2017? Just You Wait!

2017 looks like a year in flux. A whole new administration is unpredictable. For us in the media, it can be a circus, in more ways than one. We have an unpredictable president, that’s for sure. Those who work for him are too. It appears the new FCC chair, Ajit Pai, plans to do some things that’ll make it easier for us to operate. The public file listener letters will go away, and even more changes are being discussed at the FCC that might make it easier for us to operate.

The funny thing is that those changes come and go, but it doesn’t seem to really make it any less work, it’s just a different kind of work. We don’t have to manually erase tape carts anymore, just push a key.

Certainly there’s a lot to do in WBA. Our awards show has more than 1,700 entries, a record. We’re working on a project to honor Rick Jowett, our late photographer for a generation or two. We plan to be involved in Honor Flights again. This time we’re working with Vietnam vets. WBA will be working harder to replace the income lost when some NCSA clients cut budgets or simply went away. Budget cuts mean service cuts. But we’ll be working hard to replace that income or reduce services. You already know membership dues have increased. It was a long time coming. And the value surely matches the amount we now pay.

Each station will have work to do. The TV people have to deal with their spectrum project. Someone will have to get to the Legislature/Department of...
Record elected WBA Board Chair, New Officers, Directors elected at annual meeting

... He then was hired in 1966 at WISM, Madison where he became news director just before rioting broke out at UW. He thought the protests were a newsman’s dream. He even learned to wear a gas mask while reporting.

Revenue to change the sales tax picture to make sure any money spent by those stations becomes a deduction. The bill passed in the last legislature was faulty in that regard.

In radio, FM chips for cell phones are getting more plentiful. There were more than a thousand FM translators licensed to strengthen the signals of AM stations. That will probably start again.

The commission will probably work on cutting more of our red tape providing more flexibility to serve our audiences. The red tape needs to reflect the current marketplace, not 1977.

That’s my first newsletter to the membership. Hope to see you all in Sheboygan in June. And, thank you for your trust in electing me as WBA chair.
**WBA Mentorship Program Renewed**

**Calling all broadcasters! I am pleased to announce the renewal of the WBA mentorship program.**

We need members to either sign up any of your new young professionals, or to volunteer your time to mentor a young broadcaster.

Many successful broadcasters have had a mentor figure at some point in their life. To ensure that we have a future of great leaders in our field, we believe it’s vital to provide the means for young broadcasters to grow and learn the skills that can turn them into leaders for our industry.

If you’re in a leadership position at your station (general manager, program director, sales manager, etc.) you may have had someone that was a big influence on your career… someone that helped you realize “I really can do this!” We hope that you would share those experiences, and volunteer your

If you’re in a leadership position at your station (general manager, program director, sales manager, etc.) you may have had someone that was a big influence on your career… someone that helped you realize “I really can do this!”

**AWARDS COMMITTEE**

**WBA Awards: Another Record Year!**

Growing by almost 100 entries from the previous year, the WBA Awards for Excellence program had 1,783 entries submitted this year. Wow! Again!

One oddity among this year’s entry totals was the relatively large number of entries that were rejected for various rules violations. Three or four a year is our normal number, but this year we rejected almost 50! And the great majority of these were because of time limit violations, either too short or too long. The rules on time limits have not changed in some years, so the committee can only conclude that entrants are not reading the rules as carefully as in years past. As we have done in the past, the committee will inform stations of which entries didn’t make it into competition after the awards are handed out in May.

In other important news from the WBA Awards Committee:

Scott Robert Shaw of the Midwest Family stations in LaCrosse has ended his many years of participation on the awards committee, where he was a stalwart. We are so grateful for his many contributions. We’ve chosen Robert Kennedy of Midwest Communications in Green Bay to take Scott Robert’s place. Medium Market News and Talk is one of our most competitive divisions, and Robert Kennedy’s WTAQ is a multiple time winner of Station of the Year. He’ll be a great addition to the committee.

This is my final year as Awards Committee Chair. We realized that the co-chair arrangement I shared for so long with Tom Bier, with both TV and radio representatives from different-sized markets, was a good model. We also realized that the awards committee has become such a huge and vital part of the WBA’s activities that the new committee chairs needed to be people who already had the clear respect of the Board. Please be sure to read the article in this issue of the WBA Newsletter announcing the (wonderful!) new Awards Committee Chairs. My term will end after the wrap up meeting after the Awards Gala on Saturday, May 6 at the Madison Marriott. I look forward to celebrating with you!

*I have accepted a position of Awards Committee Chair Emeritus.* For those of you who did not benefit from a traditional Catholic high school education, emeritus is a word that can be humorously translated two different ways: the first is “Won’t go away.” The second is, “Comes and goes as he pleases.”

I assure you I’ll focus on the second! Thanks for ALL the support so many of you have shown to the WBA awards program. There’s nothing like it, because there’s nothing like you!

**New chairs to lead WBA Awards Committee**

The WBA Awards Committee will be under new leadership after this year’s awards gala.

Kelly Radandt, Woodward Radio Group, and Dean Maytag, retired from WISN-TV, will be co-chairs of the committee that oversees the annual awards contest and gala.

The committee was previously co-chaired by Lindsay Wood Davis and Tom Bier who oversaw tremendous growth in participation for the awards program. The WBA is grateful for their service.

The committee will continue to be co-chaired by representatives from radio and television. The awards committee will meet next after the awards gala, which will be May 6 at the Madison Marriott West in Middleton.
Are YOU a graduate of the Walker Broadcast Management Institute?

It is held on the campus of the University of Wisconsin-Madison in conjunction with the UW School of Business. The Institute started out in 1997 as the WBA Foundation Broadcast Management Institute. Then, in 2006, the estate of William R. Walker graciously donated funds to endow the Institute and it has since been the Walker Broadcast Management Institute.

This year’s event takes place April 18-20. The Institute has become so popular that we only have a couple of spots left available this year.

This year’s event takes place April 18-20. The Institute has become so popular that we only have a couple of spots left available this year. If we’re sold out by the time you see this, give us a call to see if you can get on a waitlist for next year’s event. While you can see this year’s full agenda and registration form on the WBA website (www.wi-broadcasters.org), let me give you a bit of an insider’s perspective on what a terrific offering this is (as I just so happen to be a graduate of the Class of 2003). Where else can you get three days of top-notch instructors, the most timely session topics, a fabulous venue (it doesn’t get much better than the UW-Madison campus in the spring), and memorable camaraderie (it’s fun to watch how everyone seems to bond with other members of their “class” after spending three full days together each year, for a three-year period), at an all-inclusive, amazingly low price? Oh, and did I mention that’s without ever having to leave the state of Wisconsin?

The highly-interactive sessions take place during the day (Tuesday, Wednesday and Thursday) in the state-of-the-art Grainger Hall, which houses UW-Madison’s School of Business. Tuesday night features a reception and casual dinner at one of the local restaurants within walking distance of State Street and the UW Campus. It also seems to be a bit of a tradition that after dinner, several will wander over to nearby Memorial Union and sit out on the lakefront terrace eating Babcock Hall ice cream (or perhaps indulging in a favorite Wisconsin libation). Wednesday night features a reception, dinner, and speaker on the top floor of the beautiful UW-Madison Fluno Center. This year’s speaker will be Deb Houden, PhD. She’s an adjunct faculty member at the Wisconsin School of Business teaching negotiations for the Executive MBA, Center for Professional Development, and the Center for Advanced Studies in Business.

This year’s speaker will be Deb Houden, PhD. She’s an adjunct faculty member at the Wisconsin School of Business teaching negotiations for the Executive MBA, Center for Professional Development, and the Center for Advanced Studies in Business. She will present The Reality of Negotiation. Effective negotiations are important in the management of life. Each day we face numerous bargaining situations in our personal and professional world, but our individual realities can get in our way. Deb will discuss the influence of perceptions in managing negotiations successfully.

Another highlight in Wednesday night is the “graduation ceremony.” Attendees belt out an enthusiastic rendition of Pomp & Circumstance, as each graduate steps up to the podium to receive the highly coveted leather briefcase, which one can only receive as a graduate of the Institute.

The program is designed in three, three-year modules for maximum effectiveness. For the most part, topics will repeat every three years (with many of the same instructors coming back, due to popular demand). However, if you’re worried about committing to the full three years initially, please don’t. While it’s true that the majority, by far, do attend the full three-year cycle (trust me, you’ll want to), we’ve had a few who have been unable to and have still benefitted greatly from the year(s) they have been able to attend.

Many of you know Joan Gillman. Joan has been and continues to be an integral part of the Institute as she’s worked with us since the program’s inception when she was the Director of the Small Business Development Center at UW-Madison. While Joan has since “retired” (she is now Director of Industry Relations, Emeritus, School of Business, UW-Madison), fortunately for us – she likes us (she really likes us) and is willing to continue to work with us on the program, securing top-notch sessions and speakers each year.

If I still haven’t convinced you to sign up for the Walker Broadcast Management Institute, take a look at this list of our 119 esteemed graduates (and...we’re looking to add more graduates to the list after this year’s event). Wouldn’t YOU like to see your name on this list?
WALKER BROADCAST MANAGEMENT INSTITUTE GRADUATES

2010
Mike Kornemann, Madison Magazine
Colin Benedict, WISC-TV
Susie Taylor, Channel 3000
Ty Shea, WISC-TV
Sandi Schmidt, Woodward Communications
Greg Lawrence, Woodward Communications

2007
Nan Blom Roach, WISC-TV, Madison
Tim Bremel, WCLO/JJVL, Janesville
Joe Calgaro, Woodward Communications, Appleton
Don Rosen, WRJN/JVY, Racine
Ken Scott, WCLO/JJVL, Janesville

2003
Greg Bell, Woodward Communications, Appleton
Bob Dailey, WCLO/JJVL, Janesville
James Hodges, WBKV/WBWI, West Bend

2009
Cindy Tauerud-Forkes, WKBV-TV, La Crosse
Amy Ziebell, Mid-West Family Radio
Ritchie Baumann, Mid-West Family Radio
Jason McCutchen, Mid-West Family Radio
Len Clark, Learfield Communications
Sue Ramsett, WSAW-TV, Wausau
Scott Huber, WSUK Radio
Theresa Timm, Family Radio
Cori Moran, Family Radio
Linda Baun, WBA, Madison
Mary Anne Drevsek, Woodward Communications
Don Grassman, Results Broadcasting

2006
Steve Brown, Woodward Communications, Appleton
Randy Hawke, Mid-West Family Radio, Madison
John Hunt, Mid-West Family Radio, Madison
Kevin Kavanagh, Family Radio, La Crosse
Al Lancaster, WSAW-TV, Wausau
Kristy Nix, Family Radio, La Crosse
John “Sly” Sylvester, Mid-West Family Radio, Madison
John Wanie, Woodward Communications, Appleton

2005
Scott Chorski, WKBV-TV, La Crosse
Jason Effinger, WMV, Madison/WEAU-TV, Eau Claire
Steve Scadden, WISC-TV, Madison

2004
Dave Black, WSUM-FM, Madison
Carmelyn Daley, WISC-TV, Madison
Tim Etes, WRJN/JVY, Racine
Steve Lavin, WEAU-TV, Eau Claire/WBAY-TV, Green Bay
Scott Lopas, WTKM AM/FM, Hartford
Barb Renbarger, WEAU-TV, Eau Claire

2003
Greg Bell, Woodward Communications, Appleton
Bob Dailey, WCLO/JJVL, Janesville

2002
Wilfred Tremblay, WSUW-FM, Whitewater

2001
Ken Beno, Lake Land College, Mattoon, IL
Leonard Charles, WISC-TV, Madison

2000
Mary Jo Berner, WERL/WROJ, Eagle River
Tom Bier, WISC-TV, Madison
John Laabs, WBA, Madison
Bob Miller, WKOW-TV, Madison/Discover Mediaworks, Milwaukee
David Sanks, WISC-TV, Madison
Sandy Shockley, Shockley Communications, Madison
Terry Shockley, Shockley Communications, Madison
Tom Walker, Mid-West Family Radio, Madison
Jim Winiger, Madison Magazine, Madison

2016
Tracy Balzer, Mid-West Family Broadcasting
Anna Engelhart, WKOW-TV
Kyle Geissler, WISC-TV
David Hyland, WITW, La Crosse
Jim Murphy, WRJC AM/FM
Steve Schlutt, Mid-West Family Broadcasting
Mark Van Allen, Mid-West Family Broadcasting
Steve Young, WNWC-FM

2015
Lynn Bieritz, Mid-West Family Broadcasting
Ryan “Elwood” Bjorn, Woodward Communications
Zack East, Mid-West Family Broadcasting
Andrew Felix, WEAU-TV
John Kimmons, Mid-West Family Broadcasting
Luis Montoto, Mid-West Family Broadcasting
Josh Morgan, WREX-TV
Hope Quackenboss, Mid-West Family Broadcasting
Joe Radke, WISC-TV
Brian Tindall, Mid-West Family Broadcasting

2014
Sean Dwyer, WXOW-TV
John Laughlin, WAOW-TV
Mike O’Brien, Bliss Communications
Terry Stevenson, Seehafer Broadcasting

2013
Bruce Briney, WKOW-TV
Cedric Friesen, Family Radio
Mike Kemmeter, Woodward Communications
Ed Kral, WSJN-TV
Jill Sommers, WISC-TV

2012
Jill Shiroma, WISC-TV
Eric Voight, Results Broadcasting
Dave Edwards, Woodward Communications
Steve Fisher, Woodward Communications
Pam Jahnke, Mid-West Family Broadcasting
Rex Chargher, Mid-West Family Broadcasting
JD Garfield, Mid-West Family Broadcasting
Jim Leach, Mid-West Family Broadcasting
Jean O’Brien, Mid-West Family Broadcasting
Jean Taylor, Mid-West Family Broadcasting
Howard Glode, Mid-West Family Broadcasting
John Huff, KWKL-TV
Bridget Breen, KTIV-TV
Dave Booth, WXOW-TV
Jeff Thelen, WSAW-TV

2011
Kevin Ruppert, WISC-TV
Paul Layendecker, Mid-West Radio – Michigan
Bob Bucholtz, Mid-West Radio – Michigan

2007
Nan Blom Roach, WISC-TV, Madison
Tim Bremel, WCLO/JVLL, Janesville
Joe Calgaro, Woodward Communications, Appleton
Don Rosen, WRJN/JVY, Racine
Ken Scott, WCLO/JVLL, Janesville

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John Laabs, WBA, Madison
Bob Miller, WKOW-TV, Madison/Discover Mediaworks, Milwaukee
David Sanks, WISC-TV, Madison
Sandy Shockley, Shockley Communications, Madison
Terry Shockley, Shockley Communications, Madison
Tom Walker, Mid-West Family Radio, Madison
Jim Winiger, Madison Magazine, Madison
2017 is the ‘Year of the Sales Manager’

Your WBA is partnering with Chris Lytle to make 2017 The Year of the Sales Manager.

As a WBA member, you can have full access to Instant Sales Training. Members get an archive of 75 pre-planned sales training sessions. Then, each week you’ll get an email from Chris to let you know about the new sales training session.

Put “Wisconsin” in the subject line and email Chris.Lytle@InstantSalesTraining.com the full name and email of the person who does the bulk of the sales training. You can link to Supercharged Sales Management (instantsalestraining.com) now. It’s a compelling 53-minute video to make 2017 your year.

As a bonus, you will also have access to all of the webinar recordings of this year’s webinar series. Train new people or retrain your veterans with these sales sessions:

- Preventing and Overcoming Broadcast Sales’ Toughest Objections
- More First Meetings: Getting in to See Those Hard-to-See Prospects
- Advanced Consulting Skills for Broadcast Advertising Salespeople
- How to “Talk” Advertising With Your Prospects and Customers Today
- You can brush up on your sales management skills with these webinars:
  - Running Sales Training Sessions That Really Increase Sales
  - Twelve Sales Management Lessons You Shouldn’t Have to Learn the Hard Way
  - Scarce Talent: Finding and Hiring the Best Salespeople
  - The Coaching Imperative: How Great Managers Get More Loyalty and Production from their Sellers

Have a look at the site. I think you’ll want to be a part of this. Let Chris know soon.

Your sales management job just got a little easier.

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.

1. Wednesday, March 8, at 11 a.m.
   It Isn’t All About the Money
   There are more things to consider than commission rates, this session will cover compensation, ideas, perks and benefits that don’t break the bank and will start you thinking out of the box on where your next hire could come from, in addition to building a recruitment strategy and budget. Register now.

2. Wednesday, April 12, at 11 a.m.
   Getting the Word Out
   Job seekers are smart and savvy, they are going to check you out before you ever learn their name. In this session, we start with the essentials of building a solid job description and then how to market, not just your open jobs, using social media, live events and referral programs. It will be helpful to have all participants have access to a computer with Internet connection for this session. Register now.

3. Wednesday, May 10, at 11 a.m.
   How Do I Find the New Sellers?
   If you think you can post an ad and find your superstar, you may be mistaken! Recruiting takes as much planning, focus and commitment as you give to landing target accounts. Learn about where and how to find potential sellers, how to reach out and court them to join your team while putting in an accountability program to be sure your managers are doing what they need to find the candidates. Register now.

4. Wednesday, June 14, at 11 a.m.
   Can I Legally Ask That Question?
   Asking the right questions during an interview is an art. Find out smarter ways to gain information along with a reminder of what you can and cannot ask during interviews; plus tips on building a better offer letter. Register now.

5. Wednesday, July 12, at 11 a.m.
   Building and Keeping the Ideal Team
   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 Media Staffing Network: https://oab.formstack.com/forms/media_staffing_network.

   - 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 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.

Your WBA is offering to you as a **FREE** member benefit, the following webinar opportunities.

We appreciate your excellent support.

**Webinar Opportunities**

**Seven Things Advertisers Have Completely Wrong About Radio**
**Guest:** Pierre Bouvard
**April 11 at 10 a.m. or April 13 at 3 p.m. CST**
Radio is alive and well and as strong as ever. It’s the #1 reach medium. It’s the number one in-car entertainment choice. Yet research suggests advertiser perceptions are far different from radio's reality. Experts focus on telling and selling a compelling and contemporary radio story that resets client perceptions and opens their wallets.

**What Agencies Want From Their Media Partners**
**Guests:** Ben Thomas, Buntin Group
**June 20 at 10 a.m. or June 22 at 3 p.m. CST**
Media sales is an ever-evolving profession. If you’re selling the same way you were just two years ago, you’re out of date. Learn what has changed in dealing with agencies, how they have evolved, and what they want and need from you now.

**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.
Afternoon and Evening Statewide Tests of Tornado Warning EAS Code On April 20

Please Respond To WBA Office

In cooperation with Wisconsin Emergency Management, the National Weather Service will conduct two tests of the real Tornado Warning EAS Code, one in the afternoon and a second one in the evening, on April 20, 2017 as part of Tornado and Severe Weather Awareness Week.

The State of Wisconsin has received a waiver from the FCC to use the actual EAS Tornado Warning Code for these statewide tests. If there is a threat of severe weather at the time of the afternoon test, then both the afternoon and evening tests will be postponed until April 21. If there is severe weather on April 21, the tests will be cancelled. If the afternoon test runs on April 20, but the evening test is cancelled due to the threat of severe weather, the evening test will not be rescheduled to the next day – it will just be cancelled.

To accommodate the request of some Wisconsin broadcasters after last year’s first-ever evening test, this year’s evening test has been moved to 6:45 p.m. This is 10 minutes earlier than last year, allowing more time to relay the test before the top of the hour. Stations are encouraged to carry both the afternoon and evening test, and forward any comments to WBA following the tests.

The audio of these tests will repeat several times in the script “This is a Test”, but because the real EAS Tornado Warning Code is being sent, the crawl on TV stations and cable systems will read “A Tornado Warning has been issued for…” Thus we ask that TV broadcasters and cable operators making the decision to air these tests should display a “This is a Test” graphic behind the crawl.

The tests will be originated on NOAA Weather Radio (NWR), and will be relayed via the State Relay (SR) and Local Primary (LP) stations. The EAS “TOR” Code will be sent independently by all five NWS offices serving Wisconsin, following the schedule below. Broadcasters and cable operators that monitor SR or LP stations from multiple EAS Operational Areas or directly monitor NWR from another EAS Operational Area may receive more than one Tornado Warning alert for each test; since these alerts are sent independently from each NWS office they will not be recognized by EAS units as duplicates if alerts are received from two different EAS Operational Areas. It is also possible that some NWR stations may broadcast more than one TOR Code for each test as some NWR stations serve counties from more than one NWS office.

This will be the schedule for the two tests run on April 20, 2017 or if there is severe weather on April 20, both tests will be conducted on April 21, 2017. If the afternoon test runs on April 20, but the evening test is cancelled due to the threat of severe weather, the evening test will not be rescheduled to the next day— it will just be cancelled:

<table>
<thead>
<tr>
<th>AFTERNOON TEST</th>
<th>EVENING TEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m.</td>
<td>The TOA EAS Code will not be sent for the evening test.</td>
</tr>
<tr>
<td>1:45 p.m.</td>
<td>6:45 p.m.</td>
</tr>
<tr>
<td>Tornado Watch “TOA” EAS Code issued</td>
<td>Tornado Warning “TOR” EAS Code issued by all NWS offices serving Wisconsin counties*</td>
</tr>
<tr>
<td>Tornado Warning “TOR” EAS Code issued by all NWS offices serving Wisconsin counties*</td>
<td></td>
</tr>
</tbody>
</table>

EAS Header Code parameters to be used in both tests:

- Originator Code: WXR
- EAS Code: TOR
- EAS Duration: 15 minutes

*These tests are being coordinated with the State of Minnesota. Stations in the border area will receive both Wisconsin and Minnesota counties in the same coordinated TOR Tornado Warning EAS message at both 1:45 p.m. and 6:45 p.m..

Please respond by e-mail to Vice President Linda Baun at lbaun@wi-broadcasters.org to indicate you have received this message, have passed this information along to all relevant staff (including station meteorologists), and will participate in the tests and the public notice prior to the tests.

NOTE: Public Notice on your end will begin one week prior to the tests (PSAs, mention in your news stories, weather reports, etc).
Your WBA, along with other State Broadcasters Associations representing all 50 states, the District of Columbia, and Puerto Rico, recently filed Joint Comments in support of a proposal to change the FCC’s EEO Rule to permit broadcast stations to rely solely on Internet-based recruiting to meet their obligation to “use recruitment sources for each vacancy sufficient in [a licensee’s] reasonable, good faith judgment to widely disseminate information concerning the vacancy.”

The same unified group of State Broadcasters Associations had first requested this change in 2002, at which time the FCC indicated that the Internet was not yet sufficiently available to minority and rural populations to permit broadcasters to rely exclusively on Internet recruiting. In these comments, we made the following points:

1. Whether the Internet is broadly available to all segments of the U.S. population is beyond question in 2017, and the FCC needs to conform its rules and policies to that reality.

2. Because the EEO Rule itself does not expressly prohibit relying solely on Internet recruiting, the FCC need not conduct a formal rulemaking to implement the change, but could instead issue a declaratory ruling or clarification to that effect, which would speed implementation of it.

3. Had the Internet been available when the EEO Rule was created, it certainly would have been the FCC’s preferred avenue of recruitment, as it is universally available, free (via public wifi or libraries and schools), instantaneous, and flexible, providing not only an avenue for job seekers to learn about an opening, but to apply for it as well.

4. Government and businesses have uniformly moved their recruiting to the Internet, and job seekers, being aware of this, do their job hunting on the Internet.

5. Broadcasters need to be able to focus their recruiting resources where it will be most effective, and for a young population that relies heavily on the Internet for information, including for job hunts, requiring use of “traditional” recruiting mechanisms is inefficient.

6. As most broadcast stations today have digital operations, stations are looking for applicants with digital skills, including the knowledge of how best to utilize social media and other Internet platforms, and the ideal place to find such applicants is on the Internet.
Members in the Spotlight

WSAW-WZAW sets new ‘Share Your Holidays’ record
Gray Television’s CBS affiliate WSAW-TV and WZAW-TV Wausau, shattered records by raising more than $90,000 in its “Share Your Holidays” drive, held Dec. 2–22. The campaign benefits the food pantries at The Salvation Army of Wausau and The Neighbors’ Place. The previous record was $63,432. In 14 years, the campaign has raised more than $500,000.

Station gathers cold weather gear to help families
A central Wisconsin television station collected more than 2,000 coats, boots, scarves and hats during its inaugural Warm Up Wisconsin campaign. WAOW led a campaign with assistance from other Wausau area businesses. The donations will help families in need throughout Wisconsin. The campaign wrapped up Dec. 9.

TV station helps collect toys for 13,950 children
A television station in Madison was part of a holiday effort to collect toys for children ahead of the 2016 holiday season that gathered toys for 13,950 kids in Dane County.
WKOW has sponsored Toys for Tots for 28 years. The station partnered with the Marine Corps Reserve to help collect new, unwrapped toys for needy children. The toys were collected during November and early December at hundreds of drop-off sites and in Dane County. In 2016, the station collected 61,855 toys and $13,868 to purchase more toys.
WKOW ran an extensive six-week marketing campaign including on-air promotion, web promotion, news stories, morning show interviews and daily updates in all newscasts. The value of the 2016 promotion totaled $152,000. The station also collects toys in its lobby. Employees help decorate the lobby, make toys donations, and help with distribution.

Janesville radio stations break holiday donations record
WCLO and WJVL radio helped generate a record number of donations during its annual “12 Hours of Bringing” event at Farm and Fleet of Janesville.
The radio stations broadcast for 12 continuous hours on Dec. 9, asking the community for donations of toys, non-perishables, personal care items, and cash. Activities were set up at the site.
Donations benefited ECHO and The Salvation Army. $3,600 in cash donations was split between the Salvation Army and ECHO.

Radio station delivers 2,000 gifts
Evangel Ministries WEMI-FM in Appleton collected more than 2,000 Christmas Care shoe box gifts in the 19th annual ‘Christmas Care’ drive, benefiting 35 local crisis programs and emergency rooms. Shelter staff and hospital emergency room workers watch carefully for patients who are in crisis or lack adequate clothing. A staff member at St. Mary’s Medical Center in Green Bay described one event: “A tall, elderly man who had fallen came in for our help and he ended up staying overnight. He was upset with the thought of spending Christmas in the hospital. There was a Christmas Care gift marked ‘for a tall man,’ and we gave that to him. He was tearful and told us it was the only present he had gotten in years; he was delighted by the gift, and said that this made his Christmas. Thank you!”

More than 20,000 toys donated in radio station drive
An annual toy drive held by a Milwaukee radio station collected more than 20,000 toys for kids during the holidays. WTMJ ran the Kids 2 Kids Christmas Toy Drive as a grassroots program that allows people in the community the opportunity to volunteer and help those less fortunate.
“It is specifically designed to provide toys for kids who otherwise might not receive anything at Christmas while teaching other kids the joy of giving,” according to an article from WTMJ.

Fond du Lac station makes push to help Salvation Army
A Fond du Lac radio station answered the call of the Salvation Army as it struggled to meet a holiday fundraising goal and helped the charitable organization surpass the goal just before the new year.
The Salvation issued a called on Dec. 16 saying that the Red Kettle campaign had raised only $95,000 of the $160,000 goal it had set for the holiday season.
WFDL-AM/FM responded by running a series of radio messages in the week leading up to Christmas. One listener heard about the need on the air and came to the office with $5,000.
A release from the Salvation Army said, “Terry Davis, President of Radio Plus inspired listeners to help, ‘Working together, everyone pitching in, we can raise the resources The Salvation Army needs to continue as one of this community’s most trusted helping hands.’”
The Red Kettle Campaign raised $166,186, exceeding its $160,000 goal.
Radio Milwaukee uses personal stories to promote empathy

Community radio station Radio Milwaukee has produced a series of personal stories from Milwaukee neighborhoods in an effort to promote empathy. The series, “National & North” introduces eight people along two of Milwaukee’s longest streets who answer questions that dig deeper than a traditional interview. The first episode of the series focuses on a Nicaraguan refugee named Jacobo who made his home on Milwaukee’s south side. Another episode introduces Yollande, who moved to Milwaukee from Cameroon to get her second graduate degree. She now owns an African fusion restaurant on North Avenue. You can view the video series here: http://radiomilwaukee.org/national-and-north/.

TV investigation prompts policy change at homeless shelter

An investigation by a La Crosse television station prompted a change in policy at a homeless shelter that’s getting more homeless people off the street. Video that WKBT captured in July inspired the Salvation Army to change its policy in regards to sheltering homeless people who might be under the influence of drugs or alcohol.

Before the policy change, people looking for shelter would have to take a Breathalyzer test to determine if they would be allowed to stay. But the organization knew that its system was flawed, because it was not testing for drugs.

“Many of them found a place to lie right outside the building, because they wanted to sleep somewhere,” said Maj. Jeff Richardson, of the Salvation Army of La Crosse. “So that created a problem we weren’t real comfortable with either.”

“Everybody predicted doom and gloom,” said Richardson. “The world’s going to fall apart and the roof’s going to fall in, and basically it’s been a pretty peaceful transition.”

The change in policy was noticed by the local hospital and police department which noticed a decrease in the homeless in the emergency department and downtown La Crosse parking ramps.

Milwaukee TV station adds news drone

Milwaukee TV station CBS 58 says it’s the first Milwaukee TV station to use drones in its news coverage. The first video images from ‘Sky Drone 58’ appeared on the CBS 58 News at 4 p.m. on Wednesday.

WDJT has two drones with HD video technology and three FAA licensed drone pilots on staff with plans to expand its fleet in the near future. “The drones will provide CBS 58 viewers with compelling video of major events, daily news stories and breaking news in Milwaukee and Southeastern Wisconsin,” the TV station said in a release.

Manitowoc radio station uses social media to promote community pride

Seehafer Broadcasting recently launched a social media hashtag campaign to promote community awareness and community pride in Manitowoc. Seehafer stations is promoting the use of the #LoveManitowoc hashtag which is “intended to start a conversation amongst citizens of and visitors to our city in which each person can share the things that they love about living, working, and playing in Manitowoc.”

The idea was hatched after negative attention on Manitowoc on the national level with the popularization of the Steven Avery case through the documentary series “Making a Murderer.”

“The #LoveManitowoc movement is not a response to this negative attention, but the idea was born out of a desire to renew and cultivate a positive community atmosphere,” a news release stated.

Community members and visitors are encouraged to join in the #LoveManitowoc movement by going to Facebook, Instagram, and Twitter, and sharing the things they love about Manitowoc, by using the hashtag #LoveManitowoc.
Members in the Spotlight

La Crosse host signs off show passed to him from his father

A La Crosse area radio show host who took over a show started by his father in 1948 is leaving the show after 44 years. Mike Kearns said he remembered being on the air at WKTŸ for the first time with his dad on Christmas Day in 1959. He was seven years old. He doesn’t remember exactly what his first words over the air were, but he guessed it was “Merry Christmas.” Kearns signed off the Lead Balloon Show on Dec. 23.

“I don’t think a station could lose an on-air person and have it be a bigger impact than Mike retiring from the Lead Balloon Show,” Mid-West Family Broadcasting’s production manager Ken Cooper said.

Throughout December, Kearns toured the area as an unofficial sendoff and celebrated his last show surrounded by friends and family.

Kearns will continue calling high school sports games as he has done since he was 20 years old with his father.

“He was very proud of what his dad, the legacy of the Lead Balloon Show and doing games,” longtime friend and color man of 18 years, Scott Erickson said of Mike. “It was tough, but being able to follow in his footsteps, that helped.”

Kearns and his father were inducted into the Wisconsin Broadcasters Association Hall of Fame together in 2009—the only father-son tandem to be inducted together. “The tradition that Charlie started and Mike continued in the La Crosse market epitomizes what local broadcasting is all about,” WBA President and CEO, Michelle Vetterkind, said. “They have truly made a difference in the lives of so many people.”

Kearns said he remembered being on the air at WKTY for the first time with his dad seven years old. He doesn’t remember exactly what his first words over the air were, but he guessed it was “Merry Christmas.” Kearns signed off the Lead Balloon Show on Dec. 23.

“Mike isn’t sure when he plans on retiring completely from radio. He still enjoys calling games. But with his added free time, he definitely plans to make the most of it with his high school sweetheart Dawn, their two children Patrick and Erin and, of course, his three grandchildren Rylie, Reagan and Rory. Dave Carney and Matt Skradie took over mornings at WKTY on Dec. 27.”

PROFILE:
Steve Wexler
Vice President, Radio
The E.W. Scripps Company

Steve Wexler began his broadcast career with Journal Broadcast Group in 1977 as an intern at WTMJ-AM while attending Shorewood High School. He hosted on-air programs on both WTMJ-AM and WKTI-FM in the late 70’s and early 80’s before leaving the company to become an on-air talent and program manager at Hearst Broadcasting’s WISN-AM in 1985. He orchestrated WISN’s change to a news/talk format in 1989.

Steve left Milwaukee in 1989 to become program manager for King Broadcasting’s KGW-AM (Portland, OR) and KING-AM (Seattle) before returning to Milwaukee and Journal in 1993 as program manager of WTMJ-AM.

In 1997, Steve was named Vice President & General Manager of Journal’s radio stations in Tucson, Arizona.

In 2001, he was promoted to Senior Vice President and moved to Omaha, Neb. where he was responsible for Journal’s radio and television operations, including as Vice President & General Manager of KMTV-TV.

In 2006, Steve was elected a corporate Vice President of Journal Communications, the parent company of Journal Broadcast Group. In 2007, he returned home to Milwaukee as Vice President & General Manager of WTMJ-TV, WTMJ-AM and WLWK-FM in addition to his corporate regional role, overseeing television and radio operations in several Journal markets.

In 2014, Steve stepped away from day-to-day general manager duties to head Journal’s radio division, leading the company’s 3-station group across eight markets. He continues this role today as Vice President of Radio for the E.W. Scripps Company, following the merger of Journal Communications and Scripps in April 2015.

Steve attended the University of Wisconsin – Milwaukee and earned his Bachelor of Science degree in management from Bellevue University in Omaha. He serves on the Boards of Directors of the Wisconsin Broadcasters Association, the National Association of Broadcasters and the Radio Advertising Bureau.

From an early age, Steve was fascinated and influenced by the power of local broadcasting. He said he had a fake radio station in his room when he was seven years old. He’s fascinated by the power of local broadcasting. He said he rode my bicycle to WTMJ when he was 16 to see if I could help out.

Steve’s wife Amy also is a Shorewood native. They have two children: Becky, an interior designer at All Makes, Inc. in Grand Island, Neb. and Scott, a copywriter at z2 Marketing in Pewaukee.

Milwaukee meteorologist
John Malan retires

WMTJ-TV chief meteorologist John Malan is retiring after 36 years on the air in Milwaukee. “I’ve had a career doing what I love. Now it’s time to spend more time with my family and pass the baton to the talented team of meteorologists we have on Storm Team 4,” Malan said in a statement issued by WTMJ. Malan’s last day on the air was March 1.

Pipines retires after 32 years in Milwaukee sportscasting

FOX6’s senior sports anchor Tom Pipines retired in February after 32 years at WITI. “Tom Pipines has set the standard for sports in Milwaukee,” said WITI FOX6 President and General Manager Chuck Steinmetz. “Not only has Tom brought his insights into his game analysis, he has enterprised hundreds of Beyond the Game stories that have showcased the heart and soul of local athletes.”

Reflecting on his retirement Pipines says, “I will always cherish working at FOX6. People like (FOX6 anchor) Tim Van Vooren, (FOX6 photojournalist) Mickie Leach and all the wonderful bosses, colleagues and viewers who have honored me with a connection is the greatest gift I’ve had over my career.”

Engineer marks 30 years at stations

An engineer who has been with a pair of TV stations since their inception in 1986 is marking 30 years. Jay G. Matthews is the Assistant Chief Engineer at WLAX-WEUX TV in La Crosse/Chippewa Falls-Eau Claire. Chief Operator/Chief Engineer Mark Burg said Matthews has been instrumental in all aspects of the stations’ daily operations.
Radio group raises more than $50K for numerous causes

Three radio stations in a Madison radio group raised more than $50,000 for community causes during events all in the same week.

Mid-West Family Broadcasting station WJJO held a 28-hour radiothon in downtown Madison to help local veterans, raising more than $14,000.

During the same week in December, La Movida (WLMV) raised more than $13,000 for the Catholic Multicultural Center of Dane County.

Also that same week, Magic 98 held its annual Magic Holiday Wish fundraiser to help families with the holidays. They raised more than $26,000.

112,000 lbs. of food collected by pair of TV stations

Two TV stations in Milwaukee worked with the Brewers Community Foundation and Hunger Task Force the day before Thanksgiving to collect more than 112,000 pounds of food from viewers.

CBS 58 (WDJT) and Telemundo both did live news segments as well as live cut-ins throughout the day.

The “Thanksgiving Drive Thru Food Drive” was held at Miller Park. Ryan Braun and other Brewers stars made appearances throughout the day.

Eau Claire station uses live network musical to promote local arts

An Eau Claire television station used the NBC live production of the musical “Hairspray” to promote the local performing arts culture.

WEAU aired a panel discussion titled “Theater in our Community” after the musical aired Dec. 7. The station invited performing arts volunteers to talk about the importance of a vibrant local arts scene and how viewers could get involved.

Members of the Eau Claire Children’s Theater and the Chippewa Valley Theater Guild were interviewed.

Construction on started on a new performing arts center in Eau Claire.

Station collects 20,000 books for food pantries

A group of stations in northeast Wisconsin collected more than 600 books in 2016 for children visiting food pantries.

The annual Children’s Book Drive conducted by Nicolet Broadcasting stations has now collected more than 20,000 books over the last ten years.

The books are given to children who visit food pantries in Door and Kewaunee counties throughout the year. Donations were dropped off at various locations in Door and Kewaunee counties.

Door of Life Christian Church Food Pantry and Koinonia Kupboard at First Baptist Church in Sister Bay will distribute the books.

Fifty-year Wisconsin radio veteran dies

A Wisconsin broadcaster who’s been in the business for 50 years has died.

Larry Jay “Hoien” started in radio in 1964 at KRAD in East Grand Forks, Minnesota. He worked at WAUK-AM in Waukesha, WRIT-AM and WYLO-AM, WEZW-FM and WFMR-FM in Milwaukee and joined WTKM in Hartford in 1997. He left WTKM last spring. During his career he was on-air, recording commercials and selling advertising. He’s also done on-air work and booth announcing for WITI-TV.

“Larry loved his wife, children and career very much. His one regret was that he did not have a chance to say goodbye to his listeners...he loved them all,” his obituary read. “Larry always signed off his radio segments with ‘Kindness is the language the mute can speak and the deaf can hear.’” Jay died on Jan. 26. He was 76.

http://www.phillipfuneralhome.com/obits/obituary.php?id=634305

GET TO KNOW WBA LEadership:
Nancy Douglass

Nancy Douglass is the General Manager at CTJ Communications, broadcasting in beautiful Lake Geneva, Wis. CTJ owns and operates WLKG, Lake 961 FM. Nancy worked in print media in Indianapolis where she and her husband grew up, then briefly in Wisconsin before starting her radio career at WLKG.

Nancy started at Lake 961 as an Account Executive in 2002, and recently celebrated 15 years at WLKG. She has served as General Manager since 2004, and also co-hosts a WBA Award-Winning Sunday morning talk show on Lake 961 called LifeMatters.

Nancy and her husband, Ty, moved to Wisconsin in 2001. They have four grown children, who they now pay little attention to, as they also have the three most perfect grandchildren in the world. They live on Silver Lake where they like spending all their time on their pontoon in the summer, pina coladas and getting caught in the rain...

Nancy has served on the WBA Board since 2010.
Drone journalism training offered at UW

The Center for Journalism Ethics at the University of Wisconsin-Madison is partnering with the Poynter Institute, Google News Lab, DJI Drones, the Drone Journalism Lab at the University of Nebraska, and National Press Photographers Association to host hands-on drone journalism training in Madison June 16-18.

“At a time when drone use in reporting is expected to grow quickly, I'm delighted the Center for Journalism Ethics can help encourage responsible practice,” said Center Director Kathleen Bartzen Culver, who has been studying the legal and ethical implications of drones in journalism for five years. “These partners are leaders in this field, and I'm proud we're working alongside them.”

Unmanned Aerial Vehicles (UAVs) — known to most as drones — present tremendous opportunities for journalists. They can be used to report on environmental issues, natural disasters, and other news issues and events. But they also pose important concerns, including safety and privacy. This hands-on training will not only prepare journalists to successfully earn FAA certification to fly, but also focus on the law and ethics involved.

Training participants will learn:

- Background of unmanned aerial systems
- Part 107 of the Drone Pilot's Certificate
- Airspace restrictions for drone pilots
- Operating limitations
- Weather conditions
- Drone performance
- Crew management
- Airports and airport operations
- Aeronautical decision-making
- Emergency procedures
- Federal and state regulations
- Pre-flight, flight and post-flight checklists
- Flight and battery logging
- Legal and privacy concerns
- The ethics of a flying camera
- Useful tools (Google MyMaps, Earth Pro)
- Hands-on flying of a DJI drone

The three-day training costs $295. Journalists, journalism educators and serious students preparing for drone flight are welcome to attend.

More information is available at http://about.poynter.org/training/in-person/drones-17.

WBA Saves the Day!

WBA Renews American Red Cross Partnership

The WBA has renewed its agreement with the American Red Cross to help raise funds and awareness for major Red Cross disaster relief efforts in the state. The partnership, called “WBA Saves The Day,” was formed in 1998 and has been renewed every year since.

Through the “WBA Saves The Day” partnership, WBA member radio and television stations agree to provide one day of public service programming within three days of a major state disaster to support Wisconsin Red Cross disaster relief operations that are expected to exceed $50,000.

The agreement has been activated numerous times over the years to support Red Cross disaster relief efforts for flooding, tornado damage, and windstorm damage in Wisconsin.

In addition, the agreement was activated after the September 11 tragedies. The WBA helped raise $12.5 million in total efforts in the state of Wisconsin.

In 2001, the WBA received the Red Cross’ Excellence Award for In-Kind Support. This award is given at the state level and recognizes the outstanding work of an organization in support of the mission of the Red Cross. Also, in 2003, the Red Cross presented the WBA with an award that was part of their Disaster Partners program because of our continued commitment to the program, as well as the resources we provide.

Keep your newsroom updated on Amber Alerts, other state-issued notifications

When an Amber Alert or Silver Alert is issued or canceled in our state, the Wisconsin Department of Justice provides notice to broadcasters and other interested parties via its Wisconsin Crime Alert Network. Alerts are issued primarily via email.

Your newsroom is hopefully receiving these notices from the state. WBA reminds you that if your station email addresses have changed over the years or if you wish to add additional contacts, you will need to go to the WCAN website to re-subscribe to these important notifications. The website is: www.wisconsincrimealert.gov.

You can subscribe separately to one or all of three notification categories:

- **AMBER Alerts**: Issued for missing children events which meet certain criteria.
- **Silver Alerts**: Issued for missing adults with cognitive impairment.
- **Crime Alerts**: Issued for armed robbery, burglary, and many other crimes as well as missing persons.

A short video on the website provides an explanation of the sign-up process. Any questions on use of the site can be addressed by consulting the FAQ or the contact links at www.wisconsincrimealert.gov.
Gilman Halsted, retired WPR reporter, named Distinguished Wisconsin Watchdog

Gilman Halsted, a retired Wisconsin Public Radio reporter who produced award-winning examinations of the state’s criminal justice system, has been named the 2017 recipient of the Distinguished Wisconsin Watchdog Award.

Over the course of two decades, Halsted became a familiar voice to WPR listeners, working for six years in the Wausau bureau before moving to Madison in 2000. He covered the courts and the prison system and also wrote and produced general assignment stories for daily state newscasts until his retirement in 2016.

The award is a highlight of the seventh annual Wisconsin Watchdog Awards reception and dinner, a celebration of open government and investigative reporting. The award is presented jointly by the Wisconsin Center for Investigative Journalism, the Wisconsin Freedom of Information Council, the Madison Pro Chapter of the Society of Professional Journalists and three additional organizations that are joining the selection committee for the first time — the Wisconsin Newspaper Association, Wisconsin Broadcasters Association and University of Madison-Wisconsin School of Journalism and Mass Communication.

“For more than 15 years, Gil Halsted turned a bright light on Wisconsin’s criminal justice system, covering everything from state Supreme Court decisions to the grievances of people locked behind bars,” said Bill Lueders, president of the Wisconsin Freedom of Information Council.

“He humanized those on both the giving and receiving ends of this system, earning widespread respect as a fair and conscientious reporter. He gave his job his all, and Wisconsin is a better place for it.”

The public is invited to the March 30 event. It begins with a reception at 5 p.m., followed by dinner at 6 at The Madison Club, 5 E. Wilson St. Just 120 tickets will be sold. Tickets cost $60 and are available at: http://2017watchdog.eventbrite.com/.

Proceeds support the nonprofit and nonpartisan Wisconsin Center for Investigative Journalism, the participation of young journalists in the event and a special investigative reporting workshop.

Halsted began his career in journalism late in life. He spent 10 years as a social worker and then English teacher in Bangladesh, Washington, D.C., India and Wisconsin before landing his first job as a public radio reporter in Kenosha in 1988. He worked for three years as the news director at a community college station in Panama City, Florida, before joining the staff of WPR.

Halsted produced spot stories and features for NPR’s Morning Edition and All Things Considered, as well as public radio news magazines. He has a bachelor’s degree from the School for International Training in Vermont, and a master’s in Teaching English as a Second Language from the Monterey Institute of International Studies (now known as the Middlebury Institute of International Studies at Monterey) in California. He spent his first three years of college at the University of Wisconsin-Madison.

During his career, Halsted won awards from the Associated Press, the Milwaukee Press Club and the Wisconsin Broadcasters Association. He also won a regional Edward R. Murrow award from the Radio and Television News Directors Association.

The Wisconsin Watchdog Awards event also will honor recipients of the Freedom of Information Council’s annual Openness Awards, or Opees, for their work promoting open government.

Sponsorships of the event are welcomed. Information about becoming a sponsor is available from Andy Hall at the Wisconsin Center for Investigative Journalism at ahall@wisconsinwatch.org and at http://wisconsinwatch.org/about/donations/watchdog-sponsorship/

You’re Invited

Online registration for the 2017 Wisconsin Watchdog Awards reception and dinner

When: Thursday, March 30, 5 p.m. reception and 6 p.m. dinner

Where: The Madison Club, 5 E. Wilson St., Madison

Ticket price: $60

Proceeds benefit the Wisconsin Center for Investigative Journalism, participation of young journalists in the event and a special investigative reporting workshop.

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.
This January, Fred and I started our year in Las Vegas, attending our eighth Consumer Electronics Show. It’s not the easiest way to start the year – when you bring close to 180,000 people into a city, everything becomes challenging. Good luck making a reservation at a restaurant, and it’s hard to get used to waiting a minimum of 30 minutes for a taxi. But it’s worth it. CES is an opportunity not just to see what’s next, but also a way to get energized about innovation, and to see possibilities for our industry that will impact all of us for decades to come.

Over four days, we try to see everything – we get there early for Press Day, go to Eureka Park to check out all of the smaller inventions that are pretty unique and off-the-wall, C-Space at The Aria – a separate conference dedicated to media and technology with ad agencies and broadcasters presenting, and the big daddy, the convention show floor that takes over the three main halls of the Las Vegas Convention Center as well as the parking lot in front of it.

But you can’t see it all – it’s simply too big.

So here are our takeaways and their implications for radio and television broadcasters for you to think about. As you’ll read, we’ve tried to condense our findings into two areas that affect broadcasters – changes in the car and in the home. But first, to give you a sense of scale, here’s a look at CES by the numbers:

- It’s the 50th anniversary of this event, which started out focusing on radio.
- There are over 175,000 people registered – 55,000 are from outside of the U.S.
- There are over 600 start-up companies featured in Eureka Park.
- The convention takes up more than 2.6 million square feet of exhibit space.
- There are 3,800 exhibitors.
- There are nine auto companies showcasing what’s next, including autonomous cars.

**CES is an auto show.** Despite the fact that the North American International Auto Show in Detroit is the following week, virtually all major car companies are in Las Vegas, showing off what’s next. And beyond the displays from Ford and Chevy, cars are everywhere because there are so many auto suppliers on hand, showing off cars made from 3D printers, driverless technology, and yes, in-car entertainment systems.

**One of the most compelling displays was from Nvidia, a leading company in autonomous driving.**

Their technology monitors the driver so it can educate the car. It monitors body temperature, attention spans and other factors to ensure that the car is in-tune with its passenger. Investment in this type of technology underscores the massive investment being made to change the driving experience, eventually culminating in the driverless car.

But the main focus of our automotive tour at CES was on entertainment. For radio stations, the car is the epicenter of consumption. And until recently, it’s had limited potential for television stations.

**That’s about to change.**

I attended a session at C-Space featuring the head digital teams from NBCU, Sinclair Television, and The Weather Channel. When asked about their mobile plans, they all began talking about the car as a new mobile platform. They’ve already moved on from the smartphone, and see autonomous cars as a huge opportunity for growing consumption of live video.

**This shouldn’t surprise anyone.** Currently, the driving experience requires that all senses except one – hearing – be engaged while driving. That’s great for radio. But when you don’t have to watch the road, what possibilities emerge? Video consumption, reading, and other entertainment all of a sudden become quite viable.

**For radio broadcasters, other changes are taking place in the car right now that are affecting listening.**

Apple CarPlay and Android Auto continue to proliferate, opening up audio apps on smartphones to the dashboard, alongside local radio stations. But when we visited Visteon, the company that designs the dashboard of the future, it’s clear that a lot of energy is being invested in providing as many entertainment options as possible in the car, and the radio

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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@jacobsmedia.com.
tuner runs the risk of becoming another option instead of the primary entertainment provider.

The other automotive trend we saw at CES was how mobility is changing. Ford announced an investment in a ride-sharing company called Chariot at CES. The service will be rolled out to eight cities this year, providing on-demand transport to work and back without the hassle of owning a car. Once again, the implications for broadcasters is significant – if you’re riding in a van with others, chances are the radio won’t be on and in its place, each rider will bring along their own entertainment on their smartphone. And video will also be available either in these vehicles, or on individual smartphones.

Without question, changes in the car provide challenges and opportunities for broadcasters. For the radio industry, challenges abound, and we strongly recommend investing in a mobile strategy via apps and unique, downloadable content, as well as presence on platforms like Apple CarPlay and Android Auto.

**For television stations, changes in the car present a significant growth opportunity.**

The individual driving experience, as well as changes in mobility, represents a new location for video consumption. No longer is watching television confined to static locations where there is a television. Video is going mobile in a big way, and this is potentially going to lead to real growth for the industry.

**The Home Is Getting Smarter.**

The other big trend at CES was the major changes in technology affecting the home front, with big implications for broadcasters. First of all, everything in the home is becoming “smart.” In other words, devices are connected to the Internet and to other devices. So, for example, a “smart” refrigerator knows when food is expiring and can send an alert. It can even connect with a grocery store and order fresh replacements. A kitchen robot contains recipes and is connected to all devices. When a recipe is selected, it can order the food from the grocery store for home delivery, and when it’s time to cook, can walk the chef through the process while controlling the heat in the oven.

**But the other mega-trend at CES was the proliferation of voice-controlled technology, primarily provided via Amazon’s Echo device.**

If you haven’t played with one of these, we encourage you to do so, because they provide the owner to control media, the home experience, and the Internet via voice activation. So, instead of going to the channel guide, you can ask, “Alexa, when is the Badger game on and on which channel?” Or, “Alexa, play Taylor Swift.” In both cases, ease of access to media accelerates, but broadcasters need to invest in creating “Skills” in these systems to ensure that your station appears when a request is made. For example, when requesting a radio station, the system will immediately go to TuneIn and not the station’s stream. Other audio content like podcasts won’t be able to be accessed. And how will Alexa know which “KISS FM” the user is requesting without more specific commands?

**These are just two of the big trends we saw at CES, but the ones most relevant to broadcasters.** We encourage you to start off 2018 in Las Vegas with us. It is impossible to understand the tectonic shifts taking place that impact how radio and television are going to be consumed without immersing yourself in it.

Without question, big changes are on the horizon, and by understanding early what they are, you will be able to capitalize and thrive.
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Terry Stevenson, Seehafer Broadcasting Corp.
Heather Storm, Woodward Radio Group
Linda Baun, Wisconsin Broadcasters Association

Speakers
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Hannah Stonehouse Hudson
Kyle Geissler, Morgan Murphy Media
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Dustin B. Brown, Godfrey & Kahn, S.C.
Kelly Radandt, State Legislative Chair, Woodward Radio Group
Brandon Scholz, The Capitol Group
Michelle Vetterkind, President & CEO Wisconsin Broadcasters Association

Service Providers
American Awards & Promotions
Jill Sommers, Photography
Coopers Tavern
Leader Printing Company, Inc.
Lorraine Ortner-Blake
The Madison Concourse Hotel

And to YOU our members, for your support in making calls at the Capitol. We also wanted to take this opportunity to Thank You for your support of attendance at the WBA Winter Conference, Job/Career Fair and Social Media Day.
Student broadcasters learn, network, are honored at seminar

“Great mix of veterans and persons just starting out and objective honesty;”
“Very informative; good to hear about other campus radio and TV stations;”
“Really got a lot out of speed networking;”
“Kept me engaged about the future of TV stations and the jobs offered;”
“Good practical advice.”

Those were just a few of the comments from the more than 150 students who attended the 2017 WBA Student Seminar on March 4 at the Madison Marriott.

Another successful event can be attributed to the hard work of the WBA Education Committee in putting together an outstanding program, which featured Jay Kruz, Program Director and Daytime DJ at WREW, Cincinnati. I have the pleasure of being the chair of this active and hard working group of educators and commercial broadcast professionals. Another contribution to the seminar’s success is financial support from the WBA in helping to pay for hotel rooms for students who traveled from distant areas around the state.

Students chose to attend three of ten panels. Topics included: Radio and TV News Reporting, Broadcast Sales and Marketing, Social Media’s Role in the Newsroom, Campus Radio and TV Stations, How Do I Get My First Job, Student

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Several students toured the remote truck from WHA-TV, Madison, as part of the engineering session. At noon, students could participate in a session titled The Future of Television Is Now, which discussed impacts on future employees, or Speed Networking, which was patterned after the speed dating concept. Thirty-five broadcast professionals met individually in six minute intervals with students who could ask questions about any topic.

The afternoon luncheon concluded the seminar and was highlighted by Jay’s keynote address, the presentation of the WBA Foundation Scholarships to four recipients, and the 14th annual Student Awards for Excellence, which had more than 200 entries.

In addition, this year’s Leadership Award was presented to A.J. Garcia from the University of Wisconsin Madison. The award is given to a broadcasting or broadcast journalism student of junior standing or above who attends a Wisconsin college or university and who has most noticeably developed and exercised effective and creative skills in leadership. See page 25 for details.

In addition to Jay, I would like to thank the following broadcast professionals for being panelists:

Dave Black, UW-Madison, WSUM, Madison; Bill Hubbard and Mike Schmidt, UW-Green Bay; Mike O’Brien and Stan Stricker, WCLL/WVJJ, Janesville; Don Vesely, Amy Pflugshaupt, Russ Bruhn, Tom Weeden, and Geoff Shields, WMTV, Madison; Anthony DaBruzzi and Stephanie Haines, WJFW-TV, Rhinelander; Len Nelson, WAPL, Appleton; Hannah Anderson, Kassandra Sepeda, Maria Szatkowski, and Heather Poltrock, WSAW-TV, Wausau; Chris Hofner, UW-Stevens Point; Dean Maytag, retired, WISN-TV, Milwaukee; Kevin Ruppert and Hannah McClung, WISC-TV, Madison; Patrick Nienow, WLUM/WLDB/WZTI, Milwaukee; Jim Mead, UW-Whitewater; Breann
Schossow, Wisconsin Public Radio; Ed Reams, WKOW-TV; John DeSimone and Mike Halminiaq, WMSN-TV, Madison; Andi Brooks, Dave Ogden, and Fletcher Keyes, Q106, Madison; Bob Bellini, Milwaukee Radio Group; Dave Edwards, WUWM, Milwaukee Public Radio; Herb Cody, WGLR/WPVL; Jake Zimmermann, Wisconsin Sports Zone Radio Network; John Rowe, Cumulus; Judy Konkel and Valerie Moore, WADR-LPFM; Mike Kemmeter, Woodward Radio; Pat Heffling and Tim Ette, iHeartmedia; Peter Tanz and Robert Kennedy, Midwest Communications, Green Bay; Alex Behnke, Wisconsin Public Radio/TV; Bob Goff, WCWI-FM; Russ Awe, Wisconsin Public Television; and David Sanks, WBA Foundation Chair.

Thanks to the panel moderators: Sandy Ellis and Richard Burgsteiner, UW-River Falls; Randall Davidson, UW-Oshkosh; Brian Lucas, UW-Whitewater; and Rob Snyder, UW-Platteville.

On behalf of the Education Committee, I would also like to thank Linda, Michelle, Liz, and Kyle for helping to ensure the seminar’s success. Our appreciation also to Donna Beno and Jill Sommers for helping with registration, and Greg Powers, Chair of the Illinois Broadcasters Association Education committee, for assisting in the presentation of the “Student Awards for Excellence.”

We look forward to 2018 and another outstanding student seminar!
THANK YOU to the following for making the WBA’s 2017 Student Seminar a Success!

Speakers and Moderators
Ken Beno, WBA Education Chair
  Jay Kruz, WREW
David Sanks, WBA Foundation Chair
Michelle Vetterkind, President and CEO WBA Foundation
  Russ Awe, WHA TV
Dave Black, WSUM Radio
  Russ Bruhn, WMTV-TV
Rick Burgstine, UW-River Falls
Anthony DaBruzzi, WJFW-TV, Rhinelander
Randall Davidson, UW-Oshkosh
  Sandy Ellis, UW-River Falls
Stephanie Haines. WJFW-TV
Bill Hubbard, UW-Green Bay
  Brian Lucas, UW-Whitewater
Dean Maytag, WBA Foundation Committee
  Jim Mead, UW-Whitewater
  Len Nelson, WAPL Radio
Patrick Nienow, WLUM FM & WLDB FM
  Mike O’Brien, WCLO/WJVL
Heather Poltrack, WSAW-TV
Kevin Ruppert, WISC-TV
  Geoff Shields, WMTV-TV
Chris Shofner, UW-Stevens Point
  Dr. Robert Snyder, UW-Platteville
Stan Stricker, WCLO/WJVL
  Don Vesely, WMTV-TV
  Michelle Vetterkind, WBA

WBA Education Committee
Ken Beno, Committee Chair
  Dave Black, WSUM Radio
  Nella Citino, Madison Media Institute
Randall Davidson, UW-Oshkosh
  Sandy Ellis, UW-River Falls
  Pat Hastings, UW-Madison
  Terry Havel, UW-Parkside
Erik Johnson, UW-River Falls
  Jack Kapfer, UW-Eau Claire
  Judy Konkel, UW-Rock County
  Maryann Lazarski, Milwaukee Public Television
  Brian Lucas, UW-Whitewater
Dean Maytag, WBA Foundation Committee
  Jim Mead, UW-Whitewater
  Mike O’Brien, WCLO/WJVL
  Kevin Pulz, Milwaukee Public Television
Arthur Ranney, UW-Platteville
  Mike Schmitt, UW-Green Bay
  Chris Shofner, UW-Stevens Point
Dr. Robert Snyder, UW-Platteville
  Chuck Steinmetz, WITI-TV
  Nancy Stillwell, Madison Media Institute
  Michelle Vetterkind, WBA President & CEO
  Linda Baun, WBA Vice President

Speed Networking Panelists
Hannah Anderson, WSAW-TV
  Alex Behnke, Wisconsin Public Radio and Television
  Bob Bellini, Milwaukee Radio Group
Andi Brooks, Q106 - Madison
  Herb Cody, WGLR/WPVL
Anthony DaBruzzi, WJFW-TV, Rhinelander
  John DeSimone, WMSN-TV FOX 47
  Dave Edwards, WUWM Milwaukee Public Radio
  Tim Etes, iHeartmedia
  Bob Goff, WCWI FM
  Stephanie Haines.
  WJFW-TV, Rhinelander
  Mike Halminiak, WMSN-TV FOX 47
  Pat Heffling, iHeartmedia
  Bill Hubbard, UW-Green Bay
  Mike Kemmeter, Woodward Radio
Robert Kennedy, WTAQ - Midwest Communications, Green Bay
Fletcher Keyes, Q106 - Madison
  Judy Konkel, WADR-LPFM
  Jay Kruz, WREW
Dean Maytag, Hearst Television
  Hannah McClung, WISC-TV
  Nicole Nelson, WISC-TV
  Valerie Moore, WADR-LPFM

Patrick Nienow, WLUM FM & WLDB FM
Super Dave Ogden, Q106, Madison
Amy Pflugshaupt, WMTV-TV
Ed Reams, WKOW TV
John Rowe, Cumulus
Kevin Ruppert, WISC-TV
Brenna Schossow, Wisconsin Public Radio
Kassandra Sepeda, WSAW-TV
Maria Szatkowski, WSAW-TV
Peter Tanz, Midwest Communications, Inc., Green Bay
Jake Zimmermann, Wisconsin Sports Zone Radio Network

Special Thanks
American Awards & Promotions
  Terry Baun, Criterion Broadcast Services
  Donna Beno
  Liz Boyd,
  WBA NCSA/PEP Coordinator
  Kyle Geissler,
  WBA Communications Director
Madison Marriott West
  Hotel Staff
  Greg Powers,
  Lake Land College
  Jill Sommers

And to the students for their support of the Student Seminar!
Students honored with scholarships

Four students were honored at the WBA Student Seminar with scholarships.

Ken Kosirowski
Recipient: WBA Foundation Scholarship
$2,000 Grant
Ken is a graduate of Marquette University High School in Milwaukee. He is currently enrolled at the University of Wisconsin-Madison majoring in Journalism. Ken will graduate in May 2017.

Ken began learning about the field of broadcasting as a member of his high school forensics team. His topic of choice was broadcasting. Forensics honed Ken’s communication and writing skills and helped him discover his passion for journalism. Ken was a top finisher every year and was a forensic state championship in his senior year.

Ken’s journalism experience includes a sports internship with WISC-TV in Madison. He has also worked at UW-Madison’s WSYM 91.7 as a news reporter, a sports talk host, and a play-by-play announcer for Wisconsin Athletics on WSYM’s Online Sports. He has also done play-by-play for the Big Ten Network Student U. Ken is seeking to be the most award-winning TV sports broadcaster in Wisconsin.

Ken was joined at the scholarship presentation by his parents Tom and Laurie Kosirowski.

Taylor Campbell
Recipient: Morgan Murphy Scholarship
$2,000 Award
Taylor is a graduate of West Allis Central High School in West Allis. She is enrolled at the University of Wisconsin-Green Bay majoring in Communications with a minor in Spanish and will graduate in May 2017. Taylor is currently the sports reporter for UW Green Bay’s newspaper, The Fourth Estate. She also shoots and edits interviews with coaches, players, and fans and the completed packages are available online. Taylor is also a recurring guest on the university’s sports radio podcast.

Taylor has been a sports reporter intern with the Time Warner Cable SportsChannel in Milwaukee. Taylor covered both local and national events including the Milwaukee Bucks draft and the Big 10 Media Conference. Taylor was a field reporter/photojournalist and shot and edited stories for on air use.

Taylor also loves to dance. She is the co-founder and president of a hip hop team on campus. Taylor’s career goal is to become a sports broadcaster.

Taylor was joined at the scholarship presentation by her parents Shannon and Jacob Welch.

Ileana “Angie” Castro
Recipient: Results Broadcasting, Inc. Scholarship | $1,000 Grant
Angie graduated from James Madison Memorial High School in Madison. She is a recent graduate of the Madison Media Institute where she majored in Recording and Live Sound.

Angie’s love for sound developed early in life. She not only enjoys listening to sound, she also enjoys creating and recording sounds and dialogue. She was the on-camera spoke person for a PSA her class produced. She can perform an in-studio automatic dialog replacement as skillfully as a professional actor. Angie’s professor, Sean McMahon stated, “What is astonishing to me, is that Angie relentlessly pursues and achieves her goals despite a major handicap of being legally blind.” Angie is a part of the Wisconsin Association of Blind Students where she has been active since 2008.

Angie plans to contribute to radio by working on the production and imaging of syndicated radio shows.

Angie was joined at the scholarship presentation by her parents Laura and Emmett Cortes.

Caleb Dodge
Recipient: Howard Gernetzke Scholarship
$1,000 Award
Caleb is a graduate of Baraboo Senior High School in Baraboo. He is a recent graduate of Madison College where he majored in Visual Communications. Caleb is also a Liberal Arts and Sciences graduate of UW-Baraboo/Sauk County.

Caleb was on the Dean’s List for two semesters. He has also worked on two 48-hour Film Festival production teams. While enrolled at UW-Baraboo, Caleb produced a video for the faculty and staff.

Carla Galler and Emmalee Pearson, Instructors at Madison Technical college, state that Caleb is a self-directed learner, a positive influence and affable team player. He was also a tutor and friend to fellow classmates. Caleb’s goal is to utilize his video production skills in the broadcast and film industries. His plans also include starting a freelance video production company.

Caleb was joined at the scholarship presentation by Jeanne and Rodney Kallenbach and Spencer Semonson.

UW-Madison student honored with WBA Student Leadership Award

Alec (AJ) Garcia was involved in broadcasting activities from the moment he arrived on campus, with an emphasis on sports. He is the Sports Director at WSYM and is involved with ESPN and the Big Ten Network. He has also worked disc jockey and play-by-play at local Madison and Wisconsin teams.

“It’s clear that he has chosen this field for his life’s work, and he has embraced it as a student,” wrote Pat Hastings from the UW-Madison School of Journalism and Mass Communication.

“At WSYM this year, he often spent extra time helping new students overcome their uncertainties doing play by play for UW teams,” she wrote. “He spent countless hours training and mentoring people, and when they needed a hand, or a fill in, AJ helped without hesitation.” Garcia said he’s embraced his role as a leader among his peers.

Even if someone is playing a small part in helping me accomplish what I love to do, I owe them that appreciation and I want our students to see that and apply those same communication skills to their careers,” Garcia wrote. “It is my duty as a leader to make everyone in our station feel like they have the potential to be a leader.” Hastings said Garcia is a problem solver and a coach to the students around him.

“He kept calm and professional when the student newsroom got very busy (election night, for example). His attitude influenced his classmates for the better because of that. He received an A in that class—his work ethic is outstanding—and his work as a video and audio reporter is professional.”

Garcia was honored with the WBA Student Leadership Award at the Student Seminar.

Scholarship applications are available at wi-broadcasters.org and also in the attendee packet.
WBA’s DC Trip

WBA hits the Hill, FCC for an action-packed DC Trip

The WBA’s Annual DC Trip took place Feb. 28 and March 1. Executive Committee members Nancy Douglass, WLKG-FM, Lake Geneva, Steve Lavin, WBAY-TV, Green Bay, along with WBA Federal Legislative Chair Roger Utnehmer, Nicolet Broadcasting, Sturgeon Bay; Jan Wade, WISN-TV, Milwaukee, and WBA President & CEO Michelle Vetterkind along with WBA Director of Communications Kyle Geissler attended the Leadership Conference which was held Feb. 28. Vetterkind joined a panel at the morning session to discuss strategies for connecting with lawmakers and provided examples for how the WBA does this using social media.

To complete our delegation of 33 WBA representatives, an additional 27 Wisconsin broadcasters traveled to DC in preparation for Tuesday’s Wisconsin delegation briefing (where we were joined by NAB President & CEO, Gordon Smith & Jack Smedile, Government Relations, NAB) and WBA’s Annual Congressional Reception, which was held in conjunction with NAB at the Newseum.

The WBA delegation on the Hill focused on educating our Members of Congress on important industry issues such as: Preventing harmful changes to advertising tax treatment, protecting TV station relocation that could leave viewers in the dark, the potential for a Performance Tax to threaten local jobs, and protecting TV viewers and allowing broadcasters to continue negotiating in the free market.

Due to its success last year, for the second year in a row, NAB coordinated an FCC Advocacy Day. Nancy Douglass, WLKG-FM, Lake Geneva, joined WBA President & CEO Michelle Vetterkind, in spending Thursday, March 2 at the FCC talking with FCC Commissioners, their staffs, and the Media Bureau about the important value of broadcasters serving their local communities.

All in all – it was an action-packed, successful WBA DC Trip!

Mark Your Calendar for the 2017 WBA DC Trip
February 27 & 28

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What have we learned from history?

In recent months the American news media and their practices have been getting a great deal of attention.

I’ve been surprised at the assumptions of some of my students who are new to journalism classes.

• “Reporters are always biased. They write the story the way their boss tells them to.”
• “When journalists write their stories they have to decide what kind of spin to put on it.”
• “The fun part of being a reporter is writing your own opinion.”

I’m sure these students are not alone in their assumptions. And I have no doubt there are some reporters who, in fact, may lean that way in their work. But my assumption is that in any field there is always a small group of people who choose not to follow the principles of the profession. I also have concluded that the majority of the public does not realize that journalism actually has principles. As journalism professors, my UWRF colleagues and I consider it so important we named our introductory course Principles & Ethics of Journalism.

These principles are not new. In 1943, famed Time magazine publisher Henry Luce convened a commission that he charged with conducting a study of American journalism. Robert Maynard Hutchins, president of the University of Chicago, was the chair of the group. It consisted of 13 social science professors (with no ties to journalism) and several other intellectuals. The group came to be known as the Hutchins Commission and it spent the next several years trying to determine the value of keeping society informed. It believed that an informed public is a vital to freedom.

Seventy years ago, in 1947, that commission published a report titled A Free and Responsible Press. The group’s conclusion: the press was not serving the public. When I teach my students about this, I translate that conclusion into: “The press should do their job!”

Among the important points made in the report are the following.

• The news media are the primary source of information necessary for people to govern themselves.
• The press (in the 1940s) had a much greater responsibility than it was exercising.

What became the Social Responsibility Theory of the Press was an outgrowth of the Hutchins Commission’s report. It is the foundation of the principles followed by the ethics codes of most of the professional news organizations such as the Radio Television Digital News Association and the Society of Professional Journalists.

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Social Responsibility Theory says:
• Freedom of the press (by way of the First Amendment) carries obligation.
• The press enjoys a privileged position.
• The press is responsible to society to carry out essential mass communication functions.

The press should
• Serve the political system by providing information, discussion, debate on public affairs (meaning politics and policies).
• It should keep the public informed so that it is capable of self-governing.
• It must safeguard the right of the individual by serving as a watchdog on government and powerful organizations.
• It should serve the economic system by bringing together buyers and sellers of goods and services through advertising.
• It should provide entertainment.
• It should maintain financial self-sufficiency independent of special interests.

The press is expected to
• Provide truthful, comprehensive reporting that accurately and clearly differentiates between fact and opinion.
• It should serve as a forum and represent all-important viewpoints, not just the owner or the publisher’s views.
• It should accurately portray racial and religious groups, respecting the sensitivities of various groups.
• It should provide information to which the public legally has right of access.
• It should break down barriers to the free flow of news and information.

We could go into much more detail on the specifics of the duties and functions of the press to meet the obligations to the First Amendment, but the information above should give you a basic understanding. And when you think about it, that’s essentially a huge responsibility.

According to the Bureau of Labor Statistics, in 2015 (the most recent figures) there were 41,050 people employed as reporters and correspondents in the U.S. Of those, 11,220 worked in radio and TV. Other information services had 3,730 reporters and correspondents while cable and other subscription programming reported 340 people identified as reporters and correspondents. Newspapers, books and directory publishers dominated the field with 24,480 reporters and correspondents.

That’s 41,050 reporters and correspondents out of a 2015 U.S. population of 320-million people. It’s a big job and I firmly believe the vast majority of these people are passionate about their responsibility to provide truthful, accurate information that their listeners, viewers and readers need in our democratic society.
Taking Applications Now

In 2010, the Wisconsin Broadcasters Association Foundation Board of Directors created the Educational Support Grant Program. This program awards up to $10,000 annually to assist non-profit college and technical school broadcast education programs to acquire equipment, hardware, software, and/or other teaching materials necessary to conduct broadcast education programs and promote careers in broadcasting.

We would like to invite communications educators to submit grant proposals for 2017 and we encourage educators to spread the word about the WBA Foundation’s Educational Support Grant Program.

In 2016, the WBA Foundation Board approved four grants totaling $9,069. The program has generated excellent response. Since the inception of the program, the WBA Foundation Board has issued $172,427 in Educational Support Grants.

Following are Guidelines for the 2017 Educational Support Grant Program:

Grant Pool: Up To $10,000 annually
Number of Grants: Variable within the $10,000 limit

Grant restrictions: Grants can be used for equipment, hardware, software or other materials used in teaching in broadcast education programs and/or to promote careers in broadcasting. The support equipment or materials acquired can be used in either the classroom or in broadcast facilities. No part of any grant can be used to fund financial support for faculty or support staff.

Matching & Other Participation Requirements: There are no requirements for matching funds under the program, however, the presence of matching funding or the integration of grant monies in a larger spending program will be taken into account by the WBA Foundation.

Consideration to the WBA Foundation: A regular annual report for a period of at least two years to the WBA Foundation Board regarding the progress of students for two years after they leave the grantee’s program is requested. Appropriate recognition, in an ongoing fashion, of the WBA Foundation grant is requested and grant applications should include a statement indicating how this will be accomplished.

2017 Deadline: Grant applications must be received in the WBA Foundation Office, 44 E. Mifflin Street, Suite 900, Madison, WI 53703, by Friday, April 21. Grants will be awarded by July 25 and grant funds may be disbursed upon request any time after the awards are announced.
2016 Foundation Contributions

WISC-TV
Martin and Mary Green
Fruit Broadcasting
Dorlee C Rohlfing
Ed Hinshaw memorial
Richard Record
Ed Hinshaw memorial
Diversified Management
Ed Hinshaw memorial
Marc and Cynthia Kartman
Ed Hinshaw memorial
Linda Baun
Dennis and Deborah Conta
Ed Hinshaw memorial
WI Broadcasters Assoc.
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Chuck & Lu Ann Roth
Ed Hinshaw memorial
Chuck & Lu Ann Roth
Ed Hinshaw memorial
Joy Schaleben Lewis
Ed Hinshaw memorial
Richard Record for Vern Falk
Tomsun Media LLC
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Joseph Laughlin
Mark Schermerhorn Inc.
Resonant Results Inc.
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Rick Jowett memorial
Door County Daily News.com
Bill and Marlys Rittman
WJJQ-AM/FM
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Michelle and Kirk Vetterkind
Michelle and Kirk Vetterkind
Rick Jowett memorial
Liz and Tommie Boyd
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Koser Radio Group
Gene Purcell
Thomas Langmyer
Bill Hurwitz
WSAW/WZAW-TV
Mark Zelich
Mike Sullivan
Tom Walker
Ed Hinshaw memorial
Dick Record
Brandon Scholz
Laurin Jorstad
Shockley Foundation
Paul and Karen LeSage
Roger Mann
R. Perry Kidder
Eddie Doucette
Jim and Martha Schuh
Bruce and Linda Grassman
Jonathan Little Productions
Steve and Amy Wexler
Terry Havel
Zilber Family Foundation
Ed Hinshaw memorial
Jewish Community Foundation
Ed Hinshaw memorial
Dean and Stephanie Maytag
Mike and Patty O’Brien
Martha Southard
Tom and Kathy Bier
Greg and Sandy Bell
Jeanne Williams
Ed Hinshaw memorial
Joseph and Coreen Bukowski
Ed Hinshaw memorial
Radio Plus Bay Cities
Jill Geisler
Jill Geisler Rick Jowett memorial
Woodward Radio Group
WMSN-TV
CTJ Communications
WEAU-TV
WKOW-TV
WKBT-TV
WRJC-AM/FM
Big Radio (WEKZ/WBGR/WWHG)
WKOW-TV
Fruit Broadcasting
WAOW/WYOW Television
WSAW-TV
Cumulus Media
Cumulus Media
WCLO/WJVL
WITI-TV
WJMC Radio
Laird Broadcasting
Door County Daily News.com
Radio Plus
WXOW/WQQW Television
WVRQ/WPRE/WQPC/WKPO

Legacy Club

Bob Barry
Bruce Grassman
John Laabs
James Schuh
Chris Bernier
Jack Hackman
Paul LeSage
Don Seehafer
Lee Davis
Ed Hinshaw
Scott Lopas
Sandy Shockley
Richard Dudley
(1923-2013)
Laurin Jorstad
Joe Moen
Terry Shockley
Nate Goetz
(1940-2016)
R. Perry Kidder
Dick Record
Roger Utnehmer
Laurin Jorstad
David Sanks
Michelle Vetterkind
Making Digital Radio Work.

**Calendar of Events**

March 8, 11 a.m.
*It Isn’t All About the Money*
Local Sales Recruitment Webinar Series

March 27
*New hire sales training from P1 Learning*
Webinar

April 11, 10 a.m. or April 13, 3 p.m. CST
*7 Things Advertisers Have Completely Wrong About Radio*
Webinar

April 12, at 11 a.m.
*Getting the Word Out*
Local Sales Recruitment Webinar Series

April 18-20
*Walker Broadcast Management Institute*

April 20
*Afternoon and Evening Statewide Tests of Tornado Warning EAS Code*

May 6
*WBA Awards Gala*
Madison Marriott West Hotel
Wednesday, May 10, 11 a.m.
*How Do I Find the New Sellers?*
Local Sales Recruitment Webinar Series

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

June 14, 11 a.m.
*Can I Legally Ask That Question?*
Local Sales Recruitment Webinar Series

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

June 20, 10 a.m. or June 22, 3 p.m. CST
*What Agencies Want From Their Media Partners*
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

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*

February 27-28, 2018
*DC Trip 2018*

Details of webinars are on pages 6 and 7.