Engaging in the Future

In my first column of 2016, I referred to the on-going presidential primary race, and the surprising fact that Bernie Sanders and Donald Trump were serious competitors for the Democratic and Republican nominations.

Now here we are post-election, waiting for the inauguration of President-elect Trump. As I said nearly a year ago, “Who’d have thought?”

No matter who you voted for, we can probably all agree that with a new administration, it won’t be politics (or business) as usual. As broadcasters, we have a number of regulatory issues on the table, and no clear understanding of how those issues will be viewed by this new administration and new Congress. As we head into the New Year, the uncertainty about regulation of our industry is cause for concern.

In this uncertain and increasingly competitive environment, our engagement on the legislative front is more important than ever. That’s why I encourage you to join us in Madison in late January for our winter meetings and State Legislative Day, and to mark your calendar for our annual trip to Washington D.C. in February. My other request is that you’ll consider learning more about the NAB Political Action Committee in 2017.

The National Association of Broadcasters’ Political Action Committee (NABPAC) is the federal political action committee of the NAB, and supports the election of candidates to the U.S. Congress. NABPAC supports pro-broadcast lawmakers, and NAB’s Government Relations team advocates for broadcasters and amplifies our voices on Capitol Hill.

Why is this important? In 2015, the Cable industry spent $5.7 million on their legislative agenda, while the wireless industry spent $4.1 million. In that same year, broadcasters spent $2.2 million. And while contributions to NABPAC have grown over the past several years, we still find ourselves significantly outspent in these efforts.

If you are a current NABPAC contributor, thank you for your support. If you’ve not yet participated, please take a moment to check out www.nabpac.com. Making sure that our collective voice is heard on Capitol Hill is more important now than ever before.

Important Dates Ahead in 2017

I hope you all had a safe and joyous holiday season!

As we wind down from the hustle and bustle of 2016 and welcome in 2017, I’d like to take this opportunity to highlight a few of our events/deadlines that will be coming up in the next two months.

You’ll find more detailed explanations of these items within this issue of the Wisconsin Broadcaster:

- WBA Awards For Excellence deadline is Wednesday, Jan. 11 at 11:59 p.m. CDT Please don’t wait until the last minute to enter. Plan to get it out of the way sooner rather than later. You’ll be glad you did.
- Make sure to join us for the WBA’s Social Media Session “Surviving Viral Chaos” (who couldn’t benefit from that session?) and the WBA Social Reception on Tuesday, Jan. 24 and our Winter Conference/ State Legislative Day on Wednesday, Jan. 25. We really NEED you – especially for the State Legislative visits and the reception.
- Jan. 26 is the registration deadline for the WBA’s upcoming DC Trip taking place Feb. 28 and March 1. I think you’ll agree that there will be no shortage of Federal/FCC-related issues in 2017. This trip always makes an impact on our members of Congress.
- Is there someone you’d like to nominate for the WBA Hall of Fame or Local Broadcast Legends? If so, don’t forget that the nomination deadline for both is Feb. 15.

Have I mentioned lately that it’s never boring at your WBA?

So here’s to a happy, healthy, and I might add prosperous (as that certainly doesn’t hurt) 2017! Thank you, as always, for your time and support.
2017 WBA Slate of Officers and Directors Announced

The WBA Nominating Committee has set a slate of officers and directors for consideration by the WBA general membership.

As provided by WBA by-laws, Dick Record, Family Radio, La Crosse, the current WBA Vice Chair Radio and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2017 WBA General Membership meeting. The committee made the following nominations, which will be voted upon by the general membership during the WBA Winter Conference in January.

Officers
Vice Chair - Television/Chair-Elect
Steve Wexler
E.W. Scripps Company, Milwaukee

Vice Chair - Radio
Nancy Douglass
WLKG-FM, Lake Geneva

Treasurer
Steve Lavin
WBAY-TV, Green Bay

Secretary
Chris Bernier
Radio Plus, Marinette/Fond du Lac

Immediate Past Chair
Tom Allen
Quincy Broadcast Group, Madison

President & CEO
Michelle Vetterkind, CAE
mvetterkind@wi-broadcasters.org

Chair of the Board
Dick Record
Family Radio, La Crosse

Vice Chair - Radio
Nancy Douglass
WLKG-FM, Lake Geneva

Treasurer
Steve Lavin
WBAY-TV, Green Bay

Secretary
Chris Bernier
Radio Plus, Marinette/Fond du Lac

Two-Year Director Terms
Director (SE District)
Jan Wade, WISN-TV, Milwaukee

Director (SW District)
Lupita Montoto, WLVM (LaMovidia), Madison

Director (NE District)
Juli Buehler, WLUK-TV, Green Bay

Mid-term Directors not facing re-election include: (SW) Don Vesely, WMTV, Madison and (NW) Brad Heinkel, WAOW-TV, Wausau.

The committee also made the following two nominations, to be voted upon by the general membership:

1 – As Chris Bernier is currently mid-term of his NE District Director (Radio) position, in the event that Bernier is elected Secretary, Michael Wright, Midwest Communications, Wausau (current At-Large Board Member), would fulfill the remainder of Lavin’s unexpired term.

2 - Chuck Sullivan, Entercom, Milwaukee, will fulfill the remainder of the vacant SE Radio District Director position (vacated in 2016 due to Bratel changing Districts).

At-large Directors are appointed by the Board; the committee recommended the Board appoint the following:

Mark Strachota, WDJT-TV, Milwaukee;
Jeff Welton, Nautel (representing our Associate membership); and
Dave Edwards, WUWM-FM/Milwaukee Public Radio (representing non-commercial broadcasting).

The committee also recommended the Board appoint Jud Beck, WLAX-TV/WEUX-TV, La Crosse/Eau Claire (in the event that Wright and Bernier are each voted to their newly proposed seats).

At-large mid-term Directors not facing re-election include:

Keith Bratel, iHeartMedia, Madison and J.T. Koser, Koser Radio Group, Rice Lake Hayward.

In addition, Tom Walker, Mid-West Family Broadcasting, Madison, remains on the board as an ex-officio member, per his seat on the NAB Board, according to WBA bylaws.

WBA Winter Conference & State Legislative Day

The Madison Concourse Hotel

Make your HOTEL RESERVATIONS now!

Please call The Madison Concourse Hotel at 1-800-356-8293 to reserve your room.

Details on the bottom of page 3.

HOTEL DEADLINE JANUARY 9, 2017
AVOIDING DISCRIMINATION IN EMPLOYMENT TERMINATIONS

The decision to terminate an employee is never easy. With state and federal agencies adopting more expansive views of their authority, employers face greater scrutiny in the workplace. Employers therefore need to proactively protect themselves from legal claims based on the decision to terminate an employee. This presentation will provide an overview of the most important laws for Wisconsin employers and practical advice about avoiding and defending employment discrimination claims related to those decisions. We will also address the most frequently asked questions received through the WBA hotline.

12:00–1:40 PM Business Luncheon
MADISON BALLROOM
Keynote Speaker: Lt. Gov. Rebecca Kleefisch

1:40–2:20 PM Legislative Session/Briefing
MADISON BALLROOM
Michelle Vetterkind, WBA President & CEO
Brandon Scholz, Partner The Capitol Group
Kelly Radandt, GM - Woodward Radio, WBA State Legislative Chair

3:00–5:00 PM Legislative Calls
WISCONSIN STATE CAPITOL

5:00–7:00 PM Legislative Reception
ASSEMBLY ROOM

Registration available online at www.broadcasters.org.

Surviving Viral Chaos
Broadcasters perform well in a crisis, but are you prepared to perform in a crisis when it involves your website and social media accounts? Hannah Stonehouse Hudson is no stranger to a crisis. She will help you create a plan to have in place before a viral event or social media crisis happens, like breaking news, retransmission issues or controversy involving your station or staff. How will you communicate with the audience? What about clients? She will work through scenarios and offer templates for formulating your own plan. At some point you will probably be at the center of some sort of internet craziness. She will help mitigate the stress and possibly grow or save your station.

After the sessions meet us for a WBA Social Tuesday at 6:00 PM with your fellow broadcast professionals.
Join us upstairs at The Coopers Tavern, 20 W. Mifflin St., Madison

SPONSORED BY

HOTEL RESERVATIONS Please call The Madison Concourse Hotel at 1-800-356-8293 and mention that you are with the WBA. Hotel rates are $159 for Concourse Level and $209 for Governor's Club Level. Please note there is a $10 per night for overnight guest parking charge or $1.50 per hour ($17) per day for non-guests. The hotel address is 1 W. Dayton St., Madison, WI 53703

HOTEL DEADLINE JANUARY 9, 2017
WISN names new news director

WISN-TV in Milwaukee has named Ben Hart as its new news director.

A release from the station said Hart has more than a decade of award-winning journalism and managerial experience from across the country. Hart served as news director at WAPT in Jackson, Mississippi for the past several years. WAPT and WISN are both owned by Hearst.

Hart replaces Chris Gegg, who announced his departure from WISN earlier this month.

“Ben is a smart and passionate journalist who dedicates himself to excellence and in being an innovator,” said Jan Wade, president and general manager of WISN 12. “He focuses on winning every story through strong story-telling, editorial leadership, and interesting execution.”

In his previous positions at stations in Sacramento, New Orleans, and Columbus, Hart earned honors including being named the Associated Press Newsmember of the Year in 2015 and winning Associated Press Best Newcast, Emmy awards for Best Newcast and Breaking News, along with a Murrow Award for Best Continuing News Coverage. He also helped guide WAPT to the number one position in the Jackson, Mississippi market.

“WISN is an exciting place for a true journalist to plant a flag, because it’s one of the class leaders of our company,” said Hart.

Hart starts at WISN in early January.

Choi returns to TV in Wisconsin

Award-winning anchor and reporter Andy Choi is returning to Wisconsin to anchor weekend morning newscasts on WISN-TV.

Choi will also serve as a reporter during weekday newscasts.

“Wisconsin holds a special place in my heart, and I am thrilled to be back in the Badger State to share Milwaukee’s most important stories with our viewers,” said Choi.

Prior to his new role, Choi worked as a correspondent for the E.W. Scripps Company, working on enterprise stories for 33 stations throughout the country. He covered both the Republican and Democratic National Conventions, along with the Orlando Shooting Tragedy and Super Bowl 50.

His experience also includes WISC-TV in Madison, WXYZ-TV in Detroit, and KOMU-TV in Columbia, Missouri. Choi earned a Bachelor of Journalism and Broadcast degree from the University of Missouri-Columbia.

Choi has received numerous accolades in journalism, including honors from the Wisconsin Broadcasters Association, multiple Michigan and Chicago Midwest Emmy Awards, and a national Edward R. Murrow Award.

WBA gets new hotline attorney for FCC issues

With the retirement of our long-time D.C. counselor, Dick Zaragoza, as of Jan. 1, David Oxenford of the Washington D.C. law firm of Wilkinson Barker Knauer LLP will be our new “hotline” attorney for FCC issues.

Feel free to call or email David with general questions about FCC legal issues, and David or someone from his firm will try to help you — at no charge to the station. Keep the questions general, as the hotline is not meant to review specific copy for ads or other broadcast material, and David and his firm will not be acting as your attorneys, so don’t give away confidential business plans as there is no attorney client privilege that will cover any communications you have. But if you have general questions about what FCC forms are used to get approval for a change at your station; general questions about political broadcasting, EEO or whether certain types of advertising is permissible under FCC rules; questions about what a particular FCC proceeding is all about and how it might affect stations like yours; and other general compliance questions that should be able to be answered in a quick call could be addressed by David.

Contact the WBA office to reach him: 608-255-2600.
Members in the Spotlight

Bosold inducted into NAFB Hall of Fame

WBA Hall of Famer, Bob Bosold, WAXX / WAYY radio, was inducted Nov. 10 into the National Association of Farm Broadcasting (NAFB) 2016 Hall of Fame in Kansas.

Bosold was born and raised in Madison. His love of farming and agriculture grew during annual summer vacations to visit the family farm in Sac County, Iowa. He also spent many summers working on his mother’s home farm. Agriculture, church, and sports were important to Bob during his childhood.

After high school Bosold joined the work-force and the U.S. Army Reserve. Shortly thereafter he enrolled at the University of Wisconsin-Madison in Agriculture Journalism in the College of Agriculture and Life Sciences. Bob started his farm broadcasting career in 1977 at WEAU-TV, WAXX-AM and WEAU-FM. He continued with the stations after the Post Corporation was disbursed in 1983. Bob was then named Farm Director, and continues in the position today for WAXX-FM and WAYY-AM.

Dedicated to supporting youth activities on air and in the community, Bosold developed several programs to generate awareness and support of 4-H and FFA activities in his area. His commitment to youth activities has earned him awards, including an Honorary American FFA degree, Distinguished Service to Wisconsin FFA, State Friend of 4-H Award, Friend of University of Wisconsin Extension and an Outstanding Service Citation Award from the National Association of Agriculture Editors. Like most farm broadcasters, Bosold has spoken at numerous FFA banquets over the years.

In addition of offering his voice to Wisconsin agriculture, Bosold also supports the industry by volunteering his time to many organizations. As a result of his dedication to Wisconsin agriculture, he has been recognized by his peers and the industry for his achievements including NAFB Farm Broadcaster of the Year in 2002, induction into the Wisconsin Broadcasters Hall of Fame in 2007, and more. Bosold also served NAFB as a regional vice president, two terms as regional director, and various committees over the years.

WOMT’s Damon Ryan given the key to the city of Manitowoc

Damon is celebrating 40 years of working in broadcast. The mayor of Manitowoc, Justin Michael Nickels, decided to honor him Nov. 7 by surprising him with a key to the city. He is a strong advocate for Manitowoc and the “voice of the lakeshore.” Congratulations!

Milestone year for staff at Waupaca station

Staff members at an AM/FM combo station in Waupaca are celebrating milestone years at the station, combining to contribute near 150 years of experience to serve listeners in the Wausau and Stevens Point area.

The following employees at Wdux-AM 800 and FM 92.7 are marking milestone years:

- **Lee Stevens** is celebrating 35 years - Lee is copy writer and Swap Shop host
- **Tina Grenlie** is celebrating 25 years - station manager/sales manager
- **Terry Sullivan** is celebrating 25 years - part-time DJ (former full-time DJ)
- **Terry Nellis** is celebrating 25 years - sports color announcer and Fishing Show host
- **Jack Barry** is celebrating 20 years - operations manager, news and sports director, and sports play-by-play announcer
- **Dave Allen** is celebrating 15 years - part-time DJ (former full-time DJ)

Does someone on your staff deserve to be in the spotlight? Send Linda Baun a short explanation on the accomplishment along with a picture at lbaun@wi-broadcasters.org.
Whether you’re in radio or television, there’s no question that new technology, gadgets, and consumer behavior are going through rapid changes that affect the future of your business.

In radio, competitors like Pandora and Spotify, and the challenges of access in the “connected car” are a major focus. In television, cord cutting and time shifting both threaten the old order.

It was these circumstances that motivated us to create an annual series of national research studies to help broadcasters identify changing trends in order to create smart strategies. So, while this article is about our Techsurvey for radio, it is research that television execs and managers can benefit from and should consider in this rapidly-changing media environment.

It’s hard to believe, but our 13th annual Techsurvey goes into the field in January. When all is said and done, we’re expecting more than 200 stakeholder stations from all over the U.S. and Canada will work together to produce our ongoing narrative about how consumers are using media and technology. We’re also hoping Wisconsin is well-represented.

We first experimented with email database web surveys in the late ’90s. When 9/11 happened, many of our clients were understandably perplexed about how to move forward. Most people forget the tragedy occurred just before the start of the Fall ratings book. Many stations had promotions, marketing, and contests planned and were concerned about doing the right thing.

We brought together a group of about 50 stations from around the country, and launched a web survey using their email databases as the sample. In 48 hours, thousands of responses poured in, providing much-needed information and guidance.

In the early 2000s, we grasped that technology was moving into the forefront as new innovations rapidly hit the market. We believed this methodology would provide great information in the quest to understand what radio listeners are doing when they’re not listening to the radio.

Our Techsurveys are the biggest research studies in the radio industry, typically producing at least 30,000 respondents each year. While the samples may not be representative of the entire population – most are radio listeners from station email databases – their massive size more than makes up for it.

From the very first Techsurvey in 2005 that uncovered the “cell phone only” problem leading to Arbitron addressing its sample deficit, to last year’s study that illustrated the impact of video on-demand and its relationship to podcasting, these national studies have provided broadcasters with an ongoing tracking mechanism to better understand the technology changes that are all around us.

For the first seven years of Techsurveys, respondents were from the “Rock Family” — listeners of Classic Rock, Mainstream Rock, Alternative, and Triple A. In 2012, we opened Techsurvey to all formats, allowing us to zoom in on fans of stations as diverse as Adult Contemporary, Sports, News Talk, and Variety Hits.

In 2013, we began to explore generations, breaking out our massive data sets by Boomers, Xers, Millennials, Gen Z, and the Silent Generation (born in 1946 or earlier). Marketers often speak in generational terms, and so our Techsurveys are now able to provide great granularity in the understanding of tech trends and shifts.

“Trackability” is one of the benefits of Techsurvey. The Media Usage Pyramid we created for our first study in 2005 is below, left, and at right is last year’s pyramid. The differences are striking:

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**What is Your Audience Doing When They’re Not Using Your Station?**

**Paul Jacobs**
While these studies tend to be tech-focused, delving into areas as that include streaming, podcasting, social media, mobile, and “connected cars,” we also explore why consumers continue to enjoy radio amidst all these digital options. And it turns out that while new media are very appealing to many respondents, radio continues to provide its own unique assets.

Beyond music and personality, many listen to the radio for companionship, escape, and mood elevation. Others are simply in the habit of listening to the radio.

As we’ve learned, it’s not a bad thing to be an integral part of people’s daily routines.

We have also learned about the connection between television viewing and radio listening. We’re seeing rampant growth in Smart TVs, and of course video on-demand and binge watching continue to grow rapidly in our studies. These same consumers are also leading the way in podcast listening. Clearly, on-demand has become a major media consumption trend.

In the upcoming Techsurvey, we’ll be exploring new areas on the tech frontier. These include voice command technology (Amazon Echo, Google Home, etc.), shared mobility (Uber and Lyft), Facebook Live, cord-cutting, along with a deeper dive into the appeal and impact of podcasting.

We’ll continue to dig into the automotive front as well, focusing on the Apple CarPlay and Android Auto dashboard ecosystems.

We had no idea back in 2005 when we started our Techsurveys that technology would be this advanced. No one did. Back then, social media, smartphones and tablets, “connected cars,” and apps were essentially non-existent. Today, they play major roles in all aspects of many people’s lives, and they’ve had an indelible impact on the radio broadcasting industry, presenting a world of challenges and opportunities.

The story continues.

WBA members can participate in Techsurvey13. The only requirement is a strong email database. More information is available by clicking the link below. We’ll offer a 10 percent discount to any WBA member that signs up.

For more information about Jacobs Media’s Techsurveys, go to www.jacobsmedia.com/techsurvey.

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**WBA DC TRIP**

February 28 & March 1, 2017

**IMPORTANT -** Due to the hotel reservation deadline, we need your response no later than THURSDAY, JANUARY 26, 2017.

The WBA’s 2017 Annual Call on Congress is scheduled for February 28 & March 1 (Tuesday & Wednesday). Similar to the past two years, we will again take a smaller group of broadcasters to each Senate meeting in 2017. Therefore, while you will be able to attend the meeting with your Member of Congress, not everyone will be able to attend the Senate meetings.

Your WBA will pay for one night’s lodging and up to $500 in airfare for all who attend the social event and the Call on Congress. We have again arranged for a block of rooms at the Courtyard by Marriott–Embassy Row.

The WBA’s 2017 DC Trip Itinerary:

*all times subject to change*

**Tuesday, February 28, 2017**

3:30 p.m.  **Limo Bus pick up**  at Courtyard–Embassy Row

4 p.m.  **Briefing at NAB host hotel**  JW Marriott

6:30 p.m.–8:30 p.m.  **Congressional Reception**  at the NEWSEUM with NAB

8:45 p.m.  **Limo Bus pick-up**  to go back to the Courtyard–Embassy Row

*Due to the abundance of food provided at the NEWSEUM as well as the late hour, there will NOT be a separate WBA dinner this year, as agreed upon by last year’s attendees and the WBA Board*

**Wednesday, March 1, 2017**

8 a.m. (approx.)  **Limo Bus picks-up**  at the Courtyard–Embassy Row Hotel

9 a.m.–4 p.m.  **Calls on The Hill**

**VERY IMPORTANT - We ask that you make your return flights for any time after 5:00 p.m.**

**Contact:** mvetterkind@wi-broadcasters.org
Have you or are you planning to hire a new seller? If the answer is “yes,” allow the WBA to help you get them up and operational.

For a total of seven weeks, the folks from P1 Learning will guide new sellers through a combination of online courses, weekly conference calls, testing, and homework assignments. Initially allow for around 45 minutes to 1 hour of training per day. However, as the program progresses the assignments become less training oriented and more business oriented as sellers will be expected to take a prospect of their choice through the entire sales cycle… often enough, leading to their first sale.

Program Includes:
- 1-on-1 with P1 Learning Trainers
- 40+ Online Video Courses
- Individual Course Testing & Homework Assignments
- Close of Program Final Project

Register FREE today through the WBA!
Visit http://p1learning.com/wisconsin. Class is limited to 1 person per Station/Group. Space is limited and on a first-come, first-served basis.

Program Includes:
- Pronunciation guide for Wisconsin cities, towns, villages, and elected officials
- Concise summaries regarding Wisconsin laws including open meetings/records
- Wisconsin laws and regulations regarding media covering crime scenes, fire, and police emergencies
- How Wisconsin government and courts are set up plus rules and regulations about covering meetings

You never have to guess. Know your rights as a reporter/photographer. Know where you can and can’t go. Quickly get up to speed on Wisconsin structure.

WBA Newsroom
@WBANewsroom | WBANewsroom.org
Great Reasons, Great Fun

• Whether you win or not, your employees will want to come back stronger next year. It’s great motivation.
• You get to refer to everyone as “Old Sport.”
• Your people have a chance to interact with other passionate people across our industry. This event encourages a passion that is contagious.
• Break out your best “Gatsby Style” clothing. Match your bowtie with Lindsay.
• It’s competitive. It encourages all to be the best.
• Take your picture with a 1916 Peerless (that’s a very old car).
• There are some really great ideas that you can take from other markets.

It’s the broadcasting event of the year, so come and watch your people get fired up. What it does for morale is immeasurable.

There’s no excuse not to be there, remember...

“Action is character”
-F. Scott Fitzgerald

So be a character, see you Saturday, May 6 at the WBA Awards for Excellence.
The Wisconsin Broadcasters Association (WBA) Student Seminar is set for Saturday, March 4, at the Marriott West, Madison (Middleton).

Ken Beno
Chair, WBA
Education Committee

Jay Kruz, Program Director and Daytime DJ at WREW, Cincinnati will present the keynote entitled “You Don’t Need Permission.” Kruz is also featured on a panel in the morning sessions and will present the annual “Student Awards for Excellence” during lunch. In addition, the four recipients of the WBA Foundation Scholarships will be introduced.

The seminar begins shortly after 9 a.m. with introductions and a brief orientation. Students will choose from three of ten options during the morning.

- Anthony DaBruzzi, Morning Anchor/Reporter and Stephanie Haines, Evening Anchor/Reporter/Multimedia Journalist from WJFW-TV, Rhinelander along with Len Nelson, WAPL Appleton, and a reporter from WCLO/WJVL, Janesville will look at “Radio and TV News Reporting.”
- Dave Black, WSUM Radio, Madison, will facilitate a discussion of “Campus Radio Stations;”
- Chris Shofner, UW-Stevens Point, will talk about “Campus TV Stations;”
- Mike O’Brien, VP/General Manager, WCLO/WJVL, Janesville and a marketing professional from TV will talk about “Broadcast Sales and Marketing;”
- Heather Poltrock, Digital Content Manager at WSAW-TV, Wausau will examine the “The Role of Social Media in the Newsroom;”
- Dean Maytag, retired from WISN-TV, Milwaukee will explain the website “Student Storytellers;”
- Patrick Nienow, Promotions Coordinator, WLUM, Milwaukee discusses “Promotion at a Radio Station;”
- Bill Hubbard, UW-Green Bay, formerly of WBAY-TV, Green Bay and Kevin Rupert, WISC-TV, Madison will lead the “Broadcast Engineering” session, which concludes with a tour a remote broadcast truck;
- Jim Mead, UW-Whitewater, Director of UWV-TV and Director of Video One Media Services will present “Producing Industrial Videos and Commercials;” and
- Jay Kruz, Program Director and Daytime DJ at WREW, Cincinnati, will present a session titled “Thanks…But How Do I Get My First Job?”

Prior to lunch, two general sessions will run concurrently. The first is titled “The Future of Television is Now.” This session centers on the building of a TV station, specifically WMTV in Madison, which has just finished a complete new build including building, software, and studio equipment. General Manager Don Vesely and other staff members including a producer, news director, and engineer discuss industry changes and what it means for future employees.

In the second session, “Speed Networking,” will feature individual six minute “one-on-ones” with professionals in Radio and TV news, production, sales, social media, and entertainment.

This outstanding program was made possible through the cooperation of the members of the WBA Education Committee and with the financial support of the WBA and the WBA Foundation.

Please check the WBA website for updates on panelists and speakers.

REGISTRATION IS AVAILABLE AT WWW.WI-BROADCASTERS.ORG
MORNING SESSIONS
Choose Three

Radio and TV News Reporting
Session 1, Room B
Session 2, Room A
Anthony DaBruzzi, Morning Anchor/Producer, and Stephanie Haines, Evening Anchor/Reporter/Multimedia Journalist, WJFW-TV, Rhinelander; Len Nelson, WAPL, Appleton; and reporter from WCLO/WJVL, Janesville, Moderator: Randall Davidson

Broadcast Sales and Marketing
Session 1 & 3, Room A
Mike O’Brien, WCLO/WJVL, Janesville and a TV Marketing Representative

Social Media’s Role in the Newsroom
Session 2 & 3, Room B
Heather Poltrock, Digital Content Manager WSAW-TV, Wausau

Campus Radio Stations
Session 1, Room C
Dave Black, UW-Madison – Station managers and those interested in student radio leadership
Session 2, Room C
Program directors and those in student radio programming.

Campus TV Stations
Session 3, Room C
Chris Shofner, UW-Stevens Point

Thanks….But How Do I Get My First Job
Session 1 & 2, Room D
Jay Kruz, Program Director and Afternoon DJ at WREW, Cincinnati

Student Storytellers
Session 3, Room D
Dean Maytag, retired WISN-TV, Milwaukee

Engineering
Session 1 & 2, Room E
Bill Hubbard, UW-Green Bay and Kevin Rupert, WISC-TV, Madison and a tour of live truck

Promotion
Session 1 & 2 – Room F
Patrick Nienow, Promotions Coordinator, WLUM/WLDB/WZTI, Milwaukee
Moderator: Brian Lucas

Producing Industrial Videos and Commercials
Session 2 & 3 – Room G
Jim Mead, UW-Whitewater, Director of UWW-TV, Director of Video One Media Services

MID-DAY SESSIONS
Choose One

11:45 a.m. to 1:05 p.m.

The Future of Television is Now
This session centers on the building of a TV station, specifically WMTV in Madison, which has just finished a complete new build including building, software, and studio equipment. General Manager Don Vesely and other staff members including a producer, news director, and engineer discuss industry changes and what it means for future employees. Moderator: Rob Snyder

Speed Networking
Small group breakout session featuring advice from professionals in news, production, sales, entertainment, etc. Breann Schossow, Producer for Joy Cardin Show on Wisconsin Public Radio

IN REMEMBRANCE
LaVerne “Vern” J. Falk
LaVerne “Vern” J. Falk, 86, of Whitewater, passed away on November 8 at Fairhaven in Whitewater.
Vern was a long-time employee of WFAW and WSJY in Fort Atkinson, beginning as a news reporter in 1963. In 1965, Vern was named General Manager until his retirement in 1992. Vern was a very active member of the WBA and the Fort Atkinson Chamber of Commerce. Vern gave starts in the radio industry to successful broadcasters like Mark Strachota, Scott Trentadue, Carl Moll, Carole Caine, Gary Moen and Clif Groth.
Memorial Services were held on Nov. 13 at the Nitardy Funeral Home Chapel in Whitewater.
Attention Educators:

It’s that time of year to gather up those contest entries and prepare to submit them for the 2017 Student Awards for Excellence.

The awards will be presented on March 4, 2017 at the Student Seminar in Madison. The WBA Education Committee has added three new categories for a total of 23. The three new categories are Imaging, which includes liners, sweepers, intros, or promos used to create a brand; Podcasts, which are outside traditional radio; and Social Media. All of the categories will have descriptions that define what is expected. Also, the video presentation at the awards is being upgraded.

In addition, the “WBA Student Leadership Award” is a special honor that is given to a broadcasting or broadcast journalism student of junior standing or above at a Wisconsin college or university. The award winner must have developed and exercised effective and creative skills in leadership. If you have students who have shown leadership qualities, please nominate them. The specifics are contained in the “Student Awards for Excellence” rules.

Online entries opened Dec. 12, 2016. The deadline for entries is Jan. 13, 2017 at 11:59 p.m.

ELIGIBILITY RULES

- All entries must have been produced in their entirety by full-time students enrolled in any WBA member college or university for the calendar year 2016.
- All entries must have been produced in the facilities of and using equipment belonging to or available as part of a regular academic program to any such Wisconsin college or university.
- Any faculty or professional work used in any entry will disqualify that entry.
- All entries must consist of original material produced by the student or students submitting the piece.

GENERAL RULES

- As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges; their decisions will be final. Issues involving interpretation of the rules and procedures of the WBA Student Awards Program will be settled by the WBA Education Committee. Their decisions will be final.
- Each online entry for Television should be submitted using Vimeo (www.vimeo.com) or YouTube (www.youtube.com).
- Each online entry for Radio should only be submitted using SoundCloud (www.soundcloud.com).
- Entry fees are $5 per entry.
- Fees can be paid online when submitting your entry.
- Entries must be completed and submitted online. There will be a link on our website to the contest. Entries must be received online by Jan. 13, 2017 by 11:59 p.m. CST. Online entries will be accepted starting Dec. 12, 2016.

JUDGING WILL BE DONE BY EDUCATORS OUTSIDE THE STATE OF WISCONSIN.

CATEGORIES

- Long Form Production Non-News (Radio) (5 to 30 minutes) (5.00 minute maximum)* Longer soft news or feature segments that would play during a magazine program
- Long Form Production Non-News* (TV) (1 to 30 minutes) (5.00 minute maximum)*Video Instructional/Corporate/Promotional Production/Non-News Productions that teach, train, and/or promote a service or organization. Examples of entries include training videos, recruiting videos, organizational profiles, product promotional/sales pieces.
- News Series/Documentary (Radio) (story treatment or single-issue that is 5:00 continuous minute minimum)* Full-length programs that incorporate such things as narration, sound bites, actualities, file footage, etc.
- News Series/Documentary (TV) (5.00 minute minimum) Full-length program or multi-part series, that explores in-depth, a single topic
- Public Affairs/Talk Show (Radio) (5:00 minute maximum)* Hosted full-length interview or panel discussion program on a current, newsworthy topic
- Public Affairs/Talk Show (TV) (10:00 minute maximum)* Hosted full-length interview or panel discussion program on current affairs
- Newscast (Radio) (5:00 continuous minute maximum)* Full-length programs that include newscasters, packages and/or segments which were originally presented live or recorded live for later presentation. Commercial breaks should be removed.
- Newscast (TV) (15:00 continuous minute maximum) Full-length program that includes on-camera talent, packages and/or video segments that were presented live or recorded live for later presentation. Commercial breaks should be removed.
- News Story (Radio) (2:00 minute maximum) Shorter hard news or spot news packages that would play during a newscast
- News Story (TV) (2:00 minute maximum) Hard news or spot news story that would play in a newscast
- Feature Story (TV) (2:30 maximum) Soft news that would play in a newscast or magazine program
- Promotional/Public Service Announcements/Commercials (Radio) (:60 second maximum) Standard-length (15, 30 or 60 seconds) promos, public service announcements or commercials
- Promotional/Public Service Announcements/Commercials (TV) (:60 second maximum) Short announcement that provides information, education and awareness and/or is intended to sell a client’s product or service or promote a corporate brand
- Sports Story (Radio) (2:00 minute maximum) Shorter sports packages that would play during a sportscast or sports program
- Sports Story (TV) (2:00 minute maximum) Package that would play a sportscast or sports program, not highlights or game summary
- Sports Play-by-Play (Radio) (5:00 minute maximum)* A five-minute segment of sports play-by-play which was originally presented live or recorded live for later presentation without changes representative of live sports coverage of a sporting event (NO POST PRODUCTION)
- Sports Play-by-Play (TV) (5:00 minute maximum)* Play-by-play of a sporting event that was originally presented live or recorded live for presentation later (NO POST PRODUCTION)
**Sports Programming-Non Play-by-Play (Radio) (5:00 minute maximum)**  
* Pre-game or post-game programs (originally presented live or recorded) or stand-alone sports program with packages or segments

**Sports Programming-Non Play-by-Play (TV) (5:00 minute maximum)**  
* Regularly scheduled stand-alone sports program with packages and/or other segments

- **Station Imaging (Radio)** (60 sec, maximum)  
  Station promos, sweepers, ID's including legal registration

- **Podcast (Radio)** (5:00 minute maximum)  
  Episodic audio recordings (example: community cause interview) distributed via a syndicated feed on the Internet. Recordings can be up to 2 hours in length. All entries in this category must be produced and distributed only as podcasts and cannot be material broadcast or disseminated through any other medium.

- **Air Check (Radio)**  
  Music telescoped total time 4 to 5 minutes

- **Website** (submit print of homepage with URL)  
  Social media site where all of the content is produced/supplied by university students. This may be for student media, a university department, etc.

*Actual program may be longer, but submission should be limited to specified length.

**HOW TO ENTER**

Entries must be completed and submitted online. Online entries will be accepted starting Dec. 12, 2016. Please follow the steps below to complete the entry process.

**ONLINE LOGIN**

DEADLINE FOR ENTERING: FRIDAY, JAN. 13, 2017 BY 11:59 P.M. CST

IMPORTANT: The contest platform is optimized for Google Chrome and Firefox for both PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

**Login**

1. Go to www.betterbnc.com;
2. Click contestant login (upper left);
3. Select the appropriate Contest;
4. Select the appropriate contestant type:  
   a. If you are the single point of contact for your organization, select Contestant Manager.

*Schools should select a single Contestant Manager, who will have access to make entries and create other Authorized Entrants who can make entries on behalf of the school. The Contestant Manager should then login early in the contest entry period, submit two entries, then finalize Contestant Manager account setup, including creation of any desired Authorized Entrants. (Two entries provide an added layer of validation from hackers and spammers.) Authorized Entrants will receive emails requesting their account validation, after which they can create their own entries on behalf of the school.

**REGISTER AN ACCOUNT**

You must first register an account through the online entry system in order to submit your entries. Once you are registered you will be sent a confirmation email with your registration information. Please keep this for your records.

By registering you will be able to track your progress, see what you've submitted and view a running total of your entry fees. You will also be able to save entries in progress and complete them at a later date.

**CREATE YOUR ENTRIES**

When you've registered an account, you will be taken to the Account Summary page. Click “Add New Entry” button to start an entry. Complete the entry form in full. Be accurate and complete with your credits as this information will be publicized, exactly as entered, for winning entries.

**Features:**

- You can save an incomplete entry at any time and return to complete it a later time.
- You may delete an “In Progress” entry at any time.
- You can view the details of a “Submitted Entry” or “In Progress” entry by selecting the “Edit button” beside it from the list on your summary page.
- Editing a “Submitted Entry” will move it back into your “In Progress” entries. You must select the “Submit” button at the bottom after you edit your entry in order to move it back into the “Submitted Entries” portion of your Account Summary Page.
- Your entries fees will be automatically calculated and a running total displayed.

**UPLOAD DIGITAL FILES**

Each entry require a digital file to be uploaded prior to submission. For television use Vimeo (www.vimeo.com) or YouTube (www.youtube.com) and for radio use SoundCloud (www.soundcloud.com). Copy and paste links to the content into URL field in your contest entry.

Please carefully review the category descriptions and submission requirements for full details. It is recommended to save all digital files to your desktop, in the correct file formats, to facilitate this process.

**SUBMIT ENTRY**

Once an entry is complete, click the submit button at the bottom of entry form. You will be taken to a confirmation page that lists all of your entry's details. If you need to revise your entry information, select “Back to Entry Form” button. If all of your information is correct select the “Confirm Entry” button.

Once you click “Confirm Entry” the entry is submitted.

**PAY ENTRY FEES**

It is recommended that you complete all entries before paying your balance. To pay, click “Pay Online” beside your total balance owed on the Account Summary page. Full payment must be received by submission deadline. Entries submitted without the appropriate submission fee will not be eligible for judging. Only MasterCard, VISA and Discover are accepted online. You can also call the WBA office (608) 255-2600 to make payment via credit card. If you wish to pay by check, that option is available to you.

**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 directly to Linda Baun at lbaun@wi-broadcasters.org.**

**AWARDS PRESENTATION**

The Student Awards for Excellence and Leadership Award will be presented to the individual(s) most responsible for the piece entered. A plaque for the first place winner for each category will be given to the winning school. A representative or the student(s) may accept the award. In addition, Student Awards for Excellence certificates will be presented to each student in first, second or third place.

**AWARDS CEREMONY**

Student Awards will be presented to the winners on Saturday, March 7, 2015 during the luncheon at the WBA Student Seminar. The seminar will be held at the Madison Marriott West Hotel in Middleton.
Hall of Fame Award

The Wisconsin Broadcasters Association Foundation 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, 2017. Submissions should be made on the official nomination form and sent to the WBA Foundation office. Selected nominees will be inducted on June 15, 2017, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Blue Harbor Resort in Sheboygan 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, 136 broadcasters have been inducted.

Selection Criteria

Nominees 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 3-5 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 (2017). 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.

Local Broadcast Legends Award

The Wisconsin Broadcasters Association 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.

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. In addition, each nominee will receive a letter from the Association signed by CEO/President, Michelle Vetterkind, notifying them they have been nominated for the award.

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 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.

Nomination forms are available at wi-broadcasters.org or by contacting your WBA at (608) 255-2600 or lbaun@wi-broadcasters.org.
Your WBA Foundation Presents…

BUSINESS-SUCCESSION OPTIONS

While most business owners do not like to think about, or plan for, the transition of their business, the fact remains that most businesses will ultimately be sold.

In fact, the oldest baby boomers are currently 70 years old and the youngest baby boomers are 52-plus years old—this demographic of aging baby boomers means an estimated 65% of all closely held businesses will change hands in the next decade. If you are thinking about the future, either buying or selling, or just interested, this seminar will get you thinking about options.

Business ownership can be transitioned in different ways. Sale to a third party is common. Sale to one or more employees is possible under some circumstances. A hybrid of those two, a sale to an employee stock ownership plan (ESOP), can sometimes provide the best results. All three options will be discussed and compared.

Most business owners think their business is worth more than it actually is. We will discuss how a business is valued and how to increase value.

Presenters

Brian L. Anderson is a partner in the Madison law firm DeWitt Ross & Stevens S.C. and an adjunct professor at the University of Wisconsin Law School. He has worked on many business ownership transitions, including many that involved ESOPs.

Cathy J. Durham is President and Shareholder of Capital Valuation Group, Inc., a firm that specializes in business valuation and has done so for more than 40 years. She graduated from UW-Madison with an MBA and has earned the Accredited Senior Appraiser designation from the American Society of Appraisers.

Thursday, January 26, 2017
at the Concourse Hotel, Madison
(the day after the WBA Winter Conference)

• Workshop is 9:30 a.m. to 2:00 p.m.
• Registration opens at 9:00 a.m. and includes continental breakfast and working lunch.
• Cost is $75 per person for WBA members; $150 per person for non-members.
• Class is limited to 35.

Register online at www.wi-broadcasters.org

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Take a LOOK
at YOUR WBA’s Online Job Bank!

Job openings are added to the site daily. For the most UP-TO-DATE look at Wisconsin broadcasting career opportunities, or to place an ad for a Position Available/Position Wanted, visit the WBA Job Bank under Careers at wi-broadcasters.org.

The WBA’s Job Bank is also linked to a national broadcast Career Page.

Calendar of Events

Tuesday, January 24, 2017, 1-5 pm
Social Media Session
The Madison Concourse Hotel

January 24-25, 2017
WBA Winter Conference & State Legislative Day
The Madison Concourse Hotel

February 28-March 1, 2017
WBA DC Trip
Embassy Row Courtyard by Marriott

March 4, 2017
WBA Student Seminar
Madison Marriott West Hotel

April 18-20, 2017
Walker Broadcast Management Institute
UW-Madison

May 6, 2017
WBA Awards Gala
Madison Marriott West Hotel

June 14, 2017
WBA Engineering Day
(in conjunction with the WBA Summer Conference)
Blue Harbor Resort, Sheboygan

June 14-15, 2017
WBA Summer Conference
Blue Harbor Resort, Sheboygan

October 10-12, 2017
2017 Broadcasters Clinic
Madison Marriott West Hotel

The Jacobs Media/WBA Digital Partnership

Wisconsin broadcasters continue to face opportunities and challenges navigating the digital, social and mobile space. As we enter our second year, we are evolving the WBA Digital Hotline to Jacobs Media/WBA Digital Partnership. All WBA member will receive the following:

- The weekly “Connecting The Dots” Monday memo from Seth Resler
- Participation in three digital webinars during 2016
- Access to the Digital Hotline – call us with any questions relating to digital, social media, or mobile

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

Are you a PROUD MEMBER of the WBA?

We have Decals, Graphics, and Taglines ready for you to promote it!
Just contact the WBA office.

A broadcaster’s cry for help should never go unanswered.
info@thebfoa.org, 212-373-8250