Challenge the convention of targeting ‘Adults 25-54’

Adults 25-54 is not a demo, it is a family reunion, and why are buyers targeting that demo anyways?

The most targeted demographic in our business is Adults 25-54. That age group includes grandparents, parents, and children. It looks more like an Easter dinner than a potential customer base. Does a new 26-year-old mother have anything in common to a 54-year-old grandfather? As sellers, we should question our buyers’ logic at targeting the entire family with our customers’ valuable marketing dollars.

My good friend and Jim Doyle and Associates Executive Vice-President, Tom Ray, claims that on Jan. 1, 2019 every baby boomer aged out of that often-used A25-54 demographic. Tom said, “Boomers have more disposable income than any other generation, as they have been able to save over the years. It is estimated that the baby boomer consumer disposable income than any other generation, as they have been able to save over the years. It is estimated that the baby boomer consumer

I’m not suggesting that every client target Boomers, but targeting Adults 25-54 now eliminates this generation’s spending potential all together. Boomers represent 26 percent of the people in the U.S., but hold 42 percent of the spending power. They have the desire to work later in their lives, some because they have to, but most because they want to. They are projected to live longer than any other generation. Did you know that one in four Boomers that own a home own more than one property? They are likely to hold leadership positions in high paying fields. The majority of the Baby Boomer population is female, who will outlive their male counterparts.

At the NAB Small Market Television Exchange, JDA’s Tom Ray suggested an “add ten” initiative. His mission was to add 10 years to every Adult 25-54 proposal request and make it Adults 25-64 to become more in line with today’s consumer.

Let’s face it, the advertising buyer (whether he or she is seasoned or new) suggests your sales staff put together something targeting Adults 25-54 because he or she is told to do it. “It is the way we have always done it.” The next time it happens, your sales professional should challenge the buyer on their logic of missing today’s consumer with the most power.

And for goodness sake, only using the Adult 25-54 demo when selling to local direct clients is an opportunity missed, not only your sellers, but more importantly for the client that depends on customers with money coming through their doors or visiting their website.
PRESIDENT’S COLUMN  Continued from page 1

relationship and we always learn a lot from these gatherings. If you haven’t yet gone to an NAB Show, it’s a great way to connect with other broadcasters and to be inspired for the future of YOUR business.

PPT Coalition meets with Gov. Ever’s team

Michelle Vetterkind at PPT meeting with Gov. Evers Team on February 21.

As you know, I’ve been joining meetings with members of the Coalition to Repeal Wisconsin’s Personal Property Tax as they meet with state elected officials. The broad coalition of 51 organizations, including your WBA, recently met with Gov. Ever’s staff about additional reform or repeal of the personal property tax during this legislative session.

Honoring the Greats!

We are proud to announce the 2019 Class of the Wisconsin Broadcasters Association Hall of Fame:

- Clif Groth
- Dean Maytag
- David L. Nelson (1921-2017)
- Fannie Mason Steve (1877-1969)

We are also recognizing four Local Broadcast Legends:

- Jerry Burke
- Duff Damos
- Glen Moberg
- Marshall Shapiro (1938-2012)

Both groups will be recognized June 13 at the WBA Summer Conference to be held this year at the beautiful Osthoff Resort in Elkhart Lake. The Local Broadcast Legends will be honored at the luncheon and the Hall of Fame inductees will be honored at the Hall of Fame dinner that night. Read more about all of them on pages 8 and 18.

Registration open for Summer Conference

You can sign up now to attend the WBA Summer Conference held June 12-13 at the Osthoff Resort, one of our member’s favorite conference locations. The agenda of speakers and the agendas for the Engineering Day, the Media Technology Institute, and the Young Professional’s Toolbox are set. Check out the details on pages 4-7.

Registration is also open for the annual golf tournament which will be held June 12 at Quit Qui Oc Golf Club.

There will, of course, also be a job fair on June 12. Stations can register at the WBA website. Job seekers are welcome to come at no cost.

Sports Workshop coming to Miller Park

Our WBA Doug Chickering WIAA Sports Workshop is coming back to Miller Park this summer! Mark your calendars for Wednesday, July 24. The sessions start at 10 a.m. and, of course, we won’t leave before watching a game! The Brewers will be hosting the Cincinnati Reds at 1:10 p.m. The workshop includes your ticket to the game!

During the sessions we’ll hear from the WIAA, Brewers radio announcer Jeff Levering, and Brewers VP for Strategy and Analytics, Mike Schwartz. More information is on page 16.

As you’ll find in the rest of the newsletter, there’s a lot going on right now with Your WBA. Be sure to keep up with us on our website, social media, and our WBA app. We hope to see you at one or more of our upcoming events!

Vetterkind renews CAE credential

WBA President and CEO Michelle Vetterkind has earned renewal of her Certified Association Executive (CAE) credential through the American Society of Association Executives.

The CAE credential is the marker of a committed association professional who has demonstrated the wide range of knowledge essential to manage an association in today’s challenging environment. Vetterkind first earned her CAE credential in 2000. Credentials must be renewed every three years.

Watch for photos of the Gala

and a list of all the winners

in the July/August newsletter

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Director of Operations and Public Affairs
Kyle Geissler
kgeissler@wi-broadcasters.org
WBA Board minutes are always available for members. Please email Linda Baun at lbaun@wi-broadcasters.org to request a copy.

Wisconsin Broadcasters Association
44 E. Mifflin Street, Suite 900
Madison, WI 53703
Phone Toll Free (800) 236-1922
wi-broadcasters.org
Broadcasters participate in tornado warning tests

On April 12 at 1:45 p.m. and 6:45 p.m., two statewide tests of the Tornado Warning EAS code were conducted in Wisconsin.

The tests were originally scheduled for April 11, but needed to be postponed for a day due to the threat of severe weather. All members of the test team appreciated the stellar job done by Wisconsin broadcasters of informing the public of the date change.

The tests were originated independently by the five National Weather Service (NWS) offices that serve Wisconsin, and those NWS offices did a good job of issuing the tests at the exact same time in all areas leading to well synchronized tests statewide. Although the tests were largely successful, there were some issues of human error both at NWS and broadcast stations. In addition, there were some issues of automated systems relaying the tests in a manner that made the tests look like real alerts, both at broadcast stations and by county emergency management social media applications around the state. As our processes and systems get more numerous and complicated these days, the test team will be issuing a reminder with next year’s test promotion for all parties to increase their diligence in analyzing the operation of their systems for unintended alerting during the test.

This test day is another fine example of the close cooperation between your WBA and Wisconsin’s broadcasters, NWS, and Wisconsin Emergency Management (WEM). WBA thanks all Wisconsin broadcasters for your participation in not only airing this year’s tests, but in the time you devoted to promoting the tests in the week leading up to test day and the huge effort to get the word out on the date change.

On a related note, the FCC recently released the results of the October 3, 2018 Nationwide EAS Test. Although numbers were not broken out by state, these were the nationwide numbers for all reporting EAS Participants (radio, TV, and cable): 96 percent successfully received the test, 92 percent successfully retransmitted the test, and 96 percent reported no complications with the test. Transmission without complications was significantly improved over the 2017 nationwide test results, while the other numbers remained largely the same. The FCC and FEMA have indicated their intent to continue these tests, with the next one to be issued in fall of 2019.

Stations could face fines for not activating online public file

As of March 1, 2018, all radio and television stations were required to transition their public inspection file to the Federal Communications Commission’s (FCC) online public file system. ([https://publicfiles.fcc.gov/](https://publicfiles.fcc.gov/))

However, despite the year-old deadline, a substantial number of broadcasters have not yet activated their online public file or have failed to keep their public file up-to-date.

These stations are at risk of substantial FCC fines. While the FCC has emailed warning notices to some stations, we strongly urge you not to wait for an FCC notice. Stations should immediately confirm that they are complying with the FCC’s rules.

Ensuring that your station’s online public file is online and complete takes on added importance as we enter the license renewal cycle. Renewal applications require stations to either certify that their public file has been complete and up-to-date at all times during the license term or disclose violations. In addition to substantial fines, an incomplete online public file can lead to extensive delays in the license renewal process.

Of particular concern is the failure to upload the quarterly issues/programs lists, which demonstrate how a station has addressed the needs and interests of its community. These lists must be placed in each station’s online public file on a quarterly basis, going back to the start of the current 8-year license term. Failure to comply can be extremely costly. The FCC recently fined five radio stations $10,000 to $12,000 each for lacking copies of the issues/programs lists in their online public files. In addition to the issues/programs lists, stations should promptly upload their annual EEO public file reports, children’s television reports, political broadcasting information, and all other required materials.

*If you have questions, please contact your station’s legal counsel or the WBA Legal Hotline.*

Jowett Fellowship supports training for photographers

The Rick Jowett Fellowship was established in 2017 by the Wisconsin Broadcasters Association Foundation to support educational opportunities for photographers and videographers who work in media in Wisconsin.

Recipients of the fellowship can use the grant for professional development in the areas of photography and videography. Applicants must specify how the funds will be used. Potential uses include but are not limited to courses offered by the National Press Photographers Association, the Poynter Institute, or any accredited college or university. This fellowship intends to award a total of up to $2,000 in grants annually to multiple recipients to cover part or all of the recipients' expenses.

**Submission deadline is June 1. Apply at [www.wbafoundation.org/scholarships-grants/ rick-jowett-fellowship](http://www.wbafoundation.org/scholarships-grants/ rick-jowett-fellowship)**

About Rick Jowett

Rick grew up in a media family. His grandfather was CEO of Forward Communications which owned several television stations throughout the country. His family was also involved in the print media, the Wausau Herald. While in high school Rick began his career as a photographer working for the Wausau Herald.

Rick Jowett completed his degree in journalism (UW-Madison) in the late 70s. Following graduation, Rick started his career in broadcasting as a still photographer at WMTV-TV, in Madison, Wisconsin. Rick began working with the Wisconsin Broadcasters Association in 1985 as the Association’s event photographer. He served graciously and unconditionally until his passing.
WBA Summer Conference
JUNE 12-13, 2019
Osthoff Resort
ELKHART LAKE | WISCONSIN

Register today at
wi-broadcasters.org

2019 Media Technology Institute (Lite)

Tuesday, June 11
OSTHOFF RESORT, ELKHART LAKE

9 a.m. Welcome WBA

9:15 a.m. Opening Activity
Getting to Know You
Bill Hubbard

9:30 a.m. The Business of Broadcasting
Bill Hubbard

10 a.m. RF Technology Transmission – Components, Facilities
Jeff Welton

11 a.m. BREAK

11:15 a.m. Antenna Testing and Measurements
Rich Wood

Noon Lunch

1 p.m. RF Technology – Safety First
Jeff Welton

2 p.m. Responsibilities of a Chief Operator
Tim Laes, DE, Midwest Communications

3 p.m. Break

3:15 p.m. Data Network Technology for Broadcasters
Mike Norton, Engineer, ECB

4:15 p.m. Wrap up, Feedback, Information for Engineering Day tomorrow

4:45 p.m. Adjourn

Underwriting for the Media Technology Institute is provided by the Wisconsin Broadcasters Association and Midwest Communications.

WBA Engineering Day | Wednesday, June 12

9 a.m. Network Security
If you are like many of us, it’s challenging to know what security measures will keep you ahead of the hackers. During this presentation, you will learn the latest threats on the horizon, what tools you should have to identify the threats, and how to take the correct action to win the security fight.

9:45 a.m. ATSC 3.0 – Topics to Discuss with your General Manager
Enensis
What your GM needs to know about ATSC 3.0. Discussion will include PLP configuration for bits, resolution and FEC. Other topics will include MMTP/Route selection and signaling

10:30 a.m. Raspberry Pi
Tim Wright, Cumulus Chicago
Creative use of Raspberry Pi. Audience interaction encouraged

10:45 a.m. Break

11:15 a.m. Podcasting
Futuri

Noon Lunch

1:15 p.m. Emergency operations – Setting the table
Members of the UW-Green Bay police dept. will facilitate an interactive scenario-based emergency exercise.

3:15 p.m. Break

3:30 p.m Spectrum Repack – What we’ve learned

Kent Aschenbrenner, Scripps Media
Rich Wood, Resonant Results, Repack project manager
Patrick Burger, Cumulus Chicago

Kent, Rich and Patrick lead the discussion on what we’ve learned during the spectrum repack process. Included will be a discussion on the future of RF engineering talent

5:30 p.m. Exhibit Reception

7:30 p.m. Dinner

Hotel reservations are due by May 20
Fun Squad Panel
Followed by:
Goodbye Negativity: Building a Happy Workplace
OR:
Building Relationships Your Competitors Can’t Steal

11 a.m.–12:45 p.m. Sessions
Building Relationships Your Competitors Can’t Steal
How to “talk advertising instead of leading with your rates, ratings and media kit.” The missing metrics: 3 key measurements that every salesperson needs to track.

How the selling mindset has evolved and what that means to you. How to determine the strength of your current business relationships.

Using “The Chart” as a roadmap to your next level of sales professionalism. Three powerful new ways to think about closing sales.

Embracing the three secrets of sales success. Using zero pressure closes to secure sales and strengthen business relationships.

Avoiding these 10 buyer dislikes to immediately differentiate yourself. Performing “Sales Pipeline Angioplasty” to get stalled deals moving and dead deals out of your pipeline.

Using “The Magic Question” to quickly separate real prospects from information seekers. How to answer the buyer’s five unasked questions early in the meeting and instantly differentiate yourself from the competition.

Earning the trust and respect that are the basis of solid relationships. Becoming less vulnerable to being commoditized and having business stolen on price.

OR:
Goodbye Negativity: Building a Happy Workplace
A conversation about how newsroom and station culture goes bad and what every employee can do to create a more hospitable and happy workplace — as well as how to defend yourself against negativity, harassment, and bullies. There is new research that discusses why a positive culture is critical for business success. That is magnified in a newsroom of skeptical, distrustful journalists and in a broadcast station where departments can be separated by distance and hard work. Building a culture is more than just having a fun place to work… culture makes or breaks strategic intentions.

Understand the power dynamics of negativity and achieve personal control over your station’s culture and your personal happiness.

Followed by:
Fun Squad Panel
High Performance Culture

Every business has a culture. The important question is, are we controlling and shaping it or letting it develop on its own. We'll go through how to build your EPIC (Environment, Process, Improvement, Communication) Culture. This isn't just a “squishy” session about making everyone happy, but includes real world actionable items that will help your team, your company, your vision head in a more positive direction that leads directly to higher performance.

12:15 p.m.–2:15 p.m.  
**Keynote Lunch and Local Broadcast Legends Presentation**

2:30 p.m.–4 p.m.  
**Beating Burnout**

“...withdrawal, becoming callous and cynical, making sick jokes, ridiculing, becoming mentally exhausted and suffering from psychosomatic complaints; headaches, backaches, gastrointestinal problems, anxiety, the inability to concentrate, and depression...” Sound familiar? Periodically many, maybe most journalists, have felt this way. Those are the psychological symptoms of severe burn-out and frankly, journalists look like case studies in how to burn out fast. Burnout is not a problem of people, but of workplaces. You'll learn at least six ways to help yourself and your newsroom avoid it.

5 p.m.–6 p.m.  
**Hall of Fame Reception**

6 p.m.–7 p.m.  
**Hall of Fame Reception**

7 p.m.–8 p.m.  
**Hall of Fame Presentations**

Thank you to The Toolbox Sponsors
The smartphone is the most transformative device in our media lifetimes.

Today, listeners and viewers have continued access to all forms of content, while eating, working, driving, and yes, sleeping. But the smartphone can do more than simply make content available to audiences – push messages can activate the audience by alerting them to breaking news, contests, guests, or other events happening at that moment and move the audience immediately to your station. In other words, push notifications are a powerful tool and can make a huge impact on your station's success.

Push notifications are brief messages or alerts that look like text messages that are sent to the user’s lock-screen notification panel through your station’s mobile app. Push notifications are a great marketing tool because it allows you to engage with your users at any time during their day.

Here are four ways to use push to improve your relationship with your audience and increase listening and viewing:

1. **Breaking news alerts**
   Use push messages to notify your users about breaking news, sports, or severe weather alerts. Keep the messages short and to the point, and link them through to the appropriate place on your website for more information.

2. **Program reminders**
   Push notifications can let your audience know about special or event programming. A key interview or special event can be called out to your audience to drive them to tune in.

3. **Event reminders**
   Local and station events are perfect uses for push messages. Remind your audience to show up and give them easy access to the details of when and where. Obviously this also has benefits for your advertisers.

4. **Targetability**
   Push notifications provide the ability to target your message just to those who have expressed interest in a specific topic. Having the ability to target messages creates a significantly better user experience and increases response.

And here are some things to beware of:

1. **Frequency**
   Push notifications are highly interruptive to the end user – that’s their power – but if you send too many, your messages will lose their urgency and thus, their engagement. And if you abuse your audience’s patience, they will probably block your messages altogether.

2. **Relevance**
   Make sure your messages are about topics that really matter to the audience. If possible, use different message categories or “topics” to allow your audience to choose what kind of messages they want from you. Nothing turns off a user more quickly than a bunch of messages interrupting them with things that don’t matter.

3. **Advertising**
   We strongly recommend against sending push messages with specific sponsor messages. You can tag the sponsor at the end of a content-driven message, but if you start sending ads to your audience you’ll get blocked.

Remember that push notifications are a powerful tool, and you need to use them with great care and thought. But if used properly they can provide valuable information to your audience and drive them to your broadcast.

Bob Kemen is the COO of mobile application developer, jacapps. If you want to discuss push notifications or any other matter relating to mobile apps, contact Bob Kemen at Bob@jacapps.com.
Wisconsin stations bring home 90 Eric Sevareid Awards

Wisconsin radio and TV stations brought home 90 Eric Sevareid Awards from the Midwest Broadcast Journalists Association during its convention in Bloomington, Minnesota on April 13. The 90 awards were spread out among 15 stations in Wisconsin:

- UWM Radio 5
- WBKT-TV 3
- WHWC 3
- Wisconsin Public Television 8
- WITI-TV 6
- WQOW-TV 3
- WSAW-TV 8
- WUWM 10

The full list of winners can be found at: https://midwestjournalists.org/eric-sevareid-award-winners-for-2019-honored/

Congratulations to all the winners!

Keep your newsroom updated on Amber Alerts, other state-issued notifications

When an Amber Alert or Silver Alert is issued or canceled in our state, the Wisconsin Department of Justice provides notice to broadcasters and other interested parties via its Wisconsin Crime Alert Network. Alerts are issued primarily via email.

Your newsroom is hopefully receiving these notices from the state. WBA reminds you that if your station email addresses have changed over the years or if you wish to add additional contacts, you will need to go to the WCAN website to re-subscribe to these important notifications. The website is: www.wisconsincrimealert.gov.

You can subscribe separately to one or all of four notification categories:

- **AMBER Alerts**: Issued for missing children events which meet certain criteria.
- **Silver Alerts**: Issued for missing adults with cognitive impairment.
- **Crime Alerts**: Issued for armed robbery, burglary, and many other crimes as well as missing persons.
- **Green Alerts**: Issued for veterans at risk.

Information on the website provides an explanation of the sign-up process. Any questions on use of the site can be addressed by consulting the FAQ or the contact links at the top of the page.

Four Wisconsin Broadcasters have been chosen as WBA Local Broadcast Legends and will be recognized during the Keynote Luncheon at the WBA Summer Conference at the Osthoff Resort in Elkhart Lake on June 13.

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

Individuals with 15 years or more service in Wisconsin broadcasting may be nominated by their company, co-workers, community leaders, family members, and friends. The station or organization which the nominee is associated with submits the nomination on behalf of the nominating individual(s).

The WBA is grateful to Bruce Grassman for his vision to establish a means for dedicated local broadcast employees to be recognized for their contributions to Wisconsin broadcasting. This award is for those who unconditionally support their stations and community.

Our 2019 recipients are as follows:
Duff Damos is known in the Wisconsin Northwoods for his deep voice, his dedication to radio, and his devotion to his audience.

Duff has had a long career in radio, as PD and hosting mornings on WIFC in Wausau for 17 years, hosting afternoons on WHDG in Rhinelander, and for the last 17 years hosting afternoons on WRLO, Antigo. He is also operations manager for the NRG Media 6-station Northwoods cluster.

Duff also has been involved with WHDG for 17 years at the enormous Hodag Country Festival. He's involved in local charity events like the Minocqua Chill Out which is an annual fundraiser for Children’s Miracle Network, which has raised $250,000 over 11 years.

His peers describe him as “meticulous, caring, and dedicated to his job, his staff, his listeners, and our communities.”

NRG Market Manager Shane Sparks wrote, “Dedicated to his craft and his listeners, Duff has been a leader not only in the workplace but in his local communities by sharing this time and talents.”

His influence is demonstrated by the number of listeners who approach him or stop by the station unannounced to see him.

Duff has been a prominent voice in Wisconsin’s Northwoods for more than 40 years.

Marshall Shapiro

Marshall (Marsh) Shapiro (1938-2012) is a Madison broadcasting icon whose engaging personality took him from a beloved kids show host to a well-respected sports authority.

Apart from three years of service in the Navy, Marshall lived his entire life in Madison. In 1964 he started hosting the WKOW-TV afternoon kids’ show “Cartoon Corral” as Marshall the Marshall. The show was also carried by WAOW-TV in Wausau. Thousands of children and guests appeared on the show during its run until 1968. He got into the community, attending company picnics, fairs, birthday parties, parades, and other special events.

Marshall turned his career toward sports, joining the WKOW sports department and serving as sports director. He got a reputation for cultivating deep sources on the sports beat.

From 1975 to the mid-80s he anchored WKOW-TV statewide telecasts of the WIAA basketball, swimming, and wrestling tournaments. He also did play-by-play for Badger football, basketball, and wrestling. Marshall emceed WKOW’s local segments of the Muscular Dystrophy telethons and hosted the events Special Olympics in Stevens Point from 1983 to 1991.

Marshall served on numerous community boards and from 1968 to 2010 and also owned and operated the Nitty Gritty Restaurant and Bar.

Former employer Terry Shockley said Marshall was, “Dedicated to his profession of broadcasting while very tenacious in all respects.”
Wisconsin Broadcaster

Members in the Spotlight

Radio host moderates Madison mayoral forum

La Movida (WLMV) program director and host Lupita Montoto served as moderator for a Madison mayoral forum. Madison Mayor Paul Soglin and challenger Satya Rhodes-Conway appeared at the March 25 forum at Centro Hispano of Dane County in collaboration with the Latino Consortium for Action.

All the questions asked at the forum were questions from the community and most dealt with Latino issues. La Movida broadcast the forum live over the air and on Facebook. The election was held April 2. Montoto was also a panelist during the WBA Foundation’s gubernatorial debate in October. Montoto serves as Treasurer of the WBA Board.

Competition named after long-time supporter Dick Record

A competition for young musicians is being renamed to recognize a broadcaster, and longtime supporter of the competition, Dick Record. The La Crosse Symphony Orchestra announced at a March 9 performance that the Rising Stars Concerto Competition would now be called the Richard Record Rising Stars Concerto Competition. During that concert, the four finalists performed with the orchestra for cash prizes.

Record had been a prize donor for several years before becoming the competition sponsor 14 years ago. Through his generosity, the competition grew its competition which now reaches out to high school musicians in Wisconsin, Minnesota, Iowa, and Illinois.

Program coordinator Janet Roth said the talent level increases each year because of support like Record’s.

The competition is celebrating its 20th year. Record is National Sales Manager for Mid-West Family Broadcasting in La Crosse and a past WBA Board Chair and WBA Hall of Famer.

The hosts of the Triple-M (WMMM-FM) morning show are marking 20 years on the air in Madison.

Jonathan Sutton and Kitty Dunn celebrated the milestone in March with a party at Club Tavern. “We met so many wonderful people! It’s humbling to realize the impact we have on people’s daily lives, and to see in person the audience we usually have to imagine in our mind’s eye,” they wrote.

La Movida named finalist for national award

Spanish-language radio station La Movida (WLMV) in Madison was named a Station of the Year finalist for the 2019 Medallas de Cortez awards at the Radio Ink Hispanic Radio Conference. The awards were given out on March 12 at a ceremony in Miami. Lupita and Luis Montoto traveled to the conference to represent the station.

KLNV-FM in San Diego was named Station of the Year. La Movida is owned by Mid-West Family Broadcasting.

Welton receives achievement award

The Association of Public Radio Engineers (APRE) is honoring Nautilus’ Jeff Welton with this year’s APRE Engineering Achievement Award. In the announcement, APRE President Victoria St. John said, “Jeff helps make possible what we do, representing the approach to the ideals and engineering practices and training that APRE stands for and promotes.”

Welton is well known for sharing best practices in the areas of lightning protection, grounding, transmitter site safety and other important subjects via articles and presentations. He also wrote the chapter on Facility Grounding Practice and Lightning Protection for the 11th edition of the NAB Engineering Handbook.

Welton is the central U.S. regional sales manager for Nautilus and has worked for the transmitter manufacturer for nearly 30 years. He’s also a member of the WBA Board.

Radio personality rescued by 13-year-old

A middle school student in Merrill received a special commendation for his efforts to save a local radio personality who was trapped in the snow. Merrill police said on Feb. 21 they were called to the WJMT studios when 13-year-old Michael Dickman heard someone calling for help as he walked past the studios. The boy heard the calls from morning show personality Lonnie Scott who was trapped in a deep drift of snow while attempting to clear snow off a satellite dish.

The boy was unable to flag down help from passing motorists so he entered the studio and called 911.

Scott had been trapped for more than 90 minutes before he was extricated by rescue crews. He was admitted to a local hospital and treated for early stage frostbite.

Station hosts free ‘Family Affair Expo’

Milwaukee radio station V100.7 (WKKV-FM) hosted its eighth annual free “Family Affair Expo” last weekend drawing about 1,000 attendees to the State Fair Park Products Pavilion in West Allis.

The aim of the expo is to make a positive impact on Milwaukee families. It featured local exhibitors focused on health and wellness, finance, education, small businesses, and job recruitment.

V100.7’s on-air personalities Bailey Coleman, Reggie Brown, Promise and DJO hosted live entertainment on the main stage. Performing acts include Def Jam Recording Artist YK Osiris, Warner Recording Artists Ar’mon and Trey, and Solo Lucci, Empire Recording Artist and cast member of Love & Hip Hop Hollywood. Minister Melvin Hood showcased local gospel artists and Promise hosted local talent in a special live version of Heat From The Street.
TV station helps collect more than 210K meals

A Milwaukee TV station took part in two efforts that resulted in the collection of more than 210,000 meals for the hungry. Through the ‘Peanut Butter & Jelly Challenge’ and the ‘Scouting for Food’ initiatives, WISN-TV teamed up with Feeding America Eastern Wisconsin to collect enough food to provide a total of 210,322 meals for those facing hunger in Wisconsin. These efforts in February and March amounted to more than 119,000 pounds of food and more than $37,000 in contributions.

In the 16th annual “Peanut Butter and Jelly Challenge,” roughly 60 Wisconsin schools and companies collected jars of peanut butter and jelly, along with monetary donations, to total an equivalent of 126,155 meals for Wisconsin residents who need it most. This charitable campaign culminated in “The Big Drop,” where students brought in donations to the Milwaukee and Appleton Food Banks.

WISN-TV also supported the ‘Scouting For Food’ initiative, in which neighborhoods across Milwaukee, Kenosha, and Racine counties filled grocery bags with food to help out members of their communities. Thousands of area Boy Scouts then went door-to-door for the food drive, which resulted in 84,167 meals to help fill people’s kitchen tables.

WISN-TV to debut 9 p.m. newscast

WISN 12 News will launch “WISN 12 News at 9:00 p.m.” on April 1. The half-hour newscast will feature anchor Derrick Rose, Chief Meteorologist Mark Baden, and Sports Director Dan Needles and will air on WISN 12’s multicast channel “Justice Milwaukee.” “Justice Milwaukee” is available over the air on digital channel 12.2, on Spectrum cable channel 985 and on Charter cable channel 180.

WAPL wins Station of the Year honors

WAPL-FM in Appleton was named Station of the Year at the Wisconsin Area Music Industries (WAMI) Awards on April 14. The Woodward-owned station was nominated in the People’s Choice Radio Station category for northeast Wisconsin. WAMI recognizes the contributions and accomplishments of individuals in the Wisconsin music industry and provides music business educational opportunities to its members and the public. This is WAPL’s fourth Radio Station of the Year - Northeast Division Award in the past six years.

‘Help for the Homeless’ drive raises $406,000

The Family Radio Network (WEMY/WEMI/ WGNV/WSTM) collected $406,000 worth of hygiene and cleaning products during its “Help for the Homeless” drive. The donations were collected in 15 northeast and central Wisconsin communities for 89 crisis agencies serving those communities.

In its 27th year, “Help for the Homeless” donations have provided more than $3.3 million worth of hygiene supplies to local crisis programs and those they serve. The goal of the drive is to supply a year’s worth of products to each agency. The Family works with area homeless coalitions, inviting people to donate hygiene and cleaning items to their local crisis programs to help them direct their limited funds to provide qualified staff, counseling, shelter, and food to those they serve. More than 900 local businesses, churches, and schools participated by placing collection boxes in their high traffic areas and inviting their own staff, members, and students to donate for three weeks this spring.

Wisconsin stations pick up 22 regional Murrow awards

Six Wisconsin TV stations and three Wisconsin radio stations collectively won 22 regional Edward R. Murrow Awards. The awards are given out by the Radio Television Digital News Association (RTDNA). Award recipients demonstrate the spirit of excellence that Edward R. Murrow set as a standard for the profession of electronic journalism.

National winners will be announced in June. The WBA Awards Gala will be May 4 at the Madison Marriott West.

WBAY-TV, Green Bay
- Excellence in Social Media
- Investigative Reporting
- Target 2 Investigates: Rumble over Rumble Strips

WGBA-TV, Green Bay
- Newscast
- Project Drive Sober

Wisconsin Public Radio
- Excellence in Innovation
- Beyond the Ballot
- Excellence in Sound
- Is Everybody Ready? Barron County Trains Residents on How to Survive a Mass Shooting
- Feature Reporting
- As He Loses His Sight, Journalist Known for Rich Detail Embraces New Chapter

WISC-TV, Madison
- Overall Excellence
- Breaking News Coverage
- Sun Prairie Explosion
- Continuing Coverage
- Sun Prairie Explosion
- Excellence in Sound
- Farmer’s Reality
- News Series
- Time to Talk

WISN-AM, Milwaukee
- Sports Reporting
- Letting Every Girl Sparkle

WISN-TV, Milwaukee
- Continuing Coverage
- Taser Takedown: The Sterling Brown Arrest

WITI-TV, Milwaukee
- Breaking News Coverage
- Historic Church Fire
- Excellence in Innovation
- School Bus Inspection Database
- Excellence in Sound
- More Than Words
- Excellence in Video
- The Last Straw
- Multimedia
- Newscast
- FOX6 News at 9:00 – Sun Prairie Explosion Aftermath

WMTV-TV, Madison
- Excellence in Writing
- MMJ Morgan

WTMJ-AM, Milwaukee
- Breaking News Coverage
- The Fire at Trinity Lutheran
- Hard News
- The Power of the Prison Ministry

Edward R. Murrow set as a standard for the profession of electronic journalism. Award recipients demonstrate the spirit of excellence that Edward R. Murrow set as a standard for the profession of electronic journalism.

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Jessica Arp of WISC-TV named 2019 Distinguished Wisconsin Watchdog

Jessica Arp, the assistant news director and chief political reporter for WISC-TV and Channel3000.com, has been named the 2019 recipient of the Distinguished Wisconsin Watchdog Award.

The award recognizes an individual’s extraordinary contributions to open government or investigative journalism in Wisconsin and was a highlight of the ninth annual Wisconsin Watchdog Awards reception and dinner on April 16.

Arp has reported on Wisconsin politics for WISC-TV in Madison since 2007 and has received Edward R. Murrow, Wisconsin Broadcasters Association, and Emmy awards for her coverage of Wisconsin elections. In addition to her reporting duties, Arp has been involved in leading efforts in investigative techniques, innovation, and social media among the staff to help build the WISC-TV digital brand.

“For more than a decade Jessica Arp has been holding public servants accountable,” Tom Bier, former vice president and general manager at WISC-TV, wrote in his nomination letter.

“It’s a consistent record of strong investigative stories based in research, data use, strong visuals and easy-to-understand language. Jessica has carved a path and shown that investigative reporting is not only important but can be made relevant to news consumers.”

Arp has fact-checked more than 100 claims made by politicians, including in political commercials, in WISC-TV’s ongoing Reality Check series.

Her reporting uncovered problems with the oversight of limousine companies following a deadly 2016 crash. The report documented flaws in the current system, while exploring potential solutions and informing consumers of steps to take to keep themselves safe.

Arp’s most recent investigative work detailed problems with completing a multi-million dollar computer upgrade of the state online benefits system. The Watchdog Awards also featured the 2019 Openness Awards, or Opees, bestowed annually by the Wisconsin Freedom of Information Council. Recipients included State Senator Chris Larson, Citizens for a Clean Wausau, Simpson Street Free Press, the Milwaukee Journal Sentinel, and Racine Alderwoman Sandra Weidner.

The Distinguished Wisconsin Watchdog Award is presented jointly by the Wisconsin Center for Investigative Journalism, the Wisconsin Freedom of Information Council, the Madison Pro Chapter of the Society of Professional Journalists, the Wisconsin Newspaper Association, Wisconsin Broadcasters Association and University of Madison-Wisconsin School of Journalism and Mass Communication. The event sold out again this year.

Viste retires after 50 years at WEAU-TV

Ron Viste is retiring after 50 years as a broadcast engineer at WEAU-TV in Eau Claire.

Viste got his start in radio and military communications before moving to WEAU. He is known for his dedication to his craft and enthusiasm in working with new technology. He has often taken the lead on big projects and is excited to work on station initiatives that get him working in different venues.

During his tenure at WEAU, Viste has helped and worked with many of the broadcasters in the area, including competitors. He has been a leader with the local Society of Broadcast Engineers chapter. In 2016, Viste was inducted into the National Association of Arts and Sciences Golden Circle.

Viste is credited with essentially rebuilding WEAU a few times over the years, and for the overall success of WEAU. A party for Viste was held on April 23. His last day working full time at WEAU was May 1.

Zelich honored by Midwest Broadcast Journalists Association

Former WSAW-TV news director and WBA Hall of Famer Mark Zelich received the highest honor available from the Midwest Broadcast Journalists Association. Zelich received the Mitchell V. Charnley Award during its annual awards ceremony at the Midwest Journalism Conference on April 13 in the Twin Cities.

Zelich, known simply as ’Z’ to his colleagues, came to the Wausau television station then called WSAU-TV as a sports anchor in 1957, was named sports director in 1965, and became news director in 1977, a job he held until his retirement in 1994. He has trained and inspired hundreds of broadcast journalists throughout his career, earning his newsroom multiple awards and serving his audience in north central Wisconsin with distinction. He is also a member of the Emmy Silver Circle and was inducted into the WBA Hall of Fame in 1998.

“Z inspired excellence. His legacy lives on in the WSAW newsroom and in so many others across the country, where his former employees are finding their own success and making an impact on our business,” said MBJA President Jessica Laszewski. “Zelich has been a mentor and valued friend to many, who are paying it forward by guiding a new generation of journalists.”

After retiring, Zelich continued to work part-time as Special Projects Coordinator at WSAW until 2007, shepherding three events that started under his watch and continue to this day — the NewsChannel 7 Golf Classic and Pin Busters, a regional golf and bowling tournament respectively; and the NewsChannel 7 All Stars, which honors high school athletes. When Gray Television bought Wausau’s FOX affiliate in 2015, the “Z” in WZAW-TV, was included in honor of his service to the community. “Zelich still inspires at the age of 90. Those who worked with him will tell you it was an honor and a privilege, and we can’t wait to celebrate Z and his outstanding contributions to our industry,” Laszewski said.
IN REMEMBRANCE

46 year veteran of WKBT-TV dies
Larry Johnson, a longtime colleague of employees at WKBT-TV in La Crosse, has died. Johnson worked at WKBT for 46 years. He retired in 2014. Many will remember him as WKBT’s weatherman in the days long before computers came to dominate the weather department. He was also the voice of many announcements on WKBT over the years. His colleagues at the station say the word most commonly associated with Johnson is “gentleman.” Johnson died Feb. 19. He was 78.

Antigo radio host remembered for contributions
Gary Hartl hosted the WATK Breakfast Club. During his career he served as DJ, news director, and salesman at WRLO/WATK. He was also a car salesman for Parsons of Antigo for 30 years. Hartl died March 5. He was 68. According to his obituary, Hartl contributed time and talent to countless events including Relay for Life, the Splash-N-Dash Michelle Koss Memorial Race, St. John International Food and Fall Festival, and Antigo’s annual Christmas parade. He was a multiple time winner of Langlade County’s Top Radio Personality.

Hartl had a passion for music and played percussion for several bands including Slidin’ On Ice and the MLC Blues Band, St. John’s Joyful Noise Life Teen Band, and the Northernaires. A funeral Mass was held March 13. A one hour special “Remembrance of Gary” breakfast Club program aired on WACD on April 2.

Retired radio host dies
Howard Witt Jr., better known to many as “Andy,” died March 13 in Fitchburg. He was 71. Witt started his career at a radio station in Neenah while he got his 1st Class license from Brown Institute in Minneapolis. He assumed the on air name “Andy” early in his career.

He moved to WTSO in Madison in 1973 where he was on the air as a morning personality until his retirement in 1993. “Andy had an ability to make all around him comfortable, which was affirmed by all the relationships he established with radio broadcasters, celebrities and music acts,” his obit read, “Multiple generations remember the voices of the ‘Pat & Andy’ show and then the ‘Andy & the Bear’ morning show and how they provided a comedic and comforting refuge to their daily commute.” The family is planning a private memorial. Memorials may be made to the family.

Broadcast veteran remembered for friendliness, work ethic
Joe Shain is being remembered for his friendliness and “can-do” attitude. Shain died April 30. He was an on-air personality on several stations and formats, including WLTQ-FM during the period when that station was a Soft AC.

For the past 18 years, he was the Assistant Production Director for the iHeartMedia cluster in Milwaukee.

During his career, Shain also worked for Hearst Corporation, and Capstar Broadcasting, among others.

Names in the News

Nighttime news anchor Brad Hicks has left WITI-TV in Milwaukee after more than 15 years at the station. A statement from the station said Hicks decided to “step away and focus on his family.” Hicks had a 30 year career anchoring newscasts. He joined WITI in 2004.

An agricultural reporter from northeastern Wisconsin is retiring after more than 40 years. Mike Austin came to the Fox Valley in 1978 and began doing agricultural reports on both radio and TV in Green Bay. He served that last 17 years at WFRV-TV. During his career Austin received numerous awards on the county, state, and national level from various farm organization and promotional groups.

Anchor and reporter Hannah Anderson is leaving NBC15 (WMTV) in Madison. Anderson anchored The Morning Show weekdays before transitioning to NBC15 News at 11 and relaunching NBC15 Investigates. She was at the station for two years. She worked previously at WSAW-TV/WZAW-in Wausau for four years. She has taken the job of public information officer for the City of Madison Engineering Department.

Milwaukee radio personality Karen Dalessandro took afternoon host position at WLKH where she's been working part-time since late last year. She is on the air 3-7 p.m. weekends and has a weekend show. Dalessandro left WKTI in Milwaukee in October when it changed formats.

Meteorologist Justin Thompson-Gee is joining the CBS 58 Morning News team. Thompson-Gee had previously served as meteorologist for the weekend editions of the CBS 58 News. Justin came to CBS 58 in 2015 as a freelance meteorologist and was promoted to the weekend position a few months later. Thompson-Gee’s first day on the CBS 58 Morning News was May 1.

Ryan Fantozzi has been hired as brand manager for Rock 94.7, WOZZ in Wausau. He replaces Terry Stevens who was recently promoted to Operations Manager for Midwest Communications, Lansing. Fantozzi is leaving Neuhoff Media in Bloomington, Illinois where he has served as Promotions Manager and First Book for the “Magic of Disney|ABC Television Group

Station donates thousands of books to children
A Milwaukee TV station donated 8,000 books to local schools and literacy organizations supporting children. WISN-TV partnered with Disney Publishing Worldwide, Disney|ABC Television Group and First Book for the “Magic of Storytelling” campaign to donate the books to the Penfield Children’s Center, Woodlands East School, and Next Door Foundation in Milwaukee, and Greater Waukesha Literacy.

This is the fourth year the station has run the donation program.
Excitement in store for your young professionals

The WBA Young Professionals Committee recently met in Sheboygan/Manitowoc (big thanks to Terry Stevenson for hosting our semi-annual meeting) with creative minds coming together in a session of brainstorming to solidify programs and events specifically for young broadcast professionals throughout Wisconsin.

Here’s a brief overview of great upcoming opportunities for young professionals in your stations:

**Toolbox 2019 on Thursday June 13**

The Toolbox was created in 2018 thanks to the hard work of Hannah Anderson and Terry Stevenson. It included various sessions at the Summer Conference specifically for young professionals in broadcasting. This year that will continue to an even greater level with Toolbox 2019 at the Summer Conference, on Thursday June 13. Your young employees will learn from seasoned professionals in panel discussions and dynamic seminars, including how to fight “burning out,” using new media to the highest level to improve your stations’ overall reach, and hearing directly from Molly Stentz and her story about the shooting at WORT last year. You can sign up your employees at the WBA website, first come first serve for 50 attendees!

**YP of the Year Award**

Starting this fall and going into 2020, we will be introducing the WBA YP of the Year Award. If you have a young professional who has shown outstanding achievement in your stations and/or community, they should be recognized for their dedication! Be on the lookout for more information to come in the fall as we will be taking nominations and choose six finalists who will receive recognition in our newsletters and be invited to the 2020 Summer Conference where the YP of the Year will be announced!

### WBA Mentorship Program

This program began a few years ago as a way for young professionals to interact with experienced broadcasters to help build solid leaders for the future of our industry. We are currently looking for anyone throughout the WBA who would like to mentor a young professional. If you have had success in your career, share some of your wisdom with an up-and-comer. We make sure to pair mentors with young professionals in non-competing situations. You can contact Kyle Geissler at the WBA to sign up as a mentor, and you will be contacted later when we have a “mentee” assigned to you.

If you have anyone that would like to get “in-the-know” for Young Professionals activities and events, please have them contact the WBA office and we will have them added to our young professional list. They will receive e-mails and updates about all kinds of great things to help them throughout their broadcasting career!

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### Madison station adds Justice Network, Court TV

WKOW-TV is adding Justice Network and Court TV to its offerings. Justice Network was added May 1 and Court TV will be added May 8.

- Justice Network (27.5) - Justice Network is a 24/7 broadcast television network that entertains and informs its viewers with gripping crime and investigation programming while making communities safer. Justice Network provides a first-of-its-kind public service initiative that helps catch fugitives, find missing children and provide safety tips for its viewers. Proud to be the only multicast network with non-stop crime programming and a public service commitment, Justice Network recognizes crime affects everyone.

- Court TV (27.4) - For nearly two decades, Court TV brought high-profile courtroom dramas into American living rooms. Continuing that legacy, Katz Networks is rebooting one of the most iconic brands in television history. The new Court TV is devoted to live gavel-to-gavel coverage, in-depth legal reporting and expert analysis of the nation’s most important and compelling trials.

Justice Network will be available free over-the-air on 27.5 and Court TV on 27.4. To pick up the stations, viewers will need to re-scan their TVs and/or digital boxes on or after May 1.

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**Wright, Koser join Legacy Club**

Two WBA Hall of Fame inductees are joining the Wisconsin Broadcasters Association Foundation’s Legacy Club.

**Duke Wright,** President and CEO of Midwest Communications and **Tom Koser,** President and General Manager of Koser Radio Group, were named to the Legacy Club this spring.

The Legacy Club was formed in 1998 to provide a formal procedure and recognition for those who make bequests or agree to make bequests to the WBA Foundation in their wills. For more information on how to join the Legacy Club, please contact Foundation President Michelle Vetterkind.
Body cam bill balances privacy, openness

When so much about politics is partisan, one might expect a topic like police body cameras to be contentious, particularly as it relates to public access to recordings.

But proposed legislation to regulate the use of these cameras was approved by nine of the 10 members of the committee that produced it, and received unanimous support from the bipartisan Joint Legislative Council. The bill is now working its way through the Legislature. Last year, another proposed bill to set rules for police body cameras drew concerns from open records advocates and others. Among other things, it would have required anyone who appeared in a body camera recording taken in certain locations to approve of the video's release to the public. That would create new work for law enforcement and maybe keep too much information out of public view.

The bill was approved by the Assembly, but stalled in the Senate after it became clear that more work needed to be done. A Legislative Study Committee was formed and met four times between July and November of last year. Sen. Patrick Testin (R-Stevens Point) and Rep. Chris Taylor (D-Madison), who supported competing bills on police body cameras in the previous session served as chair and vice chair, respectively. Committee members included law enforcement, representatives of the media, lawyers, and other lawmakers.

The resulting bill, SB-50, addresses such aspects of police body camera policy as training, equipment, and records retention. Much of the discussion in drafting the proposal focused on public access to recordings.

Wisconsin has a long-standing standard of presuming that all public records are available for the public to view. The committee built on this standard in drafting the proposed legislation, as well as on the experience of other states that have dealt with this issue. To address the privacy concerns, the committee proposed adjustments to the balancing test as it applies to police body cameras. Records custodians must weigh the privacy interests of victims, minors, and witnesses in deciding whether a video should be released. Redaction technology can be used to protect victims, minors and those with a reasonable expectation of privacy.

The study committee worked hard to reach this agreement. Committee members listened sincerely to those who disagreed with them. Sen. Testin and Rep. Taylor deserve credit for their work leading this committee.

If SB-50 becomes law as currently written, law enforcement agencies will have new rules to help them navigate the use of this new technology. Victims and minors would know that their privacy has protections. The public and the media would continue to have access to police body camera recordings, and they would have the same remedies for appealing a record custodian's decision as they have today. SB-50 has not yet been scheduled for a public hearing and lawmakers could make changes to the bill before it comes up for a vote, but the bipartisan support for the bill up to this point is a promising sign.

Your Right to Know is a monthly column distributed by the Wisconsin Freedom of Information Council (wisfoic.org), a group dedicated to open government. Kyle Geissler is director of operations and public affairs at Wisconsin Broadcasters Association.

Educatators’ Column

May is a month filled with pomp and circumstance.

Diplomas are handed out, families are snapping photos with their grads in cap and gown and students are celebrating the end of homework, quizzes, and exams. But what’s next?

For many grads, it feels like the hardest part is now behind them. Young adults are excited about the endless opportunities. And then reality sets in.

Students leave the comforts of college only to find themselves feeling lost and alone in a new city that is typically quite far from family and friends. Finding ways to adjust can be intimidating and something four years of college doesn’t necessarily prepare you for. The best thing to do is to try and make it feel like “home.” Get involved! Whether it’s through local civic organizations, young professional groups, volunteering, coaching or through religious gatherings – all of it is beneficial in becoming a part of the community.

This will also help you build a new circle of friends. Establishing these relationships is vital to adjusting to this new life. It may be harder to make friends since you aren’t surrounded by a large group of people your own age, but you will find those friends you make at your first station are most often the deepest friendships you will have.

Finally, in this industry especially, you’ll learn to live on a tight budget. Things will add up quickly, but whatever little bit you can save along the way will be extremely beneficial down the road. Groceries, gas, gym membership, a professional wardrobe will all make a big dent in that paycheck. Many of us didn’t get into this business to be rich. We did it because of the impact we can have on our communities and to give a voice to the issues that are important.

So when the glitz of graduating wears off, don’t get discouraged as the road may be a bit bumpy at times. Just remember this is another chapter in your amazing journey.

Amy Pfloghaupp is an anchor for NBC15 (WMTV-TV) in Madison and a member of the WBA Education Committee.
Milwaukee Brewers vs. Cincinnati Reds

Wednesday, July 24, 2019 | Miller Park, Milwaukee

9:30 a.m.
Registration Opens Continental Breakfast

10 a.m.
Opening Remarks
Michelle Vetterkind, WBA President & CEO, and
Doug Chickering, former WIAA Executive Director

10:15–10:45 a.m.
What’s New At The WIAA
Dave Anderson, Executive Director, WIAA
Wade Labecki, Deputy Director, WIAA
Todd Clark, Director of Communications & Advanced Media

10:45 –11:15 a.m.
Brewers Play-By-Play
Jeff Levering Jeff is in his 5th season as a radio announcer on the Brewers
Radio Network broadcasts. Jeff has the No. 2 slot on the Brewers Radio
Network with Bob Uecker.

11:15 a.m.–Noon
Can you hit a home run with YOUR data? Here’s how the
Brewers are knockin’ it outta the park!
Mike Schwartz Mike is the VP, Strategy and Analytics for the Milwaukee
Brewers will talk about how strategy, data science, market research, and
business intelligence drive success for the Brewers.

Noon - 12:45 p.m.
Ballpark-style lunch

1:10 p.m.
Milwaukee Brewers vs. Cincinnati Reds

Registration: WBA Member $50; Non-Member $100
Includes sessions, continental breakfast, lunch, and game ticket

Because we have to guarantee a meal count and pay for all game tickets,
the WBA will not refund any cancellations made after July 10. We will also invoice for all no-shows.
10 new graduates finish
Walker Broadcast Management Institute

Ten graduates of the Walker Broadcast Management Institute got their briefcases in April as the Institute marked the beginning of its eighth three-year cycle.

The Institute is designed for broadcast managers and those seeking or being prepared for broadcast management positions. It’s held at the UW School of Business on the UW-Madison campus.

This year the students heard from Lori Cross on agile strategy, Sarah Young on leadership, and Tom Walker on broadcasting finances. Futurist Rebecca Ryan spoke at the graduation dinner at the Fluno Center.

This year’s graduates are:

**Kelly Fuller**, WAOW-TV
**Dave Jensch**, KBJR-TV
**Doug Barrow**, WPTA-TV
**Ruby Gutierrez**, WOMT-AM
**Theresa Wopat**, WXOW-TV

**Dan Szyjewski**, WCLO/WJVL
**Shar Hermanson**, WCLO-WJVL
**Susie Carlson**, MWFB–La Crosse
**Scott Stach**, MWFB–La Crosse
**Allen Wiese**, KTTC-TV

The graduates get briefcases to mark their accomplishment.

The next Institute courses will be held April 14-16, 2020 on the UW-Madison campus.

The Institute is funded by an endowment from the estate of William R. Walker. It represents the largest single contribution ever received by the WBA Foundation.

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Wisconsin Broadcasters Hall of Fame

The Wisconsin Broadcasters Hall of Fame was created in 1989 to honor broadcasters that have devoted a minimum of 15 years to the broadcasting industry including a minimum of 10 years as a Wisconsin broadcaster. The award recognizes an individual's history of exemplary leadership in community and statewide service as a broadcast professional.

The first 12 members of the Hall of Fame were inducted during the 1989 WBA Summer Conference. Since 1989, 144 outstanding broadcasters have been honored with Hall of Fame inductions.

Inductees are chosen each year from nominations by WBA members, family members and friends. Broadcasters who have been inducted into the Hall of Fame include managers, personalities, engineers, reporters, educators and those broadcasting pioneers who were all of the above.

Four broadcasters will receive this prestigious honor in 2019. They are: Clif Groth, Dean Maytag, David L. Nelson, and Fannie Mason Steve.

In October 1989, Alfred C. Sykes, then Chairman of the Federal Communications Commission, came to Wisconsin to formally dedicate a Hall of Fame display, including plaques honoring the inductees, at the State Historical Society of Wisconsin Library in Madison. In 2010, due to remodeling of the SHSW facility, the display was removed and put in storage.

The display now resides at the Hilton Milwaukee City Center. The Wisconsin Broadcasters Hall of Fame also has a permanent, virtual display at the online Wisconsin Museum of Broadcasting which debuted in 2009 at www.wisconsinbroadcastingmuseum.org, where the Wisconsin Broadcasters Hall of Fame Gallery is one of our major attractions.

We hope to see you all at the 2019 Hall of Fame festivities at the Osthoff Resort in Elkhart Lake on June 13. The event will begin with the Hall of Fame Reception at 5 p.m., with a banquet in honor of the inductees, and the inductions following at 6 p.m.

More about this year's inductees:

Clif Groth

Clif Groth’s engineering expertise has touched countless radio stations throughout Wisconsin and the Midwest.

For 60 years, he has dedicated himself to building and rebuilding radio studios and towers and establishing a reputation as a dependable, dedicated, and well-respected broadcast engineer.

Clif showed an interest in broadcasting at an early age and took his first engineering job in 1958 at WTTN in Watertown before he graduated from high school. In 1965 he started his own contract engineering business named Broadcast Electronic Service, which was later sold to Goetz Broadcasting. He was instrumental in the development of the Goetz Farm Radio Network and the statewide network for Marathon Sports.

Clif served numerous employers during his career while constantly demonstrating his commitment to the broader industry. Clif served on the WBA Broadcasters Clinic Committee for 20 years and has been an SBE member for 40 years. He is recognized for keeping himself relevant through constant training throughout his career. As a member of the engineering community, Clif has always been quick to loan services or equipment to help an engineer, even if it’s a competitor. His peers say he’s “always there.”

Dean Maytag

Dean Maytag is passionate about broadcasting and has been dedicated to television, local programming, mentoring, and community service in Wisconsin.

Dean started his career working at television stations in Iowa and Illinois before coming to WTMJ-TV in Milwaukee in 1978 as production manager and has remained in southeast Wisconsin. At WTMJ-TV, he created “On-line Video,” one of the largest video production facilities in the state.

In 1988, Dean moved to WISN-TV as Director of Broadcast Operations. Under his direction WISN-TV produced over 500 local specials, including live debates, public affairs programming documentaries, and news specials. He won several Emmy Awards and numerous commendations for his service to the Milwaukee community. May 10, 2014 was declared “Dean Maytag Day” in Milwaukee.

Dean retired in 2014, but remains involved in broadcasting producing “Project PitchIt” a statewide TV program inspiring entrepreneurship in Wisconsin.

Dean served the WBA as Chairman of the Board in 2013 and continues his involvement with work in education, mentoring, and the WBA Awards. He was instrumental in creating the original concept for the WBA to promote Wisconsin Honor Flights.

His peers describe Dean as a consummate professional with a great love of broadcasting.
David L. Nelson

David L. Nelson (1921-2017) was a well-respected leader whose dedication led to a long and influential career in broadcasting. From 1953-1962 David was employed by both the Green Bay Newspaper Company and Post Corporation of Appleton where he served as CFO and as a director of both corporations. When the companies parted in 1962, David devoted his interests solely to Post Corporation. There he served as a director and COO and CFO until 1984 when the corporation was sold. David was executive vice president and COO when the firm was sold.

In 1984 David purchased radio stations in Eau Claire and subsequently purchased radio stations in Missouri, Iowa, and North Dakota. He also bought television stations in Green Bay, Eau Claire; Marquette, Michigan; and Rochester, New York.

David never retired. He had ownership in Holiday Travel Service of Eau Claire and Winnebago Color Press in Menasha. He served as an officer and director of these firms until his death.

David is described as a strong, tough, and caring leader. He had high standards, wouldn’t take shortcuts, and had a loyal group of people who worked for him.

His dedication to his community culminated in a $100 million gift from his estate to Community Foundation for the Fox Valley Region.

Fannie Mason Steve

Fannie Mason Steve (1877-1969) was a teacher, musician, mentor, and tireless advocate for the joys of exercise and life.

At the age of 55, after decades as a classroom teacher, Fannie launched a pioneering broadcast career focused on early childhood education. She spent 35 years teaching music and physical education on WHA’s School of the Air, engaging young listeners with just the sound of her voice and a piano.

Fannie grew up in a musical family and started as a teacher in Madison public schools. In 1931 she joined WHA and launched “Rhythm and Games.” The show featured music and activities to inspire imagination, healthy habits, and group spirit. She had a radiant voice that captivated her young listeners.

“Rhythm and Games” was heard by more than 60,000 children each week and was also later broadcast on WHA-TV. She was also an advocate of women’s rights saying, “a chance to live her own life - which infers a chance to do as she wishes - is the right of every woman.”

Fannie received numerous awards including the 1962 McCall’s Golden Mike Award for “outstanding service to the youth of America.” She retired in 1966 at the age of 90.

Hall Of Fame Inductees

<table>
<thead>
<tr>
<th>Year</th>
<th>Inductee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>Gerald Bartell, Sidney Bliss, Thomas Bolger, George Come, Charles Dickoff, George Frechette, Nathan Goetz, Charles Hanson, William E. Walker</td>
</tr>
<tr>
<td>1991</td>
<td>Edward Allen, Jr., Robert Boddie, Irene Buri Nelson, Harold Engel, Jack Krueger, Tony Moe, Elmo Reed</td>
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<tr>
<td>1993</td>
<td>Ronald Bornstein, Jack Gennaro, Bart Kellnhauser, Joe Moen</td>
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<tr>
<td>1994</td>
<td>Roger LeGrand, Ralph Evans, Jim Irwin, Bob Ucker</td>
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<tr>
<td>1996</td>
<td>Howard Gernetzke, John McCullough, Jack Severson, Bernie Strachota</td>
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<tr>
<td>1997</td>
<td>Rosa B. Evans, Larry Clark, Bill Haig, Andy Spheres</td>
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<tr>
<td>1998</td>
<td>Jean Gitz Bassett, Howard Emich, Jim Tomlin, Jim Walliman, Mark Zelich</td>
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<tr>
<td>1999</td>
<td>Woods O. Dreyfus, Joe Laughlin, Jack Lee, Terry Shockley</td>
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<tr>
<td>2000</td>
<td>Larry Busse, Dr. Roane Hill, Duke Wright</td>
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<tr>
<td>2001</td>
<td>Bob Barry, Bob Dailey, Dick Record, Dr. Robert Snyder, Lee Davis</td>
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<tr>
<td>2002</td>
<td>Ed Hinshaw, Henry Lippold, Don Seehafer, Ray Winter</td>
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<tr>
<td>2003</td>
<td>Chuck Ramsay, Jim Schuh, Tom Shanahan, Bob Southard</td>
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<tr>
<td>2004</td>
<td>Jack Baker, Susan Knack, Terry Baun, Dave Raven, Phil Fisher</td>
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<tr>
<td>2005</td>
<td>Glen Loyd, Walter John, Chilson, Elizabeth Murphy Burns, Ted Moore</td>
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<td>2006</td>
<td>Don Borchert, Marty Green, Lee Sherman Dreyfus</td>
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<tr>
<td>2007</td>
<td>Bob Busold, Mike Elliott, James Hoyt, Bill “Mann” Rittman</td>
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<tr>
<td>2008</td>
<td>Willie Davis, Terry Havel, Jonathan Little, Mike McCormick</td>
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<th>Year</th>
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<tbody>
<tr>
<td>2009</td>
<td>Tommy Lee Bichinski, Charlie &amp; Mike Kearns, R. Perry Kidder, Paul LeSage</td>
</tr>
<tr>
<td>2010</td>
<td>Mike Gousha, Bruce Grassman, John Hoffland, John Laabs, Earle Terry</td>
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<tr>
<td>2011</td>
<td>Eddie Doucette, Laurin Jorstad, Terry Kelly, LeRoy Woliakowski</td>
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<tr>
<td>2012</td>
<td>Greg Bell, Howard Dahl, Joe Dorsey, Jill Geidler, Roger Utnehmer</td>
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<tr>
<td>2013</td>
<td>Dave Carlson, William T. Evjue, Karl F. Schmidt, Scott M. Trentadue, Bill Vancil</td>
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<tr>
<td>2014</td>
<td>Ron Fruit, Ed Hutchings, Marv Nelles, David Sanks, John Schermerhorn</td>
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<tr>
<td>2015</td>
<td>Don Carmichael, Dr. Charles A. Culver, Sandra K. Shockley, Mike Sullivan, Tom Walker</td>
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<tr>
<td>2016</td>
<td>Aline Hazard, Larry McCarren, Chuck Roth, Lindsay Wood Davis</td>
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<tr>
<td>2017</td>
<td>Ken Beno, Leonard Charles, Bill Hurwitz, Larry Meiller</td>
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<tr>
<td>2018</td>
<td>Tom Koser, Chris Lytle, Bob Smith, Gary Timm</td>
</tr>
<tr>
<td>2019</td>
<td>Clif Groth, Dean Maytag, David L. Nelson, Fannie Mason Steve</td>
</tr>
</tbody>
</table>

WBA Foundation
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

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.