Wex’s WBA New Year’s Resolution

Happy New Year to Wisconsin’s local broadcasters.

It’s been an honor to serve as your Chair during this turbulent, exciting, and challenging year. I’ll leave you with some resolutions that I hope we all can agree are good for our industry, our state association and each other.

Resolution No. 1: Become a First Amendment zealot. The freedoms of the media, guaranteed in our sacred Constitution, have never been under attack in the manner they are today. State legislators try to gut Wisconsin’s open records laws. The President of the United States refers to the free press as the “enemy of the people.” Regardless of your political leaning, we need to be vigilant and more aggressive in protecting the First Amendment on behalf of our audiences and fellow citizens.

Resolution No. 2: Recommit to the WBA. Your state association advocates and serves on your behalf. Let’s reciprocate in bigger and more meaningful ways. Attend our conferences (and send more of your fellow employees), make donations to the WBA Foundation to help ensure our legacy, serve on WBA committees that interest you, run the NCSA/PEP schedules (this is our No. 1 funding source!). In short, our association needs all of us like never before. Let’s step up.

Resolution No. 3: Lobby with the WBA. Our state and federal elected officials work for us. Time and time again, when we’ve spoken with a strong and unified voice, we are heard. Join us for our state Legislative Day and the Federal Legislative trip to Washington, D.C.

Resolution No. 4: Invite young people into your business. Look around the management and ownership tables and you’ll likely see a group of dedicated professionals who love television and radio. But how many of them represent the next generation of professionals who will be making important decisions about our future? Speak to students. Invite younger broadcasters into the fold. Mentor a student. Our future depends on it.

Resolution No. 5: Be a change embracer. I decided a while ago to stop pining for the past. The future is here, it is now, and yes: everything is changing. Our industry has seen changes in technology, audience behavior, content and delivery of our products at breathtaking speed. But isn’t it reassuring that regardless of how we deliver our products, there is strong demand for information, entertainment, and local commerce solutions in our markets?

Finally, thank you for your support of your WBA and to Michelle, Linda, Kyle, and Liz for “herding cats” and keeping us moving forward to our next year, which will undoubtedly be full of new challenges and opportunities.

Broadcasters mark the season by helping others

I hope you all had a 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!

We would also like to thank our valued members as…

Broadcasters made a difference while spreading holiday cheer.

We are proud to say that radio and TV stations throughout Wisconsin celebrated the holiday season by helping their communities. Stations held food drives, phone banks, contests, and other promotions to raise money and food to help causes in their communities and help those less fortunate during the holiday season. Check out our website to find a video that highlights just a few examples. If your station did something to help out, please let us know. Email kgeissler@wi-broadcasters.org.

Come to Your WBA Winter Conference and State Legislative Day

Your WBA Winter Conference and State Legislative Day agenda is set and we’re hoping to see you at the Madison Concourse Hotel on Jan. 30.

The day starts with the job fair followed by a valuable EEO session and our business luncheon where we will be honoring former Governor Tommy Thompson with the first ever WBA Distinguished Service Award.

That’s followed by the introduction of our new Legislative Committee, a legislative briefing, our annual
visits to the State Capitol, and the legislative reception at the Concourse.
We hope you can also make it to Madison the day before the conference (Jan. 29) for a special session aimed at stations interested in podcasting and another aimed at young professionals.
Seth Resler from Jacobs Media will be at the Concourse that afternoon to talk about how to get started in podcasting, and if you’re already podcasting, how to grow your audience.
The young professionals’ session later that afternoon will be about state politics and will meet at the State Capitol. The group will tour the Capitol and then meet with Michelle Kussow from The Capitol Group who will talk about how laws are made and changed at the Capitol. The young professionals will also hear from veteran political reporter Jessica Arp. We hope the attendees will consider joining State Legislative Day the following day.
We will finish with a chance to mix and mingle at a fun venue on the Capitol Square. All broadcasters are welcome to join us at Cooper’s Tavern.
Agendas are on pages 6-7, and registration for all of these events are on our website: wi-broadcasters.org. Please consider sending your staff members to these insightful (and fun) sessions.

Nominations Open for WBA Hall of Fame and WBA Local Broadcast Legends
The deadline for submissions is Feb. 15, but don’t delay! Learn more on our website and on page 17.
Finally, I’d like to highlight another popular WBA Member Service:

WBA Awards competitions underway
The WBA Awards for Excellence competition and WBA Student Awards are both open. Don’t put off making your submissions! Truly, we can’t stress that enough. The deadline for the WBA Awards for Excellence is Jan. 9 at 11:59 p.m. CT and the Student Awards close on Jan. 18 at 4 p.m. CT. Disqualifications have grown over the last two years, and many of those disqualified entries are submitted at the last minute.
Awards Committee member Tom Swigert compiled some tips to help you avoid disqualifications, and we even produced a fun video to help you as well. Find both highlighted on our website.

Webinars
We’ve added a wonderful assortment of useful webinars for you (and your teams) for 2019. Put them on your calendar now before your schedule gets cluttered.

Jan. 8 Drive Them To The Website – What Your Clients’ Broadcast Ads Must Do to Increase Online Sales
Jan. 17 Creative Sales Ideas from Paul Weyland
Feb. 21 Dealing with Consumer Anxiety about Fake News with Esther Thorson, Michigan State University
April 18 Updating Website TOS Agreements
May 16 Programming: You Are Doing It Wrong with Kevin Robinson
July 18 Chief Operator Rules with Larry Wilkins, Alabama Broadcasters Association
Sept. 17 What the Future Sales Team Looks Like and How You Can Prepare with Laurie Kahn, Media Staffing Network
Oct. 17 Recruiting and Hiring Better Sales People with Chris Lyle
You can find many of our webinars archived on our website. As always, our webinars are FREE to all WBA members.
As we turn to 2019, it promises to be an eventful year for your WBA! Here’s to a happy, healthy, and prosperous 2019! Thank you, as always, for your time and support.

2019 WBA Slate of Officers, Directors announced
The WBA Nominating Committee has set a slate of officers and directors for consideration for the general membership.

As provided by WBA by-laws, Steve Lavin, WBAY-TV, Green Bay, the current WBA Vice Chair and Chair-Elect, will automatically be elevated to the position of Chair of the Board at the 2019 WBA General Membership meeting. The committee made the following nominations, which will be voted upon by the general membership during the WBA Winter Conference on Jan. 30.
The 2019 WBA Board of Directors will also include: Steve Wexler, Good Karma Brands, Milwaukee, who will remain as ex-officio Past Chair.
Mid-term Directors not facing re-election include: (NW): Judson Beck, WLAX-TV/WEUX-TV, La Crosse/Eau Claire; (SW) Brian Burns, Morgan Murphy Media, Madison; (NE) Michael Wright, Midwest Communications, Green Bay/Wausau; and (SE) Chuck Sullivan, Entercom, Milwaukee.
At-large Directors are appointed by the Board; the committee recommended the Board appoint Anna Engelhart, WKOW-TV, Madison and reappoint Jeff Welton, Nautel (representing our Associate membership); and Dave Edwards, WUWM-FM/Milwaukee Public Radio (representing non-commercial broadcasting).
At-large mid-term Directors not facing re-election include: Paul Cameron, WEMI/WEMY/ WGNV/WSMT, Appleton; JT Koser, Koser Radio Group, Rice Lake/Hayward; and Keith Bratel, iHeartMedia, Madison. 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.
The committee made the following nominations to be voted upon by the general membership during the WBA Winter Conference in January:

Wisconsin Broadcasters Association
Officers & Board of Directors

OFFICERS 2018-2019
Chair of the Board
Steve Wexler
Good Karma Brands, Milwaukee
Vice Chair – Television, Chair Elect
Steve Lavin
WBAY-TV, Green Bay
Treasurer
Chris Bernier
Radio Plus, Marinette/Fond du Lac
Secretary
Don Vesely
WMTV-TV, Madison
Immediate Past Chair
Dick Record
Family Radio, La Crosse

BOARD OF DIRECTORS
Judson Beck
WLAX-TV/WEUX-TV, La Crosse/Eau Claire
Lynn Bieritz
Mid-West Family Broadcasting, Eau Claire
Keith Bratel
Heart Media, Madison
Juli Buehler
WLUK-TV, Green Bay
Brian Burns
Morgan Murphy Media, Madison
Paul Cameron
The Family Radio Network, Appleton
Dave Edwards
WUWM-FM, Milwaukee Public Radio, Milwaukee
JT Koser
Koser Radio Group, Rice Lake/Hayward
Lupita Montoto
La Movida, WLMV Radio, Madison
Mark Strachota
Weigel Broadcasting Co., Milwaukee
Chuck Sullivan
Entercom Communications, Hales Corners
Jan Wade
WISN-TV, Milwaukee
Jeff Welton
Nautel, Hackett’s Cove, Nova Scotia
Michael Wright
Midwest Communications, Wausau
Ex Officio – NAB Board
Tom Walker
Mid-West Family Broadcasting, Madison

Staff
President & CEO
Michelle Vetterkind, CAE
mvetterkind@wi-broadcasters.org
Vice President - Administration
Linda Baun
lbaun@wi-broadcasters.org
NCSA/PEP Coordinator
Liz Boyd
lboyd@wi-broadcasters.org
Director of Operations and Public Affairs
Kyle Geissler
kgeissler@wi-broadcasters.org
WBA Board minutes are always available for members. Please email Linda Baun at lbaun@wi-broadcasters.org to request a copy.
Thompson to receive first WBA Distinguished Service Award

Former governor to be honored Jan. 30

Former Wisconsin Governor and U.S. Health and Human Services Secretary

Tommy Thompson will receive the Wisconsin Broadcasters Association’s first Distinguished Service Award.

The award was established to recognize those who “reflect the values embodied in the Wisconsin broadcast industry of promoting economic vitality, engagement in civic affairs, advocacy for the First Amendment and dissemination of community information and community service, and support of diversity and a better Wisconsin.”

Thompson was nominated by Nicolet Broadcasting President and CEO and former WBA Board Chair Roger Utnehmer who praised Thompson for his accessibility.

“He’s always been a proud supporter of Wisconsin’s radio and TV stations for the work they do in their local communities, doing their part in making Wisconsin a great place to live.”

Any members of the media interested in attending the event should contact Kyle Geissler at kgeissler@wi-broadcasters.org or 608-255-2600.

AWARDS COLUMN

WBA Awards offer recognition for election coverage

As we get close to the deadline for submitting entries for the 2018 WBA Awards for Excellence, I want to touch on one that is unique, is available to TV and radio, and will go toward the tally that determines the major awards: Station of the Year and News Operation Of The Year.

That’s the Special Award Category...Election Coverage.

I’m focused on this particular award because election coverage is such a big deal for all of us and 2018 provided so much material for newsrooms, talk shows, and even many music stations.

In addition to the regular coverage of candidates for state and local races, school referendums, and legalized pot, planning for election night was also a long term process. I’ve been covering elections for more years than I care to remember and it’s truly amazing to think about how the delivery system for election results has evolved. For many of you, the night involves anchors, political science professors, analysts, reporters in the field, social media coverage, and a producer to keep everything running smoothly.

Your friends on the WBA Awards Committee have laid out many options to choose from in submitting an entry for this category. Entries may include things like daily news coverage of politicians on the stump, but also one-on-one interviews with talk show hosts and reporters, and special programming like candidate debates.

Stations can choose to submit a compilation of their coverage through the year. In the past, others have had success putting together a ‘greatest hits’ of their election night coverage. You can review the WBA Awards for Excellence brochure sent out earlier this fall for the listings of criteria that must be followed for your election coverage entry.

Another important thing to keep in mind, and the judges are very hard on this, is the requirement that entries in the Election Coverage entry CANNOT be longer than 15 minutes. Punishment is harsh: Your entry will be automatically disqualified.

That’s the same with other entries that have a clearly stated time limit as well. If those submissions go long...they’re gone! In fact, it’s just a good idea to read all the rules in your folder to make sure you’re in compliance.

The submission deadline is 11:59 p.m. on Wednesday, Jan. 9.

Have a great Christmas and New Year’s holiday. I look forward to seeing you all in Madison on May 4.
WBA establishes Legislative Committee

The Wisconsin Broadcasters Association is establishing a Legislative Committee made up of WBA members in each of Wisconsin’s eight Congressional Districts.

The committee was approved by the WBA Board to increase member involvement in legislative issues. Members of the committee will be involved in planning the WBA State Legislative Day in January, the WBA’s Washington DC trip in February, and other events and meetings as needed.

“WBA members have always been strongly invested in our association and this committee gives them the opportunity to get even closer to the legislative process,” WBA President and CEO Michelle Vetterkind said. “This will get lawmakers closer to the people who lead the radio and TV stations that are making a difference in their communities.”

The committee will be chaired by incoming WBA Board Vice Chair-Television, Don Vesely, WMTV-TV in Madison and Tom Walker from Mid-West Family Broadcasting, in his role as a member of the NAB Board, will serve as Vice Chair. Members of the committee are to the right:

The committee will meet at the WBA State Legislative Day on Jan. 30 in Madison.

WPT announces education-focused partnership

Wisconsin Public Television is getting involved in a new partnership to bring more resources to K-12 education.

The Timothy William Trout Education Innovation Lab is designed to create, connect, and activate world-class content creators in science, instruction and media with teachers and learners across the state and the nation. It will leverage the data, knowledge, and expertise of a top university, coupled with the national educational resources and reach of the PBS system, all focused and concentrated through Wisconsin Public Television.

The partnership also includes the University of Wisconsin-Madison. Dr. Monroe and Sandra Trout, who earlier created the Timothy William Trout Education Endowment Fund at Wisconsin Public Television, have made a gift of $2.1 million as an investment in creating this new model.

“With this investment, in memory of their son Timothy, Dr. Monroe and Sandra Trout will help fuel the next generation of scientists and explorers,” said Jon Miskowski, WPT Director of Television. “This work will help connect the breadth and depth of world-class resources of the University of Wisconsin-Madison with the rest of the state, and nation, through public television. It’s the Wisconsin Idea realized.”

The project will join the UW’s science discovery labs through a partnership with Discovery Outreach, a joint venture of the Wisconsin Institute for Discovery, the Morgridge Institute for Research and the Wisconsin Alumni Research Foundation; together with the UW-Madison School of Education; and the reach and impact of WPT’s media resources and broadcast, online and classroom engagement.

“As part of UW-Madison, Wisconsin Public Television shares its mission to provide knowledge, connect to the whole state, and make life better for its citizens,” said UW-Madison Chancellor Rebecca Blank. “Through this new partnership, WPT and UW’s faculty will build new connections to content available across our campus – from both our research and teaching. We expect that this will provide new opportunities for public media to inform and engage learners.”

The project’s goals include inspiring and enabling teachers and learners to stoke personalized curiosity-driven learning experiences, creating institutional level change in how research reaches public and K-12 audiences, and developing models and resources to be shared at a national level.

“This embodiment of the Wisconsin Idea will help us translate the discoveries happening inside the Discovery Building into public knowledge and will advance our efforts to bring STEM programming to the citizens of Wisconsin and beyond,” said WID Director Jo Handelsman. The Timothy William Trout Education Innovation Lab will focus the energy and expertise needed to deliver inspirational, high quality science education tools and roadmaps that teachers and learners need and can easily use in their classrooms, homes and other learning environments.
Seminar set to help student broadcasters

The WBA Student Seminar is set for Saturday, March 2 at the Madison Marriott West in Middleton.

National Edward R. Murrow Award winning news reporter and UW-River Falls grad Boyd Huppert from KARE-TV in Minneapolis will present the keynote address. Huppert will also be featured on a panel in the morning and will hand out the annual "Student Awards for Excellence" during lunch. The four recipients of the WBA Foundation Scholarships will also be introduced at lunch.

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

- Individual Critiques Student News or Sports Packages are offered by Boyd Huppert in ten minute segments. Pre-registration is required.
- Dave Black from WSUM Radio in Madison will facilitate a discussion of Campus Radio Stations.
- Chris Shofner from UW-Stevens Point will talk about Campus TV Stations.
- General Manager of WMTV-TV in Madison, Don Vesely, and VP/GM of WCLO/WJVL in Janesville, Mike O'Brien, will look at Broadcast Sales and Marketing.
- Justine Stokes from UW-Oshkosh and Titan TV Station Manager Taylor Mueller will host a session on TV Special Event Productions.
- Jill Geisler, WBA Hall of Fame member, author, Bill Plante Chair in Leadership and Media Integrity at Loyola University, Chicago, and former News Director at WITI-TV in Milwaukee will outline Power to the Intern which has some straight talk about how to rock your internship.
- Paige Lobdell, producer at Fox 9 in Minneapolis and Ed Reams, News Director at WKOW-TV in Madison will explain Producing a News, Sports, or Entertainment Program.

Committee approves police body cameras bill

A draft bill that would establish statewide rules for how police use body cameras and handle requests for access to videos has been approved by a Legislative Study Committee that’s been working on the topic since the summer.

The committee voted 9-1 in support of the draft legislation. WISN-TV News Director Ben Hart and Godfrey and Kahn attorney James Friedman represented broadcasters and the media on the committee. Both voted in favor of the bill. The study committee included lawmakers who supported two different body camera bills during the last session. Neither were signed into law.

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

The bill also sets standards for record retention and mandates training for police departments that adopt the use of police body cameras. The committee’s bill is expected to be introduced during the next legislative session.

Legislation on body cameras passed in the Assembly but was not brought up for a vote in the Senate before the end of the last session.
Throughout my career I’ve always been a firm believer in continuing education. As the world around us evolves and technology advances, communication styles change and influence the way people interact with the world on a daily basis. As professionals in the business world and specifically in the broadcasting industry, it is important for us to stay current with the changes around us, both to better serve our clients and our audiences as well as to stay relevant within our networks and communities.

I’m excited to announce that this summer, together with my partner Hannah Anderson, I am combining my belief in continuing education with my passion for supporting and equipping young professionals by bringing “The Toolbox” to the WBA Summer Conference for a second time.

“The Toolbox” is a one-day conference specifically geared for young professionals, taking place Thursday, June 13 at the The Ostoff Resort in Elkhart Lake. The purpose of “The Toolbox” is to provide skills and resources for well-rounded young professionals in the broadcasting industry by fostering better communication skills in the workplace, encouraging stronger relationships within communities, and creating dynamic leaders in the industry. By sharpening the tools that young professionals use on a day-to-day basis, whole organizations will benefit and continue to move forward in a competitive and relevant way.

The first annual “Toolbox” conference was held last summer in Milwaukee, and received positive responses from both participants and sponsors. More than 50 young professionals were in attendance for a day of enrichment. The conference will be even bigger and better in 2019, with new keynote speakers and panelists covering a variety of fresh and relevant topics for both radio and television broadcasters.

We would not be able to host such an event without our wonderful sponsors, and we are currently welcoming sponsors for next summer’s conference.

For more information or to become an official sponsor for this event, please contact myself at (920) 242-0560 or by emailing terrystevenson@me.com.

Thank you!
WINTER CONFERENCE & STATE LEGISLATIVE DAY

Wednesday, January 30, 2019
The Madison Concourse Hotel, Madison, Wisconsin
The Podcasting and Young Professionals Sessions will take place on Tuesday, January 29, and requires separate registration.

8 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

Effective Strategies to Address Legal Issues and Prevent Unlawful Discrimination During the Employment Relationship

The federal Equal Employment Opportunity Commission ("EEOC") processed 84,254 discrimination charges in 2017, and Wisconsin’s Equal Rights Division is also facing a staggering number of complaints with a significant backlog.

Your job as a manager is to proactively prevent unlawful discrimination and to fully respond to any complaints alleging discrimination. But how? If you receive an internal complaint alleging unlawful harassment, what do you do? This session will provide an overview of best practices and strategies for dealing with employment issues that arise during the employment relationship, including employee discrimination and harassment complaints, requests for an accommodation of a religious practice or disability, and best practices for workplace investigations.

12–1:40 PM Business Luncheon MADISON BALLROOM

Presentation of WBA Distinguished Service Award to Former Gov. Tommy Thompson

1:40–2:20 PM Legislative Session/Briefing with WBA Legislative Committee MADISON BALLROOM

3–5 PM Legislative Calls WISCONSIN STATE CAPITOL

5–7 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 $162 for Concourse Level and $199 for the 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 14, 2019

Sponsored by:
Goetz remembered for contributions to radio in Wisconsin

WBA Hall of Famer Nathan Goetz is being remembered for his contributions to radio in Wisconsin and the Wisconsin Broadcasters Association.

Goetz died Nov. 28 at his home in Naples, Florida. He was 92.


Goetz served as treasurer of the Wisconsin Broadcasters Association from 1968-86, guiding its financial fortunes under 16 presidents and three executive directors during his tenure. He was inducted into the WBA Hall of Fame in 1990. Those who knew him described him as an engineer at heart, dedicated to his community, and a class act.

“No matter where you worked within the company everybody was special to Nate Goetz,” said Scott Trentadue, former GM at WFAQ-WSJY in Fort Atkinson. Goetz got interested in radio as an amateur radio operator before his career in radio started, and he continued the hobby after his retirement. He made contact with hundreds of national and international amateurs using Morse code.

A family service and internment will be held at Moorings Park Columbarium, Naples Florida.

A celebration of life will be held in January at the Royal Poinciana Golf Club.

Wisconsin native remembered for long broadcasting career

A Wisconsin native who was a well-known weathercaster in Eau Claire early in his career and spent more than 50 years in broadcasting has died.

Howard Trickey died Oct. 22 in Florida. He was 93. Born in Knapp, Trickey was a World War II veteran who went to Brown Broadcasting School in Minneapolis and worked at WEAU-TV in Eau Claire and WLUK-TV in Green Bay, according to his obituary.

As a weathercaster at WEAU, Trickey used his unique blend of humor, cartooning, and public service for the job. He drew cartoons with charcoal, delivered a joke, and promoted a local non-profit by wearing zany hats sent in by listeners. His drawings included “Luke Back,” a character who looked back at weather records and ended his show with a visit from “A Walk Up the Creek,” a stuffed bird who presented the long range forecast.

In 1968, Trickey moved to Tampa, Florida to launch WTOG-TV for Hubbard Broadcasting. He later co-founded Petracom Media which acquired and improved distressed radio and television stations in mid-sized media markets around the country.

Trickey is survived by his wife, Valerie. They were married 72 years. A memorial for family and friends to celebrate Howard’s life was held at Garden Sanctuary Funeral Home in Seminole, Florida.

Retired WITI consumer watchdog dies

A man known for being a consumer watchdog for Milwaukee area viewers has died.

Tom Hooper worked in local news for 35 years, mostly as the watchdog reporter for WITI-TV. He died Oct. 19 in Georgia. He was 85. Hooper’s reports changed Wisconsin, leading to changes in laws dealing with the monitoring of abused children, school bus safety, and testing for real estate licenses, according to the Milwaukee Journal Sentinel.

He was awarded a Wisconsin Silver Circle Award in 2010 by the Midwest Chapter of the National Academy of Television Arts and Sciences. Before working at WITI, Hooper worked as an anchor at WKOW-TV. He worked there for six years before moving to WITI in 1964. Hooper retired from WITI in 1999.

A memorial service will be scheduled at a later date.

Former Wausau anchor, lawmaker dies

Historic TV news anchor, WBA Hall of Famer, and former Wisconsin State Senator Walter John Chilsen has died.

Chilsen was a news broadcaster in Wausau and served six terms in the Wisconsin State Senate. He died on Christmas Day at the age of 95.

Chilsen began his career in 1949 at WLIN radio in Merrill. After three years he moved on to pursue a career in acting, first at Northwestern University and then in California. He returned to radio broadcasting with WLIN in early 1954 and then moved to WSAU radio in Wausau later that year.

Chilsen became the first news director and anchor for WSAU-TV (which would later become WSAW-TV) when it signed on the air as Wausau’s first television station in October 1954. He served in those roles until 1966.

He was elected to the Wisconsin State Senate in 1966. He continued in broadcast sales on a part-time basis for WSAU-TV through 1968 and then concentrated his attention full time on his new career in the State Senate.

He retired from politics in 1990 after serving six terms in the State Senate.

Chilsen was inducted into the WBA Hall Of Fame in 2005.

He served in the US Army Air Forces from 1943-45. He was a bombardier and his plane was shot down in the Pacific during the Battle of Iwo Jima.

Chilsen is survived by his wife Rose and eight children.

Strachota remembered for contributions to broadcasting, community involvement

Bernie Strachota is being remembered for his contributions during his 19-year career in Milwaukee radio. The WBA Hall of Fame broadcaster died Nov. 28. He was 96.

Strachota started his career in 1959 at what was then WRIT AM/FM and worked there until 1978. In 1962, he turned WRIT-AM, Milwaukee’s top “Top 40 Hits” station, into one of the first fully-automated radio stations in the country. He was also one of the first broadcasters in the country to grasp the concept of niche programming in radio. He designed the first “For Women Only” format for his FM station, even changing its call letters to WFWO-FM.

When the Top 40 format waned as a viable force on AM radio, he became the first commercial radio broadcaster in Wisconsin to use an “All News” format, programming WRIT-AM for All News in 1972.

Strachota was also extremely active in Milwaukee community affairs and was one of the founders and initial board members of two of Milwaukee signature events: The internationally famous SummerFest and the Vince Lombardi Memorial Golf Classic which has raised millions of dollars of funding for cancer research.

He served two terms on the Wisconsin Broadcasters Association Board of Directors and a term from 1976-77 as the Association’s President.

Strachota flew 48 combat missions in the South Pacific during World War II and was married to his wife, Laverne, for 57 years.

Funeral services were held Dec. 7 at Calvary Lutheran Church in Brookfield.
A Wish-A-Thon hosted by a Milwaukee radio station raised more than $250,000 for Make-A-Wish Wisconsin. iHeartMedia Milwaukee's 95.7 BIG FM (WRIT) conducted its 10th annual Wish-A-Thon Dec. 13-14 featuring on-air personalities Dave Murphy and Meg McKenzie who encouraged listeners to donate on-air and online. “We’re so proud of Murphy, Meg and the entire 95.7 BIG FM team, as well as our wonderful partners at Make-A-Wish for another incredible Wish-A-Thon,” Program Director Brett Andrews said. “This year, we combined our on-air, digital and social media assets to raise money for these amazing children and their families.”

Over the last ten years, 95.7 BIG FM has raised more than $1.5 million to benefit Make-A-Wish Wisconsin. Since its inception in 1984, Make-A-Wish Wisconsin has granted wishes to more than 6,500 children and their families.

Names in the News

WTMJ-AM Director of Programming and News Eric Brooks is leaving Milwaukee for San Francisco. Brooks will be Assistant News Director at News Radio KCBS San Francisco. Brooks was at WTMJ for eight years and is credited with making countless contributions to the station.

Kate Archer Kent has been named host of “The Morning Show” on The Ideas Network of Wisconsin Public Radio. She began her permanent hosting duties on Dec. 3. Archer Kent joined WPR in 2016 as fill-in host for both "The Morning Show" and "Morning Edition." As interim host of "The Morning Show," she and the team put together shows about community, science, politics, nature, money, space, and more. In June 2018, she was named executive producer of “The Larry Meiller Show” and manager on The Ideas Network, overseeing the editorial flow of the shows and network quality standards.

Jenny Maroney has been named Director of Sales for Weigel Broadcasting’s stations in Milwaukee. Maroney came to Weigel from NCC Media in Chicago where she was in management for eight years. Maroney has extensive station sales and sales management experience working at WFLD-TV in Chicago, KMBC-TV in Kansas City, as well as a previous stint as National Sales Manager for WDJT-TV, CBS 58 in Milwaukee. Maroney also has broad national rep experience.

Mark Friesch, current Director of Sales, is retiring after a long career in broadcast sales management. Maroney will work side by side with Friesch until his departure in early January.

Reporter/anchor Mary Jo Ola is returning to Wisconsin after working at WATN/WLMT in Memphis. Ola took a position as a reporter at WTMJ-TV in Milwaukee. Ola previously worked at WISC-TV in Madison.

Patrick Paolantonio joined Joyce Garbacciak to create the new co-anchor team of WISN 12 News at 6:00 p.m., effective Nov. 26. The transition followed the retirement of Kathy Mykleby. Recognized by a number of prestigious organizations including The Associated Press and the WBA, Paolantonio is an award-winning journalist and reporter. He joined WISN 12 in 2002. Garbacciak is a five-time Chicago regional Emmy Award winner, as well as the recipient of the George Foster Peabody Award and an Edward R. Murrow Award. In 2012, she was inducted into the Silver Circle, a lifetime achievement honor bestowed by the National Academy of Television Arts and Sciences. An investigative series she reported led to a change in Wisconsin law regarding the posting of code violations at daycare centers.

Steve Edwards is celebrating 20 years at Cumulus-owned stations in Appleton/Oshkosh. Edwards is program director for WVBO and WNAM.

Milwaukee TV anchor Kate Chappell has taken a job in Chicago. Chappell joined WMAQ on Dec. 3 as a reporter and fill-in anchor. She left CBS 58 where she was the 5 and 10 p.m. anchor. Chappell is a Lake Geneva native and University of Wisconsin-Madison graduate.

A radio host and news anchor with 41 years of experience in the Beloit area has retired. Steve Benton’s last day on the air at WCLO-AM in Janesville was Nov. 9. Benton started his career in 1977 at WLUV-AM/FM in Loves Park, Illinois. Six months later he was working weekends at WCLO/WJVL in Janesville. He was hired as the afternoon news reporter at WBEL in Beloit in 1982 and then served as news director until 1997. Benton then came back to WCLO first as the afternoon news reporter and then as the morning news anchor until 2011. He returned to WCLO in 2012 as the afternoon show host until his retirement.

Eric J. Krieghoff has been named general manager at WMSN-TV in Madison. Krieghoff was most recently general manager of the Wisconsin division of Fairway Outdoor Advertising. He has previously held sales management positions at television stations in Madison and Green Bay. He was once an account executive and new business manager at WMSN. Previous GM John DeSimone left the station in September after almost four years.

Reporter Mark McPherson has been named weekend co-anchor on CBS 58 (WDJT-TV), Milwaukee. McPherson will share the anchor desk with current co-anchor Pauleen Le. The pairing is a bit of a reunion for McPherson and Le. They worked together in La Crosse early in their careers. McPherson’s first day as weekend co-anchor was Dec. 22.
Members in the Spotlight

iHeartMedia Milwaukee debuts FM sports talk station

iHeartMedia Milwaukee announced on Nov. 27 the debut of a new FM sports talk station.

97.3 The Game (WRNW) will broadcast the latest local and national sports news and feature some of the most recognized and respected names and voices in Milwaukee sports. The program lineup includes Drew Olson, former Brewers beat writer and Milwaukee radio host; Ted Davis, the voice of the Milwaukee Bucks; Dan Needles, Sports Director at WISN-TV; Dario Melendez from Fox Sports Wisconsin; Bob Brainerd from Spectrum Sports; Kevin Brandt, longtime Milwaukee morning show personality; and Mike Heller, veteran Wisconsin broadcaster and a voice of Wisconsin Badger sports.

79.3 The Game will be paired with sister station The Big 920 AM which will feature Mike Lucas in the Morning, national sports hosts Dan Patrick, Colin Cowherd, Rich Eisen and FOX Sports Radio. The Big 920 AM will also continue to be the home for the Milwaukee Admirals, NFL, NCAA tournament, high school sports and NASCAR. University of Wisconsin sports will be featured on both 97.3 The Game and The Big 920 AM including football, men’s basketball, and hockey.

The station will be Milwaukee’s exclusive FM home for University of Wisconsin Badgers sports play-by-play as well as the NFL postseason and Super Bowl 53.

Milwaukee station flips to country

WRNW was previously CHR station “93.7 Now.”

An adult hits station in Milwaukee changed to a country format on Nov. 1. Magnum Media-owned WVTY is now known as “92.1 VTY Country.”

The change came the same day that WKTI in Milwaukee changed from a country format to sports. Magnum also owns country station WMBZ in West Bend. Both stations serve Milwaukee but will be programmed separately.

Radio station generates 85K meals during holiday fundraiser

A Milwaukee radio station gathered enough food and cash donations to generate 85,839 meals to feed hungry families this holiday season.

991 The Mix (WMX) held its 21st annual Stuff the Bus event on Nov. 21 outside a Pick N’ Save store in Wauwatosa to benefit Feeding America Eastern Wisconsin. The event was hosted by Elizabeth and Radar from Mornings on 99.1 The Mix.

The effort raised $24,353 in cash donations and 13,383 pounds worth of non-perishable food.

Request-A-Thon triples money raised for the hungry

A Madison radio and TV station’s effort to team up to raise money for people struggling with hunger across Southern Wisconsin tripled last year’s effort.

The NBC15 (WMTV) Share Your Holidays campaign held a Request-A-Thon Nov. 8 on 105.5 Triple M (WMFM) and raised at least $12,500 for the Second Harvest Foodbank of Southern Wisconsin. The amount will provide up to 37,500 meals.

From 6 a.m. to 6 p.m. 105.5 Triple M radio personalities Jonathan and Kitty helped raise donations. Listeners called to make a donation to play any song they requested. People were also able to request a song to be dropped for a donation.

In 2017, more than 12,000 meals were funded during the Request-A-Thon. In 2017, the NBC15 Share Your Holidays campaign funded a record 4.18 million meals.

TV station partners with high schools to collect 12K pounds of food

A Milwaukee TV station worked this fall with local high schools to collect more than 12,000 pounds of food for those in need.

The WISN 12 Football Challenge exceeded previous records through in-person food donations, online contributions, and mobile fundraising. This year’s efforts shattered last year’s numbers, when in 2017 the challenge brought more than 7,500 meals. The campaign collected food for Feeding America Eastern Wisconsin.

During each week in September and October, two rival schools competed head-to-head to find out who could bring in the largest amount of food. The effort included students, faculty, families, and others in the community.

“Every single Friday night, local high school football teams go head-to-head hoping for a victory,” said Jan Wade, president and general manager of WISN 12. “This drive builds off that friendly rivalry to collect food for hunger relief efforts.

While all food donations are passed on to families facing hunger, the weekly winning school won $500 and the runner-up received $250.

Participating 2018 schools:

- New Berlin West
- Brookfield East
- Menomonee Falls
- Oconomowoc
- Catholic Memorial
- Hamilton
- New Berlin
- Sussex
- Greenfield
- Waukesha West
- Whitnall
- Eisenhower
- Arrowhead
- Germantown
Station, Marines set record for Toys for Tots collection

A Madison TV station worked with the Marine Corps Reserve to set a new record for collecting holiday Toys for Tots.

WKOW-TV worked with the Marines to get toys for nearly 9,000 children in the Madison area.

The Marines raised $6,500 for Toys for Tots. WKOW meteorologists Bob Lindmeier and John Zeigler and anchor George Smith helped the Marines pick out toys at a store in Middleton.

Viewers also dropped off toys at the WKOW studio.

“This is the reason we have Christmases for those who otherwise couldn’t,” Sgt. David Williams said. “We try to help as many people as we can.”

The toys were distributed through Dec. 20.

Viewers call in to support sick children

A Milwaukee TV station used a phone bank to raise money to support sick children and their families during the holiday season and beyond.

WISN-TV partnered with Children’s Hospital of Wisconsin to raise $16,300 during the Dec. 13 fundraising drive. Phone lines were open throughout the afternoon and into the evening for viewers to provide financial support to Children’s Hospital of Wisconsin for education, research, and amenities for local kids.

“It really is the season of giving, and time and time again our viewers continue to demonstrate their empathy, compassion, and generosity,” Ben Lorber, director of programming and public affairs for WISN 12 said. “It truly is the most wonderful time of the year, and knowing that children will receive the very best care because of this phone bank is a very heartwarming feeling.”

The funds raised will help serve the needs of the most vulnerable kids and families in Wisconsin who rely on Children’s Hospital during extended stays, surgeries, specialty care procedures, emergency room visits, and more.

Radiothon raises $225K for St. Jude Children’s Research Hospital

A radiothon conducted by a Milwaukee radio station raised more than $225,000 for St. Jude Children’s Research Hospital.

iHeartMedia’s FM106.1 (WMIL-FM) held its second annual two-day radiothon Dec. 6-7 featuring on-air personalities Ridder, Scott & Shannen; Quinn, and Hannah who encouraged listeners to donate on-air and online.

“The FM106.1 team is so full of passion and love for the kids of St. Jude and the listeners respond each year in such a big way,” Market President Colleen Valkoun said. “We are grateful to partner with St. Jude Children’s Research Hospital and help further the mission to advance cures and means of prevention for pediatric diseases.”

Over the last two years, FM106.1 raised over $400,000 to benefit St. Jude Children’s Research Hospital.

St. Jude Children’s Research Hospital is the leading children’s hospital pioneering research and treatments for kids with cancer and other life-threatening diseases.

Drive generates 6,100 meals for the hungry

A food drive run by a Milwaukee radio station raised more than $1,500 and collected more than 1,900 pounds of food to benefit Feeding America Eastern Wisconsin.

97.3 The Game (WRNW) held its inaugural Food for the Holidays drive on Dec.14 featuring iHeartMedia Milwaukee’s on-air personalities including Drew Olson, KB, Josh, Bailey Coleman and Quinn, who broadcast live from a local Sendik’s grocery store and encouraged listeners to donate cash and non-perishable food items to benefit the community.

Collected items and cash donations will provide more than 6,100 meals for Wisconsin communities in need.

“iHeartMedia Milwaukee is committed to the people in its community,” said Kerry Wolfe, Senior Vice President of Programming for iHeartMedia Milwaukee. “Being able to team up with Feeding America Eastern Wisconsin and feed this many people during this holiday season couldn’t be more fulfilling.”

‘Saints’ contribute to Children’s Hospital

An Appleton radio station holding a contest to raise money for Children’s Hospital of Wisconsin found more generosity than they expected from listeners not even involved in the contest who called in their own donations.

105.7 WAPL held a contest named “Saint or Scrooge” during its afternoon show in which a listener was offered $200 and a chance to donate the money to the hospital or keep it for themselves.

Eleven of the 18 contestants donated their $200 and other listeners not even involved in the contest who called in their own donations.

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Members in the Spotlight

TV station phone bank breaks fundraising record

A Milwaukee area TV station has broken its own record for money raised during a fundraising drive for local food pantries.

WISN-TV partnered with the Hunger Task Force for the seventh year and raised $198,141 during its “Food For Families Phone Bank.” The amount raised is enough to pay for nearly 1,600 holiday meal boxes for families in need.

“We’re so thankful that each year our viewers continue to demonstrate such generosity during the phone bank,” Jan Wade, president and general manager of WISN 12 said.

During the two-day phone bank, which took place Nov. 20-21, WISN-TV anchors and reporters, along with elected officials, volunteers, and others were featured on the air.

In its seven years, the event has raised $692,141 for families in Milwaukee and surrounding areas.

WKTI switches to sports talk format

WKTI-FM in Milwaukee became 94.5 ESPN FM when Good Karma Brands assumed ownership of the station on Nov. 1.

The new station features local sports talk, play-by-play, and ESPN programming.

“This is a natural evolution of our sports marketing, event and broadcast business in Wisconsin,” Craig Karmazin, CEO and Founder of Good Karma Brands said. “94.5 FM’s powerful signal, along with the synergy of its legendary sister station WTMJ-AM, will provide new and exciting ways for fans to stay close to their favorite teams and provide new ways for our marketing partners to engage with Wisconsin sports fans.”

At the onset, both 94.5 ESPN FM and 540 ESPN is carrying the same programming, including the popular Wilde and Tausch show, featuring Packers Hall of Famer Mark Tauscher and award-winning Packers writer Jason Wilde, as well as the Homer & Gabe show, featuring Steve “The Homer” True and Gabe Neitzel.

WRST named Radio Station of the Year

UW-Oshkosh student radio station WRST-FM has been named Radio Station of the Year by the College Media Association.

The Pinnacle Award winners were recognized at the CMA Convention in Louisville in October.

Head of Morgan Murphy Media named ‘Giant’ in broadcasting

The president and CEO of Madison-based Morgan Murphy Media has been named a 2018 Giants of Broadcasting & Electronic Arts honoree.

Elizabeth Murphy Burns received the award Nov. 13 in New York from the Library of American Broadcasting Foundation.

“I’m deeply honored and humbled,” Burns said during the event. “I love our industry and I think it’s vital to our world. I love the people, what we accomplished together, how we moved our industry forward keeping us all relevant and I wouldn’t have done one thing differently.”

Burns became the first woman to serve on the CBS affiliates board in 1981 and has been CEO of Morgan Murphy Media for 36 years. The company’s roots in journalism date back to 1890.

The Giants of Broadcasting & Electronic Arts honors people who have been the creators, innovators, journalists, leaders, performers, and producers who have “brought the electronic arts to the prominence they occupy in the United States and the world today, and who have set the stage for the future,” according to the Library of American Broadcasting Foundation website.

WBA member stations win 22 Chicago/Midwest Regional Emmy Awards

Seven different Wisconsin television stations won a total of 22 Emmy Awards during the Nov. 12 awards presentation by the National Academy of Television Arts and Sciences.

The following Wisconsin stations won awards:

- WKOW, Madison (1)
- WGBA, Green Bay (1)
- WISN, Milwaukee (3)
- WMTV, Madison (1)
- Milwaukee PBS (1)
- Wisconsin Public Television (4)
- WITI, Milwaukee (11)


Radio group gets listeners involved in supporting Toys for Tots

A four-station radio group in the Wausau/Stevens Point area held a holiday contest that got listeners involved in supporting Toys For Tots.

NRG Media stations Y106.5 (WYTE), 103.3 Classic Rock (WGLX), Hot 96-7 (WHTQ), and Wisconsin’s Big Cheese 107.9 (WBCV) teamed up with Shopko for Toy Box Tuesday. Hosts on all four stations played with a toy on-air and listeners called in to guess what toy they were playing with. If the listener guessed what the toy was, they had the option to keep the toy or donate back to Toys for Tots. If they decided to donate it back they received four passes to Nickelodeon Universe.

Shopko donated more than $1,000 worth of toys for Toys for Tots and to help the kids in southern Wood County.

This is the second year the stations have done Toy Box Tuesday. Last year all the winners donated their toys back.
More than $100K raised in holiday campaign

Two Wausau TV stations raised more than $100,000 to break a record in its annual Share Your Holidays campaign.

WSAW NewsChannel 7 and FOX WZAW gathered donations from viewers and matching grants to support the Salvation Army of Wausau and The Neighbors’ Place. The previous record of $95,811.49 was set in 2017. Share Your Holidays has now raised more than $715,000 since its inception.

In addition to monetary donations, viewers also donated thousands of pounds of non-perishable food. The food donations will be distributed to dozens of food pantries in Marathon County, thanks to Peyton’s Promise.

“The kindness and generosity of the people who live here never fails to amaze me,” said Jeff Thelen, WSAW anchor and campaign coordinator. “When I think of all the food we’ve helped put on the tables of people who otherwise may go hungry it’s almost overwhelming.”

The campaign came to a close with a half-hour special on WSAW. The special revealed the food insecurities and needs facing area families and also shared more about the history of “Share Your Holiday” which was founded 16 years ago by WSAW-TV staff. The special also capped off a three hour phone bank where viewers could call in donations. The phone bank raised more than $6,100.

The Share Your Holidays campaign kicked off on Nov. 30 as staff members walked in the Wausau Holiday Parade collecting non-perishable food and monetary donations. Two weeks later, more than $2,700 was raised as staff members pumped gas in exchange for donations.

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“Share Your Holidays isn’t just something we do here at NewsChannel 7, it’s something we’re passionate about,” WSAW/WZAW News Director Sarah Gray said. “Year after year, our team is so proud to head up this effort in the community, to do our small part to improve it. We’re so thankful that our community joins us in that effort with their generosity.”

“The community response to our Share Your Holidays fundraiser is very humbling,” WSAW/WZAW VP/GM Al Lancaster said. “We are very blessed to live in such a special place. Thank you!”

The Share Your Holidays account will remain open for additional donations until Jan. 31.

PERSONNEL NEWS

Langmyer forms company to invest in small markets

Longtime media executive Tom Langmyer is starting a company looking to acquire local radio stations and digital platforms in small markets.

Langmyer announced Nov. 8 the formation of Great Lakes Media Corp., which looks to acquire properties in New York, Pennsylvania, Ohio, Michigan, Indiana, Illinois, Minnesota and Wisconsin. He is President and CEO of the company.

“Smaller communities are making a big comeback. This new generation of people, to whom quality of life and community are very important, are building their lives and businesses in these places,” Langmyer said. “Over the years, the shifting economy and technology had ended an era of localism in media. Today, people are once again in search of real community and the greater connection that comes with being a part of a ‘place.’ Local media builds that connection - particularly in smaller markets.”

The company is meeting with investors, brokers, and others who are interested in specific markets. It plans to announce appointments of officers and partners in the weeks ahead.

Langmyer was most recently Vice President and General Manager for E.W. Scripps’ Milwaukee radio operations, which were recently sold to Good Karma Brands.

Edwards to retire from WUWM

WWM-FM General Manager Dave Edwards has announced his plans to retire on May 30, 2019.

Edwards joined the public radio station in Milwaukee in 1979 to create a news department. He later served as program director before being named general manager in 1985.

He was recently awarded the 2018 U:SA Madison Hodges Innovator Award for Public Media Advancement which recognizes public media professionals who have an impact in their communities and their profession. He was credited with expanding WUWM’s local programming efforts, community-based fundraising, and partnerships with organizations in southeastern Wisconsin. The station added four beat reporters over the last five years.

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

Koser named UW-Platteville Distinguished Alumni

WBA Hall of Famer Tom Koser has been named a UW-Platteville Distinguished Alumni.

Distinguished alumni are identified as those who are a strong contributor to his or her profession, recognized in their community or workplace with awards, a contributor to their community, and having continued engagement with UW-Platteville.

After graduating from the UW-Platteville Broadcast Management program in 1981, Koser started his career in 1981 as an account executive at WISM-AM/FM in Madison for Mid-West Family Broadcasting. He started Koser Radio Group in 1988. He owns and operates six stations in his home area of Rice Lake and Hayward. He serves on numerous boards and formed the Rice Lake Celebrity Charity Classic organization that raises more than $100,000 a year for local youth organizations.

Koser is a strong supporter of UW-Platteville’s WSUP Radio – the oldest radio station in the UW System – and the students who run it. He was the lead donor in establishing the George Smith Scholarship program for students active in WSUP. He also volunteers as a guest speaker in UW-Platteville classes and has served on UW-Platteville advisory councils and the WBA Foundation’s Board of Directors.

Koser was recognized Oct. 5 at an event at UW-Platteville.
Members in the Spotlight

Hosts deliver Christmas trees to families needing holiday cheer

The hosts of a Madison radio station delivered Christmas trees to families needing extra holiday cheer this season. Jim McGaw and Teri Barr from McGaw in the Morning on WOLX delivered the trees as part of their “12 Trees of Christmas.” McGaw and Barr delivered 12 trees to Madison area families affected by flooding, job loss, and health issues. They set up the trees with decorations for the families and provided the families with gift cards.

Milwaukee PBS GM testifies on repack

The general manager of Milwaukee PBS is asking federal lawmakers to consider relying on public televisions to take the lead on public education efforts regarding the spectrum repack.

Bohdan Zachary testified Dec. 11 to the House Subcommittee on Communications and Technology about his experience with a frequency change in the Milwaukee market earlier this year. Milwaukee Area Technical College relinquished Channel 36, one of the station’s two channels, in the auction. Both channels now share Channel 10.

The hearing was on implementation of the RAY BAUM Act, which includes $50 million for consumer education on channel reassignments.

Zachary told the committee Milwaukee PBS underwent an extensive public education effort because of the frequency change. The campaign lasted three months and included spots and a phone bank that generated 800 calls, with some calls lasting as long as an hour.

Zachary thanked the committee for support of repack education funding. He said their experience with a frequency change shows the importance of a well-planned and properly funded public education effort.

“We were able to use auction proceeds to finance our consumer education program,” Zachary said. “Many other public television stations do not have such resources to deploy, yet they have the same urgent need to educate their viewers and donors about their new position on the dial.”

He said public broadcasters can play a role in helping with public education in markets throughout the country. He asked the committee to dedicate a significant portion of the $50 million for consumer education to local outreach initiatives coordinated through public television stations on behalf of all the stations in their markets.

Also appearing before the panel were Curtis LeGeyt, EVP of government relations for the National Association of Broadcasters; Tim Donovan, senior VP for legislative affairs with Competitive Carriers Association; and Jeff Cohen, chief counsel for the Association of Public Safety Communication Officials International.

Radio Milwaukee honors local musicians

Community radio station Radio Milwaukee (WYMS-FM) presented its annual local music awards on Dec. 6.

More than 8,000 online ballots were cast for the 2018 Radio Milwaukee Radio Awards. The awards show featured performances by House of Renji, Paper Holland, Amanda Huff, Dramatic Lovers, and DJ sets by Moses.


Sheboygan station switches to CHR format

A radio station in Sheboygan is switching from a sports format to contemporary hit radio (CHR) format. WCLB is now known as Z107.

The station is owned by Mountain Dog Media and operated by Marty Schibbelhut’s Martini Media. Alex Mann is the program director. Schibbelhut is GM of Mountain Dog Media’s WFON and KFIZ in Fond du Lac.

Station offers viewers health insurance helpline

A Milwaukee TV station hosted a health insurance helpline to help viewers to get health insurance ahead of the Dec. 15 Affordable Care Act open enrollment deadline.

WISN-TV hosted experts from the Milwaukee Enrollment Network for four hours on Dec. 4. They fielded more than 350 calls on topics like enrollment, eligibility, and how to help a family member.

Anyone seeking assistant can still call 211 with questions about enrollment and eligibility.

WEAU-TV raises $83K in honor of 3 Girl Scouts, parent killed on highway

A television station in Eau Claire helped raise $83,201 to honor three Girl Scouts and a parent who were killed while cleaning alongside a highway.

The incident occurred Nov. 3 in Chippewa Falls when a driver went off the road and struck the volunteer cleanup crew. A fourth Girl Scout was injured. A 21-year-old Chippewa Falls man is facing charges.

WEAU-TV held a fundraiser Nov. 27, on Giving Tuesday, in its front parking lot in Eau Claire called “The Halmstad and Southview Memorial Donation Drive.” Money was raised to create scholarships and memorials in the victims’ honor. Halmstad and Southview are elementary schools that are part of the Chippewa Falls Area Unified School District where the girls went to school. The funds will go to the Community Foundation of Chippewa County and the Chippewa Falls Area Unified School District Scholarship Foundation.

WEAU General Manager Terry McHugh was the driving force to create the fundraiser. He worked with a credit union to help with money collection. Local car dealerships each contributed $5,000 toward a $40,000 match. Gray Television, WEAU’s parent company, also donated $5,000. WEAU collected drive-up donations in its front parking lot.

Donors drove in, were greeted by a WEAU anchor or employee, and dropped off a cash or check donation. Donors received coupons to area businesses as a thank you for their contributions. WEAU did news mentions and programming cut-ins, web stories, push notifications, and social media posts throughout the day to drive traffic.

The station hoped to raise $40,000 so it could hit the full $40,000 match. The goal was exceeded by $3,201.
Watch panel discussion about threats against broadcasters

A panel discussion at the Broadcasters Clinic talked about the safety of broadcasters and journalists in light of new threats. The panel discussion titled “Personal Safety in Today’s Broadcasting Environment” was led by WLUK-TV News Director and WBA Board member Juli Buehler. The panel included RTDNA Executive Director Dan Shelley, Quincy Media Regional Vice President Tom Allen, WORT-FM Board President David Devereaux-Weber, WBA DC attorney David Oxenford, and Madison Police Chief Mike Koval.

The panel discussion is now available to watch here: https://vimeo.com/297298770

The panelists talked about recent incidents of violence in broadcast facilities and against journalists, including a recent shooting at WORT-FM, a community radio station in Madison. The panel discussed ways that engineers and managers can work to plan for crisis situations and train employees to react appropriately.

Shelley spoke to the new threats facing journalists. Chief Koval talked about what stations can expect from police departments when planning for a shooting or reacting to one. Devereaux-Weber talked about the shooting at WORT-FM and how it’s changed how he views security at his station. Oxenford discussed the liability concerns being raised by employers facing the threat of workplace violence.

The panel agreed that broadcasters should be planning for the possibility of workplace violence and taking all threats seriously.

WBA completes series of digital instructional videos with Jacobs Media

How can broadcasters use text messaging to expand their audience?

This is the topic of the final video in a series produced through a WBA partnership with Jacobs Media. The series is aimed at helping stations build their digital strategies.

The tenth video in the series titled “Text Messaging Strategies for Broadcasters” is available now in the WBA website’s Members Only section and in the videos section of the WBA app. The videos are produced by Jacobs Media’s Digital Dot Connector, Seth Resler.

The other nine videos are:

- Digital Strategy for Broadcasters
- Creating Content to Attract People to Your Station’s Site
- Web Design for Broadcasters
- Digital Analytics for Broadcasters
- Social Media for Broadcasters
- SEO for Broadcasters
- Email Marketing for Broadcasters
- Podcasting for Broadcasters
- Mobile Apps for Broadcasters
- Text Messaging Strategy for Broadcasters

This is a FREE service from your WBA.

Wisconsin FOIC marks 40 years of protecting openness

The Wisconsin Freedom of Information Council held an event at the State Capitol to celebrate its 40th anniversary.

The Council and its supporters gathered in the Assembly Parlor on Oct. 30 to hear about the beginnings of the Council and the many efforts it has taken over the years to promote openness in government and protect the public from efforts to restrict access.

Wisconsin Supreme Court Justice Rebecca Dallet spoke at the event and discussed court transparency and efforts to increase trust in the court system.

FOIC President Bill Lueders spoke at the event saying that he was proud of the Council’s non-partisan work. He pointed out that there are members of the Council with different political viewpoints but that they all work toward the common cause of maximizing openness in government.

Members of the FOIC include the Wisconsin Broadcasters Association, the Wisconsin Newspaper Association, and the Society of Professional Journalists.

WBA renews Insight Edge Weekly member service

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

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

WBA 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. We hope you continue to enjoy this WBA Member Service.
Walker Broadcast Management Institute

The Walker Broadcast Management Institute is now in its 22nd year, having completed its first seven 3-year management education cycles in 2018. The 2019 Institute marks the beginning of another 3-year cycle and is designed for broadcast managers and those seeking or being prepared for broadcast management positions.

April 2, 2019
Agile Strategy: Design It, Share It, Drive It
- What is agile strategy and do I really need it?
- How to design a winning broadcasting strategy in complex, dynamic conditions
- Getting everyone synched up for strategic change
- The secrets of strategic results that last

Presented by Lori Cross, president of Mindspan Consulting.
After leading several businesses using agile techniques for more than 30 years, Lori turned her attention to bringing agile thinking and execution to business leaders in diverse industries. In addition to strategy consulting, Lori teaches the Capstone Strategy course in the Executive MBA program at UW-Madison School of Business and custom Executive Education classes in Strategic Leadership.

Lori’s high-energy, practical approach to leadership will inspire new, actionable approaches that you can immediately use to build agility and drive strategic change in your organization.

April 3, 2019
Leading in Every Moment
- What are our natural tendencies and strengths and how can we use what we discover to show up more powerfully in all that we do?
- How can we be more present in the moments that make up our days, our weeks, and our lives?
- How can we strengthen relationships, build connections, and communicate more effectively?
- How can we apply what we learn in a concrete and meaningful way…back in the real world?

Presented by Sarah Young, Chief Impact Catalyst at Zing Collaborative, where she works with incredible individuals, teams, and organizations to increase their positive impact in the world in a way that feels inspired and alive. She held several executive level roles in the corporate world and today blends this corporate experience with best practices and approaches from the fields of leadership, human development, coaching, and mindfulness.

April 4, 2019
Financial Management for Broadcasters
- What are the elements of basic financial statements?
- Where do you find the most useful financial information?
- How do you evaluate that information?
- How do you create a budget plan?

Presented by Thomas A. Walker, president of Mid-West Management Inc. Tom served as the chief financial officer for more than 40 radio stations under the Mid-West Family Radio umbrella. He has an MBA from UW-Madison and has served as a lecturer for the University’s School of Business and as a senior manager for KPMG Peat Marwick.

Tom is a graduate of the first 3-year sequence of the Walker Broadcast Management Institute and has developed this Institute’s financial management module exclusively for broadcast managers and those preparing for management-level positions in radio and television broadcasting.
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, 2019. Submissions should be made on the official nomination form and sent to the WBA Foundation office. Selected nominees will be inducted on June 12, 2019, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Osthoff Resort in Elkhart Lake 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 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 (2019). 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.

Two ways to recognize great broadcasters

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Nominations open for Hall of Fame Award

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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, 2019. Submissions should be made on the official nomination form and sent to the WBA office. Selected nominees will receive the award Thursday June 12, 2019 during the WBA's Summer Conference Luncheon at the Osthoff Resort in Elkhart Lake.

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.
Broadcasters looking ahead to 2019

With another year behind us, it’s time to take stock of what’s ahead for broadcasters in the new year.

Paul Jacobs
Jacobs Media

Without question, we are living in tumultuous times. Every day it seems there’s a new threat, a new competitor, a new “next big thing” to invest in, and of course, higher goals to hit.

So, with 2018 in the rearview mirror, here are five big things to watch that will affect all of us in the coming year:

1. **5G.** While it’s in the early stages of its rollout currently, and won’t be concluded for another two years, the advent of 5G technology is going to completely change the way we interact with the Internet… again. 5G technology will bring speed to the Internet we’ve never dreamed of as we will literally be able to access content immediately. We’ll be able to download videos and programs in seconds. And most importantly (we think), this will have an explosive impact on the Internet of Things – the way devices will talk to each other.

One area where 5G will have the largest impact is in the car. Today’s automobiles are computers on wheels. They have enormous computing power, generating a ton of data about the driver, their habits, and the ability for the car to determine everything happening around it through a series of sensors. This is the basis for autonomous driving.

5G is going to incredibly increase the car’s computing power, so not only will driverless cars become a reality, but the way the car connects consumers to retailers, the payment system, and more opens up the reality for the car companies to develop financial relationships directly with advertisers and local businesses. This has the potential to empower the local businesses to bypass the necessity to run advertisements, since their content (location, coupons, etc.) is right in the dashboard, giving them a direct relationship with the consumer.

This will be a major focus of ours at CES next month and expect to hear more about 5G in the coming months.

2. **More Consumer Control.** If you’re in the television business, I don’t have to tell you about cord cutting. And if you’re in radio, you’ve heard a ton about podcasting and on-demand content. This isn’t going to go away, and in 2019, all trends point to continued growth in consumer control.

In the television industry, there are many factors conspiring to create this stress: TiVo and DVRs, the cost of cable vs. other services like Hulu and Apple TV, and then there are the networks themselves, investing heavily in their own digital platforms and using the airwaves to move the audience there.

In radio, growth of podcasting continues, but at a relatively slow pace. Unlike in television, where options are easy to access, there are barriers to the way a consumer can discover, download, and listen to a podcast. If you own an Android device, it’s especially clunky.

We continue to be big believers in the power of local for both radio and television broadcasters. This is the hill you own, and it’s the hill you control. In radio, local content and personalities separate you from your digital competitors, and in television, the immediacy of local news can’t be co-opted by anyone.

And you might be surprised to learn that in research we’ve conducted and seen among Millennials, information and news that affects them and where they live is incredibly important. So while broadcasters will continue to face these challenges, the solution rests in what you do best – local broadcasting.

3. **Revenue Trends.** While it’s going to be hard for broadcasters to hit 2018 comp levels due to the huge amount of political advertising, there are reasons to be optimistic.

Broadcasters continue to invest in digital solutions, and with local dollars shifting to digital, the industry is in the best position ever to capture a share of these dollars.

We are also seeing the emergence of a closer partnership between broadcasters and local businesses as they team up to fight against e-commerce providers like Amazon. Smart broadcasters are creating strong local programs to promote local businesses. There is awareness in many markets that you are in this together, and this has led to some significant opportunities.

And then there’s the question of the economy, but we’ll leave that for another day since no one can predict that with any certainty.

4. **Social Media.** You may or may not be aware of the inroads Google and Facebook have made in your market by capturing the largest portion of digital revenue. If you aren’t, speak to some of your clients about it. These two digital behemoths are capturing a ton of revenue because they are relatively easy to buy and provide solid metrics and attribution.

But if you’ve seen the news lately, the credibility of digital advertising has been rocked. One of the biggest stories of 2018 was Procter & Gamble’s cancellation of hundreds of millions of dollars of digital advertising because they lacked confidence in its impact and reporting standards, and shifted some of this money to radio.

Concurrently, Facebook in particular is under fire for privacy issues and more, which have not only led to a decline in membership, but also will lead to a flurry of Congressional investigations in 2019, new regulations, and possibly even a break-up of the company.

While all of this is happening, the credibility of local broadcasters remains rock solid. You are trusted citizens in your market (ask your clients if they’ve ever tried to call Facebook or Google with a question about their advertising). You can respond quickly to advertiser needs. Whatever digital solutions you provide will be backed by a team of people based locally.

5. **Attribution.** There is growing demand among advertisers for attribution – in other words, what was the return on their advertising investment? This is an advantage digital competitors have over broadcasters because they have a direct, one-on-one relationship with their users. So they can easily measure the impact of a banner ad (clicks), search, and more.

By the nature of the industry, it’s much harder for broadcasters to measure impact. However, there are a lot of positive changes happening. Companies like Veritone, Analytic Owl, and Elytics provide ways of measuring what happens when consumers hear an ad or a mention of a client on the air. Stations are developing more robust email databases in order to better track what happens when they send out a coupon or other client information.

This is an important area of opportunity for broadcasters and we expect to hear a lot more about this in 2019 because the clients are demanding it.

Obviously there’s a lot going on. If you have any questions about these trends or others, please feel free to reach out to me at pauljacobs@jacobsmedia.com.

Have a happy, healthy new year.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have any questions relating to your digital, social, or mobile strategy, contact the hotline at 248-353-9030 or via email at pauljacobs@jacobsmedia.com.
Support the WBA with a click of your mouse

Wisconsin radio and TV stations that participate in the NCSA/PEP program already know that it’s an important way to support the services provided by Your WBA.

But did you know that the WBA recently added a social media component to the NSCA/PEP program?

Many stations are already participating by sharing and retweeting social media posts on their station accounts. It only take a few clicks.

Here’s how it works:

• A NCSA/PEP client creates their public service message and posts it to their Facebook and Twitter accounts.
• The WBA helps them craft a message that stations will be interested in sharing with their social media audiences.
• The WBA sends stations a link to the client’s social posts. All the station has to do is share the Facebook post and retweet the link on their station accounts at a time of their choosing.

It’s that simple.

Interested in participating? Have questions? Contact the WBA Director of Operations and Public Affairs, Kyle Geissler, at kgeissler@wi-broadcasters.org or 608-255-2600.

Thank you for your support of the WBA.

WBA’s DC TRIP
Tuesday and Wednesday, February 26 & 27, 2019

IMPORTANT - Due to the hotel reservation deadline, we need your response no later than WEDNESDAY, JAN. 30, 2019

The WBA’s 2019 Annual Call on Congress is scheduled for Feb. 26-27 (Tuesday & Wednesday). NOTE: Similar to the past few years, we will again take a smaller group of broadcasters to each Senate meeting in 2019. 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 arranged for a block of rooms at the Courtyard by Marriott-Dupont Circle. (NOTE: This is a different hotel from last year.)

The WBA’s 2019 DC Trip itinerary will be as follows (tentative, all times subject to change):

Tuesday, February 26
3:30 PM Limo Bus pick up at Courtyard–Dupont Circle
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–Dupont Circle

There will be an abundance of food provided at the reception. There will NOT be a separate WBA dinner.

Wednesday, February 27
8:00 AM (approx.) Limo Bus picks us up at the Courtyard–Dupont Circle
9:00 AM–4:00 PM Calls on The Hill

Email to mvetterkind@wi-broadcasters.org

VERY IMPORTANT
We ask that you make your return flights for any time after 5 p.m.
Call us with any questions relating to digital, social media, or mobile.

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