



YOUR WBA Serving YOU!

In the last 12 months YOUR WBA has:

- ✓ Worked with a coalition of 35 strong and diverse trade and business associations focused on repealing Wisconsin's Personal Property Tax and testified to Senate and Assembly committee in support of repealing the tax.
- ✓ Encouraged stations to promote their positive work in the community through the WBA newsletter and promoted those stories to the Wisconsin Congressional delegation through social media
- ✓ Served on the WCCA Committee overseeing the state's online courts records system that formulated recommendations for future operations.
- ✓ Published a Spanish-language version of the WBA Serving You document and promoted a NAB event on the topic of reporting on race.
- ✓ Hosted FCC Chairman Ajit Pai and Sen. Ron Johnson during a visit to Wisconsin to talk about issues important to broadcasters.
- ✓ Sponsored the Broadcasters Clinic, a three-day award winning and nationally renowned event held in October attracting more than 300 broadcast engineers, vendors and exhibitors from 24 states.
- ✓ Launched the social media component of the NSCA/PEP program with our first client in July and included the social media component in a new NSCA/PEP brochure.
- ✓ Began work with Gather Digital on a WBA app to be launched before the end of 2017.
- ✓ Increased overall Twitter activity and engagement and boosted use of Twitter to reach out to lawmakers and promote members. Average daily impressions went from less than 1,000/day to more than 4,000/day.
- ✓ Started tweeting links to all Wisconsin job postings as they are posted.
- ✓ Increased Facebook likes by at least 100 to more than 1,000 and average weekly engagements went from about 24 to about 44.
- ✓ Actively monitored and lobbied on federal and state issues to serve, protect and promote the broadcast industry in Wisconsin, in addition to providing the WBA's perspective in many FCC proceedings.
- ✓ Continued our shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. Since the inception of Wisconsin's Amber Alert program in 2003, we have had 33 Amber Alerts with the successful recovery of 44 children.
- ✓ Received another record number of entries (1,783) in the WBA Awards for Excellence Program. The 2017 Awards Gala had record attendance with more than 400 attendees. Our Social Media Correspondent rocked the house with a boost in Facebook reach of 3,745, impressions on the #wbagala hashtag of 550,000, and 691 views of our Station of the Year livestream. We also used a Snapchat geofilter with WBA branding that was viewed more than 10,000 times.
- ✓ Co-sponsored a science writing conference hosted by the Madison Society for Professional Journalists held at UW-Madison.
- ✓ Established a weekly report to track the WBA's social media analytics.
- ✓ Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes the Connecting the Dots weekly email training, access to Jacobs Media webinars and contributions to the Wisconsin Broadcaster, highlighting digital/social/mobile and trends in digital media. Seth Resler also presented two sessions at the WBA summer conference.
- ✓ Published the Wisconsin Broadcaster, our bi-monthly newsletter and published all articles as they were available on the WBA website.
- ✓ Started regular newsletter reports from the Wisconsin Freedom of Information Council in the WBA newsletter.
- ✓ Offered a second round of the WBA Mentorship Program initiated by the WBA's Young Professionals Focus Group.
- ✓ Continued to host www.wisconsinhonorflight.org, a one-stop shop for all six Wisconsin Honor Flight Hubs.
- ✓ Presented four WBA Local Broadcast Legends Awards to Ben Jakel, William Lipman, Jack Martin, and Terry Stake. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.
- ✓ Held our annual State Legislative Day, which featured meetings at the State Capitol with elected officials and concluded with our State Legislative Reception.
- ✓ Hosted the WBA annual Student Seminar with more than 180 students from 17 different schools. The day also featured our WBA Student Awards for Excellence, including a record 205 entries this year, the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award winner.
- ✓ Partnered with Wisconsin's Department of Veteran's Affairs on Operation Welcome Home, encouraging WBA stations across Wisconsin to become active in the two-year effort of honoring local Vietnam veterans, while remembering and memorializing those who are gone.
- ✓ Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by FCC-experienced engineers before applying for renewal of their station licenses. Currently, 277 Wisconsin Radio stations and 40 Wisconsin TV stations are protected.
- ✓ Partnered with Governor Walker, as well as the Democratic Party, to make available their Weekly Radio Addresses to our members via WisPolitics and on our website.
- ✓ Offered our WBA Media Technology Institute Lite (underwritten by the WBA and Midwest Communications) designed to offer practical, instructional courses suitable for prospective, beginning, intermediate, and senior broadcast/media engineers.
- ✓ Provided financial assistance to 32 WBA directors and members for our annual Washington D.C. Call on Congress.
- ✓ Offered Chris Lytle's Instant Sales Training webinars.
- ✓ Continued to support and grow the WBA Young Professionals Group which represents our younger WBA members and future broadcast managers. The initiative also encourages out-reach to individuals interested in a broadcasting career.
- ✓ Continued the ever-popular Job Bank where all job notices received are posted on the WBA website, which is linked to a National Job Bank.

More on reverse.

- ✓ Coordinated two job/career fairs which were held in conjunction with the WBA winter and summer conferences.
- ✓ Offered P1+ Entry Level Sales Training.
- ✓ Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, David Oxenford at Wilkinson Barker Knauer LLP, and by Madison counsel, Godfrey Kahn.
- ✓ Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website.
- ✓ Offered WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories.
- ✓ Continued our Proud WBA Member campaign.
- ✓ Offered a variety of social/digital media seminars and webinars to assist our members with their social/digital media needs.
- ✓ Assisted in the coordination of Wisconsin's annual live-code test statewide tornado warning tests.
- ✓ Offered six Sales Training webinars thru RAB.
- ✓ Held two annual conferences - a winter meeting in Madison and a summer meeting in Sheboygan, offering a wide array of timely programs to serve our members.
- ✓ Updated and maintained the WBA Assistance Action Plan for EEO Compliance, in which the WBA helps member stations achieve compliance under the FCC EEO regulations.
- ✓ Offered Omnia Target Reports to aide WBA members in recruitment and hiring.
- ✓ Held two Nondiscrimination and Outreach in Hiring Sessions/Webinars in conjunction with the WBA's winter and summer conferences to assist our members with EEO compliance and credit.
- ✓ Provided members with a 24-hour Engineer Hotline.
- ✓ Continued work with our advisory teams led by WBA board members to identify member and Association needs in the areas of Technology, Advocacy, Education, Diversity, and Association Revenue, as part of our long range strategic planning process.
- ✓ Renewed WBA Saves The Day, an agreement with the American Red Cross to help raise funds and awareness for major Red Cross disaster relief efforts in the state.
- ✓ Continuously updated and maintained a list of recruitment referral sources, including organizations and groups whose membership includes significant participation of women and minorities, to help our stations with their EEO recruitment efforts.
- ✓ Continued the WBA Broadcaster Emergency Personnel ID Program with Wisconsin's Department of Justice, which allows radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep our stations on the air.



- ✓ Hosted a successful NPPA Driving Short Course for visual journalists at UW-Madison and established a relationship with NPPA for potential future events.
- ✓ Established the Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett.
- ✓ Offered the WBA Doug Chickering WIAA Sports Workshop at Miller Park with special speakers from the WIAA and the Milwaukee Brewers and a matinee matchup against the St. Louis Cardinals.
- ✓ Updated a video monitor to our new home for the WBA Hall of Fame display at the Hilton Milwaukee City Center. The monitor features a touch-screen to bring up the WBA Hall of Fame videos for any of our 140 Hall of Famers. The Hall of Fame also features beautiful wooden plaques with bios for each of our Hall of Famers.
- ✓ Achieved record attendance at the 20th annual 3-day Walker Broadcast Management Institute at UW-Madison. As of April 2017, 128 broadcast managers have graduated from the three-year module.
- ✓ Inducted four Wisconsin broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 140. Inducted this year: Ken Beno, Leonard Charles, Bill Hurwitz, and Larry Meiller.
- ✓ Continued to refine and update WBAnewsroom.org. All content has been updated and is kept current to reflect "what's going on" in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It's a valuable resource for all reporters, editors, producers, students, and news junkies.
- ✓ Continued WBA Student Storytellers (as part of WBAnewsroom.org), featuring interesting, creative and engaging stories produced and posted by students. This initiative was created to foster a dialogue between Wisconsin broadcasters, students in Wisconsin schools and universities and instructors, professors, and teachers of journalism and media.
- ✓ Hosted a 50/50 fundraiser during the WBA Awards Gala and Summer Conference. \$1,350 was raised at the gala and \$1,300 was raised at the conference for the WBA Foundation.
- ✓ Continued support of the High School Initiative designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering.
- ✓ Continued sponsorship of Radio Marketing Professional (RMP) seminars throughout the state whereby students can become certified as RMPs through the Radio Advertising Bureau, providing our stations with potential sales people. Since 2007, 759 Wisconsin college students have become certified RMPs.
- ✓ Awarded \$7,235 in educational support grants, through the WBA Foundation, to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software, and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting.
- ✓ Provided a WBA Engineering Fellowship Grant Program in conjunction with the WBA Foundation to assist continuing education for broadcast engineers.
- ✓ Produced two half-hour WBA Hall of Fame Shows for distribution to Wisconsin television stations.
- ✓ Awarded \$6,000 in scholarship grants to students who are interested in pursuing a career in the field of broadcasting.