You Can Do It!

This is the last chair’s article I have to write for the WBA. My term is about up. I have some thoughts about how to be successful. But first, I’d like to thank all WBA members for the help of the past year as well as the work of the staff. Both groups are outstanding. The word “if” is a problem. It denotes a condition. A condition denotes an uncertainty. Uncertainty implies confusion. That never leads to success. If you eliminate the “ifs” you’re headed to emancipation. It starts your way to success. That’s why we say “You Can Do It.” Whatever you wish in life can be, if you will do it.

Define what you mean by success. You can do it if you train yourself and understand that certain conditions exist naturally and that you must adjust to be successful. Conditions are:

1. The opportunity must be present in your field or you must find the opportunity which successful people have to do.
2. Training in your field must be undertaken so you can manipulate the tools, ideas, or things you must handle to reach your goal.
3. Your guidance can be either from yourself or from others. But it must be definite, practical, and constructive.

You will adopt new and vital attitudes. You need to take heart and believe that what you have is what is it takes for success. Don’t believe others have more brains, better aptitudes, or more chance of being successful. Negative beliefs are witches of the mind. Too much emphasis has been placed on inherited capabilities. We have conditioned way too many men and women to a state of constant apprehension about what they can or cannot do. They are the major causes of fear. No one was ever born to be anything. Each of us is what we are because we developed ourselves that way.

It takes determination to be successful. That arises from your attitudes, positive or negative. Positive attitudes manifest themselves in more and more determination. After all, your ideas are but a synthesis of all the other ideas you have ever been exposed to. Make them positive, especially about yourself and your abilities.

You can be successful if you do not fear development and all that entails. Success and security go hand in hand and when anyone is secure within himself or herself, then society is secure. Security is successful living. You can do it. You can be successful. Whatever you want to do with your life, you can do it, if you will.

Radio, TV ads promote WBA Hall of Fame

A new ad created for radio and TV promotes the WBA Hall of Fame at the Hilton Milwaukee City Center. The ad is voiced by WBA President and CEO Michelle Vetterkind and the video ad features images of some of the many great Hall of Fame members who have contributed so much to broadcasting in Wisconsin.

I hope you all had a safe and joyous holiday season! And… I’d like to extend a very special thank you to those of you who made year-end donations to your WBA Foundation!

As a follow-up to the article above – we’re so excited about the new WBA Hall of Fame promotional spots! The idea stemmed from WBA Hall of Fame and WBA Foundation Board Member Bruce Grassman during the WBA/WBA Foundation Joint Board Meeting this past June. Bruce suggested we highlight the new home of the WBA’s Hall of Fame that we’re so proud of at the Milwaukee Hilton City Center and offer a means for Wisconsin’s Radio and TV stations to help promote the Hall of Fame throughout the state. From there, discussion ensued and WBA Foundation Board Member Chuck Steinmetz graciously offered the services of his station to produce the spots. Thank you to Bruce for a great idea and thank you to Chuck for giving us his On-Air Promotion Manager, Bill Chappie. I’m sure you’ll
agree that Bill did a GREAT job for us! While we anticipate stations being able to run these spots for years, we think the kick-off is most timely with the WBA’s Summer Conference taking place at the Milwaukee Hilton City Center this year where we will celebrate our Hall of Fame. NOTE: Airing these spots is completely voluntary (and this is NOT a part of the WBA’s NCSA/PEP program).

2018 Events
Also, as we welcome in 2018, I’d like to take this opportunity to highlight a few of our events and 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 – Wednesday, Jan. 10 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/Digital Media and Young Professionals Day

WBA President signs new 4-year contract
WBA President and CEO Michelle Vetterkind has agreed to a new four-year contract to continue leading the association.

“I am delighted that Michelle and the Executive Committee have negotiated a new four-year contract,” said WBA Board Chair Dick Record. “Her history with WBA is a great one and she and the WBA deserve another four years together. The whole process makes me very happy.”

“I am proud and honored to represent an industry that does so much to serve its local communities,” Vetterkind said. “Wisconsin’s broadcasters are incredibly engaged. It’s a joy to work with you, our valued members.”

Vetterkind’s contract goes through the end of 2021.

Sessions: “What Can You Do on Social Media” and “8 Reasons Why YOU are the Future of Broadcasting (And One Reason You Might Now Be) and the WBA Social Reception on Tuesday, Jan. 30 and our Winter Conference/ State Legislative Day on Wednesday, Jan. 31. We really NEED you – especially for the State Legislative visits and the reception.

• Jan. 31 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 2018. 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) 2018! Thank you, as always, for your time and support.

Broadcasters call on peers to join State Legislative Day
Wisconsin broadcasters who have participated in State Legislative Day are calling on their peers to join them for calls on the State Capitol on Jan. 31.

A video published this week explains why it’s important for broadcasters to visit their lawmakers and talk about issues facing broadcasters and their markets:

To join State Legislative Day, register here: https://www.wi-broadcasters.org/events/winter-conference-state-legislative-day/

Watch video here: https://youtu.be/VCmw37a49M0

Wisconsin Broadcasters Association Officers & Board of Directors

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Vice Chair - Television/Chair Elect
Steve Wexler E.W. Scripps Company, Milwaukee
Vice Chair - Radio
Nancy Douglass WLUK-FM, Lake Geneva
Secretary
Steve Lavin WBAY-TV, Green Bay
Treasurer
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JT Koser Koser Radio Group, Rice Lake/Hayward
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Chuck Sullivan Entercom, Milwaukee
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Michael Wright Midwest Communications, Wausau
Ex Officio - NAB Board
Tom Walker Mid-West Family Broadcasting, Madison

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Director of Operations and Public Affairs
Kyle Geissler kgeissler@wi-broadcasters.org

WBA Board minutes are always available for members. Please email Linda Baun at lbaun@wi-broadcasters.org to request a copy.

Wisconsin Broadcasters Association
44 E. Mifflin Street, Suite 900
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Phone Toll Free (800) 236-1922
wi-broadcasters.org
FCC approves new ownership rules, ATSC 3.0

The FCC approved new ownership rules that would allow companies to own a television station and newspaper or television station and radio station in the same market. The rule would also allow the FCC to waive on a case-by-case basis a ban on owning two of the top television stations in the same market. The order says the rule “is no longer necessary to promote viewpoint diversity in the modern media marketplace.” A release from the FCC said, “These actions will provide broadcasters and local newspapers with a greater opportunity to compete in the digital age and will help ensure a diversity of viewpoints in local markets.” Commissioner Mignon Clyburn said the change will help large media companies grow even larger.

NAB President and CEO Gordon Smith said, “These rules are not only irrational in today’s media environment, but they have also weakened the newspaper industry, cost journalism jobs, and forced local broadcast stations onto unequal footing with our national pay-TV and radio competitors.” Commissioners voted 3-2 to approve the new rules.

The FCC also approved a new technical standard, ATSC 3.0, that will allow broadcasters to use new technology to offer video on demand, provide 4K video, and offer other interactive services. A release from the FCC said, “The Next Generation TV standard will let broadcasters provide consumers with more vivid pictures and sound, including Ultra High Definition television and superior reception, mobile viewing capabilities, advanced emergency alerts, better accessibility features, localized content, and interactive educational children’s content.”

Smith said, “This is game-changing technology for broadcasting and our viewers, and we thank the visionary leadership of FCC chairman Pai and his colleagues for their support.” The new standard was approved by a 3-2 vote.

Majority of House of Representatives backs Local Radio Freedom Act

A majority of the House of Representatives now supports the Local Radio Freedom Act after a bipartisan group of five House members signed a resolution opposing “any new performance fee, tax, royalty, or other charge” on local broadcast radio stations. The Local Radio Freedom Act (LRFA) now has 220 cosponsors in the House, two more than is needed to constitute a majority in the 438-member body. There are 25 LRFA co-sponsors in the Senate.

“We’re gratified that most House members stand with America’s hometown radio stations against a job-killing performance royalty,” said NAB President and CEO Gordon Smith. “For decades, local radio has jump-started careers of countless musicians and exposed legacy artists to younger listeners. We thank Congress for its support, and local radio looks forward to continuing to provide unparalleled promotional value to record labels and artists in the form of free airplay of music.” Wisconsin representatives supporting the Local Radio Freedom Act include: Ron Kind (WI-3), Glenn Grothman (WI-6), Sean Duffy (WI-7), Mike Gallagher (WI-8), and Sen. Ron Johnson supports the Senate version of the legislation.


2018 WBA Slate of Officers & 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, Steve Wexler, E.W. Scripps Company, Milwaukee, the current WBA Vice Chair and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2018 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-Radio/Chair-Elect:
Nancy Douglass, WLKG-FM, Lake Geneva
Vice Chair-TV: Steve Lavin, WBAY-TV, Green Bay
Treasurer: Chris Bernier, Radio Plus, Marinette/Fond du Lac
Secretary: Don Vesely, WMTV-TV, Madison

Two-Year Director Terms
Director (SE District): Chuck Sullivan, Entercom, Milwaukee
Director (SW District): Brian Burns, Morgan Murphy Media, Madison
Director (NE District): Michael Wright, Midwest Communications, Wausau
Director (NW District): Judson Beck, WLAX-TV/WEUX-TV, La Crosse/Eau Claire

The 2018 WBA Board of Directors will also include Dick Record, Family Radio, La Crosse, who will remain as ex-officio Past Chair.

At-large Directors are appointed by the Board
The committee recommended the Board appoint Paul Cameron, WEMI/ WEMY/WGNV/WSTM, Appleton in the event that Judson Beck is voted to his newly proposed seat.

At-large mid-term Directors not facing re-election include:
Jeff Welton, Nautil (representing our Associate membership);
Dave Edwards, WUWM-FM/Milwaukee Public Radio (representing non-commercial broadcasting);
Mark Strachota, WDJT-TV/CBS/Telemondo, Milwaukee;
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.

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broadcasters testify in favor of tax exemption bill

A Mauston radio broadcaster testified on Dec. 12 in front of a Wisconsin State Senate committee in support of a bill that would provide a sales and use tax exemption for commercial radio and TV stations.

Jim Murphy owns WRJC-AM/FM in Mauston. He told the Senate Committee on Revenue, Financial Institutions & Rural Issues that the bill is a technical fix to give the Department of Revenue the tools necessary to determine whether or not towers, transmitters and satellite dishes are eligible to be considered for a sales tax exemption.

“When this sales tax exemption was proposed, we discussed with legislators that it was very important to our business from an investment and economic growth perspective. It would help us purchase new equipment that would help us stay competitive,” Murphy said. The bill is a technical fix to a bill that was unanimously approved by bi-partisan votes two sessions ago in the Senate by a vote of 30-3 and 92-1 in the Assembly.
What Can You Do on Social Media

Most legal sessions about social media result in a list of “do nots.” This legal session seeks to focus on what publishers *can* do on and with social media to avoid legal entanglements. Patrick Cooney and Dustin Brown from Godfrey and Kahn will touch on various social media platforms and try to bring clarity to some of the legal gray areas you encounter when you’re publishing to, or drawing from, social media. Bring your questions.

8 Reasons Why YOU are the Future of Broadcasting (And One Reason You Might Not Be)

Millennials and young professionals in broadcasting have fresh, new ideas, but often find themselves doing the same jobs as their predecessors. How does a young professional make their mark while also respecting a station’s established culture? Find out the 8 reasons why YOU are the future of broadcasting and the one big thing holding you back with Jay Kruz. He has been making his mark in radio since he was a teenager and is currently the Program Director and Afternoon Host at Mix 94.9 in Cincinnati. In this interactive discussion, Jay will share the best ways to bring new ideas to your station and open the doors to the next step in your career in broadcasting.

Registration available online at www.broadcasters.org.

WBA Social Tuesday

After the sessions enjoy getting social with your fellow broadcast professionals. Join us upstairs at The Coopers Tavern, 20 W Mifflin St, Madison.
8:00 AM Registration Opens, Continental Breakfast

8:30–10:30 AM Job/Career Fair MADISON BALLROOM

Registration to the Job/Career Fair is Free!
Pre-registration is NOT required!

Bring your resume and meet with radio and television station representatives from around the state of Wisconsin. Talk with the working broadcasters about their jobs and the industry. A list of stations in attendance will be provided to you when you sign in at the Job/Career Fair.

10:45–11:45 AM EEO Session UNIVERSITY ROOM

Advancing Diversity and Broadening Reach

Legal issues in hiring and effective strategies for broadcasters to promote equal employment opportunity

What is diversity? How can a more diverse workforce improve the workplace and broaden broadcasters' reach within and outside of the community? What legal issues arise when employers fail to adjust their practices and exclude underrepresented populations?

This presentation will address these issues, with a focus on how: the law defines diversity, how employer hiring practices may limit applicant pools and inadvertently violate the law, and how to implement and enforce policies and procedures that can help promote equal employment opportunity and a respectful workplace.

Need EEO Credit? Your WBA is Here to Assist you!

Be sure to have someone from your management in attendance at this worthwhile seminar to be eligible for EEO credit.

About EEO

The FCC also allows one full credit for participating in a program that will teach the SEU's station management how to ensure Equal Employment Opportunity and prevent unlawful discrimination. Your WBA offers this type of training program four times over every two-year period. A seminar or webinar is held in conjunction with each of our winter and summer conferences. If a station's management routinely participates, and shares the information they obtain with others at the station with hiring responsibilities, by the end of the segment (two-year period), the SEU would be able to claim one full credit for that two year period.

Please note: These four seminars or webinars will each be on different equal employment opportunity topics, including types of unlawful discrimination and FCC specific requirements, so an SEU will need to have station management participate in all four sessions or webinars to earn the full menu option credit.

An SEU is typically a group of stations that are commonly owned or controlled, located in the same market and sharing at least one employee. An SEU can be comprised of one station, two stations, a mix of several radio stations or television stations, or a combination of radio and TV stations all in the same market.

12:00–1:40 PM Business Luncheon MADISON BALLROOM

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

HOTEL RESERVATIONS

Please call The Madison Concourse Hotel at 800-356-8293 and mention that you are with the WBA. Hotel rates are $155 for Concourse Level and $195 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 15, 2018

Sponsored by:
Agenda set for 2018 Student Seminar

The Wisconsin Broadcasters Association Student Seminar is set for Saturday, Feb. 24 at the Madison Marriott West, (Middleton).

Anchor/Reporter, Melinda Davenport, WISN-TV, Milwaukee will present the keynote address. Davenport is also featured on a panel in the morning 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 choose from three of ten options during the morning. Alexander Crowe, News Director at WMDC-FM in Mayville; Maureen McCollum of Wisconsin Public Radio “Morning Edition” Host; Lane Kimble, News Director, WJFW-TV, Rhinelander; and Melinda Davenport look at “Radio and TV News Reporting.”

Dave Black, WSUM Radio, Madison, facilitates a discussion of “Campus Radio Stations.” Chris Shofner, UW-Stevens Point, talks about “Campus TV Stations.”

UW-Madison grad, Amy Hurwitz, National Sales Assistant, iHeartMedia, Greater Chicago Area; Don Vesely, General Manager, WMTV-TV, Madison, and Mike O’Brien, VP/GM, WCLO/WJVL, Janesville, talk about “Broadcast Sales and Marketing.”

Bill Lueders and Christa Westerberg with the Wisconsin Freedom of Information Council present participants with scenarios illustrating open records and open meetings issues, get feedback, and talk about what the media’s roles and rights are in those various situations during “Know Your Rights: Media and Open Government.”

Dean Maytag, retired from WISN-TV, Milwaukee explains the website “Student Storytellers.”

Bill Hubbard, UW-Green Bay, formerly WBAY-TV, Green Bay leads the “Broadcast Engineering” session, which concludes with a tour a remote broadcast truck.


Joe Daguanno, and Krista Hatcher, 93.1 Jamz Morning Show, both from Mid-West Family Madison, and Justine Braun, Internet Director, WAOW-TV, Wausau discuss uses of “Social Media.”

“Sports Play-by-Play and Reporting” will be outlined by Brandon Kinnard, Sports Director, WAOW-TV, Wausau and Turina Bakken, UW-Women’s Hockey Commentator.

Prior to lunch, two general sessions will run concurrently. The first explores how to “Get a Job” resume, interview, and follow-up with Mike O’Brien, Randall Davidson, UW-Oshkosh, and a human resources manager; the second is “Speed Networking,” featuring individual six minute “one-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.

Prior to lunch, two general sessions will run concurrently. The first explores how to “Get a Job” resume, interview, and follow-up with Mike O’Brien, Randall Davidson, UW-Oshkosh, and a human resources manager; the second is “Speed Networking,” featuring individual six minute “one-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.
Proposed agenda for 2018 Student Seminar
Saturday, February 24, 2018 at the Madison Marriott West

Morning Sessions
Student Chooses Three
9:10 to 11:35 am
Breakout Sessions

Campus Radio Stations
Dave Black, UW-Madison (Session 1)
Station managers and those interested in student radio leadership

Campus Radio Stations
Dave Black, UW-Madison (Session 2)
Program directors and those in student radio programming

Campus TV Stations
Chris Shofner, UW-Stevens Point (Session 3)

Social Media
Justine Braun, Internet Director, WAOW-TV, Wausau
Joe Daguanno and Krista Hatcher, Mid-West Family Madison

Sports Play-by-Play and Reporting
Brandon Kinnard, Sports Director, WAOW-TV, Wausau
Turina Bakken, Madison College, UW-Women’s Hockey

Engineering
Bill Hubbard, UW-Green Bay and a tour of live truck

Know Your Rights: Media and Open Government
Bill Lueders and Christa Westerberg with the Wisconsin Freedom of Information Council (FOIC)
Representatives FOIC present participants with scenarios illustrating open records and open meetings issues, get feedback, and talk about what the media’s roles and rights are in those various situations.

Radio and TV News Reporting
Alexander Crowe, News Director, WMDC-FM, Mayville, part of the Radio Plus cluster in Fond du lac
Maureen McCollum, Wisconsin Public Radio “Morning Edition” Host
Melinda Davenport, Morning Anchor, WISN 12 News, Milwaukee
Lane Kimble, News Director, WJFW-TV, Rhinelander

What Makes a Good Podcasting Session
John Wilson, Online News Producer, Wisconsin Public Radio; Pat Hastings, UW-Madison (Sessions 1 and 2)

Student Storytellers
Dean Maytag, retired WISN-TV, Milwaukee (Session 3)

Schedule
8 a.m.–9 a.m.  Registration
9 a.m.–9:05 a.m.  Introductions and Brief Orientation
9:10 a.m.–9:55 a.m.  First Breakout Session
Student Chooses Three
9:55 a.m.–10 a.m.  Break
10 a.m.–10:45 a.m.  Second Breakout Session
10:45 a.m.–10:50 a.m.  Break
10:50 a.m.–11:35 a.m.  Third Breakout Session
11:35 a.m.–11:45 a.m.  Break
11:45 a.m.–1:05 p.m.  Final Sessions
Student Chooses One of Two
1:05 p.m.–2:30 p.m.  Lunch

Keynote Address
Melinda Davenport, Morning Anchor WISN-TV 12 News in Milwaukee

Presentations
WBA Foundation Scholarships and WBA Student Awards for Excellence

2:30 p.m.–2:40 p.m.  Wrap-Up and Door Prize Drawings

Broadcast Sales and Marketing
Amy Hurwitz, UW-Madison graduate and National Sales Assistant, iHeartMedia, Greater Chicago Area
Don Vesely, General Manager WMTV-TV, Madison
Mike O’Brien, VP/GM, WCLO/WJVL, Janesville

Final Sessions
Student Chooses One
11:45 to 1:05 pm Sessions

Speed Networking
Small group breakout session featuring advice from professionals in news, production, sales, entertainment, etc.
Participants TBA

Get a Job Resume, Interview and Follow-up
Mike O’Brien, Randall Davidson, UW-Oshkosh, and a Human Resources Manager
WBA 2017 Awards for Excellence
Down the Stretch they Come!

The WBA Awards Gala is on May 5, the biggest night for broadcasters in 2018. Some of the many awards include:

- Station of the Year (SOY)
- News Operation of the Year (NOY)
- Many individual awards for excellence

Tips on Winning

- Know the point system. To win SOY and NOY, you must enter in many categories, because you gain one point for entry into each category.
- Know the rules, make certain your entry follows the rules in the category you enter.
- Check the length of your entries.
- Explain the contest, rules the strategy to the staff. Make sure they understand the importance of the awards and value to your organization.
- Look good, hats, fedora, bowties. It’s a great time with your fellow broadcasters.

Most importantly, show up with your colleagues on May 5 at the Marriott in Madison for “The Most exciting two minutes in sports” OR, as we know it “The most exciting evening in Wisconsin broadcasting.”

WBA renews sales training services

The WBA has renewed its contract with Insight Edge Weekly and Local Broadcast Sales in order to continue to provide you, our valued WBA members, with these popular services.

Insight Edge Weekly Advertiser Intelligence Service give 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 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 in 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.

The LBS webinar is offered on the second Tuesday of every month and provides sales ideas and training for sales staffs. Sales managers of WBA member stations should watch their emails for details when new webinars are scheduled.

We hope you continue to enjoy this WBA Member Service.

2018 Election Windows for Lowest Unit Charge

Spring Primary
- Election Date: February 20, 2018
- Window of LUC begins: January 6, 2018

Spring Election
- Election Date: April 3, 2018
- Window of LUC begins: February 2, 2018

Fall Partisan Primary
- Election Date: August 14, 2018
- Window of LUC begins: June 30, 2018

Fall General Election
- Election Date: November 6, 2018
- Window of LUC begins: September 7, 2018
TWO WAYS to honor Wisconsin’s Broadcasters...

Nominations open for

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, 2018. Submissions should be made on the official nomination form (found at wi-broadcasters.org) and sent to the WBA Foundation office. The committee will meet on June 21, 2018, during the annual WBA Hall of Fame dinner. The dinner will be held at the Milwaukee Hilton City Center 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
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 contributions 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 (2018). 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 nomination process is open and will run through Feb. 15, 2018. Submissions should be made on the official nomination form (found at wi-broadcasters.org) and sent to the WBA office. Selected nominees will receive the award Thursday June 21, 2018 during the WBA’s Summer Conference Luncheon at the Milwaukee Hilton City Center.

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.

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.

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

Nominate Notable Broadcasters

TWO WAYS to honor Wisconsin’s Broadcasters...
Walker Broadcast Management Institute

The Walker Broadcast Management Institute is now in its 21st year, having completed its sixth, 3-year management education cycle in 2015. The 2018 Institute marks the third year of another 3-year cycle and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

2018 AGENDA

April 17, 2018
Marketing and The Future

• How has broadcast marketing changed? Is this the “new normal?”
• Does “brand” still matter?
• What are possible futures of the broadcast industry?
• What is the real competition to broadcast?

Presented by Linda Gorchels, knowledge connector. For over 20 years Linda has taken experiences from hundreds of business clients, connected them with researched “best practices,” and shared the insights with managers and executives. At the UW-Madison’s Center for Professional and Executive Development, she was both a corporate trainer and a director of the marketing curriculum. Now, as a director emerita, she provides workshops for select clients. She is a blogger, author and “creativity curator” for her own company, Tomorrow’s Mysteries, LLC.

Dinner with group – place to be announced

April 18, 2018
Developing People Around You

Build on existing coaching and communication skills to confidently coach in the following situations: individual performance improvement, peer to peer coaching, and team coaching.

• Learn and practice five critical coaching competencies every leader (and leaders- in- training) must master
• Understand the role of motivation in coaching
• Improve the quality and delivery of feedback to others
• Understand the challenges and opportunities when coaching across generations

Presented by Betsy Hagan, an independent consultant specializing in organizational effectiveness and talent development. Her background includes 15 years of senior leadership experience in corporate Human Resources and Program Management. She has advised companies on a variety of business improvements in the areas of strategic planning, restructuring, talent development, and cost management.

Dinner and Graduation Ceremony at Fluno Center
After Dinner Speaker: Spencer X Smith: “How to Become a Social Media Rock Star”

April 19, 2018
Creativity

• Explore creativity – What is it? What encourages it? What limits it?
• Are you an adaptor or an innovator? Why do effective organizations need both?
• Complete a self-assessment of your multiple intelligences, each of which can be a creative asset or an opportunity for development
• Apply your multiple intelligences in the creation of a new broadcasting station

Presented by Robert Shaver, who has delivered training in coaching, conflict resolution, creativity, futures, instructional skills, leadership, management of change, motivation, performance management, presentation skills, problem solving/decision making and survey design and been a part of this program for more than 20 years.

We would like to extend our deepest appreciation to the estate of William R. Walker which graciously donated funds to endow the WBA Foundation Management Institute. The gift is the largest single contribution ever received by the Foundation.

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Roger Utnehmer
DoorCountyDailyNews.com

Jan Wade
WISN-TV, Milwaukee

Wisconsin Broadcasters Association Foundation Officers & Board of Directors
www.wbafoundation.org

2017 Graduates of the Three-Year Module

Nancy Stillwell, Madison College; Brenda Schultz, Seehafer Broadcasting;
Jessica Laszewski, WSAW-TV; Bruce Barrows, WNWC-FM;
Justin Hull, Woodward Radio Group; Merry Ewing, WPTA-TV;
Jill Genter, WKOW-TV; Ed Reams, WKOW-TV; Brad Heinkel
Members in the Spotlight

Alternative rock station goes on the air in Madison

Mid-West Family Broadcasting in Madison went on the air with a new alternative rock station in October.

The Resistance debuted at noon on Oct. 31. It replaced a simulcast of sports talk station WOZN at 106.7, which has moved to 96.7 FM.

Operations Manager Randy Hawke told The Bozho the station will give listeners anything they can fit under the ever-expanding umbrella of alt-rock, citing artists like Cage the Elephant, The Killers and Twenty One Pilots as examples.

Radio station raises $42K for USO service vehicle

A Milwaukee radio station raised $41,986 to replace a broken-down service vehicle for USO Wisconsin.

WKTI-FM ran a radiothon after hearing about the need for a new service vehicle. It aired the fundraiser Nov. 10 from 5 a.m. to 5 p.m.

Donations were collected online and through a phone bank.

The USO Wisconsin truck serves service members training at Fort McCoy. It provides service members with toiletries, sunscreen, snacks, drinks, and wi-fi.

The radiothon featured on-air auction items and it included a locally-based service member, now deployed in the Middle East, who made a $5,000 pledge to encourage additional donations.

“We estimate the truck serves 40,000 service members each year,” said Josh Sova, executive director for USO Wisconsin. “Replacing our old truck with a new, customized vehicle will keep our military personnel connected with their families and help them be more comfortable while they train for deployment.” The new truck will be in the field by January.

Station helps collect more than 100K pounds of food

A Milwaukee TV station helped a Thanksgiving food drive to help families in need this holiday season.

CBS 58 is partnered with the Hunger Task Force and Brewers Community Foundation for the Thanksgiving Drive Thru Food Drive on Nov. 22 at Miller Park. The community donated 102,000 pounds of food and 421 turkeys. CBS 58 broadcast live from the food drive throughout the day.

“The Thanksgiving Drive Thru Food Drive has become a holiday tradition,” said Mark Strachota, CBS 58 Vice President/General Manager. “The generosity of the CBS 58 viewers toward the Drive Thru Food Drive has been nothing short of amazing. It is a great way to give thanks and to give back to the community.”

IN REMEMBRANCE

Longtime WPT host dies after battle with cancer

Nancy Zieman, the longtime host of Wisconsin Public Television’s Sewing With Nancy, has died after a long battle with cancer.

Nancy Zieman, the longtime host of Wisconsin Public Television’s Sewing With Nancy, has died after a long battle with cancer. Zieman died in November at her home in Beaver Dam.

“An educator, author, pattern maker, television producer, entrepreneur and innovator,

Zieman inspired millions of sewing and quilting enthusiasts throughout her career,” a release from WPT said. “A careful, kind and generous presence, Zieman presented each of her programs in an engaging how-to format that empowered people of all skill levels to explore their own talents.”

Sewing with Nancy was the longest-running sewing series on television. It went on the air in 1982. It continues to air on public television stations across the country.

In 2005, Zieman helped develop Quilt Expo with WPT in Madison.

“The event is a vibrant example of Zieman’s inspiration, now drawing more than 20,000 people from across the United States to celebrate the art and craft of quilting,” the release said.

Zieman is survived by her husband, Richard, their two sons, Ted and Tom, and her beloved grandchildren.

“Nancy was an entrepreneur, a talented television host, a dear friend to so many people at Wisconsin Public Television, and a true Wisconsin treasure,” WPT’s Director of Television Jon Miskowski said. “During the time that she produced her series Sewing With Nancy with WPT, she made hundreds of programs sharing her love of sewing and quilting – work that reflects the essence of Nancy’s legacy in passing the love of sewing, a passion she held very dear, on to the next generation.”

A private funeral service will be held. Fans and friends hoping to share their memories of Nancy’s life and inspiration are welcome to leave comments at NancyZieman.com/blog.

Host of Milwaukee’s German Continental Showcase dies

The host of a beloved German culture radio show in Milwaukee has died.

Robert Deglau, 56, died unexpectedly in November.

He was the host of German Continental Showcase on WJYI and an engineering assistant for Entercom.

“Robert was generous with his time and dedication to his friends, German Continental Showcase, Germanfest, and his community. He had a lifelong love for animals,” his obit said.

“I know that there wasn’t a person who loved Milwaukee radio more than Rob. He was the first guy to raise his hand if any of us needed extra help somewhere,” said Entercom engineer Chris Tarr. “Aside from that, he was a genuinely nice guy.”

Wisconsin Broadcaster | January/February 2018
Members in the Spotlight

Show Us How You Support Your Community

The WBA wants to promote our local broadcasters and let our elected leaders know of all the work you do to support your communities.

We use your stories on our website and in our newsletter and we post them to social media, tagging your elected representatives in Washington D.C.

< Here is an example of a recent post.

Names in the News

WISN-TV hired a new weekend morning news anchor in October. Eden Checkol was a morning reporter/anchor at WISC-TV in Madison. She will also be a reporter during weekday newscasts on WISN-TV. She started Nov. 11. She’s replacing Tim Elliott who will have an expanded role on WISN’s evening newscasts.

A 30-year radio veteran ended her afternoon drive shift on Magic 98 (WMGN-FM) in Madison to join her husband’s real estate business. Sara Freeman will remain on Magic 98 on weekends. Also, Jillene Kahn from WKIT-FM in Milwaukee is replacing Magic 98’s noon-3 p.m. host Riana Bartell who resigned to move to Cleveland. When Freeman leaves at the end of the year, Kahn will take the afternoon drive shift and Julie Jacobs from WJVL-FM in Janesville will rejoin Magic 98 to take the midday spot.

An on-air personality with more than 30 years in broadcasting is joining an Appleton-based radio network. Ken Bishop is joining The Family Radio Network assisting with production and on-air duties. He is a broadcast industry veteran, having worked coast to coast, most recently with Christian FM radio network. His voice has been heard on Animal Planet, many major commercial clients, as well as voice imaging for a number of TV and radio stations and networks.

Heartland Communication’s Eagle River radio stations WERL and WRJO have a new general manager. Ron Pierson has more than 38 years of experience in radio and marketing and has held several management positions throughout his career, including ten years as sales manager for Tom Koser’s radio group in Rice Lake.

Entercom has promoted Jesse Garon to be Assistant Program Director and Music Director at classic hits station WOLX-FM in Madison. He said he happy to play such an important role at a station that’s been one of his favorites for years. Garon has been with Entercom since August 2015.

Wausau stations’ holiday campaign breaks record

An annual holiday fundraising campaign put on by two Wausau TV stations has broken a record.

WSAW NewsChannel 7 and FOX WZAW’s annual “Share Your Holidays” campaign raised $95,811 from viewers and matching grants, topping the previous record of $90,942 set in 2016. The money raised benefits the food pantries at the Salvation Army of Wausau and The Neighbors’ Place. Viewers also donated hundreds of pounds of non-perishable food. “Overwhelmed, blown away, touched;” said Jeff Thelen, WSAW anchor and campaign coordinator. “I should say I’m surprised but I’m not because it’s been nothing but generosity from the start of this effort 15 years ago.” The campaign came to a close with a Dec. 6 telethon and donations were collected through the end of the year. The five-week campaign had the theme of “Power of ONE.” One person. One neighborhood. It takes just one person and one dollar to make a difference. All of the donated dollars and food benefits the Second Harvest Foodbank of Southern Wisconsin. The non-profit helps families and individuals facing food insecurities in 16 southern Wisconsin counties.

“T’ve always amazed at the number of people and businesses that are involved and contribute to this event,” said Dan Stein, CEO/President of Second Harvest Food Bank of Southern Wisconsin. Share Your Holidays was started by the late and longtime NBC15 anchor Mike McKinney in 1996. He died in 2006 from cancer.

Green Bay station switches to Classic Rock

A Cumulus owned radio station in Green Bay changed formats from AAA to Classic Rock.

WRKU-FM transitioned to all holiday music in November and the format change to classic rock happened after Christmas. The station is now “106.7 The Big Dog.”

Madison TV station raises record 3.55 million meals

A Madison TV station broke its own record by raising enough contributions from viewers for 3.55 million meals.

NBC15’s 22nd annual Share Your Holidays campaign included a Dec. 6 telethon and donations were collected through the end of the year. The five-week campaign had the theme of “Power of ONE.” One person. One volunteer. One family. One business. One school. One neighborhood. It takes just one person and one dollar to make a difference.

All of the donated dollars and food benefits the Second Harvest Foodbank of Southern Wisconsin. The non-profit helps families and individuals facing food insecurities in 16 southern Wisconsin counties.

“T’ve always amazed at the number of people and businesses that are involved and contribute to this event,” said Dan Stein, CEO/President of Second Harvest Food Bank of Southern Wisconsin. Share Your Holidays was started by the late and longtime NBC15 anchor Mike McKinney in 1996. He died in 2006 from cancer.
Members in the Spotlight

Student radio station highlights Eau Claire’s musical history

A student-run radio station at UW-Eau Claire is collecting and sharing stories from the community’s musical culture. Blugold Radio (WDRK-FM) has launched an oral history project called Sounds of Eau Claire that is produced for the air as well as a podcast. The students work with UWEC’s history department, McIntyre Library, and the Chippewa Valley Museum on the project.

UWEC jazz studies director Bob Baca, bluesman Howard “Guitar” Luedtke, and studio owner Evan Middlesworth have all been guests on the program.

The Chippewa Valley Museum is working on grants to create a digital exhibit that will focus on the area’s music culture.

Blugold Radio is located on the UWEC campus. Episodes of the program are available here: http://blugoldradio.org/sounds-of-eau-claire-podcast.

Request-A-Thon raises money for 13,000 meals

A request-a-thon event put on by a Madison radio station raised enough money to pay for 13,000 meals for a food bank in southern Wisconsin.

Entercom’s Mix 105.1 partnered with NBC 15’s Share Your Holidays campaign and Second Harvest Foodbank to offer listeners the chance to take over the radio station’s playlist in exchange for a donation. For every $1 donated, three meals were provided to Second Harvest Foodbank which serves southern Wisconsin.

The station also held a day of volunteering on Nov. 15 at Second Harvest food pantry in Monona.

Mix 105.1’s Aaron Rogers and Slacker & Steve hosted the request-a-thon. News anchors from NBC 15 were also there.

Janesville radio stations’ holiday fundraiser supports local charities

A holiday fundraiser organized by two Janesville radio stations collected cash, food, and toys for local charities.

The 2017 “12 Hours of Bringing” event put on by Bliss Communication’s WCLO and WJVL raised a total of $23,618 in food, cash, and toy donations. Listeners dropped off donations during a day of live broadcasts at Farm & Fleet in Janesville.

The donations support the Salvation Army and local charity, ECHO.

Whitewater station sold to GM

A county format FM station in Whitewater is being sold to the station’s general manager.

Prairie Communications is selling WSLD-FM to Nora Karbash, who is the station’s general manager. The deal is worth a reported $1.25 million and includes the station and its related real estate.

The station is located south of Whitewater on Highway 89.

WPT partners on American-Indian cultural education project

Wisconsin Public Television has joined a coalition of organizations that has created a website offering free classroom resources about American Indian studies in Wisconsin.

Wisconsin Act 31 Coalition partners created WisconsinFirstNations.org which invites educators to explore Wisconsin Native cultures and communities through PreK-12 educational videos, lesson plans, and learning tools that address current academic standards and enhance understanding. The website also provides professional development resources for teachers.

Wisconsin Act 31 is the statutory requirement that all school districts provide instruction in the history, culture, and tribal sovereignty of the American Indian nations in the state.

The Act 31 Coalition partners include WPT Education, the Wisconsin Department of Public Instruction, the Wisconsin Indian Education Association, University of Wisconsin-Madison School of Education, the Wisconsin Historical Society, University of Wisconsin-Green Bay First Nation Studies, and the Great Lakes Indian Fish and Wildlife Commission.

Madison stations raise more than $50K in holiday effort

A group of Madison radio stations worked together to raise more than $50,000 to help people in the Madison area over the holidays.

Mid-West Family Broadcasting stations Magic 98, La Movida, WJJO, and Q106 started the effort Dec. 8.

Magic 98 let listeners granted Christmas wishes to people going through tough times. The one-day event raised $20,000 through sponsors. La Movida did a six-hour radiothon and raised more than $13,000 for the Catholic Multicultural Center. WJJO raised more than $14,000 in a 28-hour radiothon and auction for veterans to help services for local vets.

The stations also collected more than 2,200 toys for local families in December. WJJO helped collect toys with the Tats for Tots promotion and Q106 had a Toys for Tots concert at the Majestic featuring country artists Brandon Lay and headliner Delta Rae.

All the money raised will stay in the community.
The Smart Speaker Opportunity for Broadcasters

Each year, it seems there’s a hot new thing designed to change the way people watch television or listen to radio. Some, like the iPhone, become a permanent change agent and directly affect broadcasters for a long time. Others simply fade away, never to be heard from again.

In 2017, a true game-changer appeared and it’s clear viewers and listeners are flocking to voice-response devices like the Amazon Echo and Google Home. And broadcasters need to be prepared.

This past November, Jacobs Media, jācapps and Sonic AI together revealed the results of a new survey we conducted on the projected proliferation of voice-controlled smart speakers during the just-concluded holiday season. Backed by national TV campaigns touting their lowest prices ever, there’s considerable buzz being generated around these new devices, specifically the Alexa Echo, Echo Dot, and Show devices from Amazon, and Google’s Home and Home Mini.

Our national web survey was conducted right before Black Friday and Cyber Monday, and the results were eye opening. The study revealed that 18 percent of all online households already own at least one of these gadgets. That’s more than one in every six households already owning a smart speaker!

Further, 20 percent said they planned to purchase a smart speaker for themselves or as a gift this holiday season. And Millennials and Gen Z are the most likely to own a smart speaker as well as to say they plan to purchase their first (or second or third) one soon. Holiday sales figures haven’t been released, but it’s clear what was under the trees of millions of Americans in December.

Amazon Alexa is the 500-pound gorilla in the space, with a substantial lead over Google, and since Apple’s HomePod high-end speaker is late to market (delayed until sometime in 2018), they will have a lot of catching up to do. Alexa can complete myriad useful tasks to help consumers in their everyday lives, from setting a cook timer to a doctor’s appointment reminder. But “she’s” also helping deliver digital media to consumers in our increasingly on-demand world of accessing what we want, when we want it. Given the erosion of AM/FM radios in homes and offices, these devices provide a new way to “listen to radio.”

Our study discovered that most people who already own an Amazon Alexa-enabled device have downloaded at least one “skill,” which is a good sign they’re armed with the know-how to access stations once the word is out and your station’s presence is known.

So how does a radio or TV station take advantage of phenomenon?

First, if you’re in radio and you haven’t enabled the Alexa skill that stakes claim to your station’s identity, you should do it now. In these early days, it’s key to establish your station’s brand on these devices. The keywords you define now to prompt Alexa to play your stream can help you stand out from the crowd. Get in early and be THE “Kiss 100” instead of “Kiss 100 Oshkosh” and take advantage of being first to market with your identifier to stand out against similarly named stations across America.

Then consider additional skills and interactivity you want to offer your audience beyond just your station’s stream. A radio station can present listeners with the ability to make song requests or to access podcast and on-demand audio from your morning show. And with Alexa’s recently acquired ability to be set as an alarm to wake up to your station, this presents another platform in which to be there to start your listeners’ day.

And with the Amazon Echo Show and its 7-inch video screen, voice commands can extend to video skills too. If you’re a TV station, consider packaging local news, weather, or traffic information to serve as bite-sized on-demand content.

On the TV side, there’s plenty of room to be involved in the smart speaker space. In fact, hundreds of television brands are developing skills to provide news “flash updates,” as well as other proprietary content.

Amazon allows you to use station voices – so, weather forecasts from your iconic meteorologist or sports scores from your local guru – to personalize your smart speaker content. And the ability to be able to create special information and feature packets (local trivia or high school sports scores) opens the door to developing habit-forming content.

Of course, none of these skills will be of much use if your potential smart speaker audience isn’t aware your station is ready and available to be served up by Alexa. Promoting your station’s Alexa skills is crucial to letting listeners and viewers know how to find you.

And lastly, again consider a key point from earlier that Millennials and Gen Y are buying smart speakers in droves, as these devices are very inexpensive – a fraction of what a great smartphone costs.

At Jacobs Media, thinking long and hard about building a new, up and coming audience at a time when the world is flush with innovation is what keeps us awake at night. Broadcasters’ presence on smart speakers presents a way to keep an eye on your younger audience as demographic and cultural forces continue to shift.

While we don’t wish you sleepless nights, we do wish you a happy, healthy new year with lots of audience growth on-air, online, and on Alexa and Google Home.

The WBA Hotline is a free service of the Wisconsin Broadcasters Association. If you have any questions pertaining to streaming, social media, mobile, or more, call Jacobs Media at 248-353-9030 or Paul Jacobs at paul@jacobsmedia.com.

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 2018
- 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.
WBA’s DC TRIP

The WBA’s 2016 Annual Call on Congress is scheduled for

Tuesday and Wednesday, February 27 & 28, 2018

IMPORTANT - Due to the hotel reservation deadline, we need your response no later than WEDNESDAY, JAN. 31, 2018

The WBA’s 2018 Annual Call on Congress is scheduled for Feb. 27-28 (Tuesday & Wednesday). NOTE: Similar to the past few years, we will again take a smaller group of broadcasters to each Senate meeting in 2018. Therefore, while you will be able to attend the meeting with your House member, 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 Tuesday reception and Wednesday’s Call on Congress. We have again arranged for a block of rooms at the Courtyard by Marriott - Embassy Row.

The WBA’s 2018 DC Trip itinerary will be as follows (tentative, all times subject to change):

**Tuesday, February 27**

3:30 PM  Limo Bus pick up at Courtyard–Embassy Row
4:00 PM  Briefing at NAB host hotel (JW Marriott)
6:30–8:00 PM  Congressional Reception (at Union Station with NAB)
8:15 PM  Limo Bus pick up to go back to the Courtyard – Embassy Row

*Similar to last year, due to the abundance of food provided at the reception as well as the late hour, there will NOT be a separate WBA dinner this year.*

**Wednesday, February 28**

8:00 AM (approx.)  Limo Bus picks us up at the Courtyard–Embassy Row Hotel
9:00 AM–4:00 PM  Calls on The Hill

**VERY IMPORTANT**

We ask that you make your return flights for any time after 5 p.m.

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**NAME**

**STATION & CITY**

**CELL PHONE**  **EMAIL**

Email to mvetterkind@wi-broadcasters.org
Making Digital Radio Work.

Jeff Welton  
Nautel Regional Sales Manager  
Central US

Tel: 1 902 823 5127  
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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.

Calendar of Events

January 30-31, 2018  
Winter Conference 2018  
Madison Concourse Hotel

February 24, 2018  
WBA Student Seminar  
Madison Marriott West

February 27-28, 2018  
DC Trip

April 17-19, 2018  
Walker Broadcast Management Institute

May 5, 2018  
Awards Gala

June 20-21, 2018  
Summer Conference  
Hilton Milwaukee City Center

Oct 16-18, 2018  
Broadcasters Clinic  
Madison Marriott West

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.