while iPhone has introduced three new phones – 8, 8+, and the very high-end X (known as “10”) to celebrate a decade of iPhone addiction.

If your radio or TV stations have their own individual or aggregated apps, making sure to keep your audience aware and alerted is a sure way to generate downloads – and of course, usage.

But then there’s the hottest tech category, predicted to be the “stocking stuffer” go-to item this year: Smart speakers

But you probably know this platform better as “Alexa,” the voice of Amazon’s wildly successful Echo line. Last year, Amazon reported its sales of the Echo and smaller Dot devices grew nine times over the previous holiday season. And this year could go even higher, thanks to interest in these gadgets, as well as the millions of members of Amazon Prime.

In our nationwide Techsurvey fielded in January/February of this year, more than 1 in 10 respondents told us they own one of these devices. As you can see in the chart below, interest in smart speakers spans genders, generations, and ethnicity:

Subsequent research also shows more and more consumers adding multiple devices to their at-home and at-work smart speaker arsenals. That spells opportunity for broadcasters who have designed “skills” for Echo. Google is in the game also with their Google Home, and Apple’s version will be released before Santa arrives. But right now, Amazon has an estimated 70-share of the smart speaker market. Right now, they’re the one to bet on.

People use Alexa to get the news, listen to music and radio, hear the weather, and myriad other bits and pieces of entertainment and information. Our research shows an increasingly higher number of consumers who frequently or occasionally use voice commands on their phones, in their cars, and of course, on smart speakers.

So when things begin to slow down in December, make sure your station focuses time, attention, and promotional firepower on encouraging your audience to engage with you on smartphones and smart speakers.

They’ll be excited about their new toys, you’ll have their attention, and it’s a great chance to prove once again that for radio and TV, it’s a most wonderful time of the year.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have any questions about mobile apps and smart speakers, contact Fred Jacobs at fred@jacobsmedia.com

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 2018
- 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.
Jeff Welton
Nautel Regional Sales Manager
Central US

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Making Digital Radio Work.

Calendar of Events

January 30-31, 2018
Winter Conference 2018
Madison Concourse Hotel

February 24, 2018
WBA Student Seminar
Madison Marriott West

February 27-28, 2018
DC Trip

April 17-19, 2018
Walker Broadcast Management Institute

May 5, 2018
Awards Gala

June 20-21, 2018
Summer Conference
Hilton Milwaukee City Center

Oct 16-18, 2018
Broadcasters Clinic
Madison Marriott West

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.

Join WBA on Snapchat, Facebook, Twitter

If you’re not following the WBA on social media, you’re missing out on a chance to stay connected with our fellow broadcasters and stay on top of what’s happening in broadcasting in Wisconsin and the nation.

Your WBA recently joined Snapchat to give you an inside look at what’s happening at the WBA. We’re busy planning events, advocating, and serving our members. We’re at “wibroadcasters” on SnapChat.

On Twitter, you can keep on top of daily developments in broadcasting, including news from the WBA, trade journals, and postings to our job board. You can even tweet us your questions and comments. We’re listening. Follow us at “WIBroadcasters” on Twitter.

Our Facebook page highlights the important daily headlines from the WBA and the broadcasting industry. Search for “Wisconsin Broadcasters Association” to find us. We also have a Facebook group just for our members. This is a place for members to chat about anything related to broadcasting. You’re welcome to start or join a conversation. Search Facebook groups for “WBA members.” Just ask to join. We’ll let you in.