What makes a successful station?

Excellence is the result of caring more than others think is wise.

Risking more than others think safe. Dreaming more than others think is practical. And expecting more than others think is possible! You still need a few things - diligence and compassion - for employees and clients. Intelligence and some guts to do the basics as best as you can, and the perseverance to keep on doing. And getting back to the basics. Some people think our vocations are doomed. Not so. Some think handing over radio/TV sales to a machine is very clever. Not so. Without delivering ideas to a client; without knowing a client's needs and without bringing them solutions, nothing will happen. A machine can't do it. But some owners have been so distracted they think machines are to replace people, not make people produce more which is what Mr. Watson (IBM) told us would happen. Unfortunately much of what some owners are doing might produce higher profits, but our short history teaches us that doesn't happen either. Two large groups who tried it are ready for bankruptcy.

We serve three audiences: listeners, clients, and employees. Each is as important as the other. Good relationships between and among these groups is paramount. Selling advertising and producing results can be tough. It has daily ups and downs. So, what makes a successful station? Success does.

We serve three audiences: listeners, clients, and employees. Each is as important as the other.

And how to achieve it? Work hard, think hard, and pay attention to everything around you.

When was the last time your sales manager spent a day or so in-field with salespeople, old and new? It's not fun for either the manager or the salesperson unless the attitude is fun and educational. But it does produce results. And the client gets to create a better bond with the stations. You are there to solve his/her problems and he/she believes you will. When was the last time your air personalities had an air check? Have you ever tried bringing a client to a sales meeting where you have a bunch of experts at solving marketing problems? It's magic. Ever take an air personality on a sales call? Those are the people the client listens to every day and is anxious to know them. That could help sell anyone. Ever brainstorm sales problems with program people. They're pretty normal people and understand the problems and questions being raised.

Continued on page 2>
As highlighted on page 4, your WBA was thrilled to host an event with new FCC Chairman Ajit Pai and Sen. Ron Johnson, who is also the Chair of the Senate Homeland Security Committee. It’s definitely an exciting time for our industry, which was made apparent by the number of broadcast managers from all over the state who made the trip to Milwaukee for a Monday morning meeting.

I enjoyed being able spend a bit of time with Chairman Pai and Sen. Johnson before the meeting to show off the WBA’s new Hall of Fame, complete with our fabulous touch screen video monitor, highlighting all 140 Hall of Fame videos. I’ve since heard from both of them and, believe me, they were quite impressed with the Milwaukee meeting and our Hall of Fame.

Speaking of the WBA’s Hall of Fame, make sure to put next year’s Summer Conference on your calendars now, as it will take place June 20-21, 2018 at the Hilton Milwaukee City Center. We are so excited to have recently completed the video backlog; a major, multi-year project for your WBA and WBA Foundation. Next year’s conference will provide the perfect opportunity to celebrate the new home for your WBA’s Hall of Fame.

On page 40 you’ll note an event that’s certainly near and dear to our hearts here at your WBA. While we’ve been working on it for some time now, our Rick Jowett Fellowship is finally coming to fruition. We’ve partnered with the National Press Photographers’ Association (NPPA) to offer a Madison Driving Short Course to be held on August 18-19 on the UW-Madison campus right on Lake Mendota. This year’s short course is being held in memory of our own Rick Jowett. The event will also highlight the introduction of the Rick Jowett Fellowship.

Your WBA Foundation has established a fund to support a Rick Jowett Fellowship as means to pay tribute to Rick Jowett, beloved photographer and long-time member of the WBA family who died in July 2015. The fellowship will assist aspiring professionals, dedicated career professionals of our member stations as well as students of the visual media with skills training and professional development. A very special thank you to those who have already contributed to this Fellowship (and for anyone else you would like to, just let us know).

Rick grew up in a media family. His grandfather was CEO of Forward Communications which owned several television stations throughout the country. His family was also involved in print media at the Wausau Herald. Rick began his career in high school as a photographer working for the Wausau Herald.

Rick completed his degree in journalism at UW-Madison in the late ’70s. Following graduation, he started his career in broadcasting as a still photographer at WMTV-TV in Madison.

Rick began working with the WBA in 1985 as our photographer, along with everything else he would help us with. He served graciously and unconditionally until his passing in 2015. We hope you’ll consider joining us for this special event.

Finally, make sure to join us for this year’s WBA Doug Chickering WIAA Sports Workshop (see page 42). It will be held Aug. 3 and will feature a game between the Brewers and St. Louis Cardinals.

I mean really, what’s better than a day at the ballpark?

In the meantime, enjoy the rest of summer. Thank you, as always, for your time & support!
WBA President and CEO Michelle Vetterkind testified twice to state lawmakers in support of repealing Wisconsin’s personal property tax. She testified on May 24 before the Senate Committee on Revenue, Financial Institutions and Rural Issues and on June 1 before the Assembly Ways and Means Committee.

Vetterkind argued that the personal property tax is a burden to broadcasters, who maintain many pieces of equipment subject to the tax.

“Next time you are in your local TV or radio station to do an interview or a show, take a look around at all the equipment that is needed to put the interview you just did out over the air,” Vetterkind testified.

Examples of equipment that is subject to the tax include:
- Towers
- Furniture, fixtures, and office equipment
- Copiers, phone systems, equipment with embedded computerized equipment
- Transmitters, field cameras
- Studio fixtures and sets
- Lighting
- Stationary cameras
- Control room board, monitors, microphones
- MMJ Kits – computers with hot spot/cell phone/teleprompter (used for remotes)
- All vehicles including satellite trucks
- Federally mandated equipment used for EAS (Emergency Alert System, including Severe Weather Announcements and Amber Alerts to notify Wisconsinites when harmful weather is approaching or when a child is missing).

“Like all of these businesses you are hearing from today that pay the tax, it means less working capital to invest in new equipment, create more jobs or grow sales and customers,” Vetterkind said.
FCC Chairman Ajit Pai and Sen. Ron Johnson took time June 5 to meet with Wisconsin broadcasters at the Hilton Milwaukee City Center and Pai went on to tour other broadcasters in the state.

Chairman Pai was in Wisconsin as part of a “heartland trip” across the Northern Plains to speak to people about how to make the FCC work for them. He was joined by Sen. Johnson during the Wisconsin leg of his trip where he met with broadcasters and broadband providers.

More than 25 managers from Wisconsin radio and TV stations came to Milwaukee to meet with Chairman Pai and Sen. Johnson.

During the meeting, broadcasters talked with Pai and Sen. Johnson about ATSC 3.0, EEO requirements and other regulatory reforms, ownership rules, emergency alert systems, tax reform, LPFM, and net neutrality.

Chairman Pai and Sen. Johnson also got a tour of the WBA Hall of Fame, which is on display at the hotel. Chairman Pai continued his trip by driving to Eau Claire and Durand.

In Eau Claire, Chairman Pai visited WQOW-TV to get a tour, meet the staff and ask them questions.

“The Chairman was extremely focused on the goals, priorities, and concerns of local television stations,” said WQOW-TV Vice President and General Manager Dave Booth. “He was very impressed by our station’s (and Quincy’s) commitment to the industry and to serving our communities.”

“The Chairman was fascinated by WQOW’s extensive coverage during and after the deadly tornado that struck Northwest Wisconsin on May 16,” Booth said.

In Durand, Pai visited WRDN radio where he heard from farmers who are listeners to the station who talked about the importance of the station to their work and the need for broadband for agriculture.

Chairman Pai went on the air to talk about rural communication issues and AM revitalization. WRDN also showed off a WBA award and an upgrade to AM stereo coming later this year.

“I think it’s impressive that Chairman Pai took the time to come to Durand and visit my station and meet with local residents and businesses to discuss FCC issues that affect us,” WRDN General Manager Brian Winnekins said. “Radio and TV should be very excited that we have a FCC Chairman that is truly concerned about our stations, large or small and want to see all of us continue to serve our communities.”

Winnekins encouraged all WBA members to reach out to Chairman Pai with their concerns. He said the Chairman believes it is part of his job to meet with station owners and the public regarding FCC issues.

The WBA thanks Chairman Pai and Sen. Johnson for taking time to talk with Wisconsin broadcasters about issues vital to broadcasting.
Fast-moving developments for smart speakers

Last quarter we wrote about the newest hot gadget on the market – “smart speakers,” like Amazon’s Echo and Google Home.

This space is heating up so quickly that we’re going to stay on this topic because of the impact and opportunity they present for radio and television stations. For example, in mid-June SiriusXM satellite radio announced that all of their channels are now available on Amazon’s Echo device. For a company that has built its distribution in automobiles, the shift into the home not only demonstrates how popular this space is becoming, but also shows how competitive the home is becoming for broadcasters.

The Amazon Echo is (for now) the category leader, but Google Home is jockeying for position.

But another big event took place this month with the recent announcement that Apple is set to enter the smart speaker sweepstakes later this year with HomePad. These events confirm these devices are winning “the next big thing honors,” and require the attention of content creators.

But the reality is that unlike the hype of other recent “next big things” like Google Glass and even the Apple Watch, smart speakers – especially the Echo – are having an immediate effect on media consumption. Our Techsurvey – conducted earlier this year - showed that more than one in ten consumers have already purchased one of these devices. As the space heats up and new players like Apple and SiriusXM get into the game, there’s no reason to believe that their act isn’t just beginning.

When you take a deeper dive into the demographics you learn these devices cut across all groups – gender, age, and ethnicity. The barrier to entry is low – most are well under $200 – and setup and usage are simple procedures.

So how can the average TV or radio station benefit from Alexa in people’s homes?

...these devices are winning “the next big thing honors,” and require the attention of content creators.

For both TV and radio, smart speakers allow consumers to access content on-demand. In the case of television, the on-demand trend has swept over the medium; in radio, streaming as well as on-demand in the form of podcasts is still taking root, but growing every year. These devices allow broadcasters to package audio content in an on-demand format driven by voice commands. This last point is an important one – over time, consumers are becoming more comfortable using devices they can control with their voice – in their cars, on their phones, and now by simply saying “Alexa,” followed by a simple order.

Initial research in the space indicates that people enjoy the convenience of using these devices. In many cases, they accelerate the use of audio in people’s homes. Whether you’re in television or radio, that’s a good thing.

Beyond audio, the next generation Echo will have a video screen, which is another reason why television stations need to get into this space.

In much the same way app stores grew and proliferated just a few years back, available content for smart speakers is exploding. All the big music services are connected – Spotify and Pandora – as well as streaming players like iHeartRadio and TuneIn.

National television brands have also jumped on board. Jimmy Fallon’s “Tonight Show” was an early adopter, allowing Echo users to listen to the monologue, learn about upcoming guests, and access benchmark bits and features. “Jeopardy” provides daily questions as an extension of the television program. And this is just the tip of the iceberg.

The Milwaukee Journal Sentinel and WTMJ-TV, for example, offer “flash briefings” – quick headlines that help users stay informed about local goings-on.

On the radio side, hundreds of stations across the country are rapidly diving into the space, working with developers to create “skills” for smart speakers. These enable users to access stations streams, as well as on-demand content reflective of the station brand and its personalities.

...hundreds of stations across the country are rapidly diving into the space, working with developers to create “skills” for smart speakers

Smart speakers are a fast-moving trend – an opportunity for media outlets to connect with fans on a new gadget that is fun, convenient, and fresh.

Over the years, we’ve learned that technology brings both challenges and opportunities. In the case of smart speakers like the Amazon Echo and Google Home (and hopefully the Apple HomePad), it’s clearly the latter.

The WBA Digital Hotline is a free service for members of the WBA. For questions about mobile, social, streaming, web sites, content marketing, and more (including smart speakers), please contact Paul Jacobs at paul@jacobs-media.com.
Hundreds of Wisconsin broadcasters spent two days on the shores of Lake Michigan networking, learning about the latest in sales, engineering, and digital, and being inspired by accomplished career broadcasters.

The WBA Summer Conference was held June 14-15 at the Blue Harbor Resort in Sheboygan. Here are some of the highlights:

Engineers talked about what the TV repack will look like in Wisconsin and what broadcasters will be expected to do about it.

“We have to come up with the logistics to pull this off.”
- Rick Wood, Resonant Results on the repack

There was a one-day version of the Media Technology Institute to assist engineers in maintaining transmission systems, station compliance with the FCC, and reviewing critical skills and relationships.

A group of golfers were grateful the rain held off for the annual golf tournament. This year they played at The Bull at Pinehurst Farms.

DC Attorney David Oxenford talked to an interested group about how broadcasters can avoid legal entanglements on websites and social media. He also talked Thursday about the latest on EEO at the FCC. A new administration means changes could be coming.

“If you copy a picture and put it on your social media feed, you could have a problem.”
- David Oxenford on avoiding legal problems on social media

Engineers also talked about AES67, HVAC, and the latest in cellular technology. They also reviewed a LPFM case study.

Seth Resler from Jacobs Media hosted a session Wednesday on how to pull all of your station’s digital tools into a single comprehensive strategy. He also held a session on Thursday about how to use digital resources to generate more sales leads.

“The most important question is, when people come to your website, what do we want them to do.”
- Seth Resler, Jacobs Media

The annual Summer Conference job fair was held with dozens of stations on hand to meet potential future broadcasters.

There was also an insightful session where engineers got to pose their own questions to a panel of managers from TV and radio.

Roundtable discussions were held on the topics of the TV repack, Raspberry Pi, social media, and engineering liability.
WBA President and CEO Michelle Vetterkind joined David Oxenford and WBA legislative chairs Kelly Radandt and Roger Utnehmer to provide a legislative update. Topics included proposed regulatory changes at the FCC, the fate of an advertising tax exemption, and a proposal to eliminate the personal property tax in Wisconsin.

The young professionals spent some time networking and planning a potential upcoming event. Stay tuned.

WBA members got a full update on what’s happening throughout the WBA at the business breakfast. Reports were given on WBA financials, legislative efforts, the WBA Foundation, the awards gala, social and digital media, the young professionals, and numerous other topics. After breakfast, members also got an update on the state of the economy from representatives of BMO Private Bank.

Sales managers and staff heard from Derron Steenbergen in a packed session about how to go from surviving to thriving in sales. Steenbergen provided some practical tips for how sales staffs should best spend their time to increase sales, while being creative and having fun.

“We get so focused on the harvest, we don’t focus on the seeds we’re planting.”

-Derron Steenbergen on cultivating more sales leads

Network news veteran Jim Miklaszewski joined members for lunch and presented a keynote speech about the fallout from the fake news phenomenon, and he also talked about his long career in broadcasting. Originally from Wisconsin, Miklaszewski started his career in La Crosse and also worked at CNN before landing at NBC News. He’s covered the White House, the Pentagon, and numerous huge stories throughout his career. He talked about how politics has changed in recent years and shared stories about covering presidents and being in the Pentagon when it was attacked on 9/11.

Members also got some practical advice from coach and consultant Darcy Luoma. She talked about how to take on challenging conversations with confidence. The session was interactive and got participants thinking about how they would apply her advice to their own situations.

We also paid tribute to the new members of the WBA Hall of Fame and Broadcast Legends. Look for those photos on page 6.

Next year’s Summer Convention will be held June 20-21 at the Hilton Milwaukee City Center.
Hall of Fame Inductees

Ken Beno

Bill Hurwitz

Larry Meiller

Tom Koser, Bill Hurwitz, Ken Beno, Larry Meiller, Leonard Charles and Michelle Vetterkind

All Hall-of-Famers in attendance

Nancy and Bob Barry, Dick Record, Jim and Cheryl Miklaszewski

Mike and Patty O’Brien, Joan Gillman and Bob Dailey
2017 WBA Local Broadcast Legends

Ben Jakel

William Lipman accepted by William Lipman’s daughter, Lois Lipman

Jack Martin accepted by Howard Goede from Mid-West Family Broadcasting

Terry Stake

Save the Date

WBA 2018 Summer Conference
June 20 - 21, 2018
Hilton Milwaukee City Center
Home of the WBA Foundation Hall of Fame
509 W Wisconsin Ave, Milwaukee, WI 53203 | (414) 271-7250
WBA Summer Conference Summary
On behalf of the WBA...Thank you for a FABULOUS WBA Summer Conference!

Blue Harbor Resort
Jan Carpenter
Erica Ellinger
Sara Kren
Loren, Executive Chef
Amanda
Chris
Jamie
Nate
Vanessa

Conference Speakers
Dick Record, WBA Chair, Family Radio
Tom Allen, Quincy Broadcast Group
Chris Bernier, Radio Plus
Nancy Douglass, WLKG
Erica Hill, BMO Private Bank
Jason Joenis, BMO Private Bank
Tom Koser, Koser Radio Group
Steve Lavin, WBAY-TV
Darcy Luoma, Darcy Luoma Coaching & Consulting, LLC
Jim Miklaszewski
David Oxenford, Wilkinson Barker Knauer
Kelly Radantd, Woodward Radio Group
Seth Resler, Jacobs Media
Derron Steenbergen, Swaggar Institute
Roger Utnehmer, DoorCountyDailyNews.com
Michelle Vetterkind, WBA & WBA Foundation, President and CEO
Steve Wexler, E.W. Scripps Company

Engineering Day Speakers
Kent Aschenbrenner, E.W. Scripps Company
Denis Baldridge, WRKO
John Bauer, Mid-West Family
Julie Buehler, WLUK TV
Mark Burg, WLAX-DT / WEUX-DT
Leonard Charles, Television Wisconsin
Greg Dahl, Second Opinion Communications, Inc.
Kyle Geisler, WIST TV
Cliff Groth, New Radio Group
Andrew Harmon Sr., US Cellular
Kirk Harnack, The Telos Alliance
Paul Meyer, Educational Communications Board
Mike Norton, Educational Communications Board
Joe Poss, TODAY'S TMJ 4
Marcus Riley, WTMJ
Edward Rousseau, Edward A. Rousseau LLC
Kevin Ruppert, WISC-TV
Jim Vriese, NRG Media Ft. Atkinson
Rich Wood, Resonant Results
Engineering/Clinic Committee
Leonard Charles (Chair), Television Wisconsin, Inc.
Kent Aschenbrenner, E.W. Scripps Company
Dennis Baldridge, WRKO
Steve Brown, Woodward Radio Group, Inc.
Mark Burg, WLAX-DT / WEUX-DT
Greg Dahl, Second Opinion Communications, Inc.
Cliff Groth, New Radio Group
Bill Hubbard, UW-Green Bay
Keith Kintner
Gary Mach, GEMCOM
Kevin Ruppert, WISC-TV
Tom Smith

Exhibitors
Broadcasters General Store, Ocala FL
Heartland Video System, Plymouth WI
NAB, Washington, DC
Nautel, Hackett's Cove, Nova Scotia, Canada
Nielsen

Resonant Results, Cottage Grove WI
Serve Wisconsin
 UW School of Medicine and Public Health
Weather Metrics, Overland Park KS
Wisconsin Expo
Wisconsin National Guard, Madison WI

Hall of Fame Committee
Greg Bell
Bruce Grassman, Results Broadcasting
R. Perry Kidder
Tom Koser, Koser Radio Group
Al Lancaster, WSAY-TV
Dick Record, Family Radio
David Sanks, Sanks Communications
Terry Shockley, Shockley Group Inc.
Scott Trentadue
Roger Utnehmer, DoorCountyDailyNews.com
Hall of Fame Presentations
Patti Allen
Jane Bartell
Tucker Boyd
Studio Gear
Media Technology Institute
Terry Baun, Founder, Speaker
Bill Hubbard, UW-Green Bay, Speaker

WBA and WBA Foundation Board
Dick Record, (Chair) Family Radio
Tom Allen, Quincy Broadcast Group
Linda Baun, Vice President
Judson Beck, WLAX TV/WEUX TV
Chris Bernier, Radio Plus
Lynn Bieritz, Mid-West Family Broadcasting
Keith Bratel, iHeartMedia
Julie Buehler, WLUK TV
Scott Chorski, WKBT
Nancy Douglass, WLKG-FM
Dave Edwards, WUWM
Bruce Grassman, Results Broadcasting
Bill Hurwitz
Laurn Jorstad
R. Perry Kidder
JT Koser, Koser Radio Group

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Scott Chorski, WKBT
Nancy Douglass, WLKG-FM
Dave Edwards, WUWM
Bruce Grassman, Results Broadcasting
Bill Hurwitz
Laurn Jorstad
R. Perry Kidder
JT Koser, Koser Radio Group

Photographers
Debbie Borth, Camera Kisses
Photography
Jill Sommers

Prize Donors
Dielectric, LLC
La Crosse Radio Group
Magnus Media.com
QueenB
Results Broadcasting
WBA
WCLV/WVJL
WDJT TV

WKOW TV
WMSN TV
WTMJ AM

Sponsors
American Awards and Promotions
Broadcasters General Store (BGS)
BMI
BMO
Comrex
comScore
E.W. Scripps Company
Jacobs Media
Marketron
Midwest Communications
Nautel
Nielsen
P1 Learning
Regional Reps Corp.
SmallTownPapers, Inc.
Smith and Gesteland
Wisconsin Army National Guard
Volunteers
Tommyie Broad
Joe Daguano, Mid-West Family Broadcasting
Jill Sommers

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Keith Bratel, iHeartMedia
Julie Buehler, WLUK TV
Scott Chorski, WKBT
Nancy Douglass, WLKG-FM
Dave Edwards, WUWM
Bruce Grassman, Results Broadcasting
Bill Hurwitz
Laurn Jorstad
R. Perry Kidder
JT Koser, Koser Radio Group

Young Professionals Committee
JT Koser (Chair), Koser Radio Group
Hannah Anderson, WSAY
Eric Brooks, WTMJ
Kyle Geissler, WISC TV
Reid Magnus, WSUM & Magnum Stations
Hannah McClung, WISC-TV/Channel3000.com
Amy Pflugshaupt, WMTV
Terry Stevenson, Seehafer Broadcasting Corp.
Heather Storm, Woodward Radio Group
“Not?” he shot back. “Well, Mr. Voss, I know that you’re already a salesperson he wanted me to be. Gruff, quick, and to the point. Get to the bottom line.”

Mr. Voss canceled his advertising on Tuesday. The twenty-minute meeting was set for Thursday. In preparing for the meeting, I called a salesperson at the dealership. I learned from her that Mr. Voss had just been hired away from Dodge City in Milwaukee to turn around the Dodge dealership in Madison. For those of you who can remember back that far, that was pre-Lee Iacocca, and Dodge was struggling nationwide.

I planned my approach.

I decided I didn’t want to be like every other rep, in there for twenty minutes desperately presenting the year’s budget. My goal was to sell Mr. Voss on the fact that twenty minutes wasn’t long enough to plan a year’s worth of advertising. My strategy was to differentiate myself and my presentation from that of media reps I imagined he was meeting with and the presentations they were making.

I made a conscious decision to not even present him a year’s schedule, even though that was what he requested. I left the Arbitron local ratings book at the station. I didn’t pack a rate sheet or a brochure on the market. I made a conscious decision not to present him a year’s worth of advertising. My goal was to present an intelligent proposal based on your objectives and not just my need to sell you a schedule. Does that make sense?”

“Yes,” he said, his voice softening a little bit. And then I made The Gesture. I raised my hand and gestured to his credenza and he looked around. On the credenza was a pile of every other salesperson who had brought to the meeting. “Mr. Voss,” I said, still gesturing at the stack, “have you had any intelligent proposals so far today?”

The man changed before my very eyes. The gruff, powerful executive was now slumping in his chair. His face sagged. He looked at me and said these words: “Chris, this has been the most boring day of my life.”

“Mr. Voss? Can we go through this analysis together?”

“Chris, please, call me Bob.”

“Bob, what are your plans for turning this dealership around?”

Ninety minutes later, Bob Voss accompanied me out of his office. There were four salespeople in the waiting room, like planes circling over O’Hare Airport on a stormy night.

Two weeks later, the client was back on our station in a big way. They were one of the top ten advertisers on the station that year. The most boring day of Bob Voss’s life was made up of thirteen consecutive meetings with people presenting their rates, ratings and schedules. They were talking about buying advertising. Nobody talked to him about selling cars, which was the only thing he was really excited about.

I might have made a quicker sale if I had pitched him in the allotted twenty minutes, but I don’t think I would have made a bigger or longer-selling sale. I would have been just one of the vendors he bought from, not one of the people he looked to for advertising advice and ideas. And it doesn’t matter what you’re selling.

Accidental Salesperson Axiom: You can’t bore people into buying.

Corollary: Your clients buy the way you sell before they buy what you sell.

This is an excerpt from The Accidental Salesperson: How to Take Control of Your Career and Earn the Respect and Income You Deserve.
Broadcasters stand to gain by using data analytics

Regardless of whether you’re in radio or television, sales or programming, we’ve always used analytics, often without even realizing that’s what it’s called. So what is it?

According to Techopedia, “Data analytics refers to qualitative and quantitative techniques and processes used to enhance productivity and business gain.” Perhaps you’re familiar with the movie, Moneyball, in which the assistant GM of the Oakland A’s calculates which prospects are worth the money based on their ability to hit singles, and thus increase the team’s likelihood of more RBI’s. The purpose is to use as little money as possible to acquire the greatest gain.

This sounds a lot like our goals as broadcasters and salespeople…maximize our tangible numbers (ratings, budgets, and revenue) to produce the best possible outcome for the future.

As a salesperson, you’ve used analytics to maximize campaigns for a client and even to forecast yearly or quarterly revenue. If you work on the content side of our business, you’ve used data science to study ratings and possibly predict future trends of your audience.

While all industries and companies use analytics in the descriptive and inferential senses, predictive analytics is gaining momentum in the business world.

Data analytics refers to qualitative and quantitative techniques and processes used to enhance productivity and business gain.

So what can we learn from data analytics and predictive analytics in particular? The fascinating part is that we can literally discover or predict any business problem we can think of. We just need to creatively think of how to use data that we have to make any situation more successful. Some cases are simpler to solve than others. Regarding sales, we can calculate when one department will outpace another in revenue or profit.

From a completely different angle, we can determine which clients are likely to discontinue or become dissatisfied with results based on multiple factors (both numerical and categorical). Systems and algorithms exist that will allow us to combine inputs such as price, length of relationship with the station, ROI, ad schedule frequency and whatever factor you choose to investigate to decide which factor(s) influence the customer’s choices the most and even to which degree. This is done much like banks determine how likely one is to default on a loan.

This is only one example, and while it may be one you’ve already considered, the same process can be used for any business question imaginable. The likelihood of reducing employee turnover is another issue that can be addressed with this system. Once the exact issues of why have been pinpointed, we are better prepared to determine correct actions to mitigate the problem.

For an example in programming, let’s say we want to increase the number of phone calls. We can collect data from the calls we receive, determining age, gender, location, number of calls per week, etc. Maybe we’d learn that most callers are women over 40 from a specific region or zip code. From there we can take action to find a way to increase calls from other demographics or cater more to those specific callers depending on our goals. Words can also be calculated using specific systems. This can aid in situations such as determining how linguistics in your email blasts or on air ads affect consumer action.

Data analytics is wonderful and even required for understanding our trends and goals, but as an industry, broadcasting is underutilizing this science.

Data analytics is wonderful and even required for understanding our trends and goals, but as an industry, broadcasting is underutilizing this science.
Wisconsin broadcasters shine at 2017 WBA Awards Gala

Radio and television stations from across Wisconsin were honored with numerous awards at the 2017 Wisconsin Broadcasters Association Awards Gala. The awards were handed out May 6 at the Madison Marriott West in Middleton with more than 400 in attendance.

Competition for this year’s awards was as strong as ever with 1,783 award entries, a new record for the contest. Entries were judged by professional broadcasters outside Wisconsin.

“We are proud to be able to highlight the many ways our local broadcasters continue to do what they do best: Serve our local communities,” said WBA President and CEO Michelle Vetterkind. “The awards program changes every year to address the changes in the industry and our stations demonstrate how broadcasters are using new technology and platforms to keep their communities informed.”

The theme of this year’s gala was Great Gatsby. “The gala is a wonderful way to bring broadcasters together to celebrate their work and enjoy some friendly competition,” Vetterkind said.

Next year’s gala is scheduled for May 5.

Judges step up for WBA Awards for Excellence

Radio and television stations from across Wisconsin submitted their best on-air, digital and social media projects from 2016 for the WBA Awards for Excellence. Award submissions totaled 1,783 in dozens of categories. Congratulations to all WBA Awards for Excellence participants. Great Job!! WOW!

Another great job for the awards program belongs to that of a judge. Years ago the WBA set up a judging process that rotates with five other states for entries to be evaluated. Within the five state rotations, states agreed to commit to judging 900 to 1,000 entries.

To make it as fair as possible for our members, we spend many, many hours to ensure that a judge selected to review a category and is not ruling on a sister station(s) entry in Wisconsin. We also find bilingual judges when needed. It’s quite the chess game.

When we receive the list of judges from our judging state, the WBA takes that list of volunteers and assigns complete categories to a vetted judge. One judge can be given as many as 30-40 entries to judge. Judges receive the criteria for each category as defined in the Awards for Excellence brochure. A judge then reviews each entry and submits their placements. First, second and third place awards are honored at the WBA Awards Gala the first Saturday in May.

With 1,783 entries, we were challenged to find and meet our standards for judging Wisconsin entries. A call for more judges was heeded but a promise of cheese curds was needed to get the job done. With the superb job of 65 judges from eight states, you witnessed checkmate at the Awards Gala.

It was our pleasure to celebrate with you and your teams at the Awards Gala. You will find in this issue many memories in pictures from this year’s Gala.

Join us on May 5, 2018 as we host the Kentucky Derby themed Awards Gala for the 2017 Awards for Excellence.

Ready for your rematch?

WBA thanks awards co-chair for many years of service

Long-time WBA Awards Committee co-chair, Lindsay Wood Davis was honored at the awards gala in May for his many years of transformative leadership of the committee.

WBA President and CEO Michelle Vetterkind told attendees of the gala that the current awards program was “the vision of one man.”

Davis has served on the committee since 2004 and was co-chair with Tom Bier who recently stepped down. The pair oversaw tremendous growth in participation for the awards program. The WBA is grateful for their service.

The committee will continue to have co-chairs. Kelly Radandt, Woodward Radio Group and Dean Maytag, retired from WISN-TV, have assumed those roles representing radio and television.

WBA thanks awards co-chair for many years of service
2016 STATION OF THE YEAR

Music Radio

Large Market
WKTI-FM

Medium Market
WAPL-FM

Small Market
WCOW-FM

News/Talk Radio

Large Market
WTMJ-AM

Medium Market
WCLO-AM

Small Market
WBEV-AM

Television

Large Market
WISN-TV

Medium Market
WKOW-TV

Small Market
WKBT-TV

NEWS OPERATION OF THE YEAR

Television

Large Market
WISN-TV

Medium Market
WISC-TV

Small Market
WKBT-TV

News/Talk Radio

Large Market
WTMJ-AM

Medium Market
WCLO-AM

Small Market
WTCH-AM

SOCIAL & DIGITAL MEDIA STATION OF THE YEAR

Television
WISN-TV

News/Talk Radio
WI Public Radio

Music Radio
WYMS-FM
Best of the Best

BEST WEBSITE
1st Place: WISN-TV, WISN.com
2nd Place: WLUK-TV, Fox 11 Online
3rd Place: WHA-TV, WisContext.org

BEST WEB STORY
1st Place: WSAW-TV, WSAW-TV Employees Find Missing Woman While Covering Story
2nd Place: WDJT-TV, CBS 58 Big Road Trip
3rd Place: WHA-TV, Elizabethkingia in Wisconsin

BEST USE OF USER-GENERATED CONTENT
1st Place: WISN-TV, Teacher’s Aide Lured into Attack
2nd Place: WLUK-TV, Viral Arrest Video
3rd Place: WDJT-TV, Mom & Baby Trapped in Fire

BEST USE OF SOCIAL MEDIA LIVE STREAMING
1st Place: WDJT-TV, Horlick HS Cheer Team
2nd Place: WITI-TV, December Snow Storm
3rd Place: WBAY-TV, Daryl Holloway Released

BEST USE OF SOCIAL MEDIA
1st Place: WBAY-TV, WBAY TV
2nd Place: WITJ-TV, Digital Decision 2016
3rd Place: WISC-TV, Channel3000.com Social Media Accounts

BEST PERSONALITY
1st Place: WISN-TV, Melinda Davenport
2nd Place: WITI-TV, Nicole Koglin
3rd Place: WBAY-TV, Dave Schroeder

BEST BREAKING NEWS COVERAGE
1st Place: WKOW-TV, Fitchburg Home Explosion
2nd Place: WBAY-TV, Mine Rescue
3rd Place: WISN-TV, Violence Erupts in Milwaukee after Deadly Officer-Involved Shooting
### Television

#### Large Market Television

**MORNING NEWSCAST**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Violent Night</td>
</tr>
<tr>
<td>2nd</td>
<td>WDJT-TV, Sherman Park Unrest</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Sherman Park Unrest</td>
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</table>

**EVENING NEWSCAST**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Missing Boy Found</td>
</tr>
<tr>
<td>2nd</td>
<td>WTMJ-TV, Live at 10:00 – Dassey Conviction Overturned</td>
</tr>
<tr>
<td>3rd</td>
<td>WTMJ-TV, Live at 10:00 – Winter Storm</td>
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</tbody>
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**SPORTSCAST**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Dan Needles</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Tim Van Vooren Composite</td>
</tr>
<tr>
<td>3rd</td>
<td>WTMJ-TV, On the Road with the Green &amp; Gold</td>
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**WEATHERCAST**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WDJT-TV, Sherman Park Unrest</td>
</tr>
<tr>
<td>2nd</td>
<td>WISN-TV, Unrest: State of Emergency</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Police Shooting Sparks Unrest</td>
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</tbody>
</table>

**SPOT NEWS**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WDJT-TV, Sherman Park Unrest</td>
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<tr>
<td>2nd</td>
<td>WISN-TV, Unrest: State of Emergency</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Police Shooting Sparks Unrest</td>
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</tbody>
</table>

**NEWS WRITING**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, True Love</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Fake Marine</td>
</tr>
<tr>
<td>3rd</td>
<td>WDJT-TV, Humans of Milwaukee</td>
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</table>

**HARD NEWS/INVESTIGATIVE**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WITI-TV, Underground and Off the Grid</td>
</tr>
<tr>
<td>2nd</td>
<td>WDJT-TV, Wedding Wrecker</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Stolen Car Epidemic</td>
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</tbody>
</table>

**SERIES OR DOCUMENTARY**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Steven Avery: Inside the Case Files</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Felons in Possession</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Heroin Crisis</td>
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</table>

**FEATURE**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Lyla’s Gift</td>
</tr>
<tr>
<td>2nd</td>
<td>WDJT-TV, Kidney Friends Forever</td>
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<tr>
<td>3rd</td>
<td>WISN-TV, Rich Holiday Spirit</td>
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**LIVE ON-SCENE REPORTING**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WDJT-TV, Evan Kruegel</td>
</tr>
<tr>
<td>2nd</td>
<td>WISN-TV, Ben Hutchison</td>
</tr>
<tr>
<td>3rd</td>
<td>WITI-TV, Ben Handelman: Pulse Nightclub Shooting</td>
</tr>
</tbody>
</table>

**BEST CONTINUING COVERAGE**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Milwaukee Unrest</td>
</tr>
<tr>
<td>2nd</td>
<td>WISN-TV, Steven Avery: Inside the Case Files</td>
</tr>
<tr>
<td>3rd</td>
<td>WDJT-TV, Za’layia Jenkins Shooting</td>
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**BEST USE OF NEWS VIDEO**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Raging Fire</td>
</tr>
<tr>
<td>2nd</td>
<td>WTMJ-TV, Marquette’s Music Man</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Mr. Petries Parade</td>
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**SPORTS REPORTING**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Sound of Silence</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Unforgettable Opening Days</td>
</tr>
<tr>
<td>3rd</td>
<td>WDJT-TV, J.J. Watt Gives Back</td>
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**BEST USE OF SPORTS VIDEO**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WISN-TV, Fishing and Football</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Riding to Greater Heights</td>
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<tr>
<td>3rd</td>
<td>WISN-TV, Brothers and Basketball</td>
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**SIGNIFICANT COMMUNITY IMPACT**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WITI-TV, Contact 6</td>
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<tr>
<td>2nd</td>
<td>WTMJ-TV, TODAY’s TJM4 Sports Auction 4 MACC</td>
</tr>
<tr>
<td>3rd</td>
<td>WITI-TV, Dose of Reality</td>
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**SPECIALTY PROGRAMMING**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WDJT-TV, Milwaukee at a Crossroads</td>
</tr>
<tr>
<td>2nd</td>
<td>WMVS-TV, Tour de Force – The Arts Page Special</td>
</tr>
<tr>
<td>3rd</td>
<td>WDJT-TV, Brett Favre: Making of a Legend</td>
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</table>

**EDITORIAL/COMMENTARY**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WITI-TV, The Teditorial – SCOTUS Nomination Hearing</td>
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<tr>
<td>2nd</td>
<td>WITI-TV, The Teditorial – Voter ID</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Class Act</td>
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</table>

**PROMOTIONAL ANNOUNCEMENT**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WITI-TV, Fox6 Investigators</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Fox6 Wakeup</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Mark Baden Testimonial Campaign</td>
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</table>

**TOPICAL PROMOTION**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WDJT-TV, Milwaukee at a Crossroads</td>
</tr>
<tr>
<td>2nd</td>
<td>WTMJ-TV, Dead Voters</td>
</tr>
<tr>
<td>3rd</td>
<td>WITI-TV, Making a Murderer Detective Exclusive</td>
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</table>

**PUBLIC SERVICE ANNOUNCEMENT**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WYTVU-TV, American Heart Association</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Fisher House</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Wheeling for Healing</td>
</tr>
</tbody>
</table>

**BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WDJT-TV, Big Road Trip</td>
</tr>
<tr>
<td>2nd</td>
<td>WITI-TV, Kenosha Subaru</td>
</tr>
<tr>
<td>3rd</td>
<td>WYTVU-TV, WE Energies Lighting Tips</td>
</tr>
</tbody>
</table>

**BEST ELECTION COVERAGE**

<table>
<thead>
<tr>
<th>Place</th>
<th>Station/Title</th>
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</thead>
<tbody>
<tr>
<td>1st</td>
<td>WTMJ-TV, Decision 2016: Focus on Voters</td>
</tr>
<tr>
<td>2nd</td>
<td>WISN-TV, Commitment 2016: Candidates Debate</td>
</tr>
<tr>
<td>3rd</td>
<td>WISN-TV, Countdown to Election 2016</td>
</tr>
</tbody>
</table>

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### Medium Market Television

#### MORNING NEWSCAST
1st Place: WKOW-TV, Wake Up Wisconsin – October 21
2nd Place: WBAY-TV, Action 2 News This Morning – Clintonville Fire, Snow
3rd Place: WBAY-TV, Action 2 News This Morning – FDL Tavern Fire

#### EVENING NEWSCAST
1st Place: WISC-TV, News 3 at Six
2nd Place: WKOW-TV, May 10
3rd Place: WLUK-TV, Fox 11 News at 5 – October 18, 2016

#### SPORTSCAST
1st Place: WKOW-TV, Featuring Cealey Godwin
2nd Place: WKOW-TV, Featuring Lance Veeser
3rd Place: WBAY-TV, Chris Roth

#### WEATHERCAST
1st Place: WLUK-TV, Patrick Powell
2nd Place: WKOW-TV, Brian Olson
3rd Place: WGBA-TV, Cameron Moorland Composite

#### SPOT NEWS
1st Place: WISC-TV, Interstate Shooting
2nd Place: WKOW-TV, Fitchburg House Explosion
3rd Place: WISC-TV, House Explosion

#### NEWS WRITING
1st Place: WISC-TV, The Wedding
2nd Place: WHA-TV, Ben’s Grandpa
3rd Place: WBAY-TV, Turn of the Century

#### HARD NEWS/INVESTIGATIVE
1st Place: WBAY-TV, Disappearing OWI Charges
2nd Place: WKOW-TV, Soldier’s Unheard Plea
3rd Place: WISC-TV, News 3 Investigates: Ignition Interlocks Ignored by Drunken Drivers

#### SERIES OR DOCUMENTARY
1st Place: WGBA-TV, Avery Uncut
2nd Place: WHA-TV, Too Many Candles: Milwaukee Gun Violence
3rd Place: WISC-TV, Joey Strong

#### FEATURE
1st Place: WISC-TV, A New Normal
2nd Place: WHA-TV, Rube Goldberg
3rd Place: WMTV-TV, Love of Flags

#### LIVE ON-SCENE REPORTING
1st Place: WKOW-TV, Gordon Severson
2nd Place: WMTV-TV, Amy Pfugshaupt
3rd Place: WKOW-TV, Caroline Bach

#### BEST CONTINUING COVERAGE
1st Place: WKOW-TV, Misty the Dog
2nd Place: WLUK-TV, Fox 11 Investigates: Prison Staff Shortage
3rd Place: WLUK-TV, Mayor Schmitt Campaign Finance Violations

#### BEST USE OF NEWS VIDEO
1st Place: WISC-TV, Home for a Helicopter
2nd Place: WGBA-TV, Door County Fish Boil
3rd Place: WMTV-TV, Portage Skate Park

#### SPORTS REPORTING
1st Place: WBAY-TV, HOF Game Field Conditions
2nd Place: WISC-TV, Erickson Motivates Future Darlington Generations
3rd Place: WISC-TV, Seven Yards for Jared

#### BEST USE OF SPORTS VIDEO
1st Place: WKOW-TV, Pickelball
2nd Place: WLUK-TV, Lacrosse: The Oneida Nation Way
3rd Place: WISC-TV, Hit Hard, Hit Often, Keep on Hitting

#### SIGNIFICANT COMMUNITY IMPACT
1st Place: WHA-TV, Wisconsin’s Homegrown Farmer
2nd Place: WKOW-TV, WKOW Badgers Sports Special – Northwestern Game
3rd Place: WFRV-TV, WFRV Volunteers – Founders Day 2016

#### SPECIALTY PROGRAMMING
1st Place: WHA-TV, Wisconsin’s Homegrown Farmer
2nd Place: WKOW-TV, WKOW Badgers Sports Special – Northwestern Game
3rd Place: WFRV-TV, WFRV Volunteers – Founders Day 2016

#### EDITORIAL/COMMENTARY
1st Place: WISC-TV, Reductions in Water Testing
2nd Place: WFRV-TV, Tired of Campaign Ads?
3rd Place: WISC-TV, UW System’s Self-Inflicted Wounds

#### PROMOTIONAL ANNOUNCEMENT
1st Place: WMTV-TV, Building for You
2nd Place: WISC-TV, NEWS 3 – “Do Something Good”
3rd Place: WLUK-TV, WKOW Weather Image

#### TOPICAL PROMOTION
1st Place: WFRV-TV, Heart Transplant Tonight
2nd Place: WFRV-TV, Power Out Weather POP
3rd Place: WISC-TV, WKOW Mental Health

#### PUBLIC SERVICE ANNOUNCEMENT
1st Place: WFRV-TV, Neville Public Museum – Ice Age Imperials:30
2nd Place: WGBA-TV, Caring and Connected
3rd Place: WLUK-TV, Runway for Life

#### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place: WMTV-TV, Eddie’s Alehouse and Eatery Save A Beer
2nd Place: WMTV-TV, Action Plumbing Problems Plunged 2016
3rd Place: WISC-TV, Circus World – “Go to the Circus”

#### BEST ELECTION COVERAGE
1st Place: WLUK-TV, WLUK Election Coverage
2nd Place: WMTV-TV, Election 2016
3rd Place: WKOW-TV, WKOW Election Coverage

Check out all the winning award entries online:
Small Market Television

**MORNING NEWSCAST**
- **1st Place**: WSAW-TV, Sunrise 7 Sunday – April 24, 2016
- **2nd Place**: WKBT-TV, News 8 This Morning – Severe Flooding
- **3rd Place**: WSAW-TV, Sunrise 7 – February 3, 2016

**EVENING NEWSCAST**
- **1st Place**: WAOW-TV, WAOW 10pm Newscast – Antigo
- **2nd Place**: WKBT-TV, News 8 at Six – Donald Trump Visits La Crosse
- **3rd Place**: KBJR-TV, KBJR 6 News at 5pm

**SPORTSCAST**
- **1st Place**: WSAW-TV, Newschannel 7 Sports with Chris Williamson
- **2nd Place**: WJFW-TV, Mark Spillane Sportscast
- **3rd Place**: WZAW-TV, WZAW Sports with Chris Williamson

**WEATHERCAST**
- **1st Place**: WSAW-TV, Meteorologist Chris Nelson
- **2nd Place**: WJFW-TV, Geoff Weller Weathercast
- **3rd Place**: WEAU-TV, SkyWarn 13 Weather

**SPOT NEWS**
- **1st Place**: WSAW-TV, Antigo Prom Shooting
- **2nd Place**: WKBT-TV, Severe Flooding
- **3rd Place**: WAOW-TV, Active Shooter Scare at Hospital

**NEWS WRITING**
- **1st Place**: WKBT-TV, Pen Pals
- **2nd Place**: WJFW-TV, Veterans Fly-In
- **3rd Place**: WEAU-TV, Adeline’s Gift

**HARD NEWS/INVESTIGATIVE**
- **1st Place**: WAOW-TV, Port Edwards Investigation
- **2nd Place**: WJFW-TV, EpiPen Price Increase
- **3rd Place**: WKBT-TV, Wrongly Convicted: Life after Prison

**SERIES OR DOCUMENTARY**
- **1st Place**: WSAW-TV, Opiate Oppression
- **2nd Place**: WSAW-TV, Veterans Emergency Care
- **3rd Place**: WAOW-TV, Where the Locals Eat

**FEATURE**
- **1st Place**: KBJR-TV, That’s So McTavish
- **2nd Place**: WKBT-TV, Sunflowers for Haley
- **3rd Place**: WEAU-TV, Nolan’s Rally

**LIVE ON-SCENE REPORTING**
- **1st Place**: WAOW-TV, Rebecca Ribley Compilation
- **2nd Place**: WKBT-TV, Nick Ragner – Live Shot Compilation
- **3rd Place**: WSAW-TV, Rebecca Cardenas Live Reporting

**BEST CONTINUING COVERAGE**
- **1st Place**: WAOW-TV, Antigo Prom Shooting
- **2nd Place**: WJFW-TV, Antigo Prom Shooting
- **3rd Place**: WAOW-TV, Farmer Dies from Fumes

**BEST USE OF NEWS VIDEO**
- **1st Place**: WKBT-TV, News 8 Eye Piece – Jukebox Hero
- **2nd Place**: WEAU-TV, Freedom Honor Flight
- **3rd Place**: WAOW-TV, Shooter Training

**SPORTS REPORTING**
- **1st Place**: WKBT-TV, News 8 Eye Piece – ‘Spring’ Training
- **2nd Place**: WEAU-TV, Top Football Plays of 216
- **3rd Place**: WEAU-TV, Solving the Mystery of Tyler’s Desk

**BEST TOPICAL PROMOTION**
- **1st Place**: WAOW-TV, Jordon on the Job Fire
- **2nd Place**: WJFW-TV, Superhero School Closing
- **3rd Place**: WJFW-TV, New Weather App

**PROMOTIONAL ANNOUNCEMENT**
- **1st Place**: WJFW-TV, Superhero School Closing
- **2nd Place**: WAOW-TV, New Weather App
- **3rd Place**: WJFW-TV, 50th Anniversary Promo Series

**SIGNIFICANT COMMUNITY IMPACT**
- **1st Place**: WSAW-TV, Share Your Holidays
- **2nd Place**: WAOW-TV, Warm Up WI
- **3rd Place**: WKBT-TV, Top Notch Teacher

**SPECIALTY PROGRAMMING**
- **1st Place**: WKBT-TV, News 8 Highlight Zone High School Football Preview Show
- **2nd Place**: WAOW-TV, New Weather App
- **3rd Place**: WAOW-TV, Turning Point – Derek Wattay

**EDITORIAL/COMMENTARY**
- **1st Place**: WKBT-TV, Mental Health – My Story
- **2nd Place**: WAOW-TV, The Night Before the Election
- **3rd Place**: WEAU-TV, Solving the Mystery of Tyler’s Desk

**BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT**
- **1st Place**: WJFW-TV, Superhero School Closing
- **2nd Place**: WJFW-TV, Superhero School Closing
- **3rd Place**: WKBT-TV, Aerco Collision

**BEST ELECTION COVERAGE**
- **1st Place**: WKBT-TV, News 8 Election Coverage
- **2nd Place**: WJFW-TV, Superhero School Closing
- **3rd Place**: WJFW-TV, Superhero School Closing

http://showcase.wi-broadcasters.org/
### Radio-News and Talk

#### Social and Digital Media

**BEST WEBSITE**

1st Place: WI Public Radio, WPR.org
2nd Place: WCLO-AM, WCLO.com
3rd Place: WTMJ-AM, WTMJ.com

**BEST USE OF SOCIAL MEDIA**

1st Place: WI Public Radio, WPR Facebook Strategy
2nd Place: WTMJ-AM, WTMJ on Social Media
3rd Place: WISN-AM, News/Talk 1130 WISN

**BEST USE OF SOCIAL MEDIA LIVE STREAMING**

1st Place: WCLO-AM, Your Talk Show at the Trump Rally
2nd Place: WTMJ-AM, Community Conversation: Milwaukee Riots
3rd Place: WHBY-AM, WHBY Facebook Live: Fox River Mall Threat

**BEST PERSONALITY**

1st Place: WHBY-AM, WHBY’s Good Neighbor, Kathy Keene
2nd Place: WTAQ-AM, Melissa Barclay
3rd Place: WI Public Radio, Laurel White - Twitter

**BEST BREAKING NEWS COVERAGE**

1st Place: WTMJ-AM, Election Night 2016
2nd Place: WUWM-FM, Milwaukee Unrest
3rd Place: WI Public Radio, Milwaukee Unrest

**BEST WEB STORY**

1st Place: WISN-AM, The Illegal American
2nd Place: WIZM-AM, You May Be Shocked to See What’s in a Downtown La Crosse Needle-Exchange Bag
3rd Place: WKTY-AM, After 68 Years, Kearns Retires Lead Balloon Show

### Large Market Radio - News and Talk

**BEST MORNING RADIO SHOW**

1st Place: WTMJ-AM, Wisconsin’s Morning Show with Gene Mueller
2nd Place: WISN-AM, The Jay Weber Show
3rd Place: WSSP-AM, Chuck and Winkler on the FAN

**BEST RADIO SHOW**

1st Place: WTMJ-AM, Midday with Charlie Sykes
2nd Place: WUWM-FM, Lake Effect - Bubbler Talk Mixtape
3rd Place: WISN-AM, The Vicki McKenna Show

**BEST NEWSCAST**

1st Place: WTMJ-AM, WTMJ Newscast - November 1, 2016
2nd Place: WTMJ-AM, Election Day
3rd Place: WISN-AM, The WISN Morning Briefing

**BEST SPORTSCAST**

1st Place: WTMJ-AM, Doug Russell Sportscast
2nd Place: WSSP-AM, Chuck Freimund Sportscast
3rd Place: WTMJ-AM, Greg Matzek Sportscast

**SPOT NEWS**

1st Place: WTMJ-AM, Milwaukee Riots
2nd Place: WORT-FM, Thousands Attend Day Without Latinos Rally
3rd Place: WTMJ-AM, Debate Sparks Protests at UWM

**NEWS WRITING**

1st Place: WTMJ-AM, Inside a Bar Shooting
2nd Place: WISN-AM, Life, Death, God and Words with Friends
3rd Place: WUWM-FM, Parents Juggle to Buy EpiPens

**HARD NEWS/INVESTIGATIVE**

1st Place: WISN-AM, Blood on the Blackboard
2nd Place: WTMJ-AM, Child Marriages in Wisconsin
3rd Place: WTMJ-AM, Wisconsin Vets Coming Home

**ORIGINAL FEATURE**

1st Place: WTMJ-AM, A Tradition of Hunting
2nd Place: WOZN-FM, Ted is Not the Father
3rd Place: WUWM-FM, Parents Juggle to Buy EpiPens

**BEST USE OF AUDIO IN RADIO NEWS**

1st Place: WI Public Radio, All Present and Accounted for at the Highground
2nd Place: WISN-AM, The Unnoticed Miracle in the Milwaukee Riots
3rd Place: WTMJ-AM, Flying with the 128th Air Refueling Wing

**LIVE ON-SCENE REPORTING – only 2 entries**

1st Place: WTMJ-AM, Red Arrow Park Protests
2nd Place: WTMJ-AM, Election Night in Wisconsin

**BEST CONTINUING COVERAGE**

1st Place: WISN-AM, The Milwaukee Riot
2nd Place: WUWM-FM, Sherman Park Unrest
3rd Place: WTMJ-AM, Milwaukee Riots

**BEST INTERVIEW**

1st Place: WTMJ-AM, Donald Trump on the Wisconsin Primary
2nd Place: WISN-AM, Justice for Chris
3rd Place: WUWM-FM, We Gotta Get out of This Place

**BEST SPORTS PLAY-BY-PLAY – only 2 entries**

1st Place: WTSO-AM, Wisconsin Volleyball’s Sweet 16 Win over Ohio State
2nd Place: WTMJ-AM, Division 1 State Football Championship
3rd Place: WSSP-AM, WBY Shootout

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Check out all the winning award entries online:
SIGNIFICANT COMMUNITY IMPACT
1st Place: WI Public Radio, Wisconsin Life: Literacy Series
2nd Place: WTMJ-AM, WTMJ's Week of Hope
3rd Place: WTMJ-AM, Treyton's Field of Dreams

SPECIALTY PROGRAMMING
1st Place: WSSP-AM, Green and Gold Post Game Show - Packers Loss
2nd Place: WOZN-FM, The Wisconsin Basketball Preview Show
3rd Place: WWWM-FM, Project Milwaukee Innovation Forum: Excerpts

EDITORIAL/COMMENTARY
1st Place: WUWM-FM, Immigrants and Food
2nd Place: WUWM-FM, In Praise of Small Towns
3rd Place: WORT-FM, Democracy Checkup

PROMOTIONAL ANNOUNCEMENT
1st Place: WOZN-FM, The Voice of the People
2nd Place: WTMJ-AM, Tug the Tavern
3rd Place: WTMJ-AM, From Titletown to Canton

PUBLIC SERVICE ANNOUNCEMENT – no entries

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place: WSSP-AM, John Paul’s Automotive: “The Kids Table”
2nd Place: WTMJ-AM, You’ve Heard it All Before
3rd Place: WSSP-AM, Milwaukee Bucks: “Sounds of Excitement”

BEST HUMOROUS COMMERCIAL
1st Place: WSSP-AM, John Paul’s Automotive: “Paws Event”
2nd Place: WSSP-AM, Philly’s Premium Beverages: “Premium Police”
3rd Place: WTMJ-AM, Meet the Family - Timeless Yellow

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MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL – only 1 entry
1st Place: WSSP-AM, Nice Ash Cigar Bar: Pappy’s in the House

BEST ELECTION COVERAGE
1st Place: WWWM-FM, WWWM 2016 Election Coverage
2nd Place: WISN-AM, Decision 2016
3rd Place: WTMJ-AM, Decision 2016 Coverage

Best Radio Show
1st Place: WHBY-AM, In the Huddle with Jared Cook and Trevor Davis
2nd Place: WIZM-AM, The Phone Book Show
3rd Place: WCLO-AM, Your Talk Show - “Napkins”

Best NewsCast
1st Place: WHBY-AM, July 7, 5 a.m.
2nd Place: WTAQ-AM, WTAQ’s Morning News
3rd Place: WSAU-FM, November 17, 2016

Best Sportscast
1st Place: WCLO-AM, WCLO’s Sports with Josh
2nd Place: WHBY-AM, WHBY Sports with Justin Hull
3rd Place: WHBY-AM, Joey D with WHBY Sports

Spot News
1st Place: WCLO-AM, Wreck the Deck
2nd Place: WCLO-AM, Proud Parade
3rd Place: WTAQ-AM, Clown Craze

News Writing
1st Place: WCLO-AM, Candidate Visit Series
2nd Place: WFDL-AM, A Community Opposed
3rd Place: WHBY-AM, Mayor Schmitt Charges

Original Feature
1st Place: WRST-FM, Karl Schmidt Remembrance
2nd Place: WIZM-AM, What’s Buried on Brad’s Desk
3rd Place: WTAQ-AM, The Only One in the Room

Best Use of Audio in Radio News
1st Place: WTAQ-AM, Bonnie the Bus Driver
2nd Place: WFDL-AM, IRS Scam
3rd Place: WTAQ-AM, Active Shooter Training

Best Live On-Scene Reporting
1st Place: WHBY-AM, Fox River Mall Threat
2nd Place: WCLO-AM, Neighborhood Nightmare
3rd Place: WTAQ-AM, Hazmat Call to Green Bay School

Best Continuing Coverage
1st Place: WFDL-AM, Saving a Park
2nd Place: WHLA-FM, Aging in the Coulee Region
3rd Place: WCLO-AM, Ticket to Trump

Best Interview
1st Place: WHWC-FM, Al Ross with Nobu Yasuda
2nd Place: WRJN-AM, Alex Hart Upendo
3rd Place: WRJN-AM, Haley Schonter
**BEST SPORTS PLAY-BY-PLAY**

1st Place: WMEQ-AM, Eau Claire Express at St. Cloud Rox - NWL Playoffs - Pete Knutson  
2nd Place: WHBY-AM, Playoff Football: Kimberly vs. Fond du Lac - Level 3  
3rd Place: WCLO-AM, Janesville Craig Girls Basketball

**SIGNIFICANT COMMUNITY IMPACT**

1st Place: WCLO-AM, Bike Rodeo  
2nd Place: WHBY-AM, The PhilCast Kids and Christmas  
3rd Place: WOMT-AM, #LOVEMANITOWOC

**SPECIALTY PROGRAMMING**

1st Place: WHLA-FM, A “Big River Radio Wave” Christmas  
2nd Place: WCLO-AM, A Christmas Story  
3rd Place: WCLO-AM, Solen-Breu Debate

**EDITORIAL/COMMENTARY**

1st Place: WCLO-AM, Josh's Sports Commentary - Slow Pitch Season  
2nd Place: WOSH-AM, My Two Cents  
3rd Place: WLIP-AM, WLIP on Redistricting

**PROMOTIONAL ANNOUNCEMENT**

1st Place: WSCO-AM, The Score - Remembering Athletes that Sucked 2016  
2nd Place: WCLO-AM, Elections Night  
3rd Place: WRJN-AM, Delagarve Promo

**PUBLIC SERVICE ANNOUNCEMENT**

1st Place: WSCO-AM, Community Foundation  
2nd Place: WHBY-AM, Nami Fox Valley Mental  
3rd Place: WCLO-AM, United Way - “Campaign”

**BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT**

1st Place: WCLO-AM, Jackson Monument  
2nd Place: WHBY-AM, Road America - Indy Car Kohler  
3rd Place: WIZM-AM, 1st C.C.U. Dating Profile

**BEST HUMOROUS COMMERCIAL**

1st Place: WSCO-AM, Papa Murphy’s - A Few Good Pizza’s  
2nd Place: WCLO-AM, Glitz N’ Go  
3rd Place: WSCO-AM, Zarcom - Midevil

**MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL**

1st Place: WIZM-AM, Floor Crafters - Transition  
2nd Place: WSCO-AM, FNB Fox Valley - Drew First Time Home Buyer  
3rd Place: WSCO-AM, Tusler Law - Wills

**BEST ELECTION COVERAGE**

1st Place: WTAQ-AM, WTAQ's Election 2016  
2nd Place: WSAU-FM, Rep. Sean Duffy and Prof. Mary Hoefr Debate  
3rd Place: WHBY-AM, 2016 Election Year

**Small Market Radio –News and Talk**

**BEST MORNING RADIO SHOW**

1st Place: WBEV-AM, After 53 Years, “Uncle” Bill McCollum Leaves WBEV Morning Show  
2nd Place: WWIS-FM, Buyline 4/2/16  
3rd Place: WHYB-FM, Chuck and Jim Veterans Day Show 2016

**BEST RADIO SHOW**

1st Place: WBEV-AM, Idea Exchange with Brenda Murphy ft. “Nobody’s Hero”  
2nd Place: WHYB-FM, Hometown Pros No 3rd Place

**BEST NEWSCAST**

1st Place: WWIS-FM, Newscast 8/26/16  
2nd Place: WBEV-AM, November 16 Newscast  
3rd Place: WTCH-AM, The WTCH Local Newscast

**BEST SPORTSCAST**

1st Place: WTCH-AM, WTCH Local Sportscast  
2nd Place: WBEV-AM, Green & Gold Fix  
3rd Place: WHYB-FM, Friday Night High School Round-Up

**SPOT NEWS**

1st Place: WBEV-AM, Missing Teens Rescued from Bat Cave  
2nd Place: WRJO-FM, Antigo High School Shooting  
3rd Place: WTCH-AM, Milk Spill Mess

**NEWS WRITING**

1st Place: WTCH-AM, Special Delivery from Dispatch  
2nd Place: WHYB-FM, Save a Heart  
3rd Place: WBEV-AM, John Muir Script

**BEST HARD NEWS/INVESTIGATIVE**

1st Place: WWIS-FM, Fall Flooding Rips Gate from Black River Dam  
2nd Place: WHYB-FM, McClintock Park Murders 40th Anniversary  
3rd Place: WBEV-AM, Officials Scramble to Place Sex Offenders

**ORIGINAL FEATURE**

1st Place: WXPR-FM, Lemonade for Love  
2nd Place: WBEV-AM, Drunk Driving Awareness Advocate Passes  
3rd Place: WTCH-AM, E-VOC Training

**BEST USE OF AUDIO IN RADIO NEWS**

1st Place: WTCH-AM, Behind the Scenes of Charlie Brown  
2nd Place: WRJO-FM, 2016 Lumberjack World Championships  
3rd Place: WTCH-AM, Touch a Truck Fun

**BEST LIVE ON-SCENE REPORTING**

1st Place: WBEV-AM, Million Dollar Mayor  
2nd Place: WTCH-AM, Water Shut-off in Shawano  
3rd Place: WTCH-AM, Bonduel Elementary Fire

Check out all the winning award entries online:
BEST CONTINUING COVERAGE
1st Place: WHYB-FM, Lead in Local Water
2nd Place: WHYB-FM, Bandshell Nativity Scene
3rd Place: WBEV-AM, Internet Crimes Against Children Task Force

BEST INTERVIEW
1st Place: WTCH-AM, Johnny Lee Interview
2nd Place: WRJO-FM, UFFDA - Disabled Hunters
3rd Place: WMAM-AM, Sports Buzz - Jimmy Nelson of the Milwaukee Brewers

BEST SPORTS PLAY-BY-PLAY
1st Place: WHYB-FM, Adam Nolde Scores One Thousandth Point
2nd Place: WMAM-AM, Marinette -vs- Menominee Basketball
3rd Place: WTCH-AM, WIAA State Wrestling Semi-Final

SIGNIFICANT COMMUNITY IMPACT
1st Place: WBEV-AM, 2016 Children’s Radiothon Raises over $106,000
2nd Place: WHYB-FM, Brats for Breakfast and Shop with a Cop Program
3rd Place: WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon

SPECIALTY PROGRAMMING
1st Place: WBEV-AM, BDACT Radio Play “A Christmas Carol”
2nd Place: WWIS-FM, Remember Pearl Harbor
3rd Place: WBEV-AM, Tribute to Veterans

EDITORIAL/COMMENTARY – only 2 entries
1st Place: WHYB-FM, Chuck and Jim Show State of the Cities Address
2nd Place: WTCH-AM, To Catch a Pokemon

PROMOTIONAL ANNOUNCEMENT
1st Place: WRJO-FM, 30 Hour Polar Bear Pledge-A-Thon
2nd Place: WRJO-FM, WRJO Shopping Show
3rd Place: WWIS-FM, The Boys of Fall - Football Promo

PUBLIC SERVICE ANNOUNCEMENT
1st Place: WBEV-AM, YMCA Wild, Wild West Fundraiser
2nd Place: WRJO-FM, Gyro’s for Hero’s
3rd Place: WHYB-FM, Pro-School, Anti-Drugs

BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT
1st Place: WBEV-AM, Surefire & Santa
2nd Place: WRJO-FM, Farmers Feed Store
3rd Place: WBEV-AM, Back to the…175th Anniversary!

BEST HUMOROUS COMMERCIAL
1st Place: WRJO-FM, Dublins Colin Kaepernick
2nd Place: WHYB-FM, Cowpie Bingo
3rd Place: WTCH-AM, Mountain Bay Outfitters - Cousins

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WBEV-AM, Vita Park Singing Eye Docs Christmas Carol
2nd Place: WRJO-FM, River Valley Phone Wash
3rd Place: WTCH-AM, Bubba’s BBQ - Bull

BEST ELECTION COVERAGE
1st Place: WRJO-FM, WRJO Election Coverage 2016
2nd Place: WTCH-AM, Your Vote Matters
3rd Place: WHYB-FM, 2016 Election Coverage Radio - Music Format

Social and Digital Media

BEST WEBSITE
1st Place: WZOR-FM, Razor947.com
2nd Place: WAPL-FM, WAPL.com
3rd Place: WKZG-FM, KZ 104.3 Website

BEST USE OF SOCIAL MEDIA
1st Place: WYMS-FM, National & North
2nd Place: WAPL-FM, 105.7 WAPL
3rd Place: WNCY-FM, #Y100SelfieSummer Hashtag Promotion

BEST USE OF SOCIAL MEDIA LIVE STREAMING
1st Place: WAPL-FM, Rick and Len KISS OFF
2nd Place: WLDB-FM, CV & Van McNeil in the Morning – 2016 Facebook LIVE!
3rd Place: WYMS-FM, Radio Milwaukee Music Awards

BEST PERSONALITY
1st Place: WYMS-FM, Tarik Moody
2nd Place: WZOR-FM, Cutter
3rd Place: WLKG-FM, Melody Judge

BEST LIVE ON-SITE COVERAGE
1st Place: WKSZ-FM, Octoberfest 2016
2nd Place: WYMS-FM, Rock the Green 2016
3rd Place: WKSZ-FM, KISS FM Pool Party

Large Market Radio – Music Format

BEST MORNING SHOW
1st Place: WXSS-FM, Riggs & Alley (with producer Gibbons)
2nd Place: WRIT-FM, Murphy & Meg
3rd Place: WQOM-FM, Marco and Krista

BEST RADIO SHOW
1st Place: WKTI-FM, New Country Nites with Jillene
2nd Place: WMIL-FM, Ridder Radio Show
3rd Place: WRIT-FM, The Eric Paulsen Show

BEST NEWSCAST
1st Place: WLDB-FM, CV & Van McNeil in the Morning - Feel Good Stories of the Day
2nd Place: WRIT-FM, 95.7 Big FM News
3rd Place: WYMS-FM, 88Nine’s Daily Music News

http://showcase.wi-broadcasters.org/
### BEST INTERVIEW

1st Place: WKTI-FM, Josh Thompson on New Country Nites with Jillene
2nd Place: WLDB-FM, CV & Van McNeil in the Morning - 2016 Interviews
3rd Place: WCCX-FM, A Woman of Courage

### ORIGINAL FEATURE

1st Place: WYMS-FM, Neighborly Love Wins Presidential Volunteer Service Award
2nd Place: WYMS-FM, Milwaukee Bus Driver Saves Girl from a Harmful Situation
3rd Place: WMNO-FM, Monona History Mom

### BEST LIVE ON-SITE BROADCAST REMOTE

1st Place: WKTI-FM, Summerfest from the Sky Glider with Jillene
2nd Place: WMIL-FM, Ridder Live from Kenny Chesney
3rd Place: WWQM-FM, Hole in the Wall Tour

### BEST USE OF AUDIO (NON-NEWS)

1st Place: WXSS-FM, Owen Reads Kanye Tweets
2nd Place: WYMS-FM, Landmark Lane’s “Rockin’ Roy”
3rd Place: WMNO-FM, Listening to Records Club - Halloween Show

### BEST SPORTS COVERAGE

1st Place: WKTI-FM, The Voice of the Packers with 94.5 KTI Country
2nd Place: WMNO-FM, Back in the Day - Soul of Baseball
3rd Place: WMNO-FM, Hooked on Monona

### BEST SIGNIFICANT COMMUNITY IMPACT

1st Place: WJMR-FM, Milwaukee Live It Love It
2nd Place: WXSS-FM, Milwaukee Unrest - An Open Conversation about Peace in MKE

### BEST SPECIALTY PROGRAMMING

1st Place: WLUM-FM, FM 102.1 Retro Brunch
2nd Place: WKTI-FM, 94.5 KTI Country - Countdown to 2017
3rd Place: WRIT-FM, There is Nothing Fair about ALS

### BEST PROMOTIONAL ANNOUNCEMENT

1st Place: WHQG-FM, Whose Got the Biggest Sack
2nd Place: WMYX-FM, 991 The Mix: Fair and Balanced
3rd Place: WKHL-FM, Sand in Your Stockings

### BEST STATION PROMO

1st Place: WKHL-FM, Creepy Clowns
2nd Place: WOLX-FM, Back to the Classics
3rd Place: WYMS-FM, The Afternoon Show Needs a Jingle

### BEST STATION EVENT PROMO

1st Place: WMIL-FM, Labor of Love Music Festival
2nd Place: WHQG-FM, Vote Rock Girl
3rd Place: WXSS-FM, All American

### BEST CLIENT EVENT PROMO

1st Place: WJMR-FM, Mama’s Kitchen Crisis
2nd Place: WVMO-FM, Hoot Hoot Hustle
3rd Place: WKLH-FM, Easter Keggs

### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

1st Place: WWQM-FM, American Red Cross - Support Your Local Chapter Helping Victims of Matthew
2nd Place: WMGN-FM, Down with the Dealer - Traveling Dealer
3rd Place: WKTL-FM, Huckstorf Diesel - Diesel Dabbling?

### BEST HUMOROUS COMMERCIAL

1st Place: WMYX-FM, Dickenschrauf H-VAC: “An Easy Name”
2nd Place: WXSS-FM, Golden Chicken
3rd Place: WMGN-FM, Madison Children’s Museum Summer Palooza

### MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL

1st Place: WOLX-FM, Hasheider Roofing: “Brad & Kevin”
2nd Place: WMMM-FM, Jewelers Workshop: “Uniquely You”
3rd Place: WKLH-FM, All Occasions Catering

### BEST ELECTION COVERAGE

1st Place: WXSS-FM, Owen Reads Trump Tweets
2nd Place: WYMS-FM, Tune In. Turn Out. Vote
3rd Place: WMGN-FM, Back in the Day - Peace Love & Understanding

### Medium Market Radio – Music Format

#### BEST MORNING SHOW

1st Place: WFON-FM, The Crooked Crew
2nd Place: WAXX-FM, Alex & Cora
3rd Place: WIZM-FM, Brittany and Tracy Morning Buzz

#### BEST RADIO SHOW

1st Place: WXIX-FM, Middays with Otis Day
2nd Place: WK52-FM, 92oh! Night Show with Chuck Charles
3rd Place: WXIX-FM, Jayson Slade Night Show

#### BEST NEWSCAST

1st Place: WECL-FM, Morning Newscast
2nd Place: WAPL-FM, Rick & Len: News with Carol Patrizi
3rd Place: WJVL-FM, News with Stan Stricker

Check out all the winning award entries online:
### BEST INTERVIEW

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>WKSZ-FM</td>
<td>Kevin Costner with Doug &amp; Mary</td>
</tr>
<tr>
<td>2nd</td>
<td>WAPL-FM</td>
<td>John Cleese</td>
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<tr>
<td>3rd</td>
<td>WAPL-FM</td>
<td>Tom Kiefer of Cinderella</td>
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</tbody>
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### ORIGINAL FEATURE

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<td>1st</td>
<td>WJVL-FM</td>
<td>The Great Outdoors</td>
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<tr>
<td>2nd</td>
<td>WAPL-FM</td>
<td>WGT-D Radio Theater: “The Kane Show - A REAR WINDOW Murder”</td>
</tr>
<tr>
<td>3rd</td>
<td>WZOR-FM</td>
<td>Cutter’s Guitar Shop</td>
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### BEST LIVE ON-SITE BROADCAST REMOTE

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<tr>
<td>1st</td>
<td>WAPL-FM</td>
<td>International Incident 2016</td>
</tr>
<tr>
<td>2nd</td>
<td>WKSZ-FM</td>
<td>Bar Shuttle Broadcast</td>
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<tr>
<td>3rd</td>
<td>WJVL-FM</td>
<td>WGT-D Radio Theater: “The New Dean Martin HOLIDAY Show”</td>
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### BEST USE OF AUDIO (NON-NEWS)

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<td>2nd</td>
<td>WAPL-FM</td>
<td>Kallaway on the Rise - Dave &amp; Susan Feature a Mating Turtle</td>
</tr>
<tr>
<td>3rd</td>
<td>WIXX-FM</td>
<td>Green Bay Phoenix NCAA</td>
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### BEST SPORTS COVERAGE

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<tbody>
<tr>
<td>1st</td>
<td>WTCX-FM</td>
<td>Game Plan with Jeff Janis, Geronimo Allison, Gregg Owens &amp; Keith Heisler</td>
</tr>
<tr>
<td>2nd</td>
<td>WAPL-FM</td>
<td>International Incident Baseball Project</td>
</tr>
<tr>
<td>3rd</td>
<td>WKSZ-FM</td>
<td>Bar Shuttle Broadcast</td>
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### BEST SIGNIFICANT COMMUNITY IMPACT

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<tbody>
<tr>
<td>1st</td>
<td>WJVL-FM</td>
<td>WIXX-FM Christmas Wish</td>
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<td>WAPL-FM</td>
<td>International Incident Baseball Project</td>
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<tr>
<td>1st</td>
<td>WZOR-FM</td>
<td>Top 94.9 of 2016 Countdown</td>
</tr>
<tr>
<td>2nd</td>
<td>WAPL-FM</td>
<td>Home Brewed</td>
</tr>
<tr>
<td>3rd</td>
<td>WNCY-FM</td>
<td>St. Jude Radiothon 2016</td>
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### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

<table>
<thead>
<tr>
<th>Place</th>
<th>Station</th>
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<tbody>
<tr>
<td>1st</td>
<td>WZOR-FM</td>
<td>The Sandlot/Watering Hole: Shaman’s Harvest</td>
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<tr>
<td>2nd</td>
<td>WKSZ-FM</td>
<td>The Morgue 2016 tag 1-2</td>
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<tr>
<td>3rd</td>
<td>WSJY-FM</td>
<td>Ketterhagen Motors - Back in the Day</td>
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### BEST PUBLIC SERVICE ANNOUNCEMENT

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<th>Place</th>
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<tr>
<td>1st</td>
<td>WBCV-FM</td>
<td>Fireworks Country Extravaganza</td>
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<tr>
<td>2nd</td>
<td>WAPL-FM</td>
<td>Big Brothers Big Sisters</td>
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<tr>
<td>3rd</td>
<td>WVTY-FM</td>
<td>St. Monica - Memory Care Unit</td>
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### BEST HUMOROUS COMMERCIAL

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<tr>
<th>Place</th>
<th>Station</th>
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<tbody>
<tr>
<td>1st</td>
<td>WAPL-FM</td>
<td>Black and Tan: Phone Call</td>
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<tr>
<td>2nd</td>
<td>WJVL-FM</td>
<td>JD Byrider Dave</td>
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<tr>
<td>3rd</td>
<td>WGLX-FM</td>
<td>Manke Automotive</td>
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### BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT

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### SMALL MARKET RADIO – MUSIC FORMAT

### BEST MORNING SHOW

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<thead>
<tr>
<th>Place</th>
<th>Station</th>
<th>Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WCOW-FM</td>
<td>Ben and Arnie</td>
</tr>
<tr>
<td>2nd</td>
<td>WCOW-FM</td>
<td>Ben and Arnie on COW97</td>
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<tr>
<td>3rd</td>
<td>WKLG-FM</td>
<td>LifeMatters</td>
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### BEST RADIO SHOW

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<tr>
<th>Place</th>
<th>Station</th>
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<tbody>
<tr>
<td>1st</td>
<td>WCOW-FM</td>
<td>Mike in the Midday</td>
</tr>
<tr>
<td>2nd</td>
<td>WCOW-FM</td>
<td>COW97 Classics with Arnie Andrews</td>
</tr>
<tr>
<td>3rd</td>
<td>WJMC-FM</td>
<td>DJ Rick for Nearly 20 Years!</td>
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### BEST NEWSCAST

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<th>Place</th>
<th>Station</th>
<th>Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WJMC-FM</td>
<td>November 29</td>
</tr>
<tr>
<td>2nd</td>
<td>WLST-FM</td>
<td>November 29</td>
</tr>
<tr>
<td>3rd</td>
<td>WJMC-FM</td>
<td>November 23</td>
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### BEST INTERVIEW

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<tr>
<th>Place</th>
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<th>Title</th>
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<tbody>
<tr>
<td>1st</td>
<td>WCOW-FM</td>
<td>Ben &amp; Arnie with Tracy Lawrence</td>
</tr>
<tr>
<td>2nd</td>
<td>WLST-FM</td>
<td>Ken &amp; Kit Newscast</td>
</tr>
<tr>
<td>3rd</td>
<td>WJMC-FM</td>
<td>November 23</td>
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### ORIGINAL FEATURE

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<tr>
<th>Place</th>
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<tbody>
<tr>
<td>1st</td>
<td>WLC-FM</td>
<td>Interview with Santa</td>
</tr>
<tr>
<td>2nd</td>
<td>WLST-FM</td>
<td>What’s Up Walworth County</td>
</tr>
<tr>
<td>3rd</td>
<td>WCOW-FM</td>
<td>Ben &amp; Arnie's Country Music News</td>
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http://showcase.wi-broadcasters.org/
BEST LIVE ON-SITE BROADCAST REMOTE
1st Place: WCOW-FM, COW97 Live from Country Fest 2016
2nd Place: WCOW-FM, Live from the Armed Forces Day Concert Event
3rd Place: WLKG-FM, Live at the Walworth County Fair

BEST USE OF AUDIO (NON-NEWS)
1st Place: WCOW-FM, Kenny Rogers Winner
2nd Place: WLKG-FM, Robyn’s Retro Cafe Intro
3rd Place: WCOW-FM, Kenny Chesney Winner

BEST SPORTS COVERAGE
1st Place: WDDC-FM, Reid Magnum Interviews Coach Sean Stout
2nd Place: WDUX-FM, Amherst Falcons State Title
3rd Place: WSFQ-FM, Abbotsford at Coleman

BEST SIGNIFICANT COMMUNITY IMPACT
1st Place: WCOW-FM, Dream Christmas
2nd Place: WLKG-FM, Feeding Walworth County
3rd Place: WCOW-FM, Greenlight a Vet

BEST SPECIALITY PROGRAMMING
1st Place: WRJC-FM, Local Frequencies - Dixie Duncan
2nd Place: WCQM-FM, Deer Hunter’s Take Over the Radio!
3rd Place: WCOW-FM, Country Fest Lineup Reveal

BEST PROMOTIONAL ANNOUNCEMENT
1st Place: WCOW-FM, Ben & Arnie
2nd Place: WCOW-FM, Best of Ben & Arnie
3rd Place: WLKG-FM, Robyn’s Retro Cafe

BEST STATION PROMO
1st Place: WCOW-FM, COW97’s 2016
2nd Place: WLKG-FM, More of Your Favorite Music
3rd Place: WLKG-FM, Come On Turn It Up!

BEST COMMERCIAL
1st Place: WCOW-FM, Sparks Auto Body - Cool Buttons
2nd Place: WDUX-FM, East Side Mobil Cold Case
3rd Place: WRJC-FM, Shopping Show Pirate Ad

BEST HUMOROUS COMMERCIAL
1st Place: WCOW-FM, Wehers Truck & Auto - Ole and Sven
2nd Place: WCQM-FM, Redneck Christmas Story
3rd Place: WDUX-FM, Cheesie Bob Polka

MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL
1st Place: WRJC-FM, Far Out Heating and Cooling
2nd Place: WXYM-FM, Mauston Furniture & Appliance
3rd Place: WLKG-FM, Lake Geneva Regional News - Taste of the Lake

BEST ELECTION COVERAGE - only 1 entry
1st Place: WCOW-FM, COW97 Election Coverage 2016

“Dear WBA,
What a great evening! Your Great Gatsby themed awards gala was phenomenal. Thank you ever so much for including me! It was indeed a special night.
Thank you as well for making me feel so spoiled. You did not have to arrange for the hotel, but it was much appreciated and my room was lovely!
I absolutely loved the chocolate covered strawberries – what a wonderful treat!
Thank you all very much!
My best,
Sue Keenom
Senior Vice President, State Associations, NAB

Check out all the winning award entries online:
OH, WHAT A NIGHT
Early May, back in '2017. What a very special time for you and your teams.

Thank You
to the following for making the 2016 Awards Gala possible!

Masters of Ceremonies
Michelle Vetterkind, WBA, President and CEO
Tom Koser, Koser Radio Group

Radio Music Presenters
Arnie Andrews, Morning Show Host / Program Director, WCOW-FM
Ben Butler, Morning Show Host, WCOW-FM
Ryan “Elwood” Bjorn, Brand Manager, WAPL-FM
Len Nelson, Host, “The Rick and Len Show” on 105.7 WAPL, WAPL-FM
Lupita Montoto, Account Executive, On Air Mid-Days Personality, Promotions Director, WLMV-AM
Luis Montoto, Programing Director, WLMV-AM

Radio News and Talk Presenters
Kayla McKenzie, New Director, WTCH-AM
Brad Williams, New Director, WTCH-AM
Andrea Morrow, WCLO News Anchor, WCLO-AM
Tim Bremel, Operations Manager, Host of “Your Talk Show,” WCLO-AM
Erik Bilstad, Executive Producer, News WTMJ-AM
Jane Matenaer, Co-Anchor, Wisconsin’s Morning News, Anchor/Reporter, WTMJ-AM

Television Presenters
Lisa Klein, Anchor/Reporter, WKBT TV
Mike Thompson, Anchor, WKBT TV
Dannika Lewis, Anchor, WISC TV
Mark Koehn, Anchor, WISC TV
Melinda Davenport, WISN 12 News This Morning Anchor/Reporter, WISN TV
Ben Wagner, WISN 12 News This Morning Anchor/Reporter, WISN TV

Assistants to the Presenters
Ken Beno, WBA Education Chair
Liz Boyd, WBA NCSA/PEP Coordinator
R. Perry Kidder, WBA Foundation Committee

SPECIAL THANKS TO OUR PARTNER:
Wisconsin Army National Guard

Social Media Reporter
Andrea Behling, Madison Magazine

WBA Social Media Consultant
Kyle Geissler, WISC-TV

The Man with the Golden Voice
Lindsay Wood Davis, Broadcast Management Strategies

Photos
Debbie Borth, Camera Kisses
Nancy Douglass, WBA Vice Chair Radio, WLKG-FM
Steve Wexler, WBA Vice Chair—Television/Chair Elect, E.W. Scripps Company

WBA Awards Committee
Lindsay Wood Davis, Broadcast Management Strategies (Chair)
Ryan “Elwood” Bjorn, Woodward Radio Group
Nancy Douglass, WLKG-FM
Andrew Felix, WEAU-TV
Kyle Geissler, WISC-TV
Dean Maytag
Kelly Radandt, Woodward Radio Group
Thomas Swigert, WISN-TV
Michelle Vetterkind, President and CEO
Linda Baun, Vice President

Décor
Linda and Terry Baun
Shawn Louks
Stacey and Nick Overman
Richard and M.A. Litchfield (Peerless Car)
Event Essentials

Madison Marriott West
When it comes to a dedicated Staff, the Marriott has the BEST!!!
Our deepest appreciation to
Ahmed Elgebaly, Group Rooms Coordinator
Catherine Davis, Director of Event Sales
Keola Shimooka, Sales Manager
Marriott Set-up Crew
Marriott Wait Staff

Support
American Awards & Promotion
Better BNC
Leader Printing
Liz Boyd
Susan Lewandowski
Lorraine Ortner-Blake
David Sanks
65 Judges representing 8 States

Video Montage & Technical Support
Jon Duxbury, Studio Gear
John McDonald, Studio Gear
Tom Graybill, Floor Director, Tri Marq
Greg Ideran, Tri-Marq
Chris Johnson, Director, Tri-Marq

Congratulations to all 2016 WBA Awards For Excellence Participants and Winners!

http://showcase.wi-broadcasters.org/
The statistics for online video production and consumption in the 21st century are staggering. It has become a way of life for what will soon be the majority of humans on the planet.

Since the first YouTube video was posted in 2005, aptly titled “Me at the Zoo” that featured 18 seconds of a guy at the zoo remarking about the long trunks of elephants, the site now leads the world in the number of posted videos claiming 500 hours of video posted every minute and the number of users is estimated at 1.3 billion.

At last check, the “Me at the Zoo” video had 39,242,915 views. Coming in second for social media video is Facebook that estimates 8 billion video views per day, which is not hard to believe considering it has 1.94 billion active users as of the first quarter of 2017, up from breaking the 1 billion mark in 2012.

A social media platform on the rise that has for good, bad or otherwise transformed the way users view video content is Instagram. Instagram initially limited video length to 15 seconds and restricted users to a 640 x 640 aspect ratio commonly associated with smartphone technology.

Since its launch in 2010, Instagram claims users share an average of 95 million videos per day.

Other sites considered social media with video include Vimeo, Twitch, and YouNow which offer videos by amateurs and professionals that have allowed their content to be monetized with pay-per-view or “tip jar” donations. On average, top content producers earn upwards of $50,000 per year using these features.

Netflix, Amazon Video, Hulu, Showtime, HBO Now, Starz and CBS All Access offer professional subscription video services that attract millions of viewers with syndicated television series, classic movies, and new original content that is consumed through a variety of technology, with computers and smartphones in the lead. Netflix still offers snail mail DVD rental options, for the time being.

What does this mean for our students?

Before getting into teaching, I worked professionally in television and film in a variety of capacities including as an independent producer of an action sports variety television series for a broadcast affiliate. The series aired once a week for two years and was measured by Nielsen ratings, which helped the station monitor the effectiveness of commercial advertising placement.

That was more than ten years ago and in 2015 as part of my university tenure-track activity that helps me to “teach what I do,” I elected to launch it again as a web series with recycled “blast from the past” content from the original show as well as newly-produced segments for a monthly “webisode.” Webster’s defines webisode as, “webiˌsōd noun, an original episode derived from a television series, made for online viewing. An online video that presents an original short film or promotes a product, movie, or television series.”

The major difference I found between 2015 and 2005 was distribution. Reaching an audience and branding now requires social media with cross-promotional content. Unlike the traditional over the air television broadcast delivery, with online exclusive content, I discovered the challenge of reaching and engaging a niche audience is paramount and requires regular social media posts that are designed to attract the attention of new viewers and lead them to a website to watch the actual show.

Shortly after launching my web series, I taught a special topics “Web Series” course that was a culmination of interdisciplinary collaborative short film projects with three separate classes of scriptwriting, acting, and film production students serving in respective roles for one common project.

The special topics course brought together students from the three separate areas in one class as well as other students from marketing and promotional backgrounds, resulting in a series of short films or “webisodes” that were screened for a campus audience and online.

The audience outside of the class was built and attracted through social media engagement with behind the scenes photos and videos, cast and crew biographies and trailers for the series.

The result was an overwhelming success, with many students commenting that “this was one of the highlights of their academic experience” and was evidenced with doubling in class size the second time it was offered a year later.

Another unique aspect of this course is the opportunity for all students to experience activities outside of their respective disciplines though mentoring and hands-on experiential learning, with marketing and
Consider how news science-based stories are framed for the reader. Ask scientists about why a natural or human-caused occurrence happens. Take advantage of Madison-based science resources. Those are some of the suggestions offered at “Secrets for Success in Science Journalism,” the spring 2017 training session presented this month by the Madison chapter of the Society of Professional Journalists. The training was generously sponsored by the Wisconsin Broadcasters Association, the Wisconsin Newspaper Association and the Wisconsin State Journal. The UW-Madison School of Journalism and Mass Communication generously provided classroom space for the training.

Instructors discussed the need for reporters to listen to people in their communities, explore the natural world, and ask questions. They also reviewed numerous resources available to science journalists and suggested that journalists let scientists review descriptions of their work to ensure accuracy.

Students consider careers in broadcast marketing

A WBA Foundation program is preparing college and high school students for careers in broadcast marketing.

Ten years ago, your WBA Foundation initiated a pilot project aimed at identifying and training new sales personnel for Wisconsin radio and television stations. The Radio Marketing Professional Certification Program is a two-day intensive broadcast sales training program conducted by Ken Beno, WBA Education Committee Chair, in cooperation with the Radio Advertising Bureau (RAB). Beno conducts two days of training based on RAB training materials and then administers a test which, if passed, results in a student/trainee receiving his or her certification as a Radio Marketing Professional from the RAB. Ken conducts the courses on university, college and technical college campuses around the state. The students in these classes are mainly students from the hosting school. Although the RMP is aimed at radio, Beno talks about TV sales, as well.

Beno presented the seminar to high school students this year. The objective was to interest them in a career in marketing/sales in broadcasting as they go to college, and to do follow-up with the instructor to determine if any of the students go into broadcast marketing. All of the students were part of the Willems Student Marketing Team which is an innovative, one-of-a-kind, dual credit, and college credit offering to seniors in the Appleton Area School District. All students involved were going on to college to pursue a two or four year degree. The students passed the exam with a higher average score than some of the college students who have taken the exam. The students were well prepared and participated during the seminar.

During the 2016-2017 school year, two sessions were held:

- UW-Oshkosh: 40 participants, 35 certified as RMP’s
- Appleton North and West High Schools: 12 participants, 11 certified as RMP’s

Since the beginning of the seminars in February 2007, 759 students have been certified as Radio Marketing Professionals. A total of 47 seminars have been offered through May 2017. Ten have been presented at Northcentral Technical College in Wausau, nine at UW-Stevens Point, eight at UW-Madison and UW-Oshkosh, and seven at UW-River Falls. UW-Green Bay has hosted two and UW-La Crosse, Nicolet Area Technical College in Rhinelander, and Appleton North and West each hosted one.

The WBA is open to suggestions or comments on the WBA Foundation’s RMP program.
Local Sales Recruitment Program

Hiring Sellers for Today and Tomorrow

The WBA is working with Media Staffing Network to provide member stations with a new program, Local Sales Recruitment. The program will help bring you the best and brightest sellers. We've heard you: it's difficult to find and keep sellers.

Since 1993, Media Staffing Network has worked exclusively with media companies to help them hire sellers, managers and various other positions. Hiring and retaining people today is a different game than it used to be. Local Sales Recruitment is designed to help broadcasters find, hire and retain top sales talent. It isn't an overnight, quick fix. It's designed to change your entire hiring process with their expertise and experience. Stations will find more effective tools and tricks to help find people in their own markets. Companies in small and large markets will be able to fine tune their recruitment strategy and practices.

Local Sales Recruitment Webinar Series

The WBA is paying for member access to the training program's webinar series. The webinars take place once a month between February and July, with topics to help not only hire, but build and maintain a pipeline of potential hires. All sessions will be presented by Media Staffing Network President & CEO Laurie Kahn.

Wednesday, July 12, 11 a.m.
Building and Keeping the Ideal Team
We have all heard how there will be more turnover in the future with people expected to switch jobs more often so it is crucial to get them in and productive as soon as possible. Hear what successful companies are doing to ramp up new hires and how to retain the ones you want by keeping staff engaged while building a better culture.

There is no cost to participate in these webinars, but registration is required. Please register at the WBA website in the events section. All sessions will be archived and available on the WBA website for later viewing.

Additional Training Resources Direct from Media Staffing

Media Staffing Network has also put together additional training options for stations. These are available to stations at a special price, listed below. Stations interested in any of the following services should register with Media Staffing Network: https://oab.formstack.com/forms/media_staffing_network.

1. Webinar Handout Package ($50)
This package is designed to accompany the webinars and is provided to each company by market. The handout package includes the following:

Templates with each webinar including:
- Sample sales job profile
- Sample recruitment ad, tips for recruitment brochure, job postings
- Tips on using LinkedIn
- List of suggested social media sites to review for job postings
- Template of recruitment log
- Suggested calendar of when to recruit, promote jobs
- Sample offer letter
- Tips of ideas to keep staff engaged
- Tips on things to include in career page on website
- Access to our portal for updated ideas and reference
- Inclusion in our monthly email blast with hiring tips

2. Review and Update of Current Hiring Tools ($750)
Media Staffing Network will review and update your current hiring tools, including job profiles, offer letters and recruitment ads. This review service is available at a special price just for WBA members, and services will be provided for one year.

3. Marketing Package ($500)
Media Staffing Network will provide you with copy for recruitment on-air ads and social media, personalized LinkedIn profile coaching and coaching on setting up email blasts. This service is offered at a discounted price for WBA members, and marketing services are available for one year.

4. Career Page Assistance (ask for a quote)
Media Staffing Network will review of your station's website and career page with suggestions on how to better attract candidates.

5. Sourcing Services
If stations decide they prefer more hands-on assistance, Media Staffing Network can provide sourcing services, priced at a special rate for WBA members:
- Sourcing local job seekers, forward to station for review and follow up (minimum of 40 hour package – $1,200)
- Sourcing local, non-job seekers, identify passive candidates, build a log that stations can use to track or market to in building a bench (minimum 40 hour package – $2,600)
- Call out to local names, passive candidates to encourage conversations with your station (minimum of 20 hour packages – $2,000)

Note: Call out services cannot be provided without one of the sourcing plans. The goal is to start a station with a log of a minimum of 100 leads for solid potential candidates.

6. Search (Quoted Independently)
Media Staffing Network can conduct searches for individual or multiple sellers.
TUESDAY, OCTOBER 10

7:45 AM: Registration & Continental Breakfast
SUPERIOR ROOM

8:50 AM: Opening Remarks
SUPERIOR ROOM

9:00 AM: AM Broadcast Facilities
SUPERIOR ROOM

Ben Dawson, Hatfield & Dawson Consulting Engineers, LLC

This session will discuss possibilities for cost-effective changes in the AM plant, the cost effectiveness of diplexing or tri-plexing, how to plan for facilities changes like frequency swaps or turning off a potential restricting station, what AM revitalization technical changes might arise, and how to configure your antenna to allow a moment method proof and when you should avoid one even if legally permissible.

9:45 AM: Virtual Radio – Real Applications
SUPERIOR ROOM

Bill Bennett, Lawo, Inc.

IT’s influence on Radio Broadcasters is strong, and awareness of hardware virtualization and the “glass cockpit” is growing fast. In this presentation we’ll look at what you can do today, and where things may go in the future, exploring the ways broadcasters can reap operational and monetary gains from IT’s R&D investment.

10:30 AM: Break

10:45 AM: Making Metadata Matter
SUPERIOR ROOM

Don Backus, Broadcast Electronics

Metadata is defined as ‘data about data’, but smart broadcasters know it’s so much more than just data…it’s information that listeners want and use, it’s material that engages audiences, enhances the radio experience and benefits advertisers and, it’s ultimately a way of turning data into dollars. We’ll discuss the technical side of delivering and monitoring metadata and how you can help develop a winning strategy for your stations to make metadata a revenue center that matters.

11:30 AM: The Automotive Dashboard Initiative
SUPERIOR ROOM

David Layer, Senior Director, Advanced Engineering, NAB

The automobile dashboard has historically been a stronghold for the AM/FM radio receiver but 21st century technology is providing consumers with more and more dashboard options. A big part of this change is driven by the ever-greater availability of mobile broadband services and the ubiquitous smartphone. Despite this, radio listening remains the dominant form of audio entertainment. In this presentation, Mr. Layer will offer a survey of the most popular digital dashboard technologies and discuss how radio broadcasters can use these to best advantage. He will also consider the linkage between the growth of so-called “hybrid radio” services in smartphones (which use both wireless broadband and over-the-air signals) and how this can translate into increased listenership in vehicles.

12:15 PM: Lunch
LOCATION

THANK YOU, SPONSORS!

THE TELOS ALLIANCE®
1:15 PM: **Virtual Talkshow and Sports Production**  
**SUPERIOR ROOM**

**Kirk Harnack & Joe Talbot, The Telos Alliance**

Convenient connections create compelling content. Telecom technologies like SIP/VoIP are becoming more ubiquitous and less mysterious. Along with fast Internet and VPNs, they not only enable flexible workflows, they enable alternatives to single-studio or expensive remote solutions. This presentation demonstrates some clever implementations in-use now, as well as previews, strategies, and techniques for achieving efficient and effective talkshow and other radio production workflows.

2:00 PM: **HD Radio: How to Improve Listener Experience with Proper Time/Level Alignment?**  
**SUPERIOR ROOM**

**Mike Pappas, Orban**

Since the first generation of HD Radio systems were installed back in 2004 maintaining diversity delay time alignment between the analog FM and the HD radio digital signal has been a challenge that continues to this day. System drift is still an issue and directly impacts the user experience. So what are the best practices to monitor and correct this issue? How best to implement them? What to look out for?

2:45 PM: Break

3:00 PM: **HD Single Frequency Networking**  
**SUPERIOR ROOM**

**Jeff Welton, Nautil**

This presentation won Best Engineering Paper for the NAB show. It discusses a practical case study using HD single frequency networking to seamlessly set up on channel coverage boosters with no interference zone. The presentation goes into both the theory involved in developing a solution and the practical implementation of the solution.

3:45 PM: **Transport Robust and Secure FM Composite Multiplex Signals in an IP STL**  
**SUPERIOR ROOM**

**Junius Kim, Keyur Parikh & Dave Agnew- GatesAir Mason, Ohio**

The emergence of high bandwidth IP network connections is an enabler for the transport of the FM composite multiplex (MPX) signal in a Studio-to-Transmitter Link (STL). This session will present use cases to illustrate differences between all analog, all digital, and dual domain FM MPX STLs and the tradeoffs they present with respect to compatibility and network bandwidth, scalability, and delay.

4:30 PM - 7:00 PM:  
**Exhibits Open - Exhibitors Reception**  
**WISCONSIN/MICHIGAN ROOMS**

7:00 PM: Nuts & Bolts Session **SNMP Plugfest**  
**SUPERIOR ROOM**

**Tony Peterle, Worldcast Systems, Inc.**

A wireless network will be set up in this session over which attendees can connect with their own personal laptops. Attendees will be provided a USB key containing the installer for the iReasoning MIB browser (a popular tool for SNMP exploration). Using many SNMP devices in the room attendees will learn how to use the MIB browser to connect to the devices, poll for information and exercise control with SET commands.

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The Jacobs Media/WBA Digital Partnership

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

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

Jacobs Media is at your disposal at: (248) 353-9030 or via email at info@jacobsmmedia.com.
WEDNESDAY, OCTOBER 11

7:00 AM: Registration & Continental Breakfast
LOBBY

8:30 AM:
Real World Results For A Signal Measurement Drone
SUPERIOR ROOM

John Kean and Gary Cavell,
Cavell Mertz & Associates, Inc.

Development of unmanned aerial vehicles (UAVs or "drones") has proceeded quickly for video production in the broadcast industry. Applications for engineering study are beginning to catch up. Cavell Mertz & Associates developed the nation’s first signal measurement drone for broadcast antenna systems and have been gathering substantial field experience with real-world antennas. This presentation will provide the results of studies for digital television stations and FM radio stations in both analog and digital mode, illustrated by charts and photographs.

9:15 AM: WebRTC for Broadcasters
SUPERIOR ROOM

Chris Crump, Comrex

WebRTC is technology that is already dramatically changing the way we communicate with online retailers and each other. Web browsers such as Google Chrome, Mozilla Firefox, Opera and, in the near future, Microsoft Edge and Safari, all have audio and video codecs built in. We will discuss the open source Opus algorithms, provide an overview of WebRTC and discuss ways to use this transforming technology in a broadcast environment.

10:00 AM: Exclusive Exhibit Time
WISCONSIN/MICHIGAN ROOMS

11:00 AM: Lunch on Exhibit Floor
WISCONSIN/MICHIGAN ROOMS

1:30 PM: The Spectrum Auction Repack
SUPERIOR ROOM

Patrick McFadden, Associate General Counsel, NAB

The Auction is over but the Repack is just beginning. The NAB has been studying the process and polling members to identify bumps in the road before they become potholes. This session will reveal the data, reaction, and future efforts surrounding the Closing and Channel Reassignment Public Notice. The majority of TV stations and many FM stations will be affected in different ways.

2:15 PM: FCC Update
SUPERIOR ROOM

3:00 PM: Break

3:15 PM: Why 0.01% Distortion Sometimes Matters, and 30% Sometimes Doesn’t
SUPERIOR ROOM

Steve Dove, Wheatstone

This session is a lighthearted romp through why some things sound the way they do, deflating some conventional wisdoms, and highlighting some surprising insights.

4:00 PM: 12 GHz Cable
SUPERIOR ROOM

Steve Lampen, Belden

When will copper fail us? When 4K and other high data rate services first appeared it seemed only fiber could handle the bandwidth. Now cable has been developed to handle the speed. This presents some installation and connection challenges. This session will cover cables and interconnection in the 12GHz world and what is likely to be the technology for the next generation.

5:30 PM: Dinner
LOCATION

6:00 PM: SBE All Chapter Meeting and Program
Automated Vehicle Testing
SUPERIOR ROOM

Peter Rafferty, Wisconsin AV Proving Grounds,
UW-Madison

Things at the Proving Grounds with automated vehicles (AVs) have been taking off since January. This session will introduce Automated Vehicles generally, briefly explain what they are and aren’t, how they work (or don’t work, yet), address common questions and allay common misconceptions. Ideally it will leave the audience with a better understanding of where we are and where we’re headed.
THURSDAY, OCTOBER 12

7:45 AM: Registration & Continental Breakfast
SUPERIOR ROOM

8:30 AM: The IP Baseband Migration
SUPERIOR ROOM
Utah Scientific

As the IP (internet protocol) revolution sweeps through the broadcast industry, there’s little doubt that most video operations will be driven by IP technologies in the not-so-distant future. The good news is that the industry is making great strides in developing and adopting open IP standards and methodologies, the most important being SMPTE 2022-6 and TR-03/04, (SMPTE 2110 draft). This session will cover the history of IP technology and standards, the SMPTE 2022 family of standards, potential strategies for your conversion to IP, and IP islands and their role in your transition.

9:15 AM: SCTE-104/35 and Beyond: A Look at Ad Insertion in an OTT World
SUPERIOR ROOM
Ciro A. Noronha, PhD, Colbalt Digital

Ad Insertion is a very important part of many video delivery systems because it generates revenue! With Over-The-Top (OTT) video delivery on the internet, the holy grail of advertisement is finally achievable. It is technically possible to send individual, personalized ads to each viewer. Such systems are based, in part, on the traditional ad insertion workflows that use the SCTE-104 and SCTE-35 standards as their starting point. This session will show how a traditional ad-insertion workflow at the programmer side can be used as a basis for an OTT system.

10:00 AM: Break

10:15 AM: Broadband Antenna and Filter Technology for Repack and ATSC 3.0
SUPERIOR ROOM
Christine Zuba, Dielectric

To date, broadband antennas have been largely designed with large panels and high windload. Newer technologies such as waveguide slot-cavity antennas have been introduced within the last 12 to 18 months. Additional New Broadband Slot Antenna techniques are becoming available. The television channel repack not only means the need for broadband antenna applications, but additional filter considerations for closely spaced channels, and a future ATSC 3.0 environment. This paper will examine the latest in antenna and filter design techniques and specifications in a more crowded television band, anticipating ATSC 3.0.

11:00 AM: Adopting VoIP/SIP to Improve Live Coverage Workflows While Slashing Expenses
SUPERIOR ROOM
Kirk Harnack, Joe Talbot, Martin Dyster
The Telos Alliance

Live coverage television is rife with difficulties and pitfalls, and every TV facility is looking to cut expenses. More TV stations are discovering VoIP/SIP service along with the modern studio equipment that makes it effective. From instant IFB connections to great-sounding severe weather spotter reports, VoIP/SIP technology and equipment is improving audio quality both behind the scenes and on-air. This presentation demonstrates how TV stations are improving in-the-field reporting while saving hundreds to thousands on their telecom costs.

12:00 PM: Lunch
LOCATION

1:00 PM: ATSC 3.0 – Characteristics and Transmission Requirements
SUPERIOR ROOM
Martyn Horspool, GatesAir

ATSC 3.0 promises to bring with it many advanced features and capabilities which will enhance the future of over-the-air television. The differences between OFDM-based modulation and the current ATSC 8-VSB modulation are apparent. Some of these differences will affect the ability of existing transmission equipment to successfully and reliably perform their intended tasks. This presentation will dig into some of the key areas that need to be investigated and provide some insight as to how to be prepared for the transition to ATSC 3.0 transmission.

1:45 PM: ATSC 3.0, The Big Picture
SUPERIOR ROOM
Fred Baumgartner, Next Gen TV Implementation, One Media/Sinclair Broadcast

This session will engage the audience in challenging the long held assumptions of “what is broadcasting?” and provide new insight into the unique opportunities to establish relevance in today’s rapidly converging digital IP world with “BaaS (Broadcast as a service), positioning and developing broadcasting’s central role in the emerging 5G world.

2:30 PM: ATSC 3.0 Panel
SUPERIOR ROOM

Jerry Whitaker, ATSC
Christine Zuba, Dielectric
Martyn Horspool, GatesAir
Jay Adrick, Broadcast Consultant/Chairs ATSC Advanced Emergency Alerting Implementation Team
Fred Baumgartner, Next Gen TV Implementation, One Media-Sinclair Broadcast

With the ATSC 3.0 standards process almost complete, this panel of experts will delve into what it will take to bring the technology to your market, and your station. This session will be highly interactive with the audience.
**Wisconsin Broadcaster**

**Wisconsin Broadcaster | July/August 2017**

**WVMO gets 6 WBA Awards for Excellence**
A low-power FM radio station in Monona is believed to be the first in the nation to be recognized by a state broadcast awards competition, based on consultation with other members of the National Association of State Broadcast Associations.

WVMO went on the air in 2015 at 98.7 FM broadcasting out of Monona City Hall. “The Voice of Monona,” as it’s called, invites all citizens in and around Monona to join the volunteer team at WVMO.

“WVMO has been called, ‘The coolest little station in the nation!’ To be the first LPFM in America to win statewide broadcast awards shows that the City of Monona’s ‘community-owned, locally-programmed, volunteer-driven’ radio station can use its unique hyper-local approach to successfully compete with the top stations in the state,” said WVMO co-founder, radio veteran, and WBA Hall of Fame member Lindsay Wood Davis. “Monona loves its radio station, because WVMO loves Monona.”

WVMO won the following awards competing with large market music radio stations in the recent WBA Awards for Excellence competition:

- **Best Client Event Promo - 2nd Place** - WVMO-FM, Hoot Hoot Hustle
- **Best Sports Coverage - 2nd Place** - WVMO-FM, Back in the Day - Soul of Baseball
- **Original Feature - 3rd Place** - WVMO-FM, Monona History Mom
- **Best Use of Audio (Non-News) - 3rd Place** - WVMO-FM, Listening to Records Club - Halloween Show
- **Best Sports Coverage - 3rd Place** - WVMO-FM, Hooked on Monona
- **Best Election Coverage - 3rd Place** - WVMO-FM, Back in the Day - Peace Love & Understanding

“We’re excited to see a low-power FM station in Wisconsin showing a community how local broadcasting can serve them in such a positive way,” said WBA President and CEO Michelle Vetterkind. “WVMO’s performance in the awards competition increases the profile of low power FM in Wisconsin and shows everyone how community service and excellent broadcasting go hand-in-hand.”

**The WBA Awards for Excellence were handed out May 6 at the Madison Marriot West.**

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**Members in the Spotlight**

**Madison station awarded national Murrow**
A Madison TV station has won a national Edward R. Murrow award from the Radio Television Digital News Association for its 2016 election coverage.

WISC-TV won the Excellence in Innovation category.

“This is a tremendous honor for our entire staff, especially our political reporter Jessica Arp. Her commitment to cover the races, to separate truth from spin and to speak to new audiences through digital exploration truly serves our community well,” WISC-TV news director Colin Benedict said.

The award-winning coverage included WISC-TV’s television reporting and digital innovation in covering the race through Election Day.

Murrow Award recipients “demonstrate the excellence that Edward R. Murrow made a standard for the electronic news profession,” according to the RTDNA.

WISC-TV won three national Murrows in 2016.

**WISN-TV president, GM, WBA Board member among ’Women of Influence‘ honorees**
WISN-TV President and General Manager Jan Wade was one of more than two dozen women recently honored as “Women of Influence” in the Milwaukee area.

The Milwaukee Business Journal held a luncheon on June 16 honoring Wade and dozens of other women. The luncheon was a “celebration of women and their accomplishments in aspects of business from mentoring to non-profit.”

Wade is also a member of the WBA Board.

Congratulations, Jan!

**Monona LPFM believed to be first in nation to get state award recognition**
WVMO gets 6 WBA Awards for Excellence

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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.

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**Wisconsin National Guard**

**Wisconsin Broadcaster | July/August 2017 | 35**
Radiothon raises record $690K for children’s hospital

A radiothon run by a Madison radio group raised $690,684 for American Family Children’s Hospital, the highest amount ever raised during the annual event.

Mid-West Family Broadcasting stations 93.1 Jamz (WJQM) and Q106 (WWQM) hosted the radiothon over three days in May from 6 a.m. to 7 p.m. each day. The stations talked with families who have used the hospital and continue to use the hospital for their children. The radiothon is aimed at raising money for the "extras" that help make stays at the hospital a little better. The "extras" include:

- A Child Life Specialist position in the emergency department to help patients and their families cope with fear, pain, and anxiety.
- Supplies for the Positive Image Center which offers free wigs, hats, and salon services to patients.
- Gas cards and transportation resources for families who need help getting to and from the hospital, including those who need treatments several times each week.
- Tyler’s Place sibling care, so parents can stay with their hospitalized child while siblings are taken care of in a nurturing and therapeutic environment.
- Dinners for thousands of moms, dads, and patient visitors.

Mid-West Family’s five other Madison stations also help out during the radiothon through regular announcements and shorter remote broadcasts at the UW Children’s Hospital.

Janesville stations help community rally for law enforcement

A pair of Janesville radio stations found a way to help the community show support for law enforcement after a high profile manhunt. WCLO-AM and WJVL-FM discussed ways to show support for police officers and deputies after the capture of Joseph Jakubowski, who was the subject of a 10-day manhunt that started in April after the burglary of a Janesville gun shop. Jakubowski was taken into custody safely, but the lengthy ordeal was taxing for law enforcement officers.

WCLO/WJVL General Manager Mike O’Brien said he spoke with Janesville Police Chief David Moore who said he would like signs that support backing the badge.

The radio stations, along with the Janesville Gazette, had 2,000 "We Back The Badge" signs printed at two local sign companies. The signs were distributed at various events as well as through the Janesville Police Department, Beloit Police Department, and the Rock County Sheriff’s Office.

Most of the 2,000 signs were distributed for free and they can be seen dotting the landscape throughout Rock County.

“This is considered a huge ‘thank you card’ to our outstanding law enforcement departments,” O’Brien said.

Dormie Roberts, Blain’s Farm & Fleet; Sgt Nick Brown, Rock County Sheriff’s Dept, Mike O’Brien, WCLO-WJVL; Ken Scott, WCLO-WJVL; Chief David Moore, Janesville Police Dept.

A pair of Janesville radio stations found a way to help the community show support for law enforcement after a high profile manhunt.
Members in the Spotlight

Madison TV station raises breast cancer awareness with live ‘Race for the Cure’ coverage

A Madison TV station produced a live broadcast from the Komen Race for the Cure in Fitchburg to support breast cancer awareness.

WISC-TV personalities covered the May 20 event by talking live to breast cancer survivors and some of the 3,000 participants at the race. Participants told their own stories and stories about people in their lives who’ve been touched by breast cancer.

The 90-minute program was broadcast over the air, on channel3000.com and on Facebook.

The race marked 20 years for the Susan G. Komen Race for the Cure, and raised almost $115,000 to support national research programs as well as provide screenings, education, and treatments to thousands of women and men who cannot afford breast health care.

Mother brought to tears by station sharing award

A Shawano radio station that won a WBA award for a story about a family’s struggle brought the mother to tears when they decided to give the family the award.

WTCH did a story about Liz Shames in 2015 titled “A Mother’s Love.” Her son, Chris, died at age 26. He had a surgery at age two in which he was without oxygen long enough for his brain to shut down, leaving him in a nearly vegetative state.

Kayla Williams from WTCH said she first met Shames at a radio broadcast. She said her husband and WTCH News Director Brad Williams decided to do a story about Shames and her son.

“Chris was never expected to live as long as he did. Shortly after our story aired, Chris passed away at 26 years old. The story went on to get a lot of feedback from our community about the strength of a mother’s love. It had since won an award at the Wisconsin Broadcasters Association awards banquet. Liz was honored that her story touched a lot of people.”

Williams said Shames asked them for a copy of the award, but they got permission to give her the award she had won.

The award sat on our wall for a year until the 2017 awards banquet. She noticed that we were at the awards this past year and wanted a copy of her son’s award to remember him by and set next to his urn. Don Grassman graciously told us we could take the award off the wall and surprise her with it. Because I work in Animal Welfare, Liz thought I was asking her to come in to show her something like a puppy or ask her about a vaccination. She had no idea that we were presenting her with the award. She has since placed it in a curio cabinet next to Chris’s urn. Chris is her only child.

https://www.facebook.com/LizShames/videos/10208037804689779/

Start saving your 2018 entries for the WBA Awards for Excellence

Find out more at www.wi-broadcasters.org
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 are examples of recent posts.

We're looking for your stories about how your station is making a difference through news coverage, helping during an emergency, telling public service stories, holding community service events, and implementing technological innovations at your station.

If you've got a story to share about your station, email kgeissler@wi-broadcasters.org or tag @WIBroadcasters on Twitter. We need basic details about your story and a couple photos.

Thank you!

Contest seeks big ideas for broadcasting

Here’s the PILOT Innovation Challenge 2017 challenge question:

What is an unconventional way broadcasters and other local media could serve communities?

Local news and information is crucial. Communities need to be informed, whether about the traffic, government actions, impending storms, crime, charity events, concerts, or where to find the best pizza. However, in this digital age with endless sources of information, communities are seeking more resources that are relevant to their lives.

TV and radio broadcasters have continued to deliver stories, news and information focused on local communities, but what does the future hold for these vital sources of information? Think outside the box and submit your innovative ideas that will change the face of local media.

Do you have an idea that could change the future of broadcasting? The NAB wants you to share it in an innovation contest.

How to Enter

Submissions will be judged on originality, desirability and the plan. Submissions will be judged by a diverse panel of experts from the broadcast, venture capital, media, and tech industries. Twelve semifinalists will be selected by the end of September. From there, a smaller panel of judges will select the top six finalists. The winners will be chosen by participants at the NAB Futures conference in November.

The top six entries will be awarded cash prizes, with one prize each in the amounts of $30,000, $25,000, and $20,000 and three prizes in the amount of $15,000. To help winners get their idea of the ground, they will receive relevant mentorship, access to key broadcast executives, and unmatched exposure at industry events.

Submissions can be made at: nabpilot.org/challenge. Submissions are due Sept. 22, 2017.
An Eau Claire TV station raised $40,000 for victims of a tornado.

WEAU-TV raised the money from the community after a tornado ripped through northwestern Wisconsin on May 16 killing one person, injuring others and causing millions in damage. One of the biggest casualties was a trailer park in the Chetek area that was completely destroyed leaving dozens without a place to live.

WEAU provided more than three hours of non-stop weather coverage, according to Director of Promotions and Creative Services, Andrew Felix. He said one viewer said on live TV that they saw the station’s coverage so they took cover.

“I was watching you guys faithfully there, and you kept saying to take cover, so I did.”

After they saw the damage, several staff members wanted to do a fundraiser to help the families that were homeless.

Felix said he reached out to the Red Cedar Church in Rice Lake which was handling the fundraising efforts. They had received a $1 million matching grant from a local resident for their fundraising efforts.

WEAU pitched the idea of having a fundraiser in its parking lot. Working with the church, the station organized the fundraiser in about one week. The fund drive was held June 14 and viewers were asked to drop off cash and check donations. They received more than 600 individual donations ranging from $1 to thousands of dollars.

During the one-day fundraising effort they raised $40,250, far exceeding the organizer’s expectations. The money raised will be part of the match and will total $80,500 in donations and all of the funds raised will go directly to families in need to help them rebuild their lives.

“This fundraiser proved that local TV is still strong,” Felix said.

Milwaukee TV stations name new news director

Kent Harrell has been named news director for CBS 58 and Telemundo Wisconsin in Milwaukee. Harrell brings more than 15 years of news management experience to the position. Before joining CBS 58, he was news director at the ABC/Fox duopoly in Springfield/Decatur, Illinois and previously served as news director at WFRV-TV in Green Bay from 2012-2014. He has also served as news director at stations in Corpus Christi, Texas and Rockford, Illinois.

“I’ve been following CBS 58 for a while, and I’m impressed with the changes and growth over the past few years,” Harrell said. “I’m looking forward to leading this talented group of news people and delivering an exceptional newscast to the viewers of southeast Wisconsin.”

Harrell started his work on June 12.
PHOTOJOURNALISM:
Madison Driving Short Course

Evening of August 18
& All Day, August 19, 2017

Join us in beautiful Madison for Madison Driving Short Course. This year’s short course is being held in the memory of Rick Jowett who passed away in 2015.

Event Speakers (as of 7/3/17)

Dave Delozier

Dave Delozier is a former NPPA Photographer of the Year who made the transition to being an MMJ about 10 years ago. After spending more than 30 years working at KUSA in Denver, CO, Dave moved to Wisconsin to be closer to family, and has worked at WISC in Madison for the last 4 years. Over the course of his career, Dave has covered everything from Super Bowls and Stanley Cups, to spending time behind the scenes with the Pope. He’s been honored with numerous Emmy Awards and Edward R. Murrow awards and has been part of several NPPA Station of the Year Awards.

Anne Herbst

Anne Herbst is an Emmy, Murrow, and NPPA award winning journalist at KUSA in Denver, CO. Rather than refer to her as a photojournalist, MMJ, or one-woman-band, the station chooses to call her a Senior Multi-skilled Journalist. In other words, she’s a great all around storyteller. Anne has worked in Denver for more than a decade, and has a Masters Degree from the University of Colorado in Boulder. She also spent two years at the Denver Post, creating video content for their website. But before that, this Wisconsin native earned her undergraduate degree studying print journalism at the University of Wisconsin-Madison. She has been instrumental in putting together the NPPA’s Women in Visual Journalism Conference, and is a mentor and teacher for many aspiring and veteran journalists.

Michael Kienitz

Michael Kienitz’s 46-year career has taken him to Nicaragua, El Salvador, Guatemala, Lebanon, Afghanistan, Northern Ireland and Africa. Kienitz has been using drones to shoot video and stills in the Amazon Basin, Iceland, Ireland, Northern Ireland and other countries including a four year project on the impact of climate change in South Eastern Iceland. Kientz is a contributor to the magazine Drone 360 and teaches a class in Photography and Video for Drones at the University of Wisconsin.

E. Jason Wambsgans

2017 Pulitzer Prize winning photographer E. Jason Wambsgans is a staff photographer at the Chicago Tribune, where he has spent the last 15 years covering stories that have taken him from the vanishing rainforests of Madagascar to the war in Afghanistan, and the last four years intensively documenting the problem of Chicago’s gun violence. Wambsgans, a Detroit-area native, developed an early love of photography which he pursued through Central Michigan University, where he studied fine art and cinema. His first years as a photojournalist were spent at small newspapers in Michigan, then at the Gary, Ind. Post-Tribune, capturing images of breaking news and of everyday life in the communities he covered. Throughout a career of wide-ranging assignments, his editors have counted on his ability to inventively meet challenges, whether aesthetic, technical or conceptual, while gracefully conveying the human experience.

Rick Jowett Fellowship

The Wisconsin Broadcasters Association Foundation is establishing a fund to support a Rick Jowett Fellowship as means to pay tribute to Rick Jowett, beloved photographer and long-time member of the WBA family who died in July of 2015. The fellowship will assist aspiring professionals, dedicated career professionals of our member stations as well as students of the visual media with skill, training and professional development.

Rick grew up in a media family. His grandfather was CEO of Forward Communications which owned several television stations throughout the country. His family was also involved in the print media, the Wausau Herald, Wausau, WI. While in high school Rick began his career as a photographer working for the Wausau Herald.

Rick Jowett completed his degree in journalism (UW-Madison) in the late 70s. Following graduation, Rick started his career in broadcasting as a still photographer at WMTV-TV, in Madison, Wisconsin.

Rick began working with the WBA in 1985 as the Association’s event photographer. He served graciously and unconditionally until his passing.

Registration Info

- WBA Members $50
- NPPA Members $50
- Non-Members $85
- Students $35

More at: https://nppa.org/training/madison-driving-short-course

Travel/Accommodations

Airport: MSN – Dane County Regional Airport
Event Location: Pyle Center, 702 Langdon St., Madison, WI 53706
Accommodations: Lowell Center Hotel, 610 Langdon St., Madison, WI 53703.
Call 608-256-2621 to reserve a room.
Special rates of $105 a night for a standard room or $124 for a deluxe are available. Our rate and room block will be available until 7/28/17.

Questions? For issues concerning registration contact info@nppa.org.

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Special rates of $105 a night for a standard room or $124 for a deluxe are available. Our rate and room block will be available until 7/28/17.

Questions? For issues concerning registration contact info@nppa.org.
State Supreme Court delivers open government victory

The Wisconsin Supreme Court ruled unanimously in support of open government advocates in a case involving a school district that held closed-door meetings.

The June 29 ruling said the Appleton Area School District violated open meetings law when it allowed a committee to review curriculum in a closed setting. The court ruled that the committee counts as a governmental body and should be subject to open meetings law.

Justice Michael Gableman wrote the decision. He dismissed the district’s concerns that subjecting such groups to the open meetings law “would be detrimental to the functioning of government.”

“We are not at liberty to exempt (the group) from the definition of ‘governmental body’ simply because government officials would find it convenient,” Gableman wrote.

In 2013, Appleton parent John Krueger sued the Appleton Area School District saying it had violated the open meetings law. A circuit court judge ruled against him in 2014. He appealed, but the Court of Appeals again ruled in the district’s favor in 2016.

Bill Lueders, president of the Wisconsin Freedom of Information Council, called the ruling “an important win for open government in Wisconsin.”

The Wisconsin Broadcasters Association supported the lawsuit against the school district.

Your Sales Results will Skyrocket …Stop Chasing Orders and Start Doing This! | Guest: Derron Steenbergen, President Swagger Institute

July 11 at 11 a.m. CST

Broadcast sellers are trying to close more deals and sign more orders, right? Well, this webinar will spend a little time focusing on why it is time to stop. You will discover there is a better way. You will learn the Six Most Powerful Words in Sales, the Fatal Phrase that is killing our results and how a few slight changes can yield huge results. You are sure to leave this session better equipped to make magic in your sales career!

Un-Clog Your Sales Pipeline; Get Dead or Dying Deals Moving | Guest: TBA

July 11 at 10 a.m. or July 13 at 3 p.m. CST

According to CSO Insights, 90 percent of projected deals don’t close when they are projected to close and 54 percent don’t close at all. This wreaks havoc on your projections and your income. Learn how to keep your pipeline clog-free and focus your time and effort on the deals most likely to close.

Developing Effective Local Advertising Strategies | Guest: TBD

August 22 at 10 a.m. or August 24 at 3 p.m. CST

97 percent of people selling radio advertising today don’t have a degree in marketing or advertising. With the proliferation of new ways to advertise, local advertisers are inundated with salespeople and shiny new toys. Now, more than ever, it’s critical for today’s broadcast professional to be an expert resource on marketing and advertising for local businesses.

Handling Objections Heroically | Guest: TBD

September 12 at 10 a.m. or September 14 at 3 p.m. CST

Objections are inevitable, but they don’t have to be intimidating. Objections are a clear sign you’ve got your prospect right where you want them: engaged, emotionally invested, and serious enough to seek more information. Learn proven strategies for handling objections with courage and confidence.

Your WBA is offering to you as a FREE member benefit, the following WEBINAR OPPORTUNITIES:

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

Follow us on Twitter where we showcase the great work being done in broadcast newsrooms statewide.

@WBA Newsroom | WBA Newsroom.org
WBA 2017
Doug Chickering
WIAA Sports Workshop

Take me out to the ballgame...
Thursday, August 3, 2017 | Miller Park

9:30 a.m. Registration Opens
Coffee & Rolls

10 a.m. Opening Remarks
Michelle Vetterkind
WBA President & CEO,
Doug Chickering
former WIAA Executive Director

10:15 to Noon, Speakers including:
What’s New at the WIAA
Dave Anderson
Executive Director, WIAA
Todd Clark
Director of Communications &
Advanced Media, WIAA

Jeff Levering
Jeff is in his 3rd season as a
Radio Announcer on the Brewers Radio Network
broadcasts. Jeff has the number two slot on the
Brewers Radio Network with Bob Uecker.

Tim O’Driscoll
Tim is the long-time (since 1987)
official scorer for MLB in Milwaukee

Noon - 12:45 p.m. Lunch
with traditional ballpark fare

1:10 p.m. Milwaukee Brewers
vs.
St. Louis Cardinals

Registration
• WBA Member $45
• Non-Member $90
Includes sessions, continental breakfast, lunch and
game ticket

PLEASE NOTE:
Because we need to guarantee a meal count and
pay for all game tickets, the WBA will not refund
cancellations made after July 20. We will also
invoice for all no-shows.

The WBA’s Doug Chickering – WIAA Sports
Workshop is underwritten by the
Wisconsin Stations of Quincy Media, Inc.

Register online at
www.wi-broadcasters.org.
Dear WBA,

Thank you for your sponsorship and support of the UW-Extension WACAA Communication Awards program. It is because of support like yours, agriculture agents can be recognized for their creative work.

Regards,

Aerica Bjurstrom
UW-Extension Kewaunee County

Dear WBA,

Thank you for sponsoring the Wisconsin Association of County Agriculture Agents (WACAA) Communication Awards program. Through this program, I have improved my ability to effectively communicate to my clientele. Thank you for your contribution to the WACAA Communication Awards and your continued dedication to the Wisconsin agriculture industry.

Sincerely,

Sarah Mills-Lloyd
Agriculture Agent
UW-Extension Oconto County

Dear WBA,

Thank you for your being a sponsor of the communication awards at the Wisconsin Association of County Agriculture Agents awards banquet. We appreciate you support and look forward to continuing work with your organization.

Lyssa Seefeldt
WACAA President and communication award winner, UW-Extension, Marquette County

Dear WBA,

Thank you very much for your support of the WACAA Communication Awards program.

Sincerely,

Sandy Stuttgen
Agriculture Educator
UW-Extension, Taylor County

Dear Michelle Vetterkind and WBA,

Thank you for sponsoring the 2017 Wisconsin Association of County Agriculture Agents Communication Awards program! I participated in this year’s program to gain feedback on how to improve my writing and development of resources such as presentations and fact sheets.

Again, thank you for your support of our work! It is individuals like you and the Wisconsin Broadcasters Association which encourages us to grow in our jobs. The support is greatly appreciated.

Tina Kohlman
Dairy and Livestock Agent
UW-Extension, Fond du Lac County

Dear WBA,

As a recipient of Wisconsin Association of County Agricultural Agents awards, I would like to thank you for your continuing support. Two of my entries (photo/caption and website) have also received regional awards from the National Association of County Agricultural Agents. They are being considered for national recognition.

Thank you again for supporting this awards program that recognizes the work of county agricultural agents and educators for their communities.

Sincerely,

Dan Marzu
Agricultural Educator
UW-Extension, Lincoln and Langlade counties

Dear WBA,

Thank you for sponsoring the Wisconsin Association of County Agriculture Agents (WACAA) Communication Awards program. Through this program, I have improved my ability to effectively communicate to my clientele. Thank you for your contribution to the WACAA Communication Awards and your continued dedication to the Wisconsin agriculture industry.

Sincerely,

Sarah Mills-Lloyd
Agriculture Agent
UW-Extension Kewaunee County
Calendar of Events

July 11 at 11 a.m. CST
Your Sales Results will Skyrocket …Stop Chasing Orders and Start Doing This!
Webinar
July 11, 10 a.m. or July 13, 3 p.m. CST
Un-Clog Your Sales Pipeline; Get Dead or Dying Deals
Webinar
July 12, 11 a.m.
Building and Keeping the Ideal Team
Local Sales Recruitment Webinar Series
August 3
WBA Doug Chickering WIAA Sports Workshop
Miller Park
Aug. 22, 10 a.m. or Aug. 24, 3 p.m. CST
Developing Effective Local Advertising Strategies
Webinar
Sept. 12, 10 a.m. or Sept. 14, 3 p.m. CST
Handling Objections Heroically
Webinar
Oct. 10-12
2017 Broadcasters Clinic
Madison Marriott West Hotel
January 30-31, 2018
Winter Conference 2018
Madison Concourse Hote
February 24, 2018
WBA Student Seminar
Madison Marriott West Hotel
February 27-28, 2018
DC Trip 2018
April 17-19, 2018
Walker Broadcast Management Institute
May 5, 2018
Awards Gala
June 20-21, 2018
Summer Conference
Hilton Milwaukee City Center

Join WBA on Snapchat, Facebook, Twitter

If you’re not following the WBA on social media, you’re missing out on a chance to stay connected with our fellow broadcasters and stay on top of what’s happening in broadcasting in Wisconsin and the nation.

Your WBA recently joined Snapchat to give you an inside look at what’s happening at the WBA. We’re busy planning events, advocating, and serving our members. We’re at “wibroadcasters” on SnapChat.

On Twitter, you can keep on top of daily developments in broadcasting, including news from the WBA, trade journals, and postings to our job board. You can even tweet us your questions and comments. We’re listening. Follow us at “WIBroadcasters” on Twitter.

Our Facebook page highlights the important daily headlines from the WBA and the broadcasting industry. Search for “Wisconsin Broadcasters Association” to find us. We also have a Facebook group just for our members. This is a place for members to chat about anything related to broadcasting. You’re welcome to start or join a conversation. Search Facebook groups for “WBA members.” Just ask to join. We’ll let you in.