I was in a training session with some of the station staff in mid-August. I reviewed my notes this week to try to spark an idea for this column. I have to admit, I have a ton of ideas of topics to write, but I often struggle as to whether the readers would care.

One sentence that caught my attention was, “Do we fully appreciate what we are today versus remembering what we were yesterday?”

I thought back to some of the audience numbers I could quote to prospective media buyers when I broke into the TV sales business back in 1996. They were huge. TV stations had one channel they could quote to prospective media buyers when I broke into the TV sales business. The day I started there were 400 employees and our Sunday circulation was darn near six figures.

Do I ever appreciate what we are today? There is no doubt, as local broadcast radio and television broadcasters, our business model is changing, but it is far from broken. Had we not changed we would become increasingly irrelevant. Innovation and technology have allowed us to more efficiently and effectively run our operations. We are able to monetize our valuable digital and social media content that wasn’t even invented back in the mid-90s. Our local broadcast radio and TV creative advertising messages delivered to the right audiences still puts butts in seats, creates website visits, and makes the phones ring. Our news departments still hold public officials accountable and when severe weather is approaching the market still trusts local broadcasters to keep them out of harm’s way.

And, I appreciate I can do this in the great state of Wisconsin that provides our employees with exceptional quality of life and a taste of all four seasons. Your business interests are supported by one of the best, if not the best, state broadcasters associations in the country.

### Take time to appreciate broadcasting’s strength

I quickly thought back to where I started my career. I started in the local newspaper business. The day I started there were 400 employees and our Sunday circulation was darn near six figures.

### Deadline quickly approaching for YP nominations

There are only a few weeks left to submit your nominations for the WBA Young Professional of the Year. We will recognize six finalize and award the YP of the Year at the 2020 WBA Summer Conference. The nomination deadline is Sept. 30. Find a link to the nomination form under “Rapid Resources” on the WBA homepage.

**Michelle Vetterkind, CAE**

WBA President and CEO

**Results Education Grant**, which will provide $1,000 in debt relief to broadcasters who are paying off their student debt. Among other criteria, applicants must be employed with a broadcaster in Wisconsin for at least a year.

Applications will be accepted starting Jan. 1 and the grant will be awarded at the WBA Summer Conference. In the meantime, applications are now being accepted for our four student scholarships, including the new David L. and Rita E. Nelson Family Fund Scholarship. Applications are due Nov. 1. Look for more details on page 19.

**Sports Workshop returns to Miller Park**

Those attending the WBA Doug Chickering WIAA Sports Workshop at Miller Park in July were treated to some great stories from Brewers radio announcer Jeff Levering and new Brewers PA announcer and radio personality Mark Richards. We also got some insightful updates from the WIAA about the state of high school sports.

A highlight for me was running into legendary Brewers radio announcer Bob Uecker. He and former WBA President John Laabs are both members of the WBA Hall of Fame.

Read more about the Sports Workshop on page 12.
Promote your podcast in our new directory

We just added a new feature to the WBA homepage to promote podcasts published by WBA member stations. If your podcast isn’t already on the list, be sure to submit it so we can add it. Get more details below.

Milwaukee area broadcasters visit Rep. Moore

A group of radio and TV general managers paid a visit to Rep. Gwen Moore in August as part of an effort to visit our DC representatives when they’re home in their districts.

The meeting with Rep. Moore was insightful and productive. Issues related to broadcasting were discussed along with talk about planning for the arrival of the Democratic National Convention in Milwaukee next summer, which is certain to be a huge event for the city.

Jeff Wright from Midwest Communications is joining the WBA Legislative Committee. You can read more about that on page 3.

Finally, this is a busy time of year for anniversaries at the WBA. I just celebrated by 24th anniversary with the WBA, along with Liz Boyd (14 years), Linda Baun (13 years) and Kyle Geissler (2 years). Thank you to all of you, our valued members who make it such a pleasure to work on your behalf. We’re a strong association, thanks to you.

WBA moves to new member app

The WBA has a new member app to more closely integrate member services.

The new app is available now and includes:

- Member directory
- News headlines
- Job postings
- Podcast directory
- Other WBA resources

This is a fairly new app from our database vendor and we expect many new features to be added in the near future.

Directory shares podcasts from Wisconsin broadcasters

WBA website launches new member service, directories

A new directory on the WBA website catalogs podcasts published by Wisconsin’s radio and TV stations. More radio and TV stations are podcasting their programs and exclusive content to reach the podcasting audience.

The directory can be found here and it’s linked in the “For the Public” section of the navigation on the WBA website. https://mywba.wi-broadcasters.org/podcast-directory

The “MemberPlus” app is available now and can be found by searching “MemberPlus” in the Apple or Google app stores.

To log in, you’ll need to use your username and password for the new member’s only section of the WBA website. Look to the WBA website homepage for more information about the new login. Thank you to all our members who used the previous app and provided us with outstanding feedback.
What we learned at the 2019 Podcast Movement Conference

Podcast Movement is the largest podcasting conference in the world.

This year, more than 3,000 podcasters headed to Orlando to attend the event. For the third year in a row, our company, Jacobs Media Strategies, hosted the Broadcasters Meet Podcasters track—three days of sessions specifically geared towards broadcasters.

Podcasting is for both radio and television broadcasters, despite the fact it’s only audio. One of our sessions featured Steve Lickteig, the Executive Producer of Audio of NBC/MSNBC. Another featured podcasts created by local television stations in Boston and Detroit who created audio podcasts based on local true crime and unsolved news stories their station covered.

After a week of wandering the halls and talking to hundreds of podcasters, from hobbyists to corporate managers, here’s what we learned:

1. There’s more than one way to generate revenue.

When broadcasters think about podcasting, they gravitate towards the revenue model that they’re accustomed to: attract a large audience and sell ads.

While this is where the majority of podcasting revenue comes from currently, there are other opportunities as well. Perhaps the most exciting of these is branded podcast production. Branded podcasts are podcasts produced for companies (including, but not limited to your station’s clients) to use as part of their marketing strategies. We hosted a session on branded podcasts featuring the hosts of podcasts for Jack Daniel’s and eBay. Representatives from other brands spoke at the conference as well—including NASA!

While companies are increasingly realizing that podcasts are a great way to engage their customers, few have the in-house resources to produce quality shows. This is a big opportunity for broadcasters, who have the expertise and the physical facilities to produce compelling shows for their clients. But many other organizations have also recognized the potential here, including ad agencies, video production houses, and solo entrepreneurs, so broadcasters should gear up to offer this service quickly.

There are other ways for podcasters to make money as well, including ticket sales from live shows and merchandise. One of the most interesting streams of revenue comes from “derivative content”—the sale of intellectual property when a podcast gets turned into a TV show, a movie, a book, or some other form of content. Conal Byrne, President of the iHeartPodcast network, predicted that Hollywood will increasingly look to podcasts for source material, and that, as a result, audio dramas will represent the next big wave in podcasting.

Is this an opportunity for traditional broadcasters? Perhaps, especially for news, talk, or sports stations that have an archive of material to mine. The session I mentioned earlier featured speakers from Washington D.C. radio station WTOP, Detroit TV station WDIV, Fox 25 News Boston, and Michigan Radio, who repurposed old footage and interviews into hit podcasts. Could they also sell the rights to Hollywood or Netflix?

2. Podcasting is attracting serious attention—both positive and negative.

Without a doubt, there were more “suits” floating around the conference than ever before.

Big broadcasting names, like Westwood One, iHeartMedia, and ABC News, were touting their wares. This isn’t surprising given the huge influx of investment dollars we’ve seen in the podcasting space recently, from Spotify’s $430 million purchase of Anchor and Gimlet to Luminary’s high-profile $100 million launch.

But the increased attention also means increased scrutiny. While podcasters were gathered in Orlando, one of the medium’s most popular shows, Crime Junkies, was accused of plagiarism by journalist Cathy Frye.

Suddenly, five of the show’s episodes were removed and host Ashley Flowers issued a vague non-apology. Now that podcasting is attracting sizable investments dollars, the enforcement of the rules is becoming more strident. Or as Biggie Smalls put it, “Mo’ money, mo’ problems.”

3. Popular music will be coming to podcasts soon.

Speaking of legal, podcasters have wanted to use popular music in their shows for years, but the process of wrangling the rights holders to get permission has usually proved to be an insurmountable barrier.

The folks at PodcastMusic.com and Sound Exchange recognized this problem years ago, and have been quietly toiling away, trying to find a way to resolve it. At a session in our Broadcasters Meet Podcasters track, they announced that podcasters would be able to purchase licenses to use popular songs beginning in 2020.

Importantly, the licenses will be priced so that they are affordable for the average hobbyist, not just podcasters with big budgets. In fact, this is something that not only podcasters want, but artists and labels as well. They see it as a way to generate revenue from their back catalog. While many of the details have yet to be ironed out, the future of music in podcasts is looking bright.

Podcast Movement continues to grow and has become an important conference for both broadcasters and podcasters. We hope you’ll be able to join us for it next summer when the event comes to Dallas.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have questions about podcasting, mobile, content marketing, social media, or more, contact Paul Jacobs at Jacobs Media at paul@jacobsmedia.com.

Wright joins WBA Legislative Committee

Jeff Wright is joining the WBA Legislative Committee as the liaison for the 8th Congressional District.

The committee, formed in 2018, is involved in planning the WBA State Legislative Day in January, the WBA’s Washington DC trip in February, and other events and meetings as needed, including in-district meetings with legislators. Wright serves Duke Wright’s Midwest Communications, Inc. as Vice President of Sales and Chief Revenue Officer, responsible for top line revenue growth at Midwest’s 82 stations. He is a member of the company’s acquisition and on-boarding committee.

Wright’s broadcasting career started with Midwest as a board operator and overnight disc jockey more than 30 years ago. He worked most of the jobs at a radio station before finding his calling in the sales department.

Welcome to the committee, Jeff!

Vesely to represent 1st District on Legislative Committee

WBA Vice Chair-Television, Don Vesely, who also serves as the Chair of the Legislative Committee, will remain on the committee as the liaison to the First Congressional District.

The First District position opened when Mike O’Brien retired from WCLW/WJVL in Janesville. Vesely is the general manager at WMTV in Madison.
We know something about VoIP and AoIP, but and packets turned directly into digital From human voice turned directly into packets, of networked audio and control—innovations This topic highlights the latest implementations the point where everything is connected with for lower cost and better utilization, we’re now at individual broadcast systems turn to networking broadcast facilities. While we’ve witnessed introducing standardized IP networking into broadcast facilities. While we’ve witnessed individual broadcast systems turn to networking for lower cost and better utilization, we’re now at the point where everything is connected with the same technology. This topic highlights the latest implementations of networked audio and control—innovations that truly bring perfect digital signals from talent to listeners with no intervening conversions. From human voice turned directly into packets, and packets turned directly into digital broadcast and webcast, with no geographical limitations and no loss of quality. We know something about VoIP and AoIP, but we’ll learn about MoIP and IoIP. Plus we’ll see how the IT industry keeps building upon existing and trusted protocols to bring reliability and cost-savings to broadcasters.

If you think you’re already up-to-speed on using IP networking for broadcast operations, you’re about to discover how this big idea is bringing you yet more innovation where everything is, indeed, faster, cheaper, and BETTER!

11:15 a.m.  
**Under the Hood, How AM HD Radio Works**  
E. Glynn Walden, retired Senior VP of Engineering, CBS Radio  

This will be a brief introduction as to how we ended up with IBOC rather than Eureka 147 as our digital broadcasting system. After we learn where we came from, a full technical description of the Xperi AM HD radio system will be presented beginning with the basics of OFDM and the elements needed to make AM HD radio work including interleaving, error correction, reference carriers, the low latency backup channel, and instant tuning. Walden will also provide an explanation of the performance in the presence of grounded conductive structures and the presence of interference.

Noon  LUNCH

1 p.m.  
**Maximizing Your Content ROI with Podcasting**  
Futuri Media  

The podcast space is growing at a tremendous rate, and it poses huge opportunities for those who know how to create great audio—like us in the radio industry. What’s the best way to take advantage of these opportunities while keeping your eye on the ratings ball? This session will be packed with insights on how to use podcasting and on-demand platforms to improve the ROI on the content you’re already creating while growing your audience with original content.

1:45 p.m.  
**Hybrid and Digital Radio: What Every Broadcaster Should Know**  
David Layer, Vice President, Advance Engineering, National Association of Broadcasters  

While the majority of radio listening still takes place on analog radios, broadcasters should be focusing on digital and hybrid (over-the-air plus internet) radio technologies as these represent radio’s future. Much of the radio technology work at the National Association of Broadcasters (NAB) deals with digital and hybrid radio, for the near term, making sure that broadcasters, manufacturers and service providers are all working together, and for the long term, helping to foster advances that will ensure radio’s prominence in autos for decades to come.

2:30 p.m.  **BREAK**
2019 Broadcasters Clinic dedicated to Gary Mach

The 2019 Broadcasters Clinic will be dedicated to Gary Mach, who committed 35 years of service to the Broadcasters Clinic Committee. The 2019 Clinic will be his last Clinic on the committee.

Mach’s career spans nearly six decades and has put him in every level of support from staff engineer to corporate engineer. He successfully completed several facilities upgrades during his career, in addition to countless engineering accomplishments, like rebuilding transmitters and studio systems. During his time working with Wisconsin Public Broadcasting and PBS, Mach’s facilities and staff produced many award-winning television programs. He designed the telecommunications facilities for the Weidner Center for the Performing Arts and the Center for Television Production, both on the University of Wisconsin-Green Bay campus. Mach shared his skills and talents with the technical college system, the Catholic Diocese of Green Bay, Cellcom Communications, and many others. He continues consulting long after his retirement.

“Gary’s management style is more like that of a teacher. Gary would more often say ‘come let me show you how’ rather than ‘just go do it’ when directing the inexperienced under his charge,” said Leonard Charles. “The word ‘mentor’ only begins to demonstrate how he carried himself throughout his career.”

Mach’s commitment to broadcast engineering and dedication to sharing his knowledge will leave their marks on the industry.

Wednesday, October 16

8 a.m.
Broadcasting: What is Coming Next
Steve Lampen, Consultant
The world is changing, and not just the audio, video, and broadcast worlds. Everything is changing. The real question is where are we going? What will it all look like in ten years? Twenty years? This presentation will depress some and excite others. I would love to hear your opinion on my predictions. Will we look back and laugh?

8:45 a.m.
Develop a COBO Plan for Your Station
Manny Centeno, Project Manager, National Public Warning System (NPWS)
The presentation will provide a framework and best-practices for developing a solid Continuity of Broadcast Operations (COBO) Plan for your company, cluster, or single station to be prepared for major disasters. Mass media plays a critical role both in the pre-disaster preparation and warning phase, as well as during and after the emergency. However, at times, broadcasters are directly affected by these disasters. Learn how you should plan in advance to manage any emergency, be prepared to assess the situation, and use
common sense and available resources to take care of yourself, your co-workers, and your station’s operation.

9:30 a.m.  
**Networking for ATSC 3.0**  
Wayne M. Pecena, Assistant Director of Educational Broadcast Services at Texas A&M University  
Director of Engineering for public broadcast stations KAMU FM and KAMU-TV  
ATSC 3.0 promises to revolutionize the television broadcast industry with integration of traditional over-the-air (OTA) signals and broadband delivered IP content. A key attribute of the ATSC 3.0 standard is the use of the Internet Protocol (IP) as the transport platform. The use of IP as a core transport platform creates the need for the broadcast engineer to have a high competency in networking technology. This presentation will provide a summary of the core competencies required of the broadcast engineer to successfully design, build, and support the ATSC 3.0 infrastructure.

10:15 a.m.  
**Exclusive Exhibit Time, Lunch, and Door Prizes**

1:30 p.m.  
**IT Security**  
*Moderator: Jeff Welton, Nautel*  
*Panelists: Alex Hartman, Optimized Media Group; Chris Tarr, Entercom Milwaukee; and Wayne Pecena, Texas A&M University*  
More and more we’re seeing reports of broadcast facilities or groups becoming the targets of hacking or ransomware attacks. Jeff Welton moderates this panel of professionals in the areas of both broadcast and IT security. Jeff will facilitate the discussion as we dig into various lines of defense, from budget oriented to most comprehensive, talking with engineers who have been there and done that on a daily basis.

2:15 p.m.  
**Checklist for a Successful Repack Transition**  
Jeremy Ruck, Principal Engineer, Ruck & Associates  
As phase 6 of TV repack is here for the Madison, Milwaukee, and Chicago broadcasters, the scope of work to make it happen has a long checklist for a successful transition. Chicago TV RF mainly radiates off of three buildings downtown which causes issues not just for TV but all the FM broadcasters. Jeremy will review the process of permits, iron work, planning the timelines, interference studies, and filtering.

3 p.m.  
**SBE Annual Membership Meeting**

4 p.m.  
**Emergency Preparedness: From Tabletop to Action Plan**  
Tom Kujawa, recently retired Chief of Police for UW-Green Bay  
Running a tabletop exercise at your facility helps you gain experience by learning where the gaps are, identifying solutions, and refining your disaster planning in realistic ways. This interactive session will teach you how to use a tabletop exercise effectively by taking you through a real time, realistic event.

5-6 p.m.  
**SBE National Awards Reception**  
*(Requires Separate Registration with SBE)*

6-8 p.m.  
**SBE National Awards Dinner**  
*(Requires Separate Registration with SBE)*

**Thursday, October 17**

8:30 a.m.  
**Real Time Monitoring of RF System Performance**  
Dan Glavin, Dielectric

FELLOWSHIP AVAILABLE FOR BROADCASTERS CLINIC ATTENDEES

A fellowship is available to cover expenses for attendees of the Broadcasters Clinic.

The Don Borchert Fellowship honors the founder of the Broadcasters Clinic conference and provides all expenses to attend the Clinic in Madison Oct. 15-17. The application is available on the Broadcasters Clinic event page on the WBA website. This fellowship program is possible through the financial support of all four Wisconsin SBE Chapters, and the WBA.

Broadcast RF transmission systems are expensive and require annual maintenance to alleviate catastrophic failure, particularly for older systems. There are many monitoring systems that effectively measure VSWR and other performance issues in real time, however, fault location is not provided and requires additional resources. In this session we will discuss an IP-connected system providing broadcasters a way to monitor the RF system in real-time, under full power with fault location. Theoretical aspects of fault location, arc detection, FCC emissions, processing speed and unique coupled line technology are discussed.

9:15 a.m.  
**ATSC 3.0 Overview**  
Mark Corl, SVP of Emergent Technology Development at Triveni Digital and ATSC Board member  
This presentation provides an overview of the ATSC 3.0 system and a snapshot of the progress toward deployment. The session will explore the necessary steps to prepare a TV station for launch of 3.0 services, including channel sharing arrangements and how business use cases drive technical configurations of an ATSC 3.0 service signal.

10 a.m.  
**Interactive Tabletop Scenario - Losing your ISP**  
*Led by Clinic Committee members Kent Aschenbrenner and Mark Burg*

10:15 a.m.  
**BREAK**

10:30 a.m.  
**TV Transmitter Technology: Past, Present and Future**  
Martyn Horspool, Product Manager, Television Transmission, GatesAir  
High power TV transmitters of old were massive, inefficient and often required substantial maintenance. Over the years, newer technology allowed designers to introduce more stable, efficient, and reliable products along with dramatic savings in ownership costs. Today’s transmitters are very different from those of only a few years ago. Newer RF devices, along with more powerful RF correction techniques, highly-efficient power supplies, and other improvements have made a huge impact to the transmission system. This session will cover some of the most important technology advances that have affected TV transmitter design over the years, look at today’s technology, and look at where this may be heading as we move into a more IP-centric future. In addition, there will...
be a few tips on what to look for in a new exciter.

11:15 a.m.
The Case to Caption Everything
Bill Bennett, Media Solutions Account Manager, ENCO Systems, Inc.
This presentation will illustrate the importance of captioning all of your media, from regulatory compliance needs to an improved consumer experience and greater monetization of your assets.

Noon
LUNCH

1 p.m.
5G: The Fourth Industrial Revolution
Todd Waldo, Client Partner, Verizon Business Group
The eight currencies of 5G, building blocks of 5G, 5G Ultra-Wideband use cases, and a five year outlook.

1:45 p.m.
Interactive/Follow-up

More information and registration available on the WBA website:
wi-broadcasters.org

Follow the Broadcasters Clinic on social media:
#WBABC19 Broadcasters Clinic Facebook Group: tinyurl.com/J8YWKEV

We look forward to seeing you Oct. 15-17 at the newly-renovated
Madison Marriott West

Thank you, sponsors!

Wisconsin radio, TV stations join First Amendment campaign

Wisconsin’s radio and television stations are joining a national public awareness campaign to bring attention to the importance of the First Amendment of the U.S. Constitution.

The Wisconsin Broadcasters Association joins more than 20 state broadcast associations and state press associations in the "Think First" campaign. The WBA has asked its radio and TV members to support the campaign in- kind by airing spots on radio and television stations and putting links on the stations’ websites and social media platforms to the campaign website: www.ThinkFirstAmendment.org.

The Wisconsin Newspaper Association is also participating in the campaign.

"Think First" is a campaign designed to express a simple directive: to encourage all Americans to think about the five freedoms guaranteed in the First Amendment.

In a 2018 a civics survey taken by the Annenberg Public Policy Center, nearly 4 in 10 students couldn’t name even one of the five freedoms guaranteed by the First Amendment.

"Wisconsin's broadcasters join all Wisconsinites in their appreciation for the critical freedoms embedded in the First Amendment," WBA President and CEO Michelle Vetterkind said. "We hope the 'Think First' campaign serves as a reminder to everyone about these freedoms that no one should take for granted.”

"Think First" debuted in Nebraska in 2018. The original Nebraska campaign was launched after Media of Nebraska members noted polls showing that many Americans lacked even a basic knowledge of the First Amendment, particularly in articulating the five freedoms that it guarantees. Its dedicated website www.ThinkFirstAmendment.org attracted more than 400,000 visits in 60 days.

The "Think First” campaign will begin Aug. 1 and run through Dec. 31.

All campaign components will encourage people to learn more about the First Amendment by visiting the website, www.ThinkFirstAmendment.org.

A list of the state broadcast associations and state press associations that are asking their respective members to consider supporting the campaign can be found at www.ThinkFirstAmendment.org.
NCSA/PEP program offers MANY benefits

The NCSA/PEP programs that are run by the WBA and other state broadcasters associations offer your stations and the association many benefits. If your station is not airing the NCSA/PEP spots we send you, we hope that you will consider doing so. Your WBA, and your broadcast colleagues, would welcome your participation and support.

A non-commercial sustaining/public education partnership announcement (NCSA/PEP) is an announcement that is sponsored by a nontraditional advertiser (typically a non-profit or governmental organization) whose resources are not sufficient to ensure the placement and frequency of a normal commercial buy, but whose unique broadcast coverage needs cannot be met by public service announcements. NCSA/PEP announcements are broadcast using air time donated by stations to the NCSA/PEP program of a state broadcasters association.

The NCSA/PEP program provides the association with funds to provide benefits to WBA members and the entire broadcast industry. The funds are used for a variety of WBA programs, including educational seminars, conferences and conventions, and our scholarship program. The NCSA/PEP program has the added benefit of allowing non-profit entities and government organizations who are not normally broadcast advertisers see the benefits of broadcasting, and the program allows them to get their important messages out to the public in a cost-effective way. We think that this is a win-win-win proposition, helping broadcasters, the association and the organizations running the PEP spots.

The NCSA/PEP Programs established by the WBA and other State Broadcasters Associations have remained strong over the decades because broadcasters and the PEP participants both benefit from the program. The program allows organizations running PEP spots to provide their important nonprofit messages to broadcast listeners, while the broadcast associations are able to fund the programs that they provide to advance the interests of broadcasters. The program clearly serves the public interest.

Note, however, the NCSA/PEP program is not a substitute for a licensee’s general obligation to be responsive to the local needs and interests of the station’s service area. Broadcasters need to continue to serve their community with issue-responsive programming. As part of that community-oriented programming, all Wisconsin radio and television stations are encouraged to continue their strong commitment to airing PSAs free of charge.

NCSA/PEP announcements should not be logged as a “commercial” or “PSA,” but rather simply as “NCSA.” This characterization promotes consistency among all of the state broadcasters associations as well as among all participating stations while affording each station broad flexibility to characterize, for accounting or other purposes, the NCSA/PEP announcements in the most appropriate way.

In a 1988 ruling, the Federal Communications Commission held that NCSA/PEP Programs, and the announcements carried by stations under them, do not have an effect on either a station’s lowest unit charge or otherwise factor into the political broadcasting analysis. The program has been established and is administered by the WBA in a way that is substantially related to the Association’s tax-exempt purposes.

Following are the stations that have participated so far this year in airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors. Please know how much we appreciate your generous support.
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**Members in the Spotlight**

**Jay Wilson leaving WISC-TV in December**

WISC-TV Sports Director Jay Wilson plans to resign in December after 39 years covering local sports.

"After 39 years in local television, it’s time for a change. I’ve had great experiences along the way. I’m in good health and will be leaving on my own terms," Wilson said. "I’m proud of what I’ve accomplished through the years and want to make it clear-- it’s a resignation, not a retirement!"

Wilson started at WISC-TV in October 2008. Prior to that, Wilson worked for 27 years at WKOW-TV, and a few years at WISN-TV in Milwaukee.

"Thirty-nine years in local TV sports is a remarkable run which will likely never be matched again. We were thrilled to be part of it," said Colin Benedict, News 3 Now news director and vice-president of News for Morgan Murphy Media.

Wilson’s last day will be Dec. 6.

**Janesville radio station named Station of the Year at Conclave**

WCLO in Janesville was recognized as Small Market Station of the Year at the Conclave radio conference. The awards were handed out June 20 in Minneapolis.

One station in each of four market sizes is recognized by their peers at the conference as being the best in community and radio industry contributions.

Other finalist in the small market category were WZFX in Fayetteville, North Carolina, WAXX in Eau Claire, WPLR in New Haven, Connecticut, and college station WSOU at Seton Hall University in New Jersey.

"It was a humbling experience knowing that from stations across the country, many owned by large corporations, that WCLO’s heritage of community service and involvement stood out," WCLO Operations Manager and Talk Host, Tim Bremel said. "I am extremely proud to be part of the great group of people that make up WCLO and WJVL."

It was announced in early June that the stations would be sold to Ben Thompson. The stations have been owned by Bliss Communications for 89 years.

**NRG Media Chairman, CEO to receive National Radio Award**

NRG Media Chairman and CEO Mary Quass will receive the National Radio Award during the Radio Show luncheon program on Sept. 25 Wednesday, September 25. The 2019 Radio Show, produced by the National Association of Broadcasters (NAB) and the Radio Advertising Bureau (RAB), will be held Sept. 24-26 in Dallas, Texas.

"We are pleased to honor Mary Quass for her many achievements and impact on radio," said NAB President and CEO Gordon Smith. "She is a true catalyst in our industry who exemplifies the meaning of the National Radio Award through her leadership, integrity and success."

NRG Media owns 13 stations in Wisconsin, including Fort Atkinson, Wausau/Stevens Point, and Rhinelander.


Quass began her radio career in 1977 as an account executive and purchased her first radio station in 1998, forming Quass Broadcasting Company (QBC). QBC became part of the publicly traded company Capstar Broadcasting, which eventually became a part of Clear Channel.

Throughout her career, Quass has been recognized for her contributions to the industry. She was awarded Broadcaster of the Year from the Iowa Broadcasters Association in 1994 and was inducted into their Hall of Fame in 1999. In 2014, she was honored by the Broadcasters Foundation of America with the Ward L. Quaal Leadership Award for her contributions to the broadcasting industry and community at large.

Quass has also received The Mentoring and Inspiring Women (MIW) Radio Group Frances Preston Trailblazer Award, which is presented annually to a woman who, through her leadership and success in the media industry, creates opportunities for other women in radio.

**Radio group starts golf outing to benefit men’s health**

iHeartMedia Milwaukee will host an inaugural Men’s Health Golf Outing with benefitting Tomorrow’s Hope, a local organization committed to facilitating health-related research, education and support in areas such as heart disease, cancer, diabetes, Alzheimer’s disease and other life-limiting illnesses.

The event will take place Sept. 9 at the Bog in Saukville. Attendees will get the opportunity to play 18 holes and some of Milwaukee’s radio and sports personalities. Attendees will include iHeartMedia Milwaukee’s on-air personalities Steve Czaban, Drew Olson, KB, Mike Heller, Scott Dolphin, Dan O’Donnell, as well as voice-of-the-Bucks Ted Davis, Dario Melendez from Fox Sports Wisconsin, Channel 12 Sports Director Dan Needles, Packers beat writer for the Milwaukee Journal-Sentinel, Jim Owczarski, and Kaitlin Sharkey from Fox 6 (WITI-TV).

"We are thrilled to announce our inaugural Men’s Health Golf Outing, which is sure to become a signature event for iHeartMedia Milwaukee," said Colleen Valkoun, Market President for iHeartMedia Milwaukee. “We look forward to a day of outdoor activities that will also benefit Tomorrow’s Hope and our community.”

The event is presented by Annex Wealth Management.

Tickets can be purchased online. The entry fee covers the golf game, a golf cart, boxed lunch and post-round festivities that include dinner, drinks and awards.

**Two Janesville sellers named Wayne Award finalists**

Two radio salespeople working for WCLO/WJVL in Janesville are finalists for the Radio Ink Magazine Radio Wayne Awards.

Shar Hermanson is one of five finalists for the Local Sales Manager of the Year award and Amanda Jezo is one of eight finalists for the “Streetfighter of the Year” award.

Finalists for the Wayne Awards come from a field of hundreds of nominees submitted answers to questionnaires and voting by a blind pool of judges. Winners are determined solely on qualifications and merit.

The awards will be presented at the Radio Show breakfast on Sept. 26 in Dallas.

**WTMJ extends partnership with Milwaukee Brewers**

WTMJ-AM and the Milwaukee Brewers have extended their radio rights agreement with a multi-year extension, according to the Brewers and Good Karma Brands, which owns and operates WTMJ.
"The Brewers and WTMU have one of the longest partnerships in Major League Baseball and we are mutually committed to delivering exceptional programming and content," Rick Schlesinger, Brewers President of Business Operations, said in a statement. "We value our partnership with Good Karma Brands and are excited to continue a great tradition of bringing Brewers baseball to our entire fan base."

Since the team moved to Milwaukee in 1970, WTMJ has served as the radio flagship of the Brewers for all but two seasons. WBA Hall-of-Famer Bob Uecker is joined in the booth by Jeff Levering, Lane Grindle, and radio engineer Kent Sommerfeld.

"We are proud of our long partnership with the Brewers and look forward to delivering ‘the soundtrack of summer’ to fans across the state for years to come," said Steve Wexler, Vice President and Market Manager of Good Karma Brands.

Terms of the agreement were not released.

**WXRO switches to Hot AC format**

WXRO-FM in Beaver Dam is switching formats to Hot AC. 95X will continue its morning show with Rick Armon, Sheckett, and Thomas Rehfelt. "The Barn Show" will move to WXRO sister station WBEV-AM.

**WKOW adds newscast, lifestyle show**

Madison TV station WKOW-TV is adding a new newscast and a lifestyle show called Midday Madison.

27 News at 11 will begin airing on July 1 and will be followed by Midday Madison airing Monday – Friday from 11:15-11:30 a.m.

Midday Madison will be hosted by Samantha Bowers. She graduated from the University of Missouri with a degree in journalism and a minor in political science, where she worked as an anchor and reporter at KOMU 8 News. Prior to her time at KOMU, Bowers was the host of the College Emmy-nominated cooking show, "Show Me Chefs."

"We’ve wanted to launch a local lifestyle show for some time" said WKOW General Manager, Tom Allen. "The time is right and we’re fortunate to have a great host for the show in Samantha Bowers."

Midday Madison will have something for everyone, but it will be specifically geared toward local women. The show will range from features on cooking tips, exercise segments, health and wellness, events and happenings in south central Wisconsin.

"If there is anything close to a dream job, Midday Madison is it for me!" Bowers said. "It gives me the ability to combine all of the things I love, from do-it-yourself projects, fitness and food, to shedding light on all the great work being done right here in Southern Wisconsin."

**Stations gather school supplies for thousands of children**

Milwaukee TV station WISN-TV and radio station WHLH-FM raised more than $46,000 for classroom supplies during the seventh annual "Class Act School Supply Drive."

The stations teamed up with the Salvation Army to host a phone bank Wednesday and dedicated airtime to raise money and fill a school bus with backpacks, notebooks and other needed supplies.

"Class Act is a very meaningful project that we look forward to every year," said Jan Wade, president and general manager of WISN 12. "When we can work together with the community and our generous viewers to help children go to school ready to learn, well it just doesn’t get much better than that."

The money and supplies will provide more than 3,000 backpacks full of supplies to be handed out to four Milwaukee public schools and one West Allis/West Milwaukee school. Additional supplies benefit Salvation Army programs including The Emergency Lodge. More than $400,000 has been raised since 2013.

**Sparta hosts nominated for CMA Personality of the Year**

A morning show team based in Sparta has been nominated by the Country Music Association for Broadcast Personality of the Year. This is the third nomination in four years for Ben and Arnie from the Ben and Arnie Morning Show on WCOW-FM.

The CMA Broadcast Awards are among the most prestigious awards given out in the field of country radio. The categories are established by market size based on population as ranked by Arbitron. Entries for Broadcast Personality of the Year are judged on aircheck, ratings, community involvement, and biographical information. Candidates for Station of the Year are judged on aircheck, ratings history, community involvement, and format leadership.

Winners will be announced in October and will be honored during the 50th Annual CMA Awards on Nov. 13 at Bridgestone Arena in Nashville.

**Good Karma Brands to operate ESPN Radio Chicago**

Good Karma Brands will assume operations and control of ESPN Radio Chicago effective Sept. 29. The company reached a long term local marketing agreement and lease with ESPN Radio.

Good Karma Brands CEO Craig Karmazin said the company's Midwest roots have afforded the company the opportunity to see the passion of Chicago sports fans up close for over two decades. The Chicago station will retain its ESPN 1000 name.

**WBA program helps stations plan for crisis**

Radio and TV stations throughout the state can take an easy step toward being prepared for an emergency by getting Broadcaster Emergency Personnel ID cards for engineering staff members.

Many stations already participate in the Broadcaster Emergency Personnel ID program, but all WBA member stations are invited to participate.

Broadcasters, as the organization responsible for cards issued to broadcasters, sends renewal notices to stations annually to make sure the WEM database has the most updated cardholder information.

Cards must be requested by a station manager. Instructions and application documents can be found on the WBA website. Look in the menu for “Emergency Planning” and click on “Broadcaster ID” or go to: https://www.wi-broadcasters.org/emergency-planning/broadcaster-id/

Anyone with questions about the cards is asked to contact Kyle Geissler at kgeissler@wi-broadcasters.org.
Broadcasters from across Wisconsin spent a morning behind the scenes at Miller Park before enjoying a Brewers win for the 2019 Doug Chickering WIAA Sports Workshop.

The Sports Workshop started the morning of July 24 in the Brewers media room with a kick-off message from Doug Chickering followed by a briefing from Todd Clark and Wade Labecki from the WIAA. They talked about recent and upcoming changes in high school sports.

Brewers Radio Network announcer Jeff Levering paid a visit and shared numerous stories from the early days of his career and a tale or two about working with WBA Hall of Famer and Brewers legend Bob Uecker.

WBA President and CEO Michelle Vetterkind and former WBA President and CEO John Laabs managed to get a few minutes with Uecker just outside the Brewer’s clubhouse.

Levering was followed by the Brewer’s new PA announcer Mark Richards, who is also an on air personality at WKLH-FM in Milwaukee. Richards talked about how he got the job and he pulled back the curtain on the role the PA announcer plays in the production of all the elements surrounding the ball game.

After a feast of ballpark food the Sports Workshop attendees took their seats in the ballpark to see if the Brewers could salvage a win from their series against the Cincinnati Reds. After a series of runs from both teams in the first half of the game, the bats cooled and the Brewers held their 5-4 lead to win.

Young Professionals Committee welcomes new members

The WBA’s Young Professional Committee is welcoming two new members.

Katie Warren is digital sales manager for Midwest Communications for Green Bay, Appleton, Sheboygan, and Duluth. Cory Gylock is the local sales manager for WLAX/WEUX in La Crosse.

Both will join the Young Professionals Committee when it holds its next meeting in September. The current Young Professionals Committee also includes:

- JT Koser (Chair), Koser Radio Group, Rice Lake
- Samantha Bratel, iHeartMedia, Milwaukee
- Chet Daniels, WCLO/WJVL, Janesville
- Amy Pfugshaupt, WMTV-TV, Madison
- Heather Poltrock, WSAS-TV, Wausau
- Terry Stevenson, Seehafer Broadcasting, Manitowoc
- Heather Storm, Woodward Radio Group, Green Bay

Nationwide EAS Test reveals FEMA equipment problem

On August 7, 2019 at 1:20 p.m. CDT, FEMA conducted a Nationwide EAS Test.

The test was only partially successful in Wisconsin. There are two parts to every National EAS Test. The first is that our State EAS Network is capable of distributing the alert to all corners of our State, and the second is the quality of the alert message furnished to us by the Federal government. The good news is that the Wisconsin EAS Network passed its part of the test, successfully distributing the alert across the State — there were no reports of any station not receiving and logging the test.

However, the bad news is that FEMA experienced an equipment failure that caused the test in Wisconsin to consist only of the EAS Header Code followed by the End-of-Message Code, but no audio message. FEMA’s objective with this year’s test was to determine the ability to disseminate a message without using the internet, simulating a loss of internet connectivity. The message was originated using only the network of powerful AM stations known as Primary Entry Point (PEP) stations.

Our Wisconsin PEP station is WTMJ in Milwaukee, which has agreed to host a FEMA-installed EAS unit at the transmitter site. FEMA’s EAS unit malfunctioned during this test, sending the EAS codes but not the audio message. FEMA replaced their faulty EAS unit and tested the new unit about a week after the Nationwide EAS Test, so the issue causing our partially-failed test has already been corrected.

Don’t forget about your WBA PSA Guide

Just a reminder that your WBA has this offering always available for you: Public Service Announcement Guide. It’s a great reference for people asking your stations the “how to’s” about PSAs.

“Getting Your Message On The Air”

- 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

Find it at www.wi-broadcasters.org.
Members in the Spotlight

Green Bay radio personality dies

Dennis Nuetzel

Dennis Nuetzel, died July 24 at the age of 60.

Nuetzel, known on the air as Dennis Mitchell, majored in broadcast journalism at UW-River Falls. During his career he worked at WDUZ in Green Bay, WDUX in Wausau, a radio station in Alabama, and was most recently working at Y100 (WCNY-FM). He also worked at AT&T where he retired in 2018. Nuetzel loved HAM Radio and was a member of the HAM Radio Association.

A service was held July 29.

Personality dies after 66 years in radio

A Wisconsin radio personality with 66 years in the business has died.

Theodore S. Krawczyk, better known as “Bernie Phillips” on the radio, died July 15 from injuries suffered in a hit-and-run crash on April 8 in Berlin.

Bernie started his career at WTMJ-AM in Milwaukee before he graduated from high school. After college he worked for WTKM in Hartford. He started a career with Mercury Marine in 1958 while staying in radio. He later worked at KFIZ in Fond du Lac. He started working at WISS in Berlin in 2000 until his passing. Bernie was also a volunteer and supported the Boys and Girls Club in Berlin.

In lieu of flowers a memorial is set up for the Boys and Girls club of Berlin. Wieck-Skipchak Funeral Home, 116 South Adams Ave., Berlin, WI 54923, 920-361-2050.

Online condolences and to view the tribute video to Bernie, please refer to www.wieckskipchakfuneralhome.com.

Sparta GM dies at age 57

William Hoffman

Broadcasting General Manager William Hoffman died. He was 57.

During his eleven years with the company he helped guide WCOW to five CMA and three ACM nominations as well as being named “Station of The Year” by the Wisconsin Broadcasters Association in 2015 and 2016.

Online condolences may be offered to the Hoffman family at www.schanhoferrfh.com.

Linda Grassman remembered as loving wife, mother

A broadcasting family in northern Wisconsin is mourning the loss of Linda Grassman.

Linda and Bruce Gassman moved to Shawano in 1984 where they purchase radio stations WTCX and WOWN and created Results Broadcasting. She worked at the stations as a receptionist and bookkeeper. She retired in 2005. Grassman died Aug. 27. She was 72.

In lieu of flowers and plants, the family asked that memorials be made in Linda’s name to Red Riders Therapeutic Horseback Riding.

Names in the News

A news reporter in Memphis is coming home to Milwaukee. *Tony Atkins* will join WMJ-TV in Milwaukee in mid-August. Atkins is from Milwaukee and graduated from UW-Milwaukee. Atkins has been with Cox Media Group since 2014, most recently with WHBQ-TV in Memphis.

*James Hodges* has accepted the position of General Manager and Sales Manager for Hubbard Broadcasting’s five station radio cluster in Bemidji, Minnesota (Paul Bunyan Broadcasting). One of the stations, KB 101, has won six NAB Crystal Awards and its morning host, Todd Haugen, has been a top five nominee finalist for a Marconi Award twice. Hodges can be reached at jhodges@pbbroadcasting.com.

Dori Zori has been named assistant program director for Radio Milwaukee (WYMS-FM). Zori will continue to host the station’s 6 a.m. – 10 a.m. weekday morning show, which she has helmed since 2012. As assistant program director, Dori will lead all projects that interface with artist appearances and public-facing events. This includes Studio Milwaukee sessions, programming events, artist interviews, and DJ takeovers. She also will continue to manage the station’s relationships with venue partners and local musicians. She will no longer serve as the station’s promotion’s manager, a position she has held in addition to morning show host.

Jeff Redmon has joined WMSE-FM as its new account manager. Redmon will handle all underwriting, sponsorships and day to day contact with the radio station’s partners while creating new relationships within the community. Redmon is a key member of Made In Milwaukee, a cultural advocacy group dedicated to the exposure, growth, and advancement of the local art, music, and business community. He is the co-founder and organizer of BVGN (Bay View Gallery Night), bringing crowds of more than 10,000 per event to support and nourish the local art and business community.

WFRV meteorologist Dave Miller is retiring after 29 years at the station over two stints, most recently for 24 years. Miller signed off on July 25 after talking about how the business changed over the years and the charities he’s volunteered for during his time on the air. He also talked about his work with Dr. Ted Fujita, who is best known for the creation of the Fujita scale, which is used to measure the intensity of tornadoes. In retirement Miller plans to pursue his interest in genealogy.

WISN-TV veteran meteorologist Sally Severson is reducing her schedule to appear exclusively on "WISN 12 News at 11 a.m." and meteorologist Lindsay Slater is replacing Severson on "WISN 12 News This Morning." Severson has been on the air for more than 30 years and on WISN-TV’s morning show since 1988. She’s reducing her schedule to spend more time with family and friends. Severson will continue to be a part of the station’s community initiatives, as well as maintaining her role in WISN’s “Top Teacher” series. Slater will join Adrienne Pedersen, Sheldon Dutes, and Eden Cheek in studio for the weekday morning newscast, “WISN 12 News This Morning.” She joined the Weather Watch 12 team in June 2016, serving as meteorologist on WISN 12 News during weekend evenings.

FOX 6 (WITI-TV) in Milwaukee has named Jim Wilson the station’s news director. Wilson was previously the Assistant News Director at the station, a position he has held since 2017. He will now oversee all aspects of newsroom operations. Wilson has almost 30 years of experience at FOX 6, including works as a photojournalist, chief photographer and assistant news director. He has been the interim news director since June of this year. Wilson graduated from University of Wisconsin-Oshkosh and holds a master’s degree from University of Wisconsin-Milwaukee. Wilson has been recognized with a Peabody and five national Murrow awards for his work.

WSCR Chicago Program Director Mitch Rosen is taking up PD duties at 105.7 The Fan (WSSP) in Milwaukee. Program Director Tom Parker is retiring. He was PD at WSSP since 2009. Rosen will split his time between Milwaukee and Chicago. He’s been PD at WSCR since 2005.

A Madison native is returning to the city to take over mornings on WRIR, The Resistance. Pat Gallagher worked in alternative radio in Madison for 27 years before joining Mid-West Family Madison for a brief time then heading to WCNR, Charlottesville, Virginia to host a morning show.

In addition to mornings on The Resistance, Gallagher will be assisting in programming Magic 98 (WJMG) and will have a feature on The Zone (WOZN) named The Active Zone which will focus on Gallagher’s love of running and cycling. He’s a three-time Ironman Wisconsin finisher.
WBA Assistance Action Plan for EEO Compliance (as of July, 2019)

Commercial and noncommercial radio and television stations licensed to communities in Wisconsin will be filing their next renewal of license applications with the FCC no later than August 1, 2020 (radio) and August 1, 2021 (television). With their renewal applications, stations will be required to file FCC Form 396, which will include their two most recent Annual EEO Public File Reports.

The FCC will review these filings to determine if the station has complied with all the EEO obligations imposed by its rules. Wisconsin broadcast stations should consider fully availing themselves of the EEO-related programs that the WBA has designed to help them meet those requirements.

Your WBA continues to offer many programs through which the Association helps your station employment units (“SEUs”) achieve compliance under the FCC’s EEO regulations.

The FCC’s current EEO Rule took effect on March 10, 2003. The Rule contains an “equal opportunity/nondiscrimination” requirement, a separate “outreach” requirement, and related reporting requirements. Under the “equal opportunity/nondiscrimination” requirement, all commercial and noncommercial radio and television stations must afford equal opportunity in employment to all qualified persons and no person may be discriminated against in employment on the basis of race, color, religion, national origin or gender. The “outreach” requirement is comprised of three prongs designed to ensure broad and inclusive recruitment outreach to potential applicants of all races, genders, and ethnicities.

The “equal opportunity/nondiscrimination” requirement applies to all SEUs regardless of the number of persons employed. The “outreach” requirement applies to all SEUs with five or more full-time employees (“Nonexempt SEUs”). The reporting requirements are discussed at the end of this document.

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.

Outreach Prong 1 - Recruitment For All Full-Time Vacancies

Nonexempt SEUs must engage in broad and inclusive recruitment for all full-time vacancies, with a limited exception for exigent circumstances. Just a few years ago, the FCC for the first time determined that a broadcaster can rely solely on online sources in its recruiting. However, the FCC encourages you to continue to use some of the traditional outreach methods, even though it is no longer required. You simply need to be reasonable in picking online recruiting sources that are likely to reach the members of various groups within your community with announcements of the job openings at your stations, and review the success of those sources routinely to make sure that they are bringing you recruits from a good cross-section of your community. If online sources are not delivering a diverse group of recruits, you should change or expand your recruiting efforts, and may well want to continue outreach to community groups.

If you choose to continue to rely on traditional outreach sources, the WBA has compiled a list of recruitment referral sources, including organizations and groups whose membership includes significant participation of women and minorities. WBA members can download this list off our website at www.wi-broadcasters.org. Every year we send a letter to each of these referral sources seeking (1) confirmation that each wishes to serve as a referral source and therefore would like to receive job vacancy information from Wisconsin stations by mail, fax or e-mail and (2) full contact information for that purpose.

You are free to use the referral source information as you see fit, understanding that it does not purport to be exhaustive, certainly not at the local level. Remember, it is your responsibility to ensure that you choose a broad array of sources tailored to reach all segments of your SEU’s local community and service area, and that the recruitment information remains current over time. If you find that any of the information is not correct, or has become outdated, or if you add any new referral sources to the list of sources that you use for your SEU, please alert us at once and provide us with the names/contact information for each new and updated source so that we may add that information to our website and share it with other broadcasters in the State.

Outreach Prong 2 - Notification To Community Groups

In addition, each Nonexempt SEU must provide notice of job openings to community groups who request such notice. Each SEU should periodically air two announcements. One is required by the FCC rules. The second announcement is to promote the WBA job site. These announcements are –

1. An over-the-air announcement inviting organizations and groups that assist job seekers and that would like to receive notices of openings at broadcast stations to contact individual stations so that these stations can add the organizations to their mailing list for job. We ask that you to provide us with the contact information of any organizations that contact you to receive such notices and we will consider adding them to our website-based master list of referral sources.

2. An over-the-air announcement that tells listeners to go to www.wi-broadcasters.org to find current openings at Wisconsin broadcast stations as well as at broadcast stations nationwide. If you need a copy of that form of announcement, please call us at 800-236-1922 or email kgeissler@wi-broadcasters.org. So long as your job vacancy ads specify that you are an “Equal Opportunity Employer” or “EOE”, they can be placed on our website’s online Job Bank, which is also linked to a national broadcast Career Page online site that may be accessed at www.careerpage.org.

Outreach Prong 3 – “Menu Option” Outreach Initiatives

Prong 3 requires Nonexempt SEUs to earn a minimum number of “credits” by performing certain outreach activities that are unrelated to any particular job opening. SEUs with 5–10 full-time employees must earn at least 2 credits per two-year segment of their license term, and larger SEUs with more than 10 full-time employees must earn at least 4 credits per two-year segment of their license term unless they are located in a “smaller market” as defined by the FCC (in which case they are only required to earn at least 2 credits per two-year segment of their license term despite having more than 10 full-time employees). Generally, a “smaller market” is one where the stations comprising the SEU are licensed to a community or communities that is/are in a county which is outside of all metropolitan areas or is in a metropolitan area with a population of less than 250,000 persons. Please consult your communications counsel to be sure how many credits your SEU is required to earn.

Your WBA helps you earn these Prong 3 non-vacancy-specific credits in the following ways:

1. Participating in Job/Career Fairs. The FCC allows SEUs four, one-quarter credits, totaling one full credit, for each two-year segment of their stations’ eight-year license term if they participate in at least four job fairs or career fairs during that two-year segment. To be counted as participating in a job fair, the SEU must send personnel who have substantial responsibility in the making of the SEU’s hiring decisions. The WBA sponsors two job fairs per year, one in conjunction with our Annual Winter Conference (January) and another in connection with our Annual Summer Conference (June). Full SEU participation in each job career fair should earn the SEU a 1/4 credit for each of these job fairs. Accordingly, over a 2-year period of participation in these WBA sponsored job/career fairs, an SEU should be able to claim one full credit so long as such participation includes personnel who have substantial responsibility in hiring and the SEU maintains adequate documentation of such participation.

2. Hosting/Sponsoring Job/Career Fairs. The FCC also allows one full credit per two-year segment for hosting or sponsoring at least one job/career fair. Your WBA can provide you with an Army National Guard Diversity Career Fair Kit. While these kits are designed to help stations host and promote diverse career fairs in their communities in co-sponsorship with the Army National Guard to help reduce costs to the SEU, you can also use the Kit as a guide for setting up your own Career Fair without National Guard participation.

3. Co-Hosting/Co-Sponsoring Job/Career Fairs. The FCC also allows one full credit per two-year segment for co-hosting or co-sponsoring at least one job/career fair with some business or professional community organization with substantial participation by women and minorities. As discussed above, you can use the Army National Guard Diversity Career Fair Kit either in connection with the Army National Guard or some other business or professional organization in the community, as long as the organization’s membership includes substantial participation of women and minorities. Each SEU seeking credit must have “a meaningful involvement in the activity,” e.g., by jointly planning it, jointly promoting it, etc.
jointly implementing it and meeting persons who attend, and accepting and considering
resumes submitted at the job fair. Merely lending the SEU's name, running ads and providing
funding are not enough to claim this credit.

4. Participation in Job Banks/Internet Programs. The FCC also allows one full credit per
two-year segment for participating in job banks, Internet programs, and other programs
designed to promote outreach generally. The WBA's Internet-based Job Bank provides
information about the various positions for staffing radio and television stations, schools that
offer courses and training in broadcast and broadcast-related fields, internship programs, etc.
To obtain a credit, your participation must extend beyond simply posting notices of your job
openings. Assisting the WBA with compiling and presenting information for the WBA Job
Bank about the duties of those in various broadcast positions and the training and
qualifications that will assist applicants in preparing for a broadcasting career may be the type of
activity that the FCC is seeking. Establishing outreach programs to maintain contacts with
individuals who might be interested in future openings at your station is also mentioned as an
activity that can be part of obtaining credit for this activity. As with other activities, consult
your communications counsel for details on this credit. SEU participation in the WBA's
Internet-based Job Bank should be continuous during the 2-year period. In addition, if you
place your "EOE" signified job vacancy(ies), on the WBA's Internet-based Job Bank, your
vacancy(ies) will be linked to a National Broadcast Career Page online site. You can post job
openings at www.wi-broadcasters.org (Careers – Post Available Job) or e-mail them to
kgeissler@wi-broadcasters.org.

5. Participating in Scholarship Programs. The FCC also allows one full credit per two-year
segment for participating in scholarship programs designed to assist students interested in
pursuing a career in broadcasting. The WBA Foundation has established a scholarship
program which extends scholarships to worthy students on an annual basis. As with any of
these other credits, your station's participation in the scholarship program must be
substantial and go beyond simply donating money. While you should consult with your own
communications counsel to assess the credit to which you are entitled, we suggest that to
obtain one full credit for every two year period, each SEU should at a minimum: 1) donate at
least once every two years to the Foundation (earmarked for scholarships) a minimum of
$100 for radio SEUs with 1 or 2 stations, a minimum of $200 for radio SEUs with three or more
stations, and a minimum of $300 for TV SEUs, 2) promote the availability of the scholarship
program over the SEU's stations and direct interested candidates to mail, fax or e-mail the
station requests for an application, 3) provide blank application forms upon request (which
the WBA will provide you), 4) be available to answer questions about the program from
interested persons, and 5) assist the Selection Committee in the selection process by
providing the Committee with the SEU's evaluation of each candidate. The WBA Foundation
will send each SEU copies of the applications received and will ask for input based on such
factors as the student's GPA, post high school employment & extracurricular activities, awards
& honors, broadcasting experience and commitment, his/her response to an essay question,
and other factors the Selection Committee and the SEU may deem relevant from time to time,
before they are sent on to the Education Committee and the WBA Foundation Board of
Directors for final judging.

6. Participating in Internship Programs. The FCC also allows one full credit per two-year
segment for participating in the WBA Broadcast Internship Program, where the WBA seeks
qualified candidates, develops a pool of candidates who become available for consideration
by SEUs that have internship programs, and provides those SEUs with the names and
qualifications of such candidates for consideration and selection by participating SEUs for
their own station internship programs. If your station is interested in participating, go to our
website (www.wi-broadcasters.org) where we have assembled the most recent information
about interested candidates. Candidates are categorized by the geographic area where they
wish to intern. You may then contact your potential intern directly. You should print out the
WBA Internship Section from our website, including your intern's information, to help
document the existence of your internship program. Please note that according to our
Washington Counsel, every SEU should document that they have an operating internship
program and use reasonable efforts to have an intern "on staff" during a significant portion of
the two-year period for which they are seeking credit. All stations considering having an
internship program should consult with their legal/tax advisor to assure that all applicable
wage and hour regulations are complied with. That is the responsibility of each SEU, not that
of the WBA.

7. Participating in Training to Ensure Equal Employment Opportunity and Prevent
Discrimination. 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 4 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, and share the information that they receive
with other management personnel at their stations.

8. Participating in the WBA Student Seminar Networking Programs. You should consider,
in consultation with your communications counsel, whether the WBA's Student Seminar Networking Session is eligible for non-vacancy specific "menu option" credit under the
FCC's EEO regulations. During the program's Speed Networking Session, broadcast
professionals interact, face-to-face, with multiple students interested in the field of
broadcasting.

As they develop plans for full compliance with the FCC's EEO requirements, all SEUs should seek
the advice of their communications counsel. If you have other ideas how your WBA can be even
more helpful in this important regulatory area, please do not hesitate to contact us. The full list
of non-vacancy-specific EEO credits is available in Section 73.2080(c)(2) of the FCC's Rules.

KEY WISCONSIN RADIO AND TELEVISION
EEO-RELATED TIME PERIODS AND DEADLINES

Outreach, Recordkeeping, and Reporting

I. Annual Deadline for Annual EEO Public File Reports

August 1 of each year is the deadline by which all Nonexempt radio and television SEUs must
place in each station's public inspection file the Annual EEO Public File Report covering the
prior twelve-month period. At this time, stations comprising the SEU must also post the
report to their FCC hosted online public file and provide a link to the most recent report in the
online public file on the front page of the station's website (if the station has a website). These
Reports will reflect, among other things, which of the EEO credits the SEU has earned during the
preceding twelve months towards its goal of earning either two or four credits during each
two-year period of its license term.

II. Relevant Two-Year Periods for Accumulating a Sufficient Number of EEO Credits

During the Current License Terms

For radio stations licensed to communities in Wisconsin, the pertinent two-year segments from the last license renewal filings to the next license renewal filings are: August 1, 2012 -
July 31, 2014; August 1, 2014 - July 31, 2016; August 1, 2016 – July 31, 2018; and

For television stations licensed to communities in Wisconsin, the pertinent two-year segments from the last license renewal filings to the next license renewal filings are: August 1,
2013 - July 31, 2015; August 1, 2015 - July 31, 2017; August 1, 2017 – July 31, 2019; and
August 1, 2019 - July 31, 2021.

III. Upcoming Deadlines for Filing the FCC Form 396 and the License Renewal

August 1, 2020 will be the next license renewal filing deadline for radio stations licensed to
communities in Wisconsin. By that deadline, the SEUs must also submit to the FCC a
completed FCC Form 396 regarding their EEO exemption status (if any) and their performance
under the EEO rules. Included with the Form 396 filing will be the SEU's two then most recent
Annual EEO Public File reports, one covering the period August 1, 2018 – July 31, 2019, and
the other covering the period August 1, 2019 – July 31, 2020.

August 1, 2021 will be the next license renewal filing deadline for television stations licensed to
communities in Wisconsin. By that deadline, unless the FCC changes its procedures,
television SEUs must also submit to the FCC a completed FCC Form 396 regarding their EEO
exemption status (if any) and their performance under the EEO rules. Included with the Form
396 filing will be (again assuming no changes in the FCC's procedures) the SEU's two then
most recent Annual EEO Public File reports, one covering the period August 1, 2020 – July 31,
2020, and the other covering the period August 1, 2020 – July 31, 2021.
YOUR WBA Serving YOU!
In the last 12 months YOUR WBA has:

- Hosted the FCC as it made numerous stops in Wisconsin during a road trip through the Midwest to talk to residents about consumer issues
- Launched a new member services feature on the WBA website which includes a new member database and app
- Created a WBA Legislative Committee made up of members from each of Wisconsin’s eight Congressional Districts
- Promoted repack resources to stations in markets subject to the television repack
- Joined a national campaign to promote the five freedoms listed in the First Amendment
- Established the first Young Professional of the Year award to be given out in 2020
- Produced a promotional video encouraging submissions to the WBA Awards competition
- Awarded the first ever Distinguished Service Award to former Wisconsin Governor Tommy Thompson
- Produced two videos highlighting community service work led by Wisconsin broadcasters
- Worked with a Legislative Study Committee to draft a bill to address the use of police body cameras in Wisconsin
- Launched an E-Newsletter for young professionals in broadcasting
- Held the second ever “Toolbox” event hosted by the WBA Young Professionals Committee
- Promoted and led Wisconsin’s effort in a national NAB initiative to promote the broadcasters’ community service work in a concentrated social media campaign using the hashtag #BroadcastGood
- Encouraged stations to promote their positive work in the community through the WBA newsletter and promoted those stories to the Wisconsin Congressional delegation through social media
- 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
- Offered numerous webinars on topics relevant to broadcasters from LBS, Jacobs Media, and other state broadcast associations.
- Continued our shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. Since the inception of Wisconsin’s Amber Alert program in 2003, we have had 37 Amber Alerts with the successful recovery of 46 children
- Offered members one-on-one digital strategy consultations with Seth Resler from Jacobs Media
- Sponsored the Broadcasters Clinic, a three-day award winning and nationally renowned event held in October attracting more than 300 broadcast engineers, vendors and exhibitors from 17 states
- Assisted in the coordination of Wisconsin’s annual live-code test statewide tornado warning tests
- Worked with a coalition of 51 strong and diverse trade and business associations focused on repealing Wisconsin’s personal property tax
- Updated the WBA Awards for Excellence categories to include Social/Digital Media categories for all divisions
- Received another record number of entries (1,786) in the WBA Awards for Excellence Program
- Hosted a Mardi Gras themed Awards Gala with nearly 400 attendees.
- Grew the WBA’s social following at the Awards Gala with 147,000 impressions on Twitter and Facebook reach of 6,142. There were 701,000 impressions on the #wbagala hashtag and a reach of 464,000.
- Supported and attended the Watchdog Awards, which recognizes those who demonstrate the importance of transparency in government
- Held our annual State Legislative Day, which featured meetings with elected officials and our State Legislative Reception.
- Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes the Connecting the Dots weekly email training, access to Jacobs Media webinars and contributions to the Wisconsin Broadcaster, highlighting digital/social/mobile and trends in digital media.
- Partnered with the Democratic and Republican parties in Wisconsin to make available their Weekly Radio Addresses to our members via WisPolitics and on our website
- Continued the very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories
- Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by FCC-experienced engineers before applying for renewal of their station licenses. Currently, 260 Wisconsin Radio stations and 37 Wisconsin TV stations are protected.
- Actively monitored and lobbied on federal and state issues to serve, protect and promote the broadcast industry in Wisconsin, in addition to providing the WBA’s perspective in many FCC proceedings.
- Presented four WBA Local Broadcast Legends Awards to Jerry Burke, Duff Damos, Glen Moberg, and Marshall Shapiro (posthumous). This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.
- Continued work with our advisory teams led by WBA board members to identify member and Association needs in the areas of Technology, Advocacy, Education, Diversity, and Association Revenue, as part of our long range strategic planning process
- Offered a new round of the WBA Mentorship Program initiated by the WBA’s Young Professionals Committee.
- Continued to support and grow the WBA Young Professionals Group which represents our younger WBA members and future broadcast managers
- Grew the list of young broadcast professionals in the WBA database
✔ Toured the Consumer Electronics Show in Las Vegas with Jacobs Media to learn about how new technologies will affect broadcasters.

✔ Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, David Oxenford at Wilkinson Barker Knauer LLP, and by Madison counsel, Godfrey Kahn.

✔ Built on the social media component of the NSCA/PEP program with numerous campaigns.

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

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

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

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

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

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

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

✔ Coordinated two job/career fairs which were held in conjunction with the WBA winter and summer conferences.

✔ Offered Omnia Target Reports to aide WBA members in recruitment and hiring.

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

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

✔ Monitored drone regulation proposals.

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

✔ Published the Wisconsin Broadcaster, our bi-monthly newsletter, published an e-newsletter, and published all articles as they were available on the WBA website.

✔ Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website.

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

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

✔ Hosted the Doug Chickering WIAA Sports Workshop at Miller Park.

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

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

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

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

✔ Added new recordings to the WBA Museum.

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

✔ Achieved a continued sellout attendance at the 22nd annual 3-Day Walker Broadcast Management Institute at UW-Madison - As of April 2019, 153 broadcast managers have graduated from the three-year module.

✔ Inducted four Wisconsin broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 144 - Inducted this year: Clif Groth, David L. Nelson, Fannie Mason Steve, and Dean Maytag.

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

✔ Continued WBA Student Storytellers (as part of WBANewsroom.org), featuring interesting, creative and engaging stories produced and posted by students. This initiative was created to foster a dialogue between Wisconsin broadcasters, students in Wisconsin schools and universities and instructors, professors, and teachers of journalism and media.

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

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

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

✔ Awarded $3,000 in educational support grants, through the WBA Foundation, to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software, and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting.

✔ Continued to refine and update WBANewsroom.org. All content has been updated and is kept current to reflect “what’s going on” in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It’s a valuable resource for all reporters, editors, producers, students, and news junkies.

✔ Hosted a 50/50 fundraiser during the WBA Awards Gala and Summer Conference. $1,680 was raised at the gala and $1,690 was raised at the conference for the WBA Foundation.
Changes coming to WBA Awards

Believe it or not, spring 2020 will be here before you know it!

That means that the WBA Awards Committee has been hard at work to bring all of you the best gala ever to honor our hard work here in 2019. **This one will have an “An Evening in Paris” theme.** As always, it will be at the Madison Marriott West. We’ll see you on May 2.

Our WBA Board of Directors had asked us to make some tough decisions. **One of the largest misconceptions out there is that our WBA makes money on our Awards Gala.**

How could we not, right? Wrong. It costs a lot to produce and execute. To be exact, we have never made money and in the last several years, lost money. We can’t do that anymore. None of us would run our own stations that way.

Here’s what we are doing about it:

- Entry fees will be increased to $45 for Television, $35 for Radio and $20 for low power stations.
- We will award a certificate for third place awards with information to purchase a plaque if a station chooses to do so at their own cost. Of course, the point is still awarded so that opportunity to win station of the year still exists. This will save our WBA $3,200. That’s money saved for other things we do.

Everything else stays the same. The anticipation, excitement, camaraderie, and the friendly competition are what bring us together for our Awards Gala anyway. As always though, we know some people will not be happy with these decisions. Michelle, Dean or I are always available to hear what you have to say. We do hope that you see why we made the decisions we did.

Our best and looking forward to seeing you in Paris on May 2, 2020!
**Educational Support Grants total $3,000 in 2019**

The WBA Foundation has awarded three grants totaling $3,000 under its Educational Support Grants Program for 2019. Grants of $1,000 each for three schools were approved by the Foundation Board at the WBA/WBA Foundation Joint Board Meeting in June:

- UW-Green Bay
- UW-Madison
- UW-Oshkosh

The Educational Support Grant Program was created by the WBA Foundation in 2000 to award up to $10,000 annually 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. Due to the program’s excellent response, in the last 20 years, the Foundation Board has approved $192,639 in Educational Support Grants.

**Thank you, WBA Foundation!**

Dear WBA Foundation:

I wanted to take a moment to send a letter of thanks for the grant money that we received recently. The funds have been extremely helpful for us in obtaining new video equipment. Faculty, staff, and students across UW-Green Bay benefit from the equipment that we purchase through the grant.

On every project that students work on one can find equipment that was obtained through your generous grant. Equipment that is purchased is available for student check out and for several classes in our communication program. Additionally, I use the equipment for our pre-college program that helps promising middle school students learn about video production. The grant funds allow us to keep current with audio, video, and editing gear.

As always, I look forward to working with the Wisconsin Broadcasters Association in the upcoming year. Many thanks for your financial assistance to schools across Wisconsin.

Thank you, Mike Schmitt
SERVICE STARTS AT HOME

Wisconsin Broadcasters help keep our ranks full so we can serve when called upon.

What you do matters.

Thank you for your support.

Call us with any questions relating to digital, social media, or mobile

Jacobs Media is as your disposal at (248) 353-9030 or info@jacobsmedia.com.

Wisconsin broadcasters continue to face opportunities and challenges navigating digital, social, and mobile space. The Jacobs Media/WBA Digital Partnership is here for you. All WBA members will receive the following:

- The weekly “Connect the Dots” Monday memo from Seth Resler
- In 2019, station consultations at WBA conferences
- Access to the Digital Hotline