Broadcasters to reach out to lawmakers on body cameras bill

I’m proud to say that Wisconsin’s broadcasters are part of a legislative effort that exemplifies an ideal model of making public policy.

Let’s see to it that it gets put to a vote.

In the last legislative session, broadcasters and law enforcement were at odds over a proposed bill that would have set rules for the use of police body cameras and the release of video recorded by these devices. The bill put many lawmakers at odds as well.

This previous bill didn’t get a vote in the last session, but the situation prompted legislative leadership to establish a Legislative Study Committee to study the many complex issues surrounding body cameras. That committee included representatives of broadcasters, law enforcement, attorneys, newspapers, and both political parties.

The committee was given a tough job, but it worked hard on issues that few agreed on when they started. The members debated and compromised, and after many long meetings, they agreed. All but one of the ten members of the Legislative Council Study Committee on the Use of Police Body Cameras approved of a proposed bill that was then approved unanimously by both the Legislative Council and, more recently, the Senate Committee on Judiciary and Public Safety.

The bill, in part, maintains Wisconsin’s current standard of public records being assumed accessible to the public, unless a records custodian rules against openness using the balancing test. The bill uses the balancing test to determine if video should be released, and asks records custodians to take into consideration the expectation privacy of anyone who appears in the video and the treatment of victims and minors. The bill also directs records custodians to use redaction where necessary to allow for a video to be released.

All stakeholders gave something, got something, and in the end, came up with solutions that would largely address their concerns. It was compromise in the most positive sense of the word. They did what few
Wisconsin Broadcasters Association
Officers & Board of Directors

OFFICERS 2019–2020
Chair of the Board
Steve Lavin WBAT-TV, Green Bay
Vice Chair - Radio, Chair Elect
Chris Bernier Radio Plus, Marinette/Fond du Lac
Vice Chair - Television
Don Vesely WMTV-TV, Madison
Treasurer
Lupita Montoto La Movida WLWV Radio, Madison
Secretary
Jan Wade WISN-TV, Milwaukee
Immediate Past Chair
Steve Wexler Good Karma Brands, Milwaukee

BOARD OF DIRECTORS
Judson Beck WEXL-TV/WEUX-TV, La Crosse/Eau Claire
Brian Burns Morgan Murphy Media, Madison
Paul Cameron The Family Radio Network, Appleton
Herb Cody QueenB Radio, Platteville
Dave Edwards WOWM-FM, Milwaukee Public Radio, Milwaukee
Anna Engelhart WXOW-TV, Madison
Aleese Fielder NRG Media-Wauaus/ Stevens Point, Plover
JT Koser Koser Radio Group, Rice Lake/Hayward
Mike Smith WFRV-TV, Green Bay
Mark Strachota Weigel Broadcasting Co., Milwaukee
Chuck Sullivan Entercom Communications, Hales Corners
Jeff Welton Nautil, Hackett's Cove, Nova Scotia
Michael Wright Midwest Communications, Green Bay/Wausau
Ex Officio – NAB Board
Tom Walker Mid-West Family Broadcasting, Madison

WBA Team
President & CEO
Michelle Vetterkind, CAE mvetterkind@wi-broadcasters.org
Vice President - Administration
Linda Baun lbaun@wi-broadcasters.org
NCSA/PEP Coordinator Liz Boyd lboyd@wi-broadcasters.org
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

WBA represented at Radio Show, SMTE

Your WBA was on hand for the NAB Radio Show in Dallas and Small Market Television Exchange in Austin in September. We’re always excited to see our members at these important national events. At the Radio Show we celebrated NRG Media Chairman and CEO Mary Quass who received the National Radio Award. Congrats!

WBA launches podcast with Hall of Famer

WBA Hall of Famer Bob Barry conducted hundreds of celebrity interviews during his amazing career in Milwaukee radio and he was looking for a place to share his best recordings. Your WBA just launched a podcast for Bob to do just that. “Bob Barry’s Unearthed Interviews” podcast is available at Bob’s best recordings, including Apple Podcasts, and they’re also on the Wisconsin Broadcasting Museum website. New episodes are released each Wednesday. Be sure to subscribe and if you’d like to put any of these recordings on the air, you can! Just let us know. And trust me, you NEED to listen.

The podcast is funded through a donation from fellow Hall of Famer Terry Baun who is now also part of the WBA Foundation Legacy Club. Thank you, Terry, for your special gift! Read more about the podcast on page 3.

Members are the voice of WBA

When there’s an issue important to broadcasters up for debate among lawmakers, they want to hear from YOU.

WISN-TV News Director Ben Hart recently provided testimony during a public hearing on a bill regarding police body cameras (see below). Others, like Sean Dwyer (WXOW-TV) and Jim Murphy (WRJG-AM/FM), have also recently provided testimony. These members, and everyone who makes calls at State Legislative Day, are representing all WBA members. For that, we thank you!

We hope to have a strong showing for the next State Legislative Day on Jan. 29. If you’ve never come before, please consider it. Lawmakers want to hear from their constituents, and that includes their local broadcasters. Call us or email contact@wi-broadcasters.org to get involved.

On behalf of Linda, Liz, and Kyle, your WBA Team would like to wish you a happy, safe, and relaxing holiday season. We can’t wait to see what the new year brings! As I seem to say repeatedly…..it’s never boring!

News director testifies in favor of police body cameras bill

WISN-TV News Director Ben Hart testified Sept. 17 in favor of a bill that would set standards for Wisconsin law enforcement agencies that use body cameras. The current bill, in part, maintains the Wisconsin’s current standard of public records being assumed accessible to the public, unless a records custodian rules against openness using the balancing test. The bill uses the balancing test to determine if video should be released, and asks records custodians to take into consideration the expectation privacy for anyone who appears in the video and the treatment of victims and minors. The bill also directs records custodians to use redaction where necessary to allow for a video to be released.

The bill also sets standards for record retention and mandates training for police departments that adopt the use of body police cameras. Representatives of law enforcement also appeared at the Sept. 17 hearing speaking in support of the bill. The Senate Committee on Judiciary and Public Safety voted unanimously in favor of the bill. It has yet to be scheduled for a vote in the Senate.

different body camera bills during the previous legislative session. Neither were signed into law. The current bill, in part, maintains the Wisconsin’s current standard of public records being assumed accessible to the public, unless a records custodian rules against openness using the balancing test. The bill uses the balancing test to determine if video should be released, and asks records custodians to take into consideration the expectation privacy for anyone who appears in the video and the treatment of victims and minors. The bill also directs records custodians to use redaction where necessary to allow for a video to be released.

The bill also sets standards for record retention and mandates training for police departments that adopt the use of body police cameras. Representatives of law enforcement also appeared at the Sept. 17 hearing speaking in support of the bill. The Senate Committee on Judiciary and Public Safety voted unanimously in favor of the bill. It has yet to be scheduled for a vote in the Senate.

PRESIDENT’S COLUMN Continued from page 1
Bob Barry podcast highlights unearthed interviews

A new podcast from Wisconsin Broadcasters Association Hall of Famer Bob Barry highlights his interviews with musicians and celebrities, and it’s supported by the newest member of the WBA Foundation’s Legacy Club.

The Bob Barry’s Unearthed Interviews Podcast is supported with a generous contribution from WBA Hall of Famer Terry Baun, who is now part of the WBA Foundation’s Legacy Club.

Bob Barry had a long career interviewing some of the biggest names in music during the 60s and 70s. He ruled the airwaves in Milwaukee radio at WOKY-AM, WEMP-AM, WISN-AM and WZTR-FM. He conducted hundreds of interviews and kept recordings of his most memorable moments. He talked with the Beatles, the Rolling Stones, James Brown, Dolly Parton, Sophia Loren, Gregory Peck, Dick Clark, Cher, and many more.

“I have been privileged to experience so many wonderful moments in my radio and TV career. The people I met and the listeners who shared their thoughts, comments, and suggestions were priceless,” Barry said.

“We are excited that Bob will have a platform for sharing these amazing interviews and we’re so grateful to Terry for his generous donation to make it all possible,” WBA President and CEO Michelle Vetterkind said. “This project is one of the many ways the Wisconsin Broadcasting Museum demonstrates the ways broadcasters contribute to culture and community.”

“I can’t tell you how much I enjoyed putting this together, with lots of help from Kyle Geissler and Michelle Vetterkind at the WBA. Please enjoy!” Barry said.

WBA member stations are welcome to download and air episodes as they become available, with credit given to the podcast.

AWARDS

WBA Awards program available now


It is your annual chance to showcase your station’s talented people, and see our collective strength and enthusiasm as an industry.

Here are some things to keep in mind to make it a great evening, and increase your odds of winning:

• The entry deadline is Wednesday, January 8 at 11:59 PM CST (hard stop).
• There will be a new promotional category for image promotion.
• There is no annual special category this year.
• The entries in the social and digital now count towards Station of the Year.
• Third place now receive certificates. (The points still count though.)
• As always, watch your entries length to make sure you do not exceed the limits and get disqualified.
• Entry fees are now TV $45/Radio $35/LPFM $20

There was much lively conversation about all of the above changes. Your WBA Awards for Excellence Committee is a passionate bunch who listens to your feedback and does its best to keep the Gala vibrant and growing.

Be on the look-out for (and watch) the “how to enter” video from Monsieur Elwood from the Awards Committee.

If you are unclear on anything through this process, please pick up the phone and call Madame Linda Baun at the WBA office (608-729-1480). She is very responsive and most questions will be answered within 24 hours.

One final note: Entries open on Dec. 1 and close on Jan. 8, 2020. Remember to pay attention to the rules and you are d’or (golden in French).

Best of luck!

CHAIR’S COLUMN  Continued from page 1

might have expected when they started: They agreed.

With few legislative days remaining on the calendar, broadcasters must do their part to make sure this hard work isn’t squandered. Votes must still be scheduled in the Senate and Assembly. Broadcasters will be calling on lawmakers and legislative leaders to schedule votes for this bill, and will be asking other groups involved in the drafting of this bill to do the same.

You can expect to hear more about this from the WBA in the coming weeks. Please consider reaching out to your state lawmakers on this important topic.
The 63rd annual Broadcasters Clinic was held Oct. 15-17 in Madison.

Leading industry speakers and exhibitors educated and collaborated with radio and TV broadcast engineering and media professionals from 29 states.

We were honored to host the Society of Broadcast Engineers (SBE) National meeting. Events included the SBE board of directors meeting, the annual membership meeting which was streamed around the world, and the awards dinner.

Honored at the SBE awards dinner was Clinic Committee member Bill Hubbard who received the James Wulliman “Educator of the Year” award recognizing his contributions to the WBA sponsored Summer Engineering meeting, Fall Broadcasters Clinic and Media Technology Institute. Also, the 2018 WBA Broadcasters Clinic won for Best Chapter Regional Educational Event.

This year we included interactive/hands-on sessions. The “Nuts and Bolts” session featured hands-on programming of an inexpensive micro-computer used by many radio and TV engineers. Tabletop exercises on emergency preparedness, troubleshooting, and losing your internet service provider were facilitated. Tabletop exercises are valuable teaching tools. Participants learned how to use a tabletop exercise effectively at their own stations.

The Clinic committee appreciates the support of the WBA Board of Directors, the WBA staff - Michelle, Kyle and Liz. Finally, we are so very grateful for Linda. Trust me, without her guidance, leadership, and work behind the scenes we would not be an award-winning show.

~Kent Aschenbrenner, Chair, WBA Clinic Committee
Clinic Committee
Kent Aschenbrenner, E.W. Scripps Company - Committee Chair
Patrick Berger, Cumulus - Chicago
Steve Brown, Woodward Radio Group, Inc.
Mark Burg, WLAX-DT/WEUX-DT
Greg Dahl, Second Opinion Communications, Inc.
Cliff Groth, New Radio Group
Bill Hubbard, UW-Green Bay
Gary Mach, GEMCOM
Marty Mangerson, WIP TV
Kevin Ruppert, WISC-TV
Tom Smith
Jim Steinhart, WISN TV
Linda Baun, WBA Vice President

Clinic Speakers
Kent Aschenbrenner, E.W. Scripps
Bill Bennett, ENCO
John Bisset, Telos Alliance
Craig Bowman, Future Media
Manny Centeno, FEMA
Mark Corl, Triveni Digital
Dan Glavin, Dielectric
Michael Guthrie, Harmonic
Kevin Haider, GatesAir
Kirk Harnack, Telos Alliance
Alex Hartman, Optimized Media Group LLC
Martyn Horspool, GatesAir
Tom King, Kintronic Labs
Tom Kujawa, retired UW-Green Bay Police Chief
Steve Lampen, consultant
David Layer, NAB
Wayne Pecena, Texas A&M University/ KAMU FM & KAMU TV
E Glynn Walden, retired CBS Radio
Todd Waldo, Verizon Business Group
Jeff Welton, Nautel
Tim Wright, Cumulus - Chicago

Exhibitors
Alpha Video & Audio
Broadcast Electronics/ Elenos Group
Broadcasters General Store, Inc.
BSN
CALREC
Clear-Com
Cobalt Digital Inc.
Comrex
Dielectric
DIB Radio
DTV Innovations
ENCO Systems Inc.
ERI
Evertz
FCC
GatesAir
Harmonic
Heartland Video Systems
Jampro
Key Code Media
Kintronic Labs
LiveU
Logitek
Marshall Electronics
Nautel
Optimized Media Group
Phasetek Inc.
RFS
Rohde & Schwarz USA
Ross Video
SBE
Shively Labs
Staco Energy Products
SuiteLife Systems
Telesystem
Telos Alliance
Teline
Utah Scientific
Vela
Wheatstone Corporation
Yellowtec

Clinic Sponsors
B&G
BSN
Camera Gear
Comrex
Dielectric
GatesAir
Jampro
NAUTEL
Shively Labs
Sinclair Broadcast Group
SONY
Studio Gear
SuiteLife Systems
Telos Alliance
WBA
Woodward Radio Group
WTMJ TV
YellowTec

Prize Donors
Alpha Media - WLL/WLIP/WXLC/WKRS
Broadcasters General Store
Big Radio WVJL/WCLO
Davicom
GatesAir
Good Karma Brands | ESPN
Madison
Marriott
Shively
Telos Alliance
Teline
Utah Scientific
WBA
WGBW
Wisconsin Public Radio
WKOW
Woodward

Special Guests
SBE Board of Directors
SBE Committee Chairs
SBE Staff

Special Recognition
Family and Friends of Bill Hubbard
Family and Friends of Gary Mach
The SBE Membership Meeting success is due in part by volunteers from SBE, WPR, and WPT

Additional Support
American Awards & Promotion
Bill Bennett
Board of Directors of the WBA
Chriss Scherer
Erin Shipps, Program Layout
Jeff Welton
Joey Cronick
Jonathan R. Clark
Kyle Goessler, Director of Operations and Public Affairs
Liz Boyd, NCSA/PEP Coordinator
Lorraine Ortner-Blake
Madison Marriott West Incredible Staff
Michelle Vetterkind, WBA President and CEO
Sara and Leader Printing
Volunteers for Clinic set-up, and those that stayed for tear down
AND...
A special shout out to the incredible Clinic Committee listed above.
Congratulations to all SBE Award recipients

THANK YOU ATTENDEE’S FOR YOUR SUPPORT!
Workshop to prepare journalists for 2020 election
Jan. 25, UW School of Journalism and Mass Communication

The Wisconsin Broadcasters Association with partners Google News Lab, UW School of Journalism and Mass Communication, and The Poynter Institute are offering an intensive day of training to help journalists cover the 2020 Presidential election. This training is lead by Poynter’s Senior Faculty Al Tompkins.

The workshop is perfect for reporters, MMJs, producers, news managers, online and social media producers and assignment editors. Stations are welcome to send teams to attend.

Register today at https://www.wi-broadcasters.org/events/covering-the-2020-election-workshop/ or look for the link on the WBA homepage.

In addition to Wisconsin being a toss-up state, nearby Milwaukee is also where the Democrats will hold their National Convention. We will be hosted at the University of Wisconsin School of Journalism and Mass Communication. This is one of only four such sessions to be offered across the U.S.

The workshop will be held Saturday, Jan. 25 at the University of Wisconsin-Madison School of Journalism and Mass Communication. The university has been doing national studies on voter behaviors and hot topics.

The day is aimed at helping journalists move beyond typical horse-race political coverage to deeply and meaningfully explore key issues that will shape the nation’s future.

The agenda will include:

How to cover big important election issues in a way the public will watch including:
- Immigration
- College debt
- Health care
- Tariffs
- Climate change

What journalists have to know about polling including:
- Margins of Error
- Sample Sizes
- The problems with “weighting”
- Reliability and Desirability Indexes
- Likely versus registered voters

What journalists need to know about election finances including:
- PACs
- Super PACs
- Dark money PACs
- Understanding the Citizens United decision
- How to track contributions from your coverage area

How the American electoral system works:
- the primaries and caucuses
- selecting delegates
- the role of super delegates
- the conventions
- the November election
- understanding electors
- the Electoral College in case of a tie
- why we have this system
- strengths and weakness if this system

WBA renews updated Insight Edge Weekly member service

The WBA has renewed its contract with Insight Edge Weekly in order to continue to provide you, our valued WBA members, with this popular service.

Recently updated, the Insight Edge Weekly Advertiser Intelligence Service gives you access to the industry’s premier newsletter service giving you quick, useful, and current highlights of 14 key advertising categories: automotive, department stores, digital media, dining/grocery, electronics, employment, entertainment, financial, furniture, health care, media recap, real estate/home improvement, telecom, and travel.

WBA member general managers and sales managers receive an email every Monday from your WBA to help you get your week started in a customer-centered manner. The service includes several benefits that you will find helpful in your day-to-day activities on the street. Sales managers, if you have additional sales personnel you would like to be on our list, just let us know and we’ll be more than happy to send Insight Edge Weekly to them, as well.

The Monday morning email also includes a terrific tutorial, customized for Wisconsin, on how you can use this popular WBA member benefit.

We hope you continue to enjoy this WBA Member Service.
There’s one sure place to satisfy a voracious appetite for education…the RAB/NAB Radio Show.

Bouncing from session to session is like dining at a bountiful buffet restaurant. It’s rich fare, but you cannot consume every dish! So allow me to serve up a sampler…a scoped version for radio and television broadcasters. In no particular order, here are comments with sustenance for your stations and your career. In the interest of brevity, attribution goes out to several industry leaders.

RAB/NAB Radio Show remarks and recommendations:

“Culture eats strategy.”

“We’re on the precipice of the next Golden Era! The spoken word and video will be forever. You’re in the audio content business, don’t get romantic about how it’s delivered. It’s not about the pipe. Invest in all platforms.”

“Broadcasters focus too much on their current P&L. We need to think long term.”

“Attention is the only asset. Don’t judge the consumer…just appeal to them.”

“Podcasting is not the wave of the future…it’s the wave of today. Podcast listeners are experiencing a relatability and casual conversation. There are new genres being formed every day and an audience for every subject. Podcasting is also a great place to incubate talent.”

“Diversify your revenue stream. If you haven’t already, hire a digital media strategist or partner with a digital agency. Many clients are buying digital marketing on a piecemeal basis. They need one strategy from one digital agency. It could be yours.”

“For intelligence on key competitors, we can advise our clients with Spy Fu, a website auditing tool.”

“The radio industry needs to de-leverage. We’ll likely go into a recession by 2020 or 2021. Fortunately, more broadcast groups are more top-line focused these days…and that’s producing results.”

“More data is driving the conversation. This is the era of new insight for programming and attribution for sales.”

“Our advertisers can generate short term sales overnight, but they build a brand over time.”

“Reach trumps targeting two to one. But, creative crushes everything.”

“Your commercials should try to say just one thing. The more you try to tell them…the less they’ll hear.”

“75 percent of the ads on the air are produced with a male voiceover. However, the studies reveal that women prefer a female voice.”

“Endorsed creative outperforms produced creative ten to one.”

“We have an Individual Development Plan (IDP) for each account executive. We discuss sales goals, activities, and resources.”

“If you’re still reading, you’re probably ready to put a couple of these ideas into action. For your assistance, take a peek inside the RAB Sales Advisory Committee meeting. The following initiatives are in motion:

• New Proposal Assistant tool for creating marketing plans efficiently, effectively, with more in depth research.

• New NTR and Alternative Revenue tools to capture additional revenue from new business categories, cause marketing, event marketing, and more.

• New RAB Digital Certification with fresh information, so every manager and account executive can execute digital marketing strategies in an evolutionary industry.

• New RAB Co-op Directory: already producing significant returns for participating stations.

If you would like to make a request or pose a suggestion to the RAB Sales Advisory Committee, you could reach out to me or Chris Bernier, your current WBA Vice Chair-Radio/Chair Elect. We are happy to share your ideas.

For dessert, I’ll pass along this quote by Peter Drucker, as cited by one of the Radio Show speakers, “Whenever you see a successful business, someone once made a courageous decision!” With that, my hats off to our enterprising clients and to each of you that continues to invest in this great broadcast industry!

Mike O’Brien, Consultant/Trainer
O’Brien Betterment, LLC

MikeOBrienClearfield.com
email: mike@obrienbetterment.com
Advertisers at a crossroads – Broadcasters to the rescue

We may be at an inflection point in media.

As broadcasters, we know the past several years have been profoundly challenging. TV operators are faced with pressures from umpteen content providers, including SVOD, a game changer in the den, living room, or man cave. And on the radio side of the spectrum, podcasting, audio streaming, and satellite radio are all putting pressure on broadcasters to create great local content.

But as difficult as the journey has been for those who own or run broadcasting outlets, advertisers find themselves every bit as challenged to optimize their marketing, much less not be left behind by savvier competitors. Everyone’s clamoring for accountability and digital solutions, but few understand what this looks like.

And at the center is a tug of war between short term results (that President’s Day Sale) and the long haul of effective brand building.

At the core of this dilemma, brand managers, business owners, and ad agencies is the dearth of great creative. It is so much easier to default to a web campaign that may have an initial impact on sales or attendance, but fail to build a quality, lasting brand.

When you’re the Packers, Harley-Davidson, or Kopp’s, it may not matter. Those brands were built through vision, hard work, great creative, wonderful teams, and strong word of mouth.

But even these mature brands find themselves in need of brand makeovers – or at least strategic tweaks from time to time. The Packers are competing with big screen TV, computers, and smart phones – all part of the sports media scene. Harley-Davidson may have been the dominant brand among Baby Boomers, but must retool for the next generation. And Kopp’s – well, perhaps they’re in good shape thanks in no small part to the vision and focus of its founder, Elsa Kopp.

These are all venerable, iconic brands that have stood the test of time. But for the other 95 percent of businesses, corporations, and associations trying to stand out in an ever-crowded pack, the reach and frequency offered by broadcast media – coupled with great creative that tells a brand’s story – makes radio and TV a unique marketing proposition.

In our numbers-heavy, Big Data world, analysts tend to get so caught up with counting clicks, likes, and retweets they lose sight of results.

In our numbers-heavy, Big Data world, analysts tend to get so caught up with counting clicks, likes, and retweets they lose sight of results.

But the numbers that truly matter are results, and the trust and loyalty that emanate from brands that play a long game, rather than be satisfied with momentary bursts of business activity are as lasting – and as harmful as – steroids.

We may have come a long way since the days of Don Draper and Darren Stevens, but digital media has not managed to match the tried and true method of building brands – on traditional media with strong creative.

We are bullish on digital as a revenue growth opportunity for broadcasters and work with many Wisconsin broadcasters to help develop their digital strategies. But at the end of the day, good old advertising on radio and television still deliver both for the short – and long – term.

We should never lose sight of that.

For any questions regarding your digital strategy, contact Jacobs Media at paul@jacobsmedia.com. The WBA Hotline is a free service to members of the Wisconsin Broadcasters Association.

Online payment available for 2020 dues

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

When 2019 ends, so does your WBA membership. You should soon be receiving your notice for 2020 WBA membership, so sign up now and keep your membership in full force, without interruption, all the way through 2020.

You can also pay your dues online at wi-bROADCASTERS.org/members-only-dues.

I’m sure you’ll agree that membership in your WBA is definitely a bargain. As an organization and as a cooperative of individuals with a common goal, the WBA believes in itself and its members. The benefits of being a WBA member are many, and pride of association with WBA is itself worth the price of admission. We urge you to renew your membership and join your colleagues in continuing to support the WBA.

Renewing your WBA membership means uninterrupted service: You will continue to receive ALL services in WBA’s special programs. And best of all, you will continue to belong to the WBA, the only organization in the whole state devoted entirely to the service and promotion of the broadcasting industry in Wisconsin.

DC trip restructured for 2020

The WBA’s annual trip to Washington D.C. to make calls on Capitol Hill is being restructured for 2020.

The change comes after the creation of the WBA Legislative Committee which consists of broadcast representatives from each of Wisconsin’s eight Congressional Districts.

The change is also in response to a shift in the NAB’s Leadership Conference which will affect the timing of the legislative visits.

WBA Board leadership will be joined on the trip by the Legislative Committee. Any additional WBA members will be invited to attend based on what will be needed to make each legislative call successful.

WBA members are strongly encouraged to participate in State Legislative Day on Jan. 29 in Madison.

To be added to the attendee list for State Legislative Day or to ask questions, contact contact@wi-bROADCASTERS.org or call 608-255-2600.
WBA Student Award competition opens Dec. 10

The 2019 WBA Student Awards competition will open for entries on Dec. 10 with a deadline of Jan. 18, 2020. The competition is open to high school and college students throughout Wisconsin.

Awards categories include: audio storytelling, news writing, sports play-by-play, general entertainment program, website, newscast, features, promotional announcements, podcast, social media and many more.

The full list of categories and all the contest rules can be found in the Student Awards program on the WBA website. Look for it in the “Students” section of the website.

The awards will be handed out March 7 at the WBA Student Seminar during the keynote luncheon.

The Student Seminar will be held at the Madison Marriott West in Middleton.

WBA Student Leadership Award

The “WBA Student Leadership Award” is given to a broadcasting or broadcast journalism student of junior standing or above at a Wisconsin college or university who has most noticeably developed and exercised effective and creative skills in leadership.

The student must be nominated in writing by an adviser, supervisor or faculty member. The nomination letter must include specific examples when citing how the student meets the following criteria:

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

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

WBA Student Leadership Award nominations should be sent by Jan. 18, 2019 directly to: Linda Baun at lbaun@wi-broadcasters.org.

Names in the News

Bailey Coleman has extended her broadcast agreement to serve as midday host on V100.7 (WKRV) in Milwaukee and will continue as Program Director for the Western Great Lakes Region for iHeartMedia. Coleman will continue to oversee weekday hours from 10 a.m. to 2 p.m. as midday host and as program director she will oversee the day-to-day operations of V100.7 and will continue to report to Kerry Wolfe, Senior Vice President of Programming for iHeartMedia Milwaukee. Coleman has served as Program Director for iHeartMedia Milwaukee’s V100.7 since 2007. She began her career at KRIZ/KZIZ in Seattle, Washington.

Entercom’s Chase Daniels will continue his operations manager duties for the company’s stations in Madison. He recently signed a multiyear extension to continue to oversee WOLX, WMWM, and WMHX. Daniels joined Entercom in 2013 in Indianapolis and joined the Madison stations in 2016.

Travis Place, host of Trav in the Morning on Big Cheese 107.9 (WBCV), was named to a newly redefined role of Operations and Brands Manager for the market at NRG Media in Wausau/Stevens Point effective Sept. 1.

Kori McKay moved from the role of Assistant Program Director to Program Director for Hot 96.7 (WHTQ-FM) also effective Sept 1. iHeartMedia owns and operates four FM stations in the Wausau/Stevens Point market, including WBCV, WGLX, WHTQ and WYTV.

Shar Hermanson has been named local sales manager for Mid-West Family Madison. Hermanson is a sales veteran with more than 21 years with radio, billboard, promotion, and digital sales experience. Hermanson will oversee the sales team for Magic 98 (WMGN), the Resistance (WRIS), 93.1 Jamz (WQSM), and La Movida (WLMV). Previously, Hermanson led the sales team at Bliss Communications in Janesville. She was an integral part of the management team for four years with experience in Madison radio sales and Madison billboard sales management prior to that.

Ayisha Jaffer is the new afternoon drive host and promotions coordinator for BBNine Radio Milwaukee (WYMS-FM). Jaffer is a former artist manager and radio DJ. Starting Sept. 16, she was hosting the station’s weekday afternoon on-air shift. As promotions coordinator, Jaffer will book the station’s weekly 414 Live on-air performance show featuring Milwaukee artists (5:30 p.m. Thursday), DJ and host station events, and represent the station at partner events and concerts. Jaffer most recently owned and ran Greater Than Propaganda, which focused on artist management, tour management, venue promotion and production, and developing brand and partnership campaigns for artist and projects. She previously worked for Saiko Management and Punkdfunk, and as a DJ at two non-commercial alternative-music stations in New Zealand, 95bFM and Aotea FM, and part-time at Radio Milwaukee.

Drew Lauter has been named to lead iHeartMedia stations in Madison. As Market President, Lauter will oversee the market’s programming, advertising, and operations across multiple platforms within Madison as well as create new business and revenue opportunities. He will report to Jeff Tyler, Division President for iHeartMedia Minneapolis. Lauter brings more than 20 years of executive experience leading organizations, managing teams, and driving revenue with companies such as Sony, Lucent, Qello Concerts, and Qello Media. He’s also led numerous startups from the entrepreneurial stages to successful exits. Lauter takes over the position previously held by Keith Bratel.

WSAW-TV morning reporter and weekend anchor/producer Emily Boyer has taken a job in Florida. Boyer was at the Wausau station for two years. She will be morning assignment editor and traffic anchor/reporter at WXJT-TV in Jacksonville, Florida.

Appleton native and Wisconsin basketball star Brian Butch will be working with the Big Ten Network this season as a game and studio analyst. After four seasons at the University of Wisconsin, where he was named All-Big Ten Honorable Mention and Academic All-Big Ten, Butch played 10 seasons professionally, including four in the NBA Development League. Butch is currently co-host of “BJ and The Bear”, which airs weekdays from 6-8 a.m. on 95.3/99.1 The Score (WSCO) in Appleton.
Members in the Spotlight

Station helps students with 70,000 school supplies

Radio Milwaukee (WYMS) helped collect 70,000 school supplies for students in Milwaukee Public Schools.

The donations were collected through the fourth annual No Empty Backpacks School Supplies Drive. A portion of the donations, 9,778 school supplies, were delivered Sept. 20 at Rogers Street Academy. R&B artist B-Free and DJ Bizzon of Radio Milwaukee performed live.

This year’s drive topped the 2018 drive which collected more than $40,000 for farmers

Area residents dropped off items from July 22 to Aug. 25 at 64 bins throughout the community, including Radio Milwaukee. Donated supplies include backpacks, crayons, glue sticks, pencils, pens, notebooks, markers, and calculators. Supporters also ordered supplies online, hosted workplace drives, and donated cash to the MPS Foundation for the drive.

Receiving supplies this year are students at Bryant Elementary School, Gilbert Stuart Elementary School, Greenfield Bilingual School, Neeskara Elementary School, Rogers Street Academy, Roosevelt Middle School, Rufus King Middle School, and Story Elementary School.

The Family Radio Network marks 50 years

The Family Radio Network celebrated 50 years on the air with a free concert, inflatables, games, fun for the kids, and a free picnic supper for the first 1,000 guests.

The concert with Sanctus Real was held Aug. 29 at Pierce Park in Appleton.

The “family” gathering was to celebrate and thank the listeners who supported The Family over the last 50 years. The group of stations is an independent, local, and listener supported Christian radio station. It was founded in 1969 and first began broadcasting out of a Menasha furniture store in 1977 as WEMI-FM.

The Family currently owns and operates four radio stations broadcasting over 10 signals in Northeast and Central Wisconsin, reaching approximately 60,000 listeners every 15 minutes. In addition to their faith-centered and family-friendly music and messages of hope, strength, and encouragement, The Family Radio is also active in community outreach supporting 89 local crisis agencies in 15 of their listening communities annually through their “Help for the Homeless” hygiene drive. This spring, more than 900 businesses, churches and schools hosted collection boxes for the hygiene drive, donating $406,000 worth of supplies to their local crisis programs.

Quincy telethon raises more than $40,000 for farmers

A group of TV stations in Wisconsin aired a telethon that raised more than $40,000 for family farmers.

Quincy Media stations (WKOW, WAOW, WXOW, WQOW and KBJR) held the telethon Sept. 20 to help farmers with the effects of corporate consolidation, a multi-year downturn in the U.S. agricultural economy, rising production costs, diminished crop yields from extreme weather this spring and market disruptions due to trade wars.

“Our region’s dairy farmers have been hit particularly hard, but our viewers from all over the state of Wisconsin stepped up to help their neighbors,” WKOW News Director Ed Reams said. “We cannot thank them enough for their generosity.”

The stations teamed up with Farm Aid to host the live 18-hour telethon to encourage viewers to donate money over the phone and online to raise money to support emergency relief and other resources for family farmers in the region. Anchors and reporters from all five television stations hosted the live event.

Food drive aims to help hungry veterans

A radio group in the Appleton/Green Bay area generated 10,329 meals for hungry veterans in an inaugural food and donation drive.

Woodward Radio Group partnered with Feeding America Eastern Wisconsin for the Combat Hunger Drive-Thru Food Drive held Sept. 7. The event was promoted on six radio stations with live broadcasts on 105.7 WAPL, 95.9 KISS FM, and Razor 94.7 | 104.7.

Each of the military branches had their own donation bins as a way to drive some good-natured competition on which branch gets the most donations. Donors had the opportunity to designate which branch their donation went to. The Army brought in the most donations.

The inaugural event pulled in 4,432 pounds in food donations and $2,237 in cash donations to generate 10,329 meals for veterans in northeast Wisconsin.

Stations draws hundreds to breast cancer charity walk

A Milwaukee radio station and TV station drew 1,000 walkers during a 3K charity walk aimed at raising awareness about the importance of breast cancer screenings.

V100.7 (WKVV-FM) and Fox 6 (WITI-TV) held their eighth annual Sista Strut on Oct. 5 at the Marcus Center Performing Arts Center’s Peck Pavilion in downtown Milwaukee.

The free event encouraged participants to take advantage of the community resources that help prevent, detect, and treat breast cancer. It also taught attendees about breast cancer’s effects on the African American community. In addition, V100.7’s on-air personalities Bailey Coleman, Reggie Brown, and Promise promoted the event on-air and discussed the best ways for the community to take advantage of the event’s resources, such as free clinical breast exams. Fox 6 anchor Mary Stoker Smith co-hosted the event.
“Sista Strut is a labor of love and it reaches our listeners with vital information about their health,” said Bailey Coleman, Program Director and on-air personality for V100. “If we can help save one person’s life the event will be worth every moment.”

Sista Strut also celebrated survivors and honored the memory of loved ones. Milwaukee resident and breast cancer survivor Brittnay Dupree was named the Grand Marshall for the walk and led “Strutters” along Milwaukee’s picturesque River Walk.

Magnum stations share stories from Honor Flight

Magnum Media radio stations followed veterans on an Honor Flight visit to Washington DC in October and shared their stories on the air. Reid and Chelsey Magnum joined the flight and filed reports up through the group’s return to Madison. They interviewed veterans, organizers, and volunteers. Veterans shared emotional stories about their military service and their reaction to visiting the war memorials. Magnum’s 15 radio stations each aired 27 reports from the Honor Flight.

‘WTMJ 2020’ brings influential names to single stage

Milwaukee radio station WTMJ-AM hosted a live broadcast event on Sept. 30 that brought together influential names in politics, sports, education, public safety, business, and faith.

WTMJ 2020 was held at Potawatomi Hotel and Casino and was open to the public. Speakers included Sen. Ron Johnson, Green Bay Packers CEO Mark Murphy, UW Athletic Director Barry Alvarez, and Milwaukee Mayor Tom Barrett.

WTMJ hosts led discussions on some of the most talked about topics facing Milwaukee, Wisconsin, and the nation.

Six Wisconsin broadcasters named to Silver Circle

Six Wisconsin broadcasters were named to the Wisconsin Silver Circle on Oct. 13 at the Italian Conference Center in Milwaukee. The awards were given by the National Academy of Television Arts and Sciences.

The following are 2019 inductees:

• Tim Cuprisin, (deceased), Milwaukee Journal, Milwaukee Journal Sentinel
• Denise Callaway, Milwaukee PBS
• Liddie Collins, Milwaukee PBS
• Clint Fillinger, WITI-TV
• Bob Lindmeier, WKOW-TV
• Terry Sater, WISN-TV
• Dewayne Wallyes, WISN-TV

The Television Academy established the Silver Circle to honor outstanding individuals who have devoted 25 years or more to the television industry, and who have made significant contributions to TV in their local market.

Big Radio consolidates stations in Janesville

Big Radio will consolidate its Rock County radio operations into a single location.

Big Radio, owned by Benjamin Thompson, increased its radio holdings in Rock County to five primary signals in August when the company closed on the acquisition of WCLO/WJVL. Big Radio also owns WBEL, WWHG, and WGEZ. The five facilities currently use three studio locations within the county.

The consolidation announced Oct. 7 will bring all five stations to a central location on the fifth floor of the former Parker Pen headquarters building at 1 Parker Place in Janesville.

“I’m very much looking forward to having everyone in Janesville/Beloit under one roof,” Thompson said.

Plans call for construction of seven new broadcast studios to house the five radio stations along with news and commercial production needs. WCLO and WJVL will move from the third floor of the downtown Janesville Gazette building, while WGEZ will maintain its office and studio facilities in Beloit and originate some broadcasts from a satellite studio in the new Janesville facility. WWHG and WBEL, already housed on the fourth floor of 1 Parker Place, will also relocate to the fifth floor. The renovation is expected to begin on Nov. 1 with completion and the actual move of the stations in late first or early second quarter of 2020.

Broadcasters among those joining Milwaukee Press Club Hall of Fame

Four past and current Wisconsin Broadcasters are among eight being inducted into the Milwaukee Press Club Hall of Fame.

The 2019 inductees to the Media Hall of Fame are:

• Alan J. Borsuk, Milwaukee Journal, Milwaukee Journal Sentinel, Marquette Law School
• Meg Kissinger, Milwaukee Journal, Milwaukee Journal Sentinel
• Everett L. Marshburn, Milwaukee PBS
• Sharon McGowan, Milwaukee Neighborhood News Service
• Larry Meiller, Wisconsin Public Radio
• Kathy Mykleby, WISN Channel 12
• Dan Shelley, WTMJ-AM, CBS at Radio Once, Urban One at iHeart, RTDNA (Radio Television Digital News Association)
• Tim Cuprisin, (deceased), Milwaukee Journal, Milwaukee Journal Sentinel

“This year’s group of inductees made, in their own unique ways, immeasurable contributions to local journalism,” said Gene Mueller, press club president and host of Wisconsin’s Morning News on WTMJ Radio 620. “They helped to inform and educate their readers, listeners and viewers while making our community a better place, all while helping to inspire a new generation to follow their professional example.”

For additional information about the Milwaukee Press Club and previous inductees to the Media Hall of Fame, visit www.milwaukeepressclub.org and click on “Honors”.

Chorski to retire from WKBT-TV

WKBT-TV General Manager Scott Chorski will retire at the end of the year.

Chorski joined Morgan Murphy Media in 2000 when the company purchased the station. He also served on the WBA Board and as Board Chair in 2015.

“Broadcasting has been an incredibly rewarding career,” Chorski said.

“I’m so grateful to the many talented and thoughtful people who I’ve been blessed to work with.”

During his time as GM, WKBT-TV has won numerous WBA Station of the Year awards.
members in the spotlight

Utnehmer to sell stations, sites to Mazur

Roger Utnehmer is selling Nicolet Broadcasting, which includes five radio stations and two websites, to Bryan Mazur. Mazur is the sales manager for Nicolet Broadcasting. The sale includes WBDK, Algoma; WRKU, Forestville; WRLU, Algoma; WSBW, Ephraim; and an HD translator station, DoorCountyDailyNews.com, and DoorKewauneeHighSchoolSports.com.

Utnehmer worked in broadcasting in Wisconsin for 42 years and is a member of the WBA Hall of Fame. He plans to retire when the sale closes in December.

In retirement, Utnehmer wants to work with radio stations and the Wisconsin Institute for Public Policy and Service to create student journalism programs for high school students.

“We’ve hired high school students for many years to report positive news about their school with great results,” he wrote. “I believe if more stations implemented an intern opportunity for high school news reporters our industry would be more relevant to an important, socially-media-savvy demographic, more young people would be interested in radio news careers, more students would be interested in journalism and mass communications in college, and participating stations would have significant, measurable EEO outreach activities to document.”

He also plans to spend more time traveling with his grandkids.

In a Facebook post, Utnehmer told Mazur, “You are inheriting a very solid staff and one of the most beautiful markets in American radio.”

WBA Hall of Famer honored for environmental work

A WBA Hall of Famer was honored by the River Alliance of Wisconsin for his environmental advocacy.

Lindsay Wood Davis received the Lifetime Service Award at the River Alliance River Bash on Sept. 19 at Memorial Union in Madison.

Davis has paddled on more than 120 streams, rivers, estuaries, and lakes in the state. He’s built a reputation as an environmental advocate in Wisconsin.

This was the first ever Lifetime Service Award to be given by the River Alliance of Wisconsin.

Don’t forget about your WBA PSA Guide

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

“Getting Your Message On The Air”

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

Find it at www.wi-broadcasters.org.

In Remembrance

Golden remembered as voice of WPT

A man known as a familiar voice on Wisconsin Public Television has died.

Jeffrey Golden did voice work for WPT’s statewide broadcasts for decades and was known by friends and family as “Mr. Golden Tones.”

WPT posted on Facebook, “Wisconsin Public Television is saddened by the death of Jeffrey Golden, a talented artist whose familiar voice work has been a part of our statewide broadcasts for decades. We share our condolences with Jeff’s friends and family. He will be dearly missed.”

Golden spoke Spanish and provided Spanish language outreach services for the Dane County Health Department for Spanish-speaking residents. He was a United Nations certified translator for the University of Wisconsin Chancellor’s office and used his bilingual skills to serve in the Peace Corp. In retirement he served as a volunteer medical translator at a free health clinic in Madison.

He was a UW-Madison graduate and, in addition to a career in communications, was also an actor.

Golden died on Sept. 30. He was 76.

Memorials may be made in Jeffrey Golden’s name to the Benevolent Specialists Project - Free Specialty Clinic, 2711 Allen Blvd., Suite B4, Middleton, WI 53562. Memorial donations may also be made to Wisconsin Public Television and Wisconsin Public Radio.

WPR reporter, Local Broadcast Legend, dies

Local Broadcast Legend and 16 year veteran of Wisconsin Public Radio, Glen Morberg, has died.

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

Glen moved to Wausau from Chicago in 1993 to serve as news director and anchor at WSAW-TV and later assignment manager for WAOW-TV. In 2003, he joined Wisconsin Public Radio as a reporter and talk show host.

Before that, he served as a network correspondent for WFLD-TV Fox News Chicago. He also created and led a cable television news department that served 10 communities in Chicago’s western suburbs.

Glen took special interest in issues affecting the community, the environment, and civil rights.

In 2004 he co-created and hosted “Route 51,” putting a spotlight on regional issues and personalities. He produced and moderated numerous forums for local and statewide elections, including two U.S. Senate debates.

Glen served on influential boards of directors and emceed local events. He received more than 40 broadcast journalism awards at Wisconsin Public Radio. The people he hired and mentored are still serving the public in their own successful careers.

Glen retired in February to fight cancer. He was inducted in June as a WBA Local Broadcast Legend.
TWO WAYS TO RECOGNIZE GREAT BROADCASTERS

Nominations open for

**Hall of Fame Award**

The Wisconsin Broadcasters Association Foundation

The Wisconsin Broadcasters Hall of Fame Committee is now requesting and accepting nominations for the Wisconsin Broadcasters Hall of Fame.

The Hall of Fame nomination process is open and will run through Feb. 15, 2020. Submissions should be made on the official nomination form found on the WBA website and sent to the WBA Foundation office. Selected nominees will be inducted on June 18, 2020, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Radisson Hotel in La Crosse in conjunction with the WBA Summer Conference.

The Wisconsin Broadcasters Hall of Fame was established in 1989 and formally dedicated by then FCC Chairman Alfred Sikes. Its purpose is to honor individuals who have dedicated their professional lives to the advancement of broadcasting in Wisconsin. Since then, 140 broadcasters have been inducted.

**Selection Criteria**

Nominations must have 15 years of service as a broadcast professional that includes 10 years of service in the state of Wisconsin. This is the minimum requirement that must be met in order to qualify for a Hall of Fame nomination. Individuals may be cited posthumously.

Nominations should also include the following:

1) A description and/or documentation of a nominee's key contributions to broadcasting either nationally or within the state of Wisconsin and the benefit(s) provided to the audiences and/or industry resulting from their contributions.

2) A narrative noting the highlights of the nominee's history of exemplary leadership in community and statewide service as a broadcast professional. Please include information regarding the nominee’s contribution to the growth and well-being of the industry and its service to the citizens of Wisconsin.

3) Attributes and characteristics that distinguish the nominee among their peers.

4) Letters or supporting information from colleagues, friends, and community leaders.

The Hall of Fame Committee typically selects three-to-five individuals per year to be inducted into the Hall of Fame. A nomination meeting the criteria for consideration does not guarantee induction (see below). Wisconsin is blessed with many wonderfully deserving broadcasters. The Hall of Fame Committee puts a significant amount of thought into selecting those who will be inducted each year.

**Nomination Review**

Committee rules provide that nominations must be submitted annually. The committee will only review Hall of Fame nominations submitted for the current year (2020). Nominations submitted in prior years must be updated and resubmitted for consideration this year.

If you wish to check whether an individual has been nominated, direct inquiries to Liz Boyd in the WBA Foundation office at (800) 236-1922 or lboyd@wi-broadcasters.org.

The Hall of Fame committee will meet after the Feb. 15 deadline to consider nominations and the WBA Foundation will act on the nominations in March.

Nominations open for

**Local Broadcast Legends Award**

The Wisconsin Broadcasters Association is now requesting and accepting nominations for the Wisconsin Broadcasters Association Local Broadcast Legends Award.

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

Past honorees can be found at the Wisconsin Broadcasting Museum at https://www.wisconsinbroadcastingmuseum.org.

**Selection Criteria**

Individuals may be nominated by their company, co-workers, community leaders, family members, etc. The nominee’s station or organization will be responsible for submitting the nomination on behalf of the nominating person or group along with the required supporting documentation.

Nominees must have 15 years of service as a broadcast professional in the state of Wisconsin. Individuals may be cited posthumously.

Nominations should also include the following:

1) A description of the nominee’s character and why they are deserving of the award. How do they exemplify localism (see 2 below).

2) Provide examples of the nominee’s support of local community needs and interests including, yet not limited to, participation in economic, non-profit, education, and civic development as well as support of their colleagues and station.

3) Letters or supporting information from colleagues, friends, and community leaders.

4) A letter of support for the nomination from the general manager or another person in a similar position employed by the station the nominee represents.

**Nomination Review**

The Local Broadcast Legends Award Committee, which is a part of the Hall of Fame Committee, may select a nominee from each of the four (4) districts of the state represented on the WBA Board of Directors. The number of awardees will be determined by the Committee.

The Local Broadcast Legends committee will meet after the Feb. 15 deadline to consider nominations and recipients will be selected in March.
Year End 2019

David Sanks, Chair
Wisconsin Broadcasters Association Foundation

I am pleased to have the honor of serving as Chair of the Wisconsin Broadcasters Association Foundation (WBAF). Foundation President and CEO, Michelle Vetterkind, provides outstanding leadership for the WBAF. I am happy to report that your Foundation is well positioned to be a strong partner with the WBA during 2020.

Communication with the WBA membership and the WBA board remain consistent and effective through Foundation reports in the WBA newsletter and WBAF reports presented at WBA Board and Executive Committee meetings. As Foundation Chair, my attendance at these meetings provides an excellent opportunity for WBA board members to provide direct feedback and guidance regarding the Foundation’s core activities of fundraising, public affairs, education, and historic preservation. The WBA and WBAF joint board meeting that is held each year prior to the start of the summer convention provides the members of both boards the opportunity to communicate directly with one another.

Achievements

We are delighted to have added the David L. Nelson Scholarship to the Foundation’s Student Scholarship Program. This scholarship in the amount of $1,000 was established by the Community Foundation for the Fox Valley Region through the generosity of an endowment from the David L. and Rita E. Nelson Family Fund. We will award the first David L. Nelson Scholarship during the Student Seminar next March.

The Results Broadcasting Scholarship has been renamed the Results Broadcasting Education Grant. This change was a result of our bi-annual review of our Student Scholarship Program and a great recommendation from Don Grassman. The Results Broadcasting Endowment will now fund a $1,000 grant to assist a recent graduate working in Wisconsin broadcasting or a related business in the management of their student loan debt.

The Walker Broadcast Management Institute achieved continued sellout attendance! This highly esteemed 3-day program held annually at UW-Madison is in its 22nd year. As of April 2019, 153 broadcast managers have graduated from the three-year module. Enrollment is open now for the April 14-16, 2020 sessions.

The WBA Foundation’s new Hall of Fame rings that are available to HOF members and new inductees have been a popular item this past year. Rings are available in designs for men and women. A woman’s necklace pendant is also available. This offering also serves as a fundraiser for the Foundation. The purchase price includes an amount that is donated to the Foundation.

The Foundation Broadcasting Museum recently added podcasts by Hall of Fame “Rocker” Bob Barry. Bob’s podcasts will showcase historic interviews with musicians, movers and shakers of the Rock and Roll era that he so richly enhanced during his time on Milwaukee radio. WBA Hall of Famer and Engineering great, Terry Baun, has generously sponsored the presentation of the podcasts.

This year the Foundation and the Association undertook a joint review of the financial status of all the Foundation’s activities. The review was conducted by a task force consisting of the Chairs of the Foundation and Association, the Foundation Treasurer, incoming Chair and Vice Chair of the Association, a Past Chair and current Foundation Board member and WBA CEO/President Michelle Vetterkind. This review allowed us to identify fundraising and endowment opportunities for the Foundation. I am pleased to inform you that there are several exciting initiatives underway that we believe will ensure and further secure the Foundation’s funding of its core activities.

Thank you

On behalf of the Foundation Board and the Hall of Fame Committee, I want to express my sincerest appreciation for the friendship and support of Michelle Vetterkind. We are seeking opportunities to extend our support of Association initiatives that will increase the visibility of the contributions and role that broadcasters make and have in the State of Wisconsin. We need your financial support so that we can continue to help establish a lasting legacy for our Association and its members. As a part of your financial planning, please consider a contribution to the WBA Foundation and/or becoming a member of the Foundation Legacy Club. All levels of giving are needed and are beneficial to our mission. Please contact the WBA for information about how to make your contribution with a check or your credit card.

Stepping Aside

Finally, it is with mixed emotions that I will be stepping aside as Chair of the WBA Foundation. Many of you know that I have been “almost retired” for the last 2-3 years from my career in Wisconsin broadcasting. I believe it is important that the leadership of the WBA Foundation be a person that is currently employed in broadcasting. This provides the Foundation the benefit of the insight and perspective of a person that is actively engaged in the opportunities and challenges within the broadcast industry. I have been an active member of the WBA for more than 33 years and I have enjoyed every opportunity that has been given to me to help serve and lead one or more initiatives on behalf of the WBA and the Foundation. I have been blessed with the support of the membership at every turn and it has been a privilege to work with so many wonderfully talented people.

I want to express my sincerest appreciation for the friendship and support of Michelle Vetterkind that I have been blessed with for so many years. As you know, Michelle provides exceptional leadership for the WBA and the Foundation and she is a wonderful collaborator and mentor for those who serve both organizations. I also am thankful for the unwavering support of Linda Baun, Liz Boyd and Kyle Geisler during my time of service. Their friendship has been a godsend as well.

Thank you everyone! You have helped me grow and understand servant leadership.

OFFICERS
Chair of the Board
David Sanks
Retired Wisconsin Broadcaster

Vice Chair
Laurin Jorstad
Retired Wisconsin Broadcaster

Secretary
Dick Record
Family Radio, La Crosse

Treasurer
Tom Walker
Mid-West Family Broadcasting, Madison

President & CEO
Michelle Vetterkind, CAE
Wisconsin Broadcasters Association Foundation

BOARD OF DIRECTORS
Chris Bernier
Radio Plus, Fond du Lac

Scott Chorski
WKBT-TV, La Crosse

Bill Hurwitz
Retired Wisconsin Broadcaster

R. Perry Kidder
Retired Wisconsin Broadcaster

Tom Koser
WAGE-AM/FM, WJMC-AM/FM/WKEX-FM Rice Lake

Al Lancaster
WSAW-TV/WZAW-TV, Wausau

Dean Maytag
Retired Wisconsin Broadcaster

Kelly Radnert
Woodward Radio Group

Chuck Steinmetz
WITI-TV, Milwaukee

Scott M. Trentadue
Retired Wisconsin Broadcaster

Jan Wade
WSIN-TV, Milwaukee

OFFICERS
Chair of the Board
David Sanks
Retired Wisconsin Broadcaster

Vice Chair
Laurin Jorstad
Retired Wisconsin Broadcaster

Secretary
Dick Record
Family Radio, La Crosse

Treasurer
Tom Walker
Mid-West Family Broadcasting, Madison

President & CEO
Michelle Vetterkind, CAE
Wisconsin Broadcasters Association Foundation

BOARD OF DIRECTORS
Chris Bernier
Radio Plus, Fond du Lac

Scott Chorski
WKBT-TV, La Crosse

Bill Hurwitz
Retired Wisconsin Broadcaster

R. Perry Kidder
Retired Wisconsin Broadcaster

Tom Koser
WAGE-AM/FM, WJMC-AM/FM/WKEX-FM Rice Lake

Al Lancaster
WSAW-TV/WZAW-TV, Wausau

Dean Maytag
Retired Wisconsin Broadcaster

Kelly Radnert
Woodward Radio Group

Chuck Steinmetz
WITI-TV, Milwaukee

Scott M. Trentadue
Retired Wisconsin Broadcaster

Jan Wade
WSIN-TV, Milwaukee

Wisconsin Broadcasters Association Foundation Officers & Board of Directors www.wbafoundation.org
The Walker Broadcast Management Institute is now in its 23rd year, having completed its first seven, 3-year management education cycle in 2018. The 2020 Institute marks the second year of another 3-year cycle (although you may join the cycle at any time) and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

April 14, 2020
Financial Management for Broadcasters

- How do you evaluate lease vs. buy in capital acquisition?
- How do you value a broadcast property for sale? For purchase?
- How do you make crucial financial decisions related to debt? Equity? Venture capital?
- What is the effect of different ownership structures?
- How does the stock market value shares of stock?


Walker has an MBA from the UW-Madison, was a lecturer for the UW-Madison School of Business and a Senior Manager for KPMG Peat Marwick. He is a graduate of the first 3-year cycle of the Walker Broadcast Management Institute and has specially designed this Institute's Financial Management module for broadcast managers and those seeking or being prepared for management-level positions in broadcasting.

Evening dinner with group at Porta Bella

April 15, 2020
Customer Service

- Understand what customer satisfaction is and define its relationship to customer service
- Explore how employee engagement can contribute to increasing customer satisfaction
- Determine how improving metrics can make a meaningful contribution to achieving customer satisfaction goals
- Examine how an organization can prepare for and respond to customer service disasters
- Outline the fundamental elements of building a customer service organizational culture

Presented by Steve King, Retired Executive Director of the UW Business School’s Center for Professional and Executive Development.

The Center is housed at the Fluno Center on the UW-Madison campus. Prior to taking this role, King was the VP of Global Talent Management for Baxter Healthcare; the EVP of Human Resources for Hewitt Associates and VP of Leadership and Change Management for BMO/Harris. His 30-year corporate career has focused on both the development of managers and leadership, as well as serving in those very roles himself for three Fortune 1,000 companies.

April 16, 2020
Investigating Leadership Style

- Understand the distinction between foundational leadership styles, situational leadership styles and strategic leadership styles
- Assess yourself in each of these three styles and validate that assessment
- Recognize opportunities to use each of these three styles in your own work

Presented by Steve King, Retired Executive Director of the UW Business School’s Center for Professional and Executive Development.

The Center is housed at the Fluno Center on the UW-Madison campus. Prior to taking this role, King was the VP of Global Talent Management for Baxter Healthcare; the EVP of Human Resources for Hewitt Associates and VP of Leadership and Change Management for BMO/Harris. His 30-year corporate career has focused on both the development of managers and leadership, as well as serving in those very roles himself for three Fortune 1,000 companies.

April 14, 2020
Financial Management for Broadcasters

Thank you,
WBA Foundation!

To the Foundation:
Thank you again for your generous Education Support Grant for the UW Madison. Your help allows us to continue producing student work that bridges the gap between classroom learning and the eventual job in broadcasting.

I look forward to working with the WBA on future projects and appreciate the support you have shown us now and in the past. This commitment to education in the state is much needed and the WBA is helping to lead the way.

Sincerely,

Pat Hastings, Faculty Associate, UW Madison, SJMC

WBA, WBA Foundation offer programs for engineers

Engineering Fellowship Grants assist stations in continued training for senior engineers

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

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

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

Interested senior broadcast engineers must apply directly to the WBA. The WBA Foundation will award five $1,000 grants statewide. These grants are to be used for continuing engineering education such as courses in Information Technology/Networking, Engineering Leadership/Management, Electrical Engineering/Transmission Courses, and other new technology training. The grants are NOT to be used by recipients to attend trade shows. Rather they are intended for enrollment in continuing education courses, post-secondary education courses, or factory training on broadcast equipment. The grants may be used to attend such courses. Grant recipients will be expected to provide the WBA with an after-event report on the use of the grant.

For more information visit the WBA Foundation’s website at wbafoundation.org or contact WBA Vice President Linda Baun at 800-236-1922 or lbaun@wi-broadcasters.org.
Jeff Welton
Nautel Regional Sales Manager
Central US

Tel: 1 902 823 5127
jwelton@nautel.com

Making Digital Radio Work.

SERVICE STARTS AT HOME

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

What you do matters.

Thank you for your support.

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

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

Calendar of Events

Nov. 21, 2019  Preparing for the 2020 Elections Presented by David Oxenford, Wilkinson, Barker, Knauer*
January 16, 2020 2020 Election Cycle FAQ Presented by Pat McGee & Trevor Heaton, Katz Media*
January 16, 2020 2020 Election: Making Local Reporting Resonate Presented by Emily Lawler, MLive*
Jan. 29, 2020 Winter Conference and State Legislative Day Madison Concourse Hotel
February 20, 2020 Re-Building Trust Presented by Kevin Benz, i-Media Strategies*
March 7, 2020 Student Seminar Madison Marriott West
April 14–16, 2020 Walker Broadcast Management Institute
April 16, 2020 Political Refresher Presented by David Oxenford, Wilkinson, Barker, Knauer*
May 2, 2020 WBA Awards Gala Madison Marriott West
June 17–18, 2020 WBA Summer Conference Radisson Hotel, La Crosse
June 18, 2020 Trends in Local Sales of OT Advertising Presented by Jack Zavoral, Local Media Association*

*Webinar