It seems strange to be writing about voting and elections in the off-year of the election cycle. If it were an election year, politics would occupy much of our conversations, commercial time, and news content. Pundits would be predicting turnout, discussing various polling data points, and public sentiment. No worries…that time is just around the corner.

This past spring we all had the opportunity to vote in local elections. As responsible citizens I trust you took full advantage of your right to vote.

State and federal elections are generally good for the broadcast industry, both in advertising revenue and news interest. But it is disappointing to hear that 26.6 percent turnout was considered “strong” for an April election. Those turnout numbers were enhanced by highly contested mayoral races in two of the three largest cities in Wisconsin as well as a race for an open seat on Wisconsin’s Supreme Court. Without the State Supreme Court race or large city mayoral races the spring election would likely have seen turnout in the teens.

Citizens shouldn’t forget that in April we were electing school boards, village trustees, city council members, county supervisors, not to mention voting on numerous school and municipal referendums. In general, one’s quality of life is affected more by getting value for your local property tax dollar than who we elect to represent us in Washington or Madison.

As broadcasters, we cannot force our viewers or listeners to care more about local elections. We do, however, give them opportunities to pay attention to local issues and local elections. I know our Wisconsin talk and news radio stations highlight local issues and local elections by offering opportunities for interviews. Our broadcast TV news departments certainly cover many of the larger issues, opportunities, and candidates in forums or in interviews.

Based on resources and time, local broadcasters can only highlight a limited number of issues, elections, or candidates and from what I have seen and heard, we do a great job. We might all do well to extend coverage to our digital products like podcasts, digital forums, or OTT opportunities to give more local candidates the opportunity to be heard.

Thank you to those who care enough to run for local positions in town, village, city, and county government and on school boards. They are not doing it for the glamour or the money. They do it because they truly care about the quality of life in your community. They are the ones who get the calls when the roads are not plowed or the garbage is not picked up, and they don’t have a staff to take the calls and respond to constituents.

**WBA President Michelle Vetterkind, CAE**

**Representatives of the FCC’s Consumer Affairs and Outreach Division visited Wisconsin in June as part of a two-state swing through the Midwest to talk to residents about consumer issues.**

WBA was represented at all the public meetings and local broadcasters promoted and attended the visits.

**Nelson family announces new scholarship**

The family of newly inducted WBA Hall of Fame member David L. Nelson announced at the Hall of Fame ceremony the creation of a new WBA scholarship in Nelson’s name. The new $1,000 scholarship will be available along with four other previously created scholarships during the next cycle of scholarships available through the WBA.

The Hall of Fame ceremony was an emotional one with great speeches to mark the careers of four amazing broadcasters: Clif Groth, David L. Nelson, Fannie Mason Steve, and Dean Maytag. If you haven’t already checked out their Hall of Fame videos, be sure to visit the Wisconsin Broadcasting Museum where you’ll find them on the homepage: www.wisconsinbroadcastingmuseum.org.
**NAB “Fly-In”**

Your WBA was on hand during for a NAB “Fly-In” event in Detroit in June that brought together radio executives to discuss radio’s partnership with the automotive industry.

We learned about the future of audio consumption, how that future is being viewed by the auto industry, and maintaining radio’s prominence in the dashboard. NAB officials also provided updates from Capitol Hill and talked about the 2020 elections. This was the first time the NAB held a fly-in in Detroit.

**Bucks Senior VP headlines WBA Summer Conference**

We were thrilled to have Milwaukee Bucks Senior Vice President Alex Lasry with us at the WBA Summer Conference at the Osthoff Resort. He spoke during the keynote luncheon held June 13. Alex talked about the success of the team, the 2020 Democratic National Convention coming to the Fiserv Forum, and the future of Milwaukee.

Please read about the rest of the conference in the newsletter. We had a full agenda of engaging sessions, special sessions for engineers, a day of training for young professionals, and inspiring recognition of our Local Broadcast Legends and four new Hall of Fame inductees.

Don’t forget to mark your calendars for June 17-18, 2020 when the WBA Summer Conference returns to the Radisson Hotel in La Crosse.

**Celebrity golf outing event coming in 2020**

Your WBA Foundation is excited to bring you a new event in 2020: The WBA Foundation Celebrity Golf Outing.

The event will be held Aug. 4 at SentryWorld golf course in Stevens Point. Watch for future announcements and the launch of a website dedicated to this event.

We are seeking sponsors as well as stations to commit to running ads about the event in support of our title sponsor. To join this exciting inaugural event, please contact me: mvetterkind@wi-broadcasters.org.

**Recognize your young professionals**

Finally, we’re creating an opportunity for you to recognize your amazing up-and-coming broadcasters. The WBA Young Professionals Award will be given out at the 2020 Summer Conference, but we’re seeking nominees right now. The nomination deadline will be coming up in September. Read more about that on page 5.

**In the meantime, have a safe, fun summer and make some time to relax and enjoy a warm Wisconsin. We earned this!**

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**Award to recognize young professionals in broadcasting**

A new WBA Award will recognize the young professionals forging new paths in broadcasting. The WBA Young Professional of the Year Award seeks to recognize young broadcasters who have made a significant impact on their stations and communities. Nominees must be under the age of 40 at the time of their nomination and must have spent a minimum of two years at a radio or TV station in Wisconsin. Finalists will be selected based on their contributions to the industry, spirit of innovation, and community involvement.

The award was established by the WBA Young Professionals Committee and nominees will be judged by a subcommittee of the WBA Board. The subcommittee will select the six finalists and the winner from those finalists. All six will be profiled in WBA publications and recognized at the WBA Summer Conference. The winner will be awarded at the 2020 Summer Conference in La Crosse.

**Anyone can make nominations.** Nominations will be accepted in the form of a letter of recommendation not to exceed 500 words. Nominations are currently open and will be due by Sept. 30 at 5 p.m.

**Submissions can be made here:** [https://www.wi-broadcasters.org/yp-award-nomination/](https://www.wi-broadcasters.org/yp-award-nomination/)

**Questions? Contact Kyle Geissler at kgeissler@wi-broadcasters.org.**

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Vice President - Administration
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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](http://wi-broadcasters.org)
FCC visits Wisconsin consumers

Representatives of the Federal Communications Commission’s Consumer Affairs and Outreach Division visited Wisconsin the last week of June week as part of a two-state swing through the Midwest to talk to residents about consumer issues.

The week-long meetings started in Minnesota. The first meeting in Wisconsin was held June 26 at the La Crosse Public Library. The representatives held a public meeting in Tomah on June 27 and DeForest and Portage on June 27.

The WBA was represented at all the public meetings and local broadcasters promoted and attended the visits.

FCC representatives talked to residents about robocalls, phone scams, and the TV spectrum repack. They also talked to teens about distracted driving. At each location they made a presentation before taking questions.

The visits are part of a series of road trips the FCC is making across the country to meet face-to-face with consumers.

Digital myths vs. realities

I spend a lot of my time inside of stations, meeting with sales teams, management, and even clients.

One of the most frequent things I hear from broadcasters is denial that digital is a big thing—it’s a passing fad, broadcasting is free, and data plans are too expensive, and there’s not enough revenue in digital to make it worth the investment.

As a broadcaster who is deeply invested in digital, let me try to sort through the myths and realities based on two simple graphs:

Recently, Nielsen issued their Total Audience Report. In the graph above, the following is clear:

1. The amount of minutes spent watching live or time-shifted television is down slightly across all demographics, but in all demos except Millennials, television still is the dominant medium.
2. Time spent with radio is also down, but not as much.
3. Time spent with apps on smartphones and tablets is exploding across all demos and has grown by 40 minutes/day in the past year.

This doesn’t look like a fad to me. As a broadcaster who is deeply invested in digital, let me try to sort through the myths and realities based on two simple graphs:

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3. Time spent with apps on smartphones and tablets is exploding across all demos and has grown by 40 minutes/day in the past year.

This doesn’t look like a fad to me. But this also doesn’t need to be a negative story for radio or television broadcasters. Just because someone is spending a lot of time on their iPhone doesn’t mean they can’t consume your content unless you’ve decided not to invest in apps and provide a solid user experience. It can no longer matter to you or to your advertisers how, where, or when people are consuming your content. If they are going to be using smartphones, let’s create a great experience on those platforms and start monetizing.

As everyone in this business knows, dollars chase audiences. So it shouldn’t surprise anyone that digital revenue is exploding — including from local advertisers. I often hear broadcasters scoff that the data is just about national advertisers, but BIA Kelsey just released their 2019 projections on local market ad spend, and it’s clear the advertisers are following the audience:

The BIA Kelsey report indicates that while radio is taking 9.8 percent of local revenue (combination of OTA and online), and television is taking 12.5 percent, digital revenue (online/interactive, email, and mobile) is capturing 30.3 percent of local dollars. In other words, the money has followed the audience.

There is no doubt the times we are living in are more complex and challenging than a few decades ago. We’ve got competition with unique content (Pandora, Spotify, SiriusXM, Netflix, etc.) and multiple ways of accessing that content (smartphones, Roku, Alexa, etc.). However, the barrier to entry to get your content onto these platforms is low, and you have the secret sauce that these digital competitors don’t have once you invest in an app or an Alexa skill: The ability to move your audience to these new platforms at no cost, the skill to monetize them, local knowledge, and credibility with your local advertisers.

Think about it. When an advertiser has a problem at 4 p.m., who do they call at Google? Or Pandora? Or Facebook?

Local broadcasters have an inherent digital advantage. It’s time to use it.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have any questions related to digital, social, mobile or more, contact Paul Jacobs at paul@jacobsmedia.com
The WBA Summer Conference brought together broadcasters from throughout Wisconsin to the Osthoff Resort in Elkhart Lake. The two-day conference was held June 12-13.

Engineers were busy before the official start to the conference. The Media Technology Institute convened on June 11 to spend a full day going over the latest in broadcast engineering technology.

Meanwhile, the WBA Board and WBA Foundation Board held its annual joint meeting followed by dinner. Rainy skies on Wednesday didn’t keep golfers from playing at least a few holes just down the road from the Osthoff Resort at Quit Qui Oc Golf Club.

Back at the Osthoff, conference attendees heard from WKBT-TV News Director Anne Paape and Kevin Benz from i-Media Strategies about finding ways to do investigative reporting every day.

Benz also later led a session about building a happy workplace, which included some tips from the members of a “fun squad.”

Sales teams later heard from WBA Hall of Famer Chris Lytle who talked about building relationships your competitors can’t steal.

And Ryan Brown from Ignite led a session most everyone can benefit from: How to negotiate.

The WBA’s Legislative Committee then convened to update members about legislative issues on the federal and state level.

Engineering Day was also underway on Wednesday morning with a full house hearing from experts about cyber security, ATSC 3.0, podcasting, and other engineering topics.

The WBA hosted a job fair Wednesday afternoon to connect job seekers with radio and TV stations.

Broadcasters then heard from DC Attorney David Oxenford about recent updates from the FCC including information about how stations can keep on top of their EEO requirements.
Before dinner, WBA members connected with exhibitors at the Exhibitor Reception, which included the Wisconsin Army National Guard, the Wisconsin Department of Revenue, UW Foundation, Coalition for Children, Youth, and Families, SentryWorld Golf Course, the Alzheimer’s Association, and Media Staffing Network, among others.

Wednesday wrapped up with dinner which, because of the rain, was held indoors. Thursday kicked off with the Business Breakfast where WBA officers and committees reported on the latest happenings with the WBA and WBA Foundation. That was followed by a business update from BMO Wealth Management.

Meanwhile, the WBA’s Young Professionals were kicking off their second annual Toolbox sessions with a discussion about avoiding burnout. Read more about the Toolbox on page 6.

Sessions continued for the conference with dynamic presentations from Speed Marriott of P1 Learning about attracting millennial and GenZ employees and Ryan Brown from Ignite about creating a high performance culture in your company.

The Keynote Luncheon started with recognition of the 2019 Local Broadcast Legend honorees:

Jerry Burke is believed to have more contacts and sources than any reporter in the Fox Valley.

Duff Damos is known in the Wisconsin Northwoods for his deep voice, his dedication to radio, and his devotion to his audience.

Glen Moberg embodied the ideals of local journalism during his almost 50-year career.

Marshall (Marsh) Shapiro (1938-2012) was a Madison broadcasting icon whose engaging personality took him from a beloved kids show host to a well-respected sports authority. The award was accepted by his wife and daughter.

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.

Lunch was followed by an intriguing speech from Milwaukee Bucks Senior VP Alex Lasry. Apart from playing a key role in the Bucks organization, Lasry was also a part of the effort to get the Democratic National Convention to come to Milwaukee in 2020. He spoke about how high profile events can benefit Milwaukee and Wisconsin.

Kevin Benz from i-Media Strategies held a final session Thursday afternoon about beating burnout.

The Summer Conference came to a close Thursday night with the WBA Hall of Fame reception and dinner which you can read more about on page 14.

Next year’s Summer Conference will be held June 17-18, 2020 at the Radisson Hotel in La Crosse. See you there!

Thank you, Sponsors!

Thank you, Partner!
Recently more than 30 young broadcasters came out for the second annual Toolbox Conference, put on by the WBA Young Professionals Committee. The Toolbox was a one-day young professional conference held at The Osthoff Resort in Elkhart Lake during this year’s WBA Summer Conference featuring a range of speakers and panels that focused on timely topics that are challenging young professionals every day.

Speakers talked about investigative reporting, as well as a personal account of surviving a workplace shooting. Three expert panels weighed in on issues such as fighting burnout, new media influences, and young professionals in broadcasting.

The purpose of The Toolbox is to provide skills and resources for well-rounded young professionals in the broadcasting industry by fostering better communication skills in the workplace, encouraging stronger relationships within communities, and creating dynamic leaders in the industry. By sharpening the tools that young professionals use on a day-to-day basis, whole organizations will benefit and become stronger and the industry itself will continue to move forward in a competitive and relevant way.

Thank you to The Toolbox sponsors: Quincy Media, Mid-West Family Broadcasting, and Gray Television.

In addition, I’d like to personally thank our amazing speakers and panelists as well as the young professionals who attended this event along with their companies who made their attendance possible.

Thank you to the WBA Board of Directors as well as the YP Committee members for their support of this event.

Thank you to my partner, Amy Pflugshaupt, co-host and moderator of this year’s event who did a fantastic job! It was an honor working with you.

And finally, a very special thanks to Hannah Anderson, who co-founder this event with me last year and has worked behind the scenes in making this year’s Toolbox another major success. Hannah, this will forever be part of your legacy with the WBA.

Until 2020 . . .

Terry Stevenson, Seehafer Broadcasting

On behalf of the WBA...

On behalf of the WBA...

Thank you for a FABULOUS WBA Summer Conference!

Osthoff Resort
Marin L. Medema
Ellie Allen
Carrie Hellmer
Allison Anhalt
Catherine St. Louis
Matthew Ford-Ziegelbauer
Jan te Pas
Staff and Set-up Crew at the Osthoff

Conference Speakers & Moderators
Gina Barton, Milwaukee Journal-Sentinel
Kevin Benz, i-Media Strategies
Ryan Brown, Ignite
Corey Carter, WIXX
Sarah Gray, WSAW-TV
Jason Joannis, BMO Wealth Management
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JT Koser, Koser Radio Group

Chris Lytle, Instant Sales Training
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Speed Marriott, P1 Learning
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Anne Paape, WKBT-TV
Amy Pflugshaupt, WMTV-TV
Brandon Scholz, The Capitol Group
Molly Stenzl, WORT-FM
Terry Stevenson, Seehafer Broadcasting
Bridget Thoreson, Hearken
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Engineering Day Speakers
Kent Aschenbrenner, E.W. Scripps Company
Craig Bowman, Futuri Media
Patrick Burger, Cumulus Chicago
Cornelius Gould, Futuri Media
Sgt. David Jones, UW-Green Bay Police
Tom Kuwara, UW-Green Bay Police (retired)
Richard Lhermitte, Enensys
Mike Pape, RMM Solutions
Phil Whitebloom, Enensys
Rich Wood, Resonant Results
Tim Wright, Cumulus Chicago

Media Technology Institute Speakers
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Tim Laes, Midwest Communications
Mike Norton, ECB
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Dick Record
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Brian Burns, Morgan Murphy Media
Paul Cameron, The Family Radio
Scott Chorski, WKBW-TV
Herb Cody, QueenB Radio
Dave Edwards, WUWM
Anna Engelhart, WKOW-TV
Aleese Fielder, NRG Media – Wausau/Stevens Point
Bill Hurwitz
Laurin Jorstad
R. Perry Kidder
JT Koser, Koser Radio Group
Al Lancaster, WSAW-TV
Dean Maytag
Kelly Radandt, Woodward Radio Group
Dick Record, Family Radio
David Sanks (Foundation Chair), Sanks Communications
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Chuck Steinmetz, WITI-TV
Mark Strachota, Weigel Broadcasting Co.
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Michael Wright, Midwest Communications

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Michelle Vetterkind,
President and CEO, WBA and WBA Foundation
Linda Baun,
Vice President
Liz Boyd,
NCSA/PEP Coordinator
Kyle Geissler,
Director of Operations and Public Affairs

And
THANK YOU FOR YOUR SUPPORT OF THE 2019 WBA SUMMER CONFERENCE.
It was “easy.” It finished 45 minutes earlier than scheduled it was “mad” with the Milwaukee letter carriers live music leading all into the gala. In all, 123 Wisconsin radio and TV stations submitted 1,768 entries, another record for the number of entries.

What better two cities to host a celebration: New Orleans and Madison.

Put May 2, 2020 on your calendar for next year’s award gala. - Dean Maytag

For the full set of winners go to https://www.wi-broadcasters.org/for-the-public/wba-award-winners/.
2018 News Operations of the Year – Television

WITI-TV

WISC-TV

WSAW-TV

2018 News Operations of the Year – News and Talk Radio

WTMJ-AM

WTAQ-AM

WBEV-AM

2018 Social and Digital Media Station of the Year – Television

WTMJ-TV

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WSAW-TV

2018 Social and Digital Media Station of the Year – News and Talk Radio

WTMJ-AM

WCLO-AM

WBEV-AM

2018 Social and Digital Media Station of the Year – Music Radio

WLMV-AM

WAPL-FM

WCOW-FM
Thank You
to the following for making the 2019 Awards Gala possible!

**Masters of Ceremonies**
Michelle Vetterkind, WBA, President and CEO  
Steve Lavin, WBA Vice Chair-Television, WBAY-TV

**Radio Music Presenters**
Courtney Bieber, Co-Host Lake 961’s “Good Morning Wisconsin”, WLKG-FM  
Melody Judge, Co-Host Lake 961’s “Good Morning Wisconsin”, WLKG-FM  
Ryan “Elwood” Bjorn, Brand Manager, Host Afternoons, WAPL-FM  
Kaytie Fajfar, Digital Coordinator, WAPL-FM  
Lupita Montoto, Program Director, WLMV-AM

**Radio News and Talk Presenters**
Craig Warmbold, News Director, WBEV-AM  
Cale Zomer, Content Director, WBEV-AM  
Tim Biggs, Host of “Southern Wisconsin’s Morning News”, WCLO-AM

**Television Presenters**
Kassandra Sepeda, Morning Anchor, WSAW-TV  
Jeff Thelen, Evening Anchor, WSAW-TV  
Leah Linscheid, No Morning Anchor, WISC-TV

**Radio News and Talk Presenters**
Haddie McLean, Now Morning Meteorologist, WISC-TV  
Adrienne Pedersen, Co-Anchor “12 News This Morning”, WISN-TV  
Sheldon Dutes, Co-Anchor “12 News This Morning”, WISN-TV

**Assistants to the Presenters**
Ken Beno, WBA Education Chair  
Liz Boyd, WBA NCSA/PEP Coordinator  
Dean Maytag, WBA Foundation Board

**Thank you to the Milwaukee Letter Carriers’ Band:**
Conductor/Trumpet - Wm Berlyn  
Flute - Michelle Griffith  
Clarinet - Donna Bizub  
Alto Sax - Chuck Borth  
Tenor Sax - Carol Reise  
Bari Sax - Tim Dotson  
Trumpet- Nancy Pearson  
Trumpet - Tom Swigert  
Fr. Horn - Mark Struve  
Baritone - Jeff Semrow  
Trombone - Michael Halffenger  
Trombone - Dean Pearson  
Tuba - Andrew Tollefsen  
Drums - Daniel Lippert

Band Manager: Dean Pearson

**Special thanks to our Partner:**
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Chris Bernier, Vice Chair-Radio/Chair Elect, Radio Plus  
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Lindsay Wood Davis, Broadcast Management Strategies (Chair Emeritus)  
Ryan “Elwood” Bjorn, Woodward Radio Group  
Nancy Douglass, WLKG-FM

**Andrew Felix**, WEAU-TV  
**Jill Center**, WKO-AM  
**Robert Kennedy**, WTAQ-AM/FM  
**Thomas Swigert**, Hearst Television & Bugler extraordinaire  
**Linda Baun**, WBA  
**Kyle Geissler**, WBA  
**Michelle Vetterkind**, WBA

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Shawn Louks  
Tom Graybill, Tri Marq  
Sara Obmascher  
Katie Pulos, Event Essentials

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When it comes to a dedicated staff, the Marriott has the BEST!!!  
Our deepest appreciation to  
Keola Shimooka, Sales Manager  
(You Rock, Sir)  
Eric Borchert, Senior Catering Sales Manager  
(Thanks for all the Diet Pepsi’s and your above and beyond service)  
Stephen Schweagel, Group Rooms Coordinator  
(Thanks for adding rooms)  
Ryan, Jose, Hassan, Lemont, and Mark — Linda’s Hero’s

The entire Wait Staff of the Madison Marriott West (You were on it)

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AND  
To you and your teams!  
**Congratulations 2018 WBA Awards For Excellence Winners!**
A veteran music journalist whose work has been featured extensively in Milwaukee and national publications is joining 88Nine Radio Milwaukee (WYMS-FM) as the station’s web editor. Evan Rytlewski has been music editor for the weekly and online Shepherd Express for 13 years, where he covered all corners of the Milwaukee music scene. He has been a regular contributor to Pitchfork, which has published a variety of his features and more than 100 album reviews. His work has also appeared in Paste, Under the Radar, American Songwriter and Rap-Up magazines. Before working for the Shepherd, Rytlewski was a longtime and prolific contributor to the national A.V. Club. Rytlewski will write about the Milwaukee music scene and edit the work of other contributors to the station’s website, www.RadioMilwaukee.org.

Fox 6 (WITI-TV) Vice President of News John LaPorte is moving to Seattle to lead the newsroom at KIRO. LaPorte was at Fox 6 for seven years and before that served as news director at WEAU-TV in Eau Claire and WTMJ-TV in Milwaukee. He has more than 30 years of experience in local TV management and production. At KIRO La Porte will lead a team of more than 100 journalists. LaPorte’s first day in Seattle was June 17.

Former Wisconsin Rapids news director dies

Cliff Borden died April 27 at the age of 89. He was news director at WFHR from approximately 1971-81. He also served as public information officer for the State Department of Veterans Affairs. Borden served in the Korean War and played a role in the creation of the Wisconsin Korean War Veterans Memorial in Plover.

Owner of WWIS Radio dies

Robert Smith died June 3 at Red Cedar Canyon Assisted Living in Hudson. He was 90. Smith has owned WWIS since 1968.

Wausau TV veteran dies

Mark Oliver, 65, died June 5 at his home. He worked for WAOW-TV for 40 years as the station’s marketing director. He retired in September 2017.

“Mark was truly a friend to everyone he met and a wonderful example of how one person can quietly have such a profound impact on so many,” said WAOW-TV General Manager Curtis Miles. No service will be held.
Wisconsin Broadcaster
wi-broadcasters.org

Members in the Spotlight
Bliss to sell Janesville radio stations to Ben Thompson
Bliss Communications announced June 3 it will sell its two Janesville radio stations (WCLO-AM and WJVL-FM) to Ben Thompson, CEO of Big Radio in Monroe.
The Janesville Gazette also reported that Bliss’ numerous newspapers, including the Gazette, are being sold to Adams Publishing Group.
Terms of the agreements have not been disclosed. FCC consent for the transfer of the radio licenses is still pending. Big Radio announced its intention to retain all Bliss employees.

Green Bay radio station rebrands
Woodward Radio Group’s KZ 104.3 (WKZG) is rebranding itself as Green Bay’s Best Variety, with a music library of hit songs spanning nearly four decades.
The station staged a soft relaunch in mid-April. It’s hoping to reach women who grew up listening to the radio in the 80s and 90s, and also enjoy today’s hit music.
“The Green Bay radio landscape has shifted in recent years and we now have the opportunity to fulfill the market demand for a true Mainstream Adult Contemporary music station,” said KZ 104.3 Brand Manager Joe Marroe. The station will also feature the John Tesh Radio Show - Music and Intelligence For Your Life, weekdays from 10 a.m. - 3 p.m., Throwback Nation weeknights from 6 p.m. – 11 p.m. and Awesome 80s Weekends every weekend.
KZ 104.3 will roll out rebranding marketing efforts this summer through outdoor, digital, broadcast, and community-engagement campaigns.

iHeartMedia Milwaukee opens performance lounge
iHeartMedia Milwaukee has opened a performance lounge to showcase musical talent, live broadcasts, and viewing parties.
The Steinhafels Relax Lounge is at iHeartMedia Milwaukee headquarters and will house performances and events for the company’s brands and franchises, both broadcast and digital, including 95.7 BIG FM, FM 106.1, 97.3 The Game, V100.7, NewsTalk1130 WISN, and The Big 920.

Milwaukee morning sports talk show debuts
A new morning sport talk radio show debuted in Milwaukee in May.
“The Steve Czaban Show” first aired May 6 on 97.3 The Game (WRNW). It’s on every weekday from 6-9 a.m.
Starring Steve Czaban, the new morning show will feature the latest national and local sports headlines as well as a variety of topics and news of interest to the Milwaukee community.
Czaban is a seasoned sports talk on-air radio personality with more than two decades of experience. He most recently served as an on-air talent with the “Bob & Brian” show on WHQG-FM. In addition, he has broadcast on several syndicated sports talk networks including Sporting News, ESPN Radio, Fox Sports Radio, Yahoo Sports Radio and SB Nation Radio.
With the launch of “The Steve Czaban Show” the “Drew & KB” show moved to afternoons from 3 p.m. to 6 p.m.

Radio show established to train high school students
Converge Radio in Eau Claire is teaching high school students how to produce a radio show by giving them a radio show.
Rock And Roll Homeroom airs Saturdays from 10 a.m. to noon.
Every Tuesday at 5 p.m., area high school students are invited to the Converge Radio studio to work with producers to record an episode, learn the basics of radio production, and develop promos for their own episode which will then air on Saturday.
“My own passion for radio was built at a young age,” said Converge Radio station manager Scott Morfitt. “It’s unbelievably exciting to get to create this space for area high school students to learn more about the craft we all love so very much.”
Converge is currently seeking sponsors willing to partner with the station to help make the program sustainable as the recording and training sessions will be free of charge to students wishing to participate.
To get involved with Rock and Roll Homeroom at Converge, students will simply need to apply. Parents will then be sent a release form.
Students who live throughout Converge Radio’s seven-county broadcast region are encouraged to sign up.
The show will run throughout summer, so students can continue working during the summer break.
To learn more about how to get involved and apply to host, go to: ConvergeRadio.org/RockAndRollHomeroom.

Madison stations raise $711K for Children’s Hospital
Two Madison radio stations raised $711,278 during its 14th annual UW Health American Family Children’s Hospital Radiothon.
Today’s Q106 (WWQM) and 93.1 Jamz (WJQM) broadcast live for 39 hours during May 8-10 in the fundraising effort. Three other Mid-West Family radio stations participated with continuous 13 hour broadcasts including Magic 98 (WMGN), La Movida (WLMV) and WJJO.
The money will be used for programs that assist patients and families. During the Radiothon, patients and families told stories of inspiration, survival, and the care they received at American Family Children’s Hospital which prides itself on patient-centered care.

Liberal talk radio back on the air in Madison
Liberal talk radio station is adding an FM translator in Madison.
Resistance Radio (WTTN-AM) in Columbus went on the air in Madison as “Talk 92.7.” Mike Crute is programming the station and hosts the afternoon show. The station will also air syndicated hosts Stephanie Miller and Thom Hartmann and other local hosts.
Liberal talk radio was last on the air in Madison in 2016.
The programming also airs on WRRD-AM in Waukesha.

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Radio station brings attention to struggling farmers

A radio station in Durand is getting national attention for holding a town hall meeting that highlighted the stories of struggling farmers in rural Wisconsin.

WRDN General Manager Brian Winnikens said the stories from farmers were heartbreaking and included the story of one farmer who struggles to feed his family.

The town hall meeting was highlighted by Radio Ink and in the daily email from the National Association of Broadcasters. It was also covered by local TV stations WEAU-TV and WQOW-TV.

Station raises $59K for Honor Flight

Milwaukee TV station WISN-TV raised $59,000 to send veterans on a trip to see their monuments in Washington D.C.

The station hosted a fundraising phone bank in conjunction with a one-hour primetime television special to honor veterans. The donations collected for Honor Flight will help send 120 veterans to Washington D.C.

“When you hear these compelling stories of service and sacrifice, it’s astonishing to learn about all that these brave veterans have given for our nation,” said Jan Wade, president and general manager of WISN 12. “We are so thankful to the veterans for their service, and the viewers who demonstrated such generosity during the phone bank. Their donations show their immense gratitude, and the money raised is more than enough to fill an entire plane with veterans for another trip.”

During the WISN 12 television special titled “Honor Flight 50: A Mission of Thanks,” WISN 12 News anchor Patrick Paolantonio provided viewers with an inside look at a recent “Stars and Stripes Honor Flight” where local veterans from World War II, The Korean War and The Vietnam War travelled to Washington D.C. The special shared touching stories and heartwarming receptions that they received throughout the day. During the “Stars and Stripes Honor Flight,” veterans visit the War Memorials, Air Force Memorial, Marine Corps War Memorial, 9-11 Memorial and the most reverent Changing of the Guard Ceremony at Arlington National Cemetery. The flight back home concludes with a surprise Mail Call and homecoming celebration featuring thousands of cheering family and friends.

“It’s a deeply moving experience to witness these heroes in our nation’s capital, visiting the war memorials, being commended for their service, and receiving recognition after returning home from the trip,” said Patrick Paolantonio, WISN 12 News anchor. “Their stories are all grounded in a selfless commitment to our country. We are lucky to have this opportunity to express our gratitude for their commitment.”

Carlson leaves Madison TV after more than 30 years

Weekend Weather Anchor Amy Carlson has signed-off for the final time after more than 30 years on the air at NBC15 (WMTV-TV).

“Not many have the joy of performing a job they love for over 30 years. I have been honored to serve the residents of south central Wisconsin and thank you for the opportunity,” Carlson said.

Carlson’s career started in her home market at WIFR in Rockford, Illinois. She joined NBC15 in May 1988 as a writer/producer in the creative services department. A year later she became a part of the Weather Authority team.

In 1991, Carlson was on the team that started The Morning Show weekdays, which was a half-hour at the time. Since 1995, she has served as Weekend Weather Anchor, working both evenings and mornings.

“They say how you truly judge a person is how they treat others. That would mean Amy Carlson will go down as one of the finest people NBC15 has had working for us,” said Don Vesely, Vice President and General Manager of NBC15. “While she has provided weather to our viewers for 30 years, I will miss her most for how she treats her co-workers. She mentored and helped new employees get acquainted to life away from home, not because she was asked, but because it’s the right thing to do.”

Carlson has represented the station at numerous community events, including the station’s hallmark food drive and fundraiser, NBC15 Share Your Holidays for Second Harvest Foodbank.

She’s also advocated for the arts and highlighted local businesses and events during her weekend guest segments.

“Amy has made a real impact on our community and our station through her work. She’s that reassuring voice during disruptive and severe weather,” said Jessica Laszewski, News Director of NBC15. “Her service and her decision both deserve to be celebrated. We will miss the passion and care that she brings to the job every day.”

Carlson earned a bachelor’s of arts degree in broadcasting and film production at the University of Iowa. Carlson’s last day was June 30.

O’Brien to retire from Janesville stations

The general manager of two Janesville radio stations is retiring.

Mike O’Brien made the announcement after Bliss Communications announced the sale of WCLO/WJVL on June 3. He said he had intended to announce the retirement earlier this year but was asked to wait until after the announcement of the sale. He told the Janesville Gazette his decision to retire was related to his family and not the sale of the radio stations.

O’Brien joined Bliss in 1988. He’s expected to retire in July.

Edwards celebrates retirement

WUWM-FM General Manager Dave Edwards celebrated his retirement May 21 at a party in Milwaukee.

Milwaukee Mayor Tom Barrett declared May 21 as “Dave Edwards Day.” Guests at the gathering included WUWM’s founding manager Ruane Hill, previous GM George Bailey, and representatives from NPR.

Edwards joined the public radio station in Milwaukee in 1979 to create a news department. He later served as program director before being named general manager in 1985. He was credited with expanding WUWM’s local programming efforts, community-based fundraising, and partnerships with organizations in southeastern Wisconsin. The station added four beat reporters over the last five years.

Edwards is a member of the WBA Board of Directors and served six years on the Board of Directors for National Public Radio, including two years as its chair.

Edwards was set to retire on May 30. He has agreed to delay his retirement as a search for his replacement continues.
The act of collaboration or working with others as a team applies to many aspects of life and certainly the work that we as storytellers and educators do with our students and colleagues. The reasons for collaborating vary from using resources to sharing ideas, which can result in wonderful and unexpected outcomes.

An international partnership that started in 2011 between the UW-River Falls Stage & Screen Arts Department and the RheinMain University Media Conception & Production Program in Wiesbaden, Germany has resulted in a variety of amazing opportunities for students and faculty over the years, including a live interactive television show, collaborative video production projects, and travel abroad experiences in teaching and learning.

As part of the Erasmus Plus International Program 2018/2019, a series of workshops were offered on each campus led by faculty and staff from the partner university that included a visual storytelling workshop last spring. Because scheduling is always a challenge, plans are made months in advance to coordinate travel, facilities, and related logistics and conversations about content begin far before the actual event. The plans for this storytelling workshop offered ideas that complimented concepts many students had learned previously in classes but with fresh international perspectives along with newly introduced software and technical skills, however prior to the workshop the project’s subject was still undecided.

As the date for the storytelling workshop approached, by chance I found out about another campus storytelling event when I received an invitation from UWRF Student Involvement to participate and promote Mental Health Awareness week with the non-profit storytelling organization Dear World, who “connects creators and communities to help people learn important things about each other” which happened to be the same week of our workshop.

Upon further investigation I discovered that the Dear World events use still photography to document stories shared by participants that are gathered and curated for keynote speaking presentations, which seemed to be a perfect compliment to our visual storytelling workshop. Dialogue was started in hopes of yet another collaborative endeavor.

The result was our students were invited to participate and document visual Dear World stories that were edited into short documentary videos and screened for the public event. The experience not only used the storytelling skills students learned in the workshop but offered an amazing experience by gathering compelling stories of tragedy, turmoil and triumph that couldn’t have been planned any better.
60,000,000+
HD Radio™ Vehicles on the Road Today

HD Radio Conversion Costs DROP Over 80%
Four new names were added to the WBA Hall of Fame on June 13 at the WBA Summer Conference and the creation of a new scholarship available through the WBA was announced during the induction event at the Osthoff Resort.

The announcement of the David L. Nelson Scholarship came from his family. Nelson was newly inducted into the WBA Hall of Fame. The $30,000 donation from the David L. and Rita E. Nelson Family Fund within the Community Foundation for the Fox Valley Region will be used to establish an endowment fund with the WBA will call the David L. Nelson Scholarship Fund. The new scholarship will be available along with four other previously created scholarships during the next cycle of scholarships available through the WBA.

Nelson was one of four inducted into the WBA Hall of Fame: 

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

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

**David L. Nelson** (1921-2017) was a well-respected leader whose dedication led to a long and influential career in broadcasting.

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

Bios and videos about each Hall of Fame inductees are available on the Wisconsin Broadcasting Museum website: **wisconsinbroadcastingmuseum.org**

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 Hall of Fame is housed at the Hilton Milwaukee City Center and at the WBA Hall of Fame website.

With this year’s inductees, the WBA Hall of Fame membership roll grows to 148 members.
Koser, Lavin donate raffle winnings to WBA Foundation

The winners of the 50/50 raffles at the WBA Awards Gala and WBA Summer Conference both donated their winnings to the WBA Foundation.

WBA Board Chair Steve Lavin selected his own ticket number at the WBA Gala. His donation contributed toward a total $1,680 raised for the WBA Foundation at the gala.

WBA Hall of Famer and Foundation Board member Tom Koser won the raffle during the exhibitors’ reception at the WBA Summer Conference and donated his winnings to the Foundation. The raffle generated $1,690 for the Foundation.

Thank you, Steve and Tom!

Contribute to the Wisconsin Broadcasters Association Foundation

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

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

- [ ] _______% General Fund Endowment
- [ ] _______% Public Affairs Activities
- [ ] _______% Education
- [ ] _______% Scholarship Fund
- [ ] _______% Historic Preservation

Special Donations

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

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

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

All contributions are fully tax deductible.
Nelson joins Legacy Club

Recent WBA Hall of Fame inductee David L. Nelson (1921-2017) is joining the Wisconsin Broadcasters Association Foundation’s Legacy Club.

Nelson’s family announced the creation of the David L. Nelson Scholarship during his posthumous induction to the WBA Hall of Fame on June 13. The $1,000 scholarship will be added to the four other scholarships the WBA Foundation awards annually.

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.

2 photographers awarded Jowett Fellowship

Two television photographers working in Madison are the 2019 recipients of the Rick Jowett Fellowship.

Ethan Freelon works at WKOW-TV in Madison. He was awarded $500 to join the National Press Photographers Association (NPPA) and attend the NPPA’s week-long video workshop in Norman, Oklahoma. Freelon said he has a passion and drive for storytelling and using storytelling to help others. He would like to someday make feature length documentaries.

Curt Lenz works at WMTV-TV in Madison. He was awarded $150 to enroll in a webinar series from the Poynter Institute about drone photography. Lenz said he wants to stay up-to-date with the latest technology and to grow his influence as a teacher.

The Rick Jowett Fellowship was established in 2017 by the WBA 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 can learn more and apply at: wbafoundation.org/scholarships-grants/rick-jowett-fellowship/

The annual submission deadline is June 1.

Jowett grew up in a media family and spent his career in photography working for the Wausau Herald and WMTV-TV in Madison. Rick began working with the Wisconsin Broadcasters Association in 1985 as the Association’s event photographer. He served graciously and unconditionally until his passing.

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2020 ELECTION WINDOWS FOR LOWEST UNIT CHARGE

2020 ELECTIONS
Spring Primary
Spring Election
ELECTION DATES
February 18, 2020
April 7, 2020

2020 ELECTION WINDOWS FOR LOWEST UNIT CHARGE BEGINS
January 4, 2020
Before the end of primary window

Join NCSA/PEP social campaigns

If your stations aren’t currently participating in NCSA/PEP Social Media campaigns, please consider joining.

Participating stations will be asked to share and retweet Facebook and Twitter posts from state agencies and non-profits. The simple shares and retweets are in support of your WBA and all the services it provides. To join or if you have questions, email Kyle Geissler at: kgeissler@wi-broadcasters.org.
Support WBA Foundation’s new celebrity golf outing

The WBA Foundation is planning its first ever WBA Celebrity Golf Outing.

Mark your calendars for Aug. 4, 2020 and plan to join us at SentryWorld Golf Course in Stevens Point. SentryWorld was recently ranked the number 34 best public course in America!

A committee of WBA members has been working the past few months on planning this event, which includes seeking sponsors. The following sponsors have already confirmed their support (as of June 18):

- 4imprint
- Armada Media
- Good Karma Brands
- Gray Television
- Koser Radio Group
- Lake Broadcasting
- Marketron
- Nielsen
- Sentry Insurance
- Shockley Foundation
- WISN-TV
- Woodward Radio Group

“Hopefully your station(s) can participate as a sponsor of the event,” said WBA Golf Chair Chris Bernier. “The sponsorships start at just a few hundred dollars and go to $20,000. Please include something in your budgets for next year.”

All sponsorships include golf and attendance at the banquet. All proceeds will go to the benefit of the WBA Foundation.

The committee is also seeking stations that will commit to running spots in support of the event. If you’re interested in a sponsorship or running the spots, or are looking for other ways to help, contact WBA President and CEO Michelle Vetterkind: mvetterkind@wi-broadcasters.org.

Thank you, WBA Foundation!

Michelle,

Thank you for sponsoring the Wisconsin Association of County Agriculture Agents communication awards program. We appreciate your support and look forward to our annual banquet to hear about who has been doing some great jobs communicating.

Lyssa Seefeldt
WACAA Past President
Marquette County Agriculture Agent

Michelle,

As one of the recent recipients of a WACAA Communications Award, thank you for helping sponsor the award and supporting our Extension work.

Greg Blonde
Waupaca County Extension
Agriculture Agent

Thank you so much for providing me the opportunity to attend the Ethics in Journalism #MeToo Conference in Madison. This has been an eye-opening experience for me and I am eager to use the ideas I’ve learned at the conference in my own career.

Breanna Schmitt
UW-Stevens Point

Thank you from the bottom of my heart for granting the opportunity to attend the Ethics in Journalism Conference. I took away so many details to become a better writer and how to engage with professional interactions.

Malik Jackson,
UW-Stevens Point

Thank you for allowing me to the opportunity to attend this conference! The subject of #MeToo within the confines of ethical journalism is something incredibly important to me. I took away so much from this conference and I cannot wait to apply what I learned to my role as co-editor-in-chief next semester.

Cam Cieszki
UW-Stevens Point

Michelle,

Thank you for your support of the WACAA Communication Awards program! I value this program due to the feedback and insight on the different types of fact sheets, fliers, papers, articles, and newsletters I write for my clientele. I use the information hopefully to improve my communication skills and writing! Again, thank you for your generous support and the incentive you provide for the program. It is greatly appreciated.

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