Get involved in the WBA

It’s an honor to represent you this year as your WBA Chair!

I don’t have any magical formulas to share with you for prosperity or success, but I will use my first column to ask one thing of you and your staff this year: ENGAGE with your WBA. Perhaps like you, I spent some of my early years as a Wisconsin broadcaster vaguely aware of the work being done by the Wisconsin Broadcasters Association. I attended some award galas and dutifully showed up for EEO seminars so I could claim license credit. Doug Kiel, himself a former WBA Chair and one of Wisconsin’s own broadcast treasures, encouraged me to get more involved. It didn’t take long for me to better appreciate the work WBA (and the WBA Foundation) was doing on our behalf. In an industry with challenges aplenty, your WBA is working daily to advocate for us so we can compete in a changing marketplace, train us so our teams are better prepared to conduct commerce, and serve our communities and represent us so that others see and hear the important things we are doing in Wisconsin.

I assumed there were a few passionate people driving all this work, and I was grateful for their commitment to us. Now, looking back, I realize I assumed there were a few passionate people driving all this work, and I see and hear the important things we are doing in Wisconsin.

I assumed there were a few passionate people driving all this work, and I was grateful for their commitment to us. Now, looking back, I realize that “those passionate people” must be us. You and me. Your staffs. Your colleagues. Your competitors. If you believe as I do, that our future is bright but comes with all manner of new challenges and opportunities, then I ask you to ENGAGE with your state association in a big way.

• Come to our winter and summer conferences (…and bring a bunch of your people with you).
• Attend the many workshops and seminars WBA provides.
• Offer to serve on our board of directors or on one of our committees.
• Support our primary fundraising mechanism, the NSA/PEP program, by running the spots on your stations in strong rotations.
• Help us influence policy and law by lobbying with us on Legislative Days in Madison and in Washington, D.C.

I’m honored to be your WBA Chair this year, and I’m grateful that you hung with me this far in my first column. Please reach out to me (steve.wexler@scripps.com) or any of your WBA staff if you’d like to be more involved and more engaged. We need you, we value you, and I hope we can count on you to become part of those passionate people driving service and excellence on behalf of Wisconsin’s broadcasters.
Many of our stations are stepping up with sponsorships for the event – as Hannah Anderson and Terry Stevenson from the WBA’s Young Professionals group made excellent presentations at both of our board meetings (Association and Foundation) and during the Business Luncheon at our Winter Conference.

I know they are still accepting sponsorships. What a great way to support your community. We welcome you to still consider supporting. The Wisconsin Broadcasters Association is a proud member of the Madison community.

The WBA Walker Broadcast Management Institute will take place April 17-19 on the UW-Madison campus.

WALKER BROADCAST MANAGEMENT INSTITUTE GRADUATES

2017
Mike Otten, Blis Communications
Jared Rice, Wisconsin Public Radio

2018
Mike Kowalczyk, Madison Magazine
Colin Benedict, WISU-TV
Susan Taylor, Channel 10

2019
Marty Schey, WISU-TV
Sandy Schmidt, Woodward Communications
Greg Lawrence, Woodward Communications

2020
Cindy Tetzlaff, WISU-TV
Amy Zierfeld, Mid-West Family Radio
Ritchie Baumann, Mid-West Family Radio

2021
Jim Leach, Mid-West Family Broadcasting
Kim Yochim, Mid-West Family Broadcasting

2022
Mary McLean, Mid-West Family Broadcasting

2023
Jim O’Brien, Mid-West Family Broadcasting

2024
Jean Taylor, Mid-West Family Broadcasting

2025
Howard Gloude, Mid-West Family Radio
John Huff, WISU-TV

2026
Bridget Buen, KTIV-TV
Dave Booth, WISU-TV

2027
Kevin RUpper, WISU-TV
Paul Laydencker, Mid-West Radio – Michigan

2028
Bill Buchholz, Mid-West Radio – Michigan

The Institute, which is in its 21st year, is the first of its kind to be sponsored by a state broadcasters association. This year’s event has been sold out since Jan. 23, which is surely a sign of a highly successful event. I would like to extend a heartfelt thank you to Joan Gillman, who has coordinated the program since its inception. We’re grateful that Joan really likes us and, despite her Emeritus status at the School of Business, UW-Madison, she’s willing to continue to work with us on the program, securing top-notch sessions and speakers each year. Make sure to register early for next year’s Institute. You’ll be glad you did, as these 128 graduates can attest to:

Many Events Ahead

I look forward to seeing many of you over the next several months at one of our many WBA events: Walker Broadcast Management Institute, WBA Awards Gala, WBA Summer Conference… and that’s only the first half of the year.

Thank you, as always, for your time and support! We wouldn’t do what we do without YOU, our valued members. Don’t forget that if your station is a member of the WBA, YOU are a member of the WBA.
Live code tests scheduled for April 12

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 12, 2018 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 13, 2018. If there is severe weather on April 13, the tests will be cancelled. If the afternoon test runs on April 12, 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.

Both tests are scheduled at 45-minutes-past-the-hour, to provide adequate 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.

To the right you see the schedule for the two tests run on April 12, 2018. If there is severe weather on April 12, both tests will be conducted on April 13, 2018. If the afternoon test runs on April 12, 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.

Stations are asked to contact WBA 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 the station’s end will begin one week prior to the tests (PSAs, mention in your news stories, weather reports, etc).

WBA names new chair, board members

Steve Wexler, E.W. Scripps Company, Milwaukee, took the position of WBA Chair during the WBA Winter Conference Business Luncheon at the Madison Concourse Hotel.

Wexler replaces Dick Record, Family Radio, La Crosse, who finished his term as chair and will now serve as immediate past chair for the coming year. The rest of the officers for 2018-2019 are as follows:

Vice Chair-Radio/Chair-Elect: Nancy Douglass, WLKG-FM, Lake Geneva
Vice Chair-TV: Steve Lavin, WBAY-TV, Green Bay
Treasurer: Chris Bernier, Radio Plus, Marinette/Fond du Lac
Secretary: Don Vesely, WMTV-TV, Madison

The following were elected to serve two-year terms on the Board of Directors:

Director (SE District): Chuck Sullivan, Entercom, Milwaukee
Director (SW District): Brian Burns, Morgan Murphy Media, Madison
Director (NE District): Michael Wright, Midwest Communications, Wausau
Director (NW District): Judson Beck, WLAX-TV/WEUX-TV, La Crosse/Eau Claire
Director: Paul Cameron, WEMI/WEMY/WGNV/WSTM, Appleton

Congratulations to all and thank you for your service to the WBA.

2018 Election Windows for Lowest Unit Charge

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

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

Fall General Election
Election Date: November 6, 2018
Window of LUC begins: September 7, 2018

Wisconsin Broadcaster | March/April 2018
Wisconsin Broadcasters Association President and CEO Michelle Vetterkind visited the Consumer Electronics Show (CES) in Las Vegas in January to get a view of what the future of technology will look like.

Vetterkind was there on a tour put together by Jacobs Media.

“It’s incredibly important for broadcasters to have a seat at the table. This is what we’re about. We were wireless before wireless was cool,” Vetterkind said. “I would definitely recommend that anyone in my position to be here at least once.”

About Rick Jowett

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

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

Rick began working with the Wisconsin Broadcasters Association in 1985 as the Association’s event photographer. He served graciously and unconditionally until his passing.
Wisconsin Broadcasters Association took more than 35 broadcasters to Capitol Hill on Feb. 28 to meet with the state's Congressional delegation to talk about issues important to helping broadcasters continue their public service mission.

The broadcasters met in the offices of all eight House representatives including the office of Speaker Paul Ryan. They also met with both Sen. Ron Johnson and Sen. Tammy Baldwin.

The legislative visits came the day after the NAB's State Leadership Conference held at the JW Marriott in Washington D.C.

Thank you to the broadcasters who joined us in DC for the visits and to the lawmakers and their staffs for taking the time to meet with us.
**Students engage with professionals at Student Seminar**

"I can’t wait for next year!"
"I had an awesome time! Great day overall!"
"Very interesting, great experience"
"I loved it all."
"Had a great time. Will attend next year."
"Always love this seminar"

The afternoon luncheon concluded the seminar and was highlighted by Davenport’s keynote address, the presentation of the WBA Foundation scholarships to four recipients, and the 15th annual Student Awards for Excellence, which had more than 240 entries. Five new categories were added this year. Two schools, Union Grove and Bay Port, Green Bay won awards in the newly created high school competition. In addition, this year’s Leadership Award was presented to Ian Schrank from the Marquette University. 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.

In addition to Melinda, I would like to thank the broadcast professionals who served as speakers and panelists. They’re listed in our thank yous.

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.

We look forward to March 2, 2019 and another outstanding student seminar!

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**Thank you to the following for making the WBA’s 2018 Student Seminar a success…**

**Speakers and Moderators**

Ken Beno, WBA Education Chair
Dave Sanks, WBA Foundation Chair
Turina Bakken, Madison College
Dave Black, Education Committee, UW-Madison
Andi Brooks, Mid-West Family, Madison
Justine Braun, Internet Director, WAOW-TV
Christopher Corcella, Director of Human Resources, Bless Communications
Alexander Crowe, News Director, WMDC FM, Mayville
Joe Daguanono, Director of Group Digital Sales, Mid-West Family, Madison
Melinda Davenport, Morning Anchor, WISN 12 News, Milwaukee
Randall Davidson, Education Committee, UW-Oshkosh
Pat Hastings, Education Committee, UW-Madison
Krista Hatcher, Mid-West Family, Madison
Brandon Kinnard, Sports Director, WAOW-TV, Wausau
Lane Kimble, News Director, WJFW TV, Rhinelander

**WBA Education Committee**

Ken Beno, Committee Chair
Dave Black, WSUM Radio
Randall Davidson, UW-Oshkosh
Sandy Ellis, UW-River Falls
Bill Lueders, President, Wisconsin Freedom of Information Council
Dean Maytag, Education Committee, Milwaukee
Maureen McCallum, "Morning Edition" Wisconsin Public Radio
Mike O’Brien, Vice President/General Manager, WCLD/WVLJ, Janesville
Kevin Ruppert, Chief Engineer, WISV TV
Mike Schmitt, Education Committee, UW Green Bay
Chris Shofner, Education Committee, UW-Stevens Point
Nancy Stillwell, Education Committee, Madison College
Don Vesely, General Manager, WMTV, Madison
Christa Westerberg, Co Vice President, Wisconsin Freedom of Information Council
John Wilson, Online News Producer, Wisconsin Public Radio

**WBA Education Committee**

Ken Beno, Committee Chair
Dave Black, WSUM Radio
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, WCLD/WVLJ
Kevin Pulz, Milwaukee Public Television
Mike Schmitt, UW-Green Bay
Chris Shofner, UW-Stevens Point
Dr. Robert Snyder, UW-Platteville
Nancy Stillwell, Madison Media Institute

**Special Thanks**

Amy Carlson, Meteorologist, WMTV TV
Jared Clark, Sales Manager, MID-WEST FAMILY
Matthew Clark, News 3 This Morning Producer, WISV TV
Herb Cody, Vice President/Market Manager, WGLR/WPV

Joe Daguanono, Director of Group Digital Sales, Mid-West Family
John DeSimone, General Manager, WISN TV
Brian Doogs, Meteorologist, WMTV TV
Sean Dwyer, News Director, WXOW TV
Dave Edwards, Director & General Manager, WUWM Milwaukee Public Radio
Lane Kimble, News Director, WJFW
Judy Konkel, Community Radio, WADL/LPFM
Susan Lobbell, 5 and 9 pm Producer, WMTV TV
Dean Maytag, Retired, Formerly WISN-TV
Maureen McCallum, Morning Edition Host and Reporter, Wisconsin Public Radio
Rick McCoy, General Manager, Mid-West Family, Madison
Sara Noonan, Digital Content Producer, WMTV TV
Tom Olson, Partnership Development Manager, Good Karma Brands and ESPN Wisconsin

Tyah Sartler-Williams, General Sales Manager & Digital Sales, Milwaukee Radio Group
Don Vesely, General Manager, WMTV, Madison
Steve Wexler, WBA Chair, E.W. Scripps Company
Morgan Wolfe, Anchor, Producer and Multimedia Journalist, WMTV TV

**Special Thanks**

American Awards & Promotions

Liz Boyd, WBA NSA/PEP Coordinator
Kyle Geisler, Director of Operations and Public Affairs
Madison Marriott West hotel staff

Greg Powers, Lake Land College
Student award judges in Illinois

Congratulations to all Student Award Winners, Scholarship Recipients, and Leadership Recipients

And to the Students of Wisconsin for their Support of the Student Seminar!
2018 Student Awards for Excellence Winners

High School - Sports Programming (Radio)
1st Bay Port High School - Hockey PBP: Sheboygan vs. Bay Port
2nd Bay Port High School - Hockey PBP: De Pere vs. Sheboygan
3rd Bay Port High School - Basketball PBP: Manitowoc vs. Bay Port

High School - News Programming (TV)
1st Union Grove High School - UGH5 Holiday Spirit Week News Production
2nd Union Grove High School - UGH5 referendum 2017 Public Information

Long Form Production Non-News (Radio)
1st WRST (UW-Oshkosh) - Deaf Community
2nd WRST (UW-Oshkosh) - Forestry Management
3rd Northeast Wisconsin Technical College - Red Cross Blood Drive - Radio Piece for TC3.io

Long Form Production Non-News (TV)
1st UW-Whitewater - The FERC: 2007 to Present
2nd UW-La Crosse - The Strange Life of Doctor Dwight
3rd UW-Whitewater - Dorm Improvement

Public Affairs/Talk Show (Radio)
1st WUEC (UW-Eau Claire) - Miguel Coyula interviewed by Parker Reed
2nd WRST (UW-Oshkosh) - Chancellor Leavitt on Campus
3rd Marquette University - TV - Lucky to Win a Game

Public Affairs (Radio)
1st UW-Whitewater - Double Jump Gaming News
2nd UW-Whitewater - RHA News: Week of December 7, 2017
3rd Marquette University - TV - Breaking the Silence Town Hall

Newscast (TV)
1st UW-Madison - The Badger Report
2nd Marquette University - TV - Marquette Now - 11/15/17
3rd Titan TV (UW-Oshkosh) - Titan TV News, April 21st, 2017

News Story Writing (Radio)
1st WRST (UW-Oshkosh) - American Airlines Coming to Appleton
2nd WRST (UW-Oshkosh) - Titan Alert Concerns
3rd WRST (UW-Oshkosh) - Millenial Drivers

News Story Writing (TV)
1st Marquette University - TV - Marquette's New Resident
2nd UW-Milwaukee - Ben Slovey's Rock-A-Thon for Suicide Prevention
3rd UW-Madison - Soil Pollution Lawsuit

Feature Story (Radio)
1st UW-Milwaukee - The UWM Greenhouse is a Hidden Gem Filled with Research
2nd UW-Madison - Cranes
3rd UW-Whitewater - Sarah Winkelmans Reports: Fake News

Sports Programming-Non Play-by-Play (Radio)
1st WRST (UW-Oshkosh) - Concussion Insurance
2nd UW-Stevens Point - Sports Story - 90 Seconds On 90FM #1 - Nathan Hansen
3rd UW-Stevens Point - Sports Story - 90 Seconds On 90FM #2 - Nathan Hansen

Sports Programming-Non Play-by-Play (TV)
1st UW-Stevens Point - Women's Basketball Pregame 12 - 15 - 17 - Alex Strouf And Nathan Hansen
2nd WRST (UW-Oshkosh) - OShkosh Sports Saturday - Jim Paschke Interview
3rd WRST (UW-Oshkosh) - The Sports Page

Sports Story (Radio)
1st Marquette University - TV - Drum Guy
2nd Marquette University - TV - Looking to Repeat
3rd UW-Madison - Occupawus

Sports Story (TV)
1st Marquette University - TV - Drum Guy
2nd Marquette University - TV - Looking to Repeat
3rd UW-Madison - Occupawus

Sports Play-by-Play (Radio)
1st WRST (UW-Oshkosh) - UW-Oshkosh vs University of Mount Union NCAA Football Semifinal
2nd WSUM (UW-Madison) - Wisconsin Hockey vs. Bemidji State - 10/20/17
3rd WSUM (UW-Madison) - Wisconsin Football vs. Maryland - 10/21/17

Sports Play-by-Play (TV)
1st UW-Whitewater - NIKE Wheelchair Basketball Championship Game 2017
2nd Marquette University - TV - Marquette Volleyball v. Villanova
3rd Titan TV (UW-Oshkosh) - Titan TV Sports Volleyball UWO v. UWRF

Air Check (Radio)
1st WSUM (UW-Madison) - Femme Fatale
2nd Radio1 Broadcast School - Zach's I-94 Air
3rd Radio1 Broadcast School - Isiah On The Air

Podcast (Radio)
1st UW-Madison - Farm To Table
2nd Marquette University - Radio - Opey Olagbaju
3rd UW-Madison - When We Spark

Audio Storytelling-Sound (Radio)
1st UW-Madison - Beats on Campus
2nd UW-La Crosse - Untamed Universe 2
3rd UW-Madison - My Life As Isaac's Dad

General Entertainment Program (Radio)
1st Blugold Radio - Wisconsin History Theatre-Prairie Chicken
2nd WUEC (UW-Eau Claire) - Lion Man Radio Drama - WUEC
3rd WSUM (UW-Madison) - Earthspeaks Radio

General Entertainment Program (TV)
1st UW-Whitewater - Head Games
2nd UW-Whitewater - Evaluation Day
3rd Titan TV (UW-Oshkosh) - Cole and Claudia's Christmas Show

Station Imaging Radio
1st Radio1 Broadcast School - Demitre Disney Promo
2nd Northeast Wisconsin Technical College - TC3 Radio Imaging
3rd Radio1 Broadcast School - Holden Wherever Liner

Public Service Announcements/Commercials (Radio)
1st Marquette University - Radio - Helping Puerto Rico
2nd Radio1 Broadcast School - Isiah's Nicks Cafe ad
3rd Radio1 Broadcast School - Zach's Coulee Region Chill ad

Promotional/Public Service Announcements/Commercials (TV)
1st UW-Whitewater - Embrace Today
2nd Titan TV (UW-Oshkosh) - History Osxhrk Promo #2
3rd UW-Whitewater - The Warhawk Way

Website
1st WUEC (UW-Eau Claire) - WUEC-Blingold Radio Sunday
2nd UW-Madison - The Badger Report
3rd UW-Madison - Curb Magazine

Social Media
1st WSUM (UW-Madison) - WSUM Instagram
2nd WSUM (UW-Madison) - WSUM Facebook
3rd UW-Whitewater - UWW-TV Instagram Page
Summer Analytics to Succeed Before They Ever Started to Win!

and how the Milwaukee Brewers used data began, why Wisconsin broadcasters can benefit, the management world. We’ll explore how this all

Today, it is one of the hottest topics throughout overall marketing scheme for local businesses.

perspective on how digital products fit within the presentation will provide a higher-level

have had product training for digital offerings, this analytics just the latest buzzword or a new weapon?

11:30 a.m–12:30 p.m. Disco or Digital? Is data

And how unconscious bias affects behavior, and strategies for addressing unconscious bias in the workplace.

4:30 p.m.–5:30 p.m. Legislative Update
5:30 p.m.–7:30 p.m. Exhibit Reception
7:30 p.m.–10 p.m. Dinner and Ice Cream Social

10 a.m.–11 a.m. CHOOSE ONE
Broadcast V. Local Cable (TV focus)
Robert Russo
Cable and their sellers are outselling both radio and TV stations. This session will addresses this problem and how to reclaim these dollars.

Blast Away Procrastination: Get it Done Now
Rita Emmet
Are you overwhelmed with all that you’ve been putting off? If you can’t find the time for this session, perhaps THIS is the session you need.

11 a.m.–12 p.m. CHOOSE ONE
Broadcast V. Local Cable (Radio focus)
Robert Russo
Cable and their sellers are outselling both radio and TV stations. This session will addresses this problem and how to reclaim these dollars.

The Rise of Emotional Intelligence of Humanity
Bill Marklein
With the rapid acceleration of technology, digital media, distractions, change and stress, EQ is even more crucial for building healthy, trusting relationships both personally and professionally.

Wisconsin Broadcaster | wi-broadcasters.org

Wisconsin Broadcaster | wi-broadcasters.org
### 2018 Roster of WBA Members

**Retired**
- Tom Bolger
- Dennis Brechlin
- Tommy Lee Bychinski
- Nathan Goetz
- Jack Hackman
- Dr. Ruane Hill
- Laurin Jorstad
- Perry Kidd
- Doug Kiel
- Jack Le Duc
- Paul LeSage
- Joe Loughlin
- David Peschau
- David Sanks
- Jim Schuh
- Bernie Strachota
- Rod Synnes
- Scott Trentadue
- Richard Zaragoza

**Associate**
- Alpha Video & Audio, Inc.
- American Awards and Promotion
- ASCAP
- BMO Global Asset Management
- Broadcast Management Strategies
- Broadcast Music Inc.
- Broadcasters General Store, Inc.
- Brownfield
- Comrex
- Criterion Broadcast Services
- Dielectric
- Fox World Travel, Inc.
- Godfrey Kahn
- Hawkeye Radio Properties, Inc.
- Heartland Video Systems
- Holiday Vacations
- Jacobs Media
- Lammi Sports Management
- Learfield
- Marsal Consulting
- Nautilus P1
- Pillsbury Winthrop Shaw Pittman LLP
- Pritchard Consulting Services
- Radio Advertising Bureau
- Radio Music License Committee
- Radio1 Broadcast School
- Resonant Results
- Shockley Group, Inc.
- Small Town Papers
- Smith and Gesteland, LLP
- Society of Broadcast Engineers Inc.
- State Bar of Wisconsin
- The Capitol Group
- The Museum of Broadcast Communications
- Wave Communications
- Wilkinson Barker Knauer LLP
- Wisconsin Army National Guard
- Wisconsin Badger Radio Network
- Wisconsin Center For Investigative Journalism
- Wisconsin Hospital Association
- Wisconsin Interscholastic Athletic Assoc.
- Wisconsin Radio Network
- WisconsinEye
- WisPolitics

**Radio**

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**Radio**

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Wisconsin came to Madison Jan. 30-31 for a successful WBA Winter Conference and State Legislative Day at the Madison Concourse Hotel.

The conference started on Tuesday with meetings of the WBA Board and WBA Foundation Board.

In the afternoon, Patrick Cooney and Dustin Brown from Godfrey & Kahn talked about the legal issues that go along with social media and Jay Kruz from Mix 94.9 in Cincinnati talked about “The eight reasons you’re the future of media and one reason you might not be.”

The sessions wrapped up with a visit to Cooper’s Tavern on the Capitol Square.

The conference resumed Wednesday with a well-attended job fair with about 50 job seekers in attendance talking to Wisconsin radio and TV stations.

Stations then heard about advancing diversity during an EEO session from Godfrey and Khan attorneys.

The EEO session was followed by a business lunch where members learned about all the projects the WBA is working on and were introduced to The Toolbox, an exciting new event scheduled for June 22 in Milwaukee. They also welcomed Steve Wexler to the position of WBA Chair.

Broadcasters from across the state then went across the street to the State Capitol where they met with their lawmakers to talk about issues important to broadcasters and their mission of serving the public.

Thank you to all who came to Madison for Winter Conference!

Thank you to our sponsors:
**WINTER CONFERENCE Special Thanks To...**

**Partner**
Wisconsin Army National Guard

**Sponsors**
Godfrey & Kahn
Insight Edge
Jacobs Media
Local Broadcast Sales

**WBA Conference Committee**
Rick McCoy, Chair, Mid-West Family Broadcasting
Keith Bratel, iHeartMedia
Don Grassman, Results Broadcasting
Tim Etes, iHeartMedia, Madison
Justin Hull, Woodward Radio Group
Steve Lavin, WBAY-TV
Jessica Laszewski, WMTV-TV, Madison

**WBA Young Professionals Committee**
JT Koser, Koser Radio Group
Hannah Anderson, WMTV
Dave Michaels, iHeartMedia Milwaukee
Amy Pflugshaupt, WMTV-TV
Terry Stevenson, Seehafer Broadcasting Corp.
Heather Storm, Woodward Radio Group
Kyle Geissler, Wisconsin Broadcasters Association

**Committee Reports**
Kent Aschenbrenner, Broadcasters Clinic
Linda Baun, WBA Education Committee
Kyle Geissler, WBA Social Digital efforts
Dean Maytag, WBA Awards
Kelly Radandt, WBA State Legislative
David Sanks, WBA Foundation
Roger Utnehmer, WBA Federal Legislative
Hannah Anderson, WBA Young Professionals
Terry Stevenson, Seehafer Broadcasting Corp.

**Speakers**
Rebecca Lopez, Godfrey & Kahn, S.C.
Dustin B. Brown, Godfrey & Kahn, S.C.

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

And to YOU our members, for your support in making Calls on the Capitol. We also want to take this opportunity to “Thank You” for your support of attendance at the WBA Winter Conference, Job/Career Fair and Social Media Day.

**YOUNG PROFESSIONALS COLUMN**

Send your young professionals to The Toolbox

**Throughout my career, I’ve always been a firm believer in continuing education.**

As the world around us evolves and technology advances, communication styles change and influence the way people interact with the world on a daily basis. As professionals in the business world and specifically in the broadcasting industry, it is important for us to stay current with the changes around us, both to better serve our clients and our audiences as well as to stay relevant within our networks and communities. I’m excited to announce that this summer, together with my partner Hannah Anderson, I am combining my belief in continuing education with my passion for supporting and equipping young professionals by introducing “The Toolbox” at the WBA Summer Conference.

“The Toolbox” is a one-day conference specifically geared for young professionals, taking place Friday, June 22 at the Hilton Milwaukee City Center in downtown Milwaukee. The purpose of “The Toolbox” is to provide skills and resources for well-rounded young professionals in the broadcasting industry by fostering better communication skills in the workplace, encouraging stronger relationships within communities, and creating dynamic leaders in the industry. By sharpening the tools that young professionals use on a day-to-day basis, whole organizations will benefit and become stronger and the industry itself will continue to move forward in a competitive and relevant way. “The Toolbox” is a completely reimagined conference, unlike anything the WBA has ever done before, with dynamic speakers from all over Wisconsin and beyond.

I’d like to encourage you to consider enrolling your young professionals in this one-day conference. The cost is only $35 per participant, and the value is immeasurable. For more information or to become an official sponsor for this year’s event, please contact myself at (920) 242-0560 or by emailing terrystevenson@me.com.

I’d like to thank our current sponsors for helping to make “The Toolbox” possible. Without these supporters, we would not be able to host such an event.

- The Wisconsin Broadcasters Association and the WBA Board of Directors
- Mid-West Family Broadcasting
- WISN - TV
- The Wisconsin Stations of Quincy Media
- Gray Television
- Woodward Radio Group

Find the Toolbox agenda on page 10.
Renting instead of owning digital platforms

Without question, the hot new gadget on the market is the smart speaker – the Amazon Alexa, Google Home, and the just-released Apple HomePod. This was the hot gift this past holiday season, and there doesn’t appear to be any loss of momentum. A recent study by Canalys projects more than 56 million of these devices will be sold this year, providing consumers with the opportunity to talk to a machine that provides an ever-growing list of functions and services.

Wisely, broadcasters have jumped on board, developing “skills” that allow listeners and viewers to access all forms of content, including news “flash briefings,” audio streams, podcasts, weather reports and more. Television continues to have prominence in homes, but can benefit from these devices, but smart speakers have the potential to be a real boon to the radio industry as well, which has lost ground with listening at home as fewer AM/FM radios can be found there. (Have you tried to buy a radio at Best Buy lately?)

As technology has proliferated in the past decade through the creation of social media platforms like Facebook, smartphones from Apple and Android, and now smart speakers, it’s been relatively easy for broadcasters to jump on board and take advantage of new and free distribution outlets.

But are they really free? Let’s take a closer look at the cost of content distribution on platforms broadcasters don’t own:

1. You are just renting.
   All broadcasters are subject to whatever new rules and restrictions a chosen platform decides to set. Recently, radio and television managers woke up to discover Facebook had changed its algorithm, making it more likely you’ll see posts from friends and family rather than marketing and content from brands and media companies. Facebook’s founder Mark Zuckerberg described the change this way: “You’ll see less public content like posts from businesses, brands, and media.” That’s right. Unlike what broadcasters can do on their frequency or website, which they own, they are only “renting” space on Facebook, Amazon, and Apple. And they’re subject to any changes the “landlord” - Mark Zuckerberg, Jeff Bezos, and Tim Cook - decide to make.

2. You have to conform your brand to the platform.
   Our mobile app company, jacapps, was the first developer to code apps for radio stations on the Apple CarPlay in-dash ecosystem. As we dug into their requirements, it became clear Apple was going to control all aspects of the way content appears in the dashboard: No content other than streams and podcasts. Want to do something else? Tough. Broadcasters developing “skills” for the Amazon Alexa have learned the painful lesson of thinking up a command name (or “invocation” as Amazon calls it) that passes muster and connects consumers with their desired radio station content. In fact, radio stations that use their call letters immediately get swept away to Tuneln or iHeartRadio because of pre-existing partnership agreements. TV and radio broadcasters have to modify their invocation names, content, and the way they describe it to conform to Amazon’s standards and rules.

3. Welcome to your new business partner.
   Do you want to sell product through your mobile app? Welcome to your new business partner. Apple places strict requirements on in-app purchases. In most cases, they take $0.30 of every revenue dollar off the top. And your marketing approach needs to go through Apple’s approval process before it goes live.

Despite the fact Amazon Alexa is the category leader and has an estimated 75 percent of the smart speaker market, they currently don’t allow advertising on the device (except for ads that appear in-stream and some versions of a pre-roll). When recently asked about advertising in Alexa, an Amazon spokesperson responded, “There are no plans to add advertisements to Alexa. Skill developers are paramount to creating a unique and compelling voice experience, and we encourage continued innovation within our policy guidelines. We will continue to explore ways for developers to monetize their skills in the future while maintaining the best possible experience for our customers.”

In other words, Amazon is really happy to have your station promote their device and send your listeners and viewers to Amazon.com to buy one, but they have no interest in broadcasters profiting from this venture. But they sure do appreciate the free mentions.

TV and radio operators have grown comfortable expanding their digital usage metrics on the backs of these platforms. It’s relatively easy to do. The cost of Facebook posts is virtually nothing, and mobile apps don’t break the bank.

But don’t be fooled. Apple wants to sell iPhones and keep their user experience pristine. Amazon wants to sell you books, groceries, diapers, and everything else under the sun via Alexa and their successful Prime program. Google wants you to use their search engine and Chrome browser. These are their core businesses, and what they truly appreciate broadcasters willing to provide them with free advertising, they are much more focused on their business – not yours.

That’s the trade-off. Broadcasters need to review and understand these arrangements with eyes wide open. Getting to know the “landlord” is always a good idea.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. To contact the Hotline, call 248-353-9030 or email Paul Jacobs at paul@jacobsmedia.com.
Wisconsin broadcasters break another record for award submissions

Growth extends to 12th year
Wisconsin's radio and TV stations broke another record by submitting 1,784 entries to the Wisconsin Broadcasters Associations Awards for Excellence.

Last year stations submitted 1,783 entries. Submissions have increased every year since 2005.

The submission deadline for the 2017 awards was Wednesday night. Stations are competing for awards in numerous categories for news, sports, weather, advertising, public service, and digital and social media. Stations are also competing for Station of the Year and News Operation of the Year awards that are determined based on points earned by winning awards in other categories.

“It shows the passion that Wisconsin broadcasters have for their crafts and the communities we live in,” said WBA Awards Committee Co-Chair Dean Maytag.

“Thank you Wisconsin broadcasters for once again setting another record and raising the bar on our awards competition,” said WBA Awards Committee Co-Chair Kelly Radandt. “In the words of Wayne Gretzky, ‘You miss 100 percent of the shots you don’t take.’

The awards will be handed out at the WBA Awards Gala on May 5 at the Madison Marriott West. Register today at wi-broadcaster.org. A special hotel rate is available until April 5.

Members in the Spotlight: Names in the News

WTMJ-TV in Milwaukee added a full-time meteorologist to its weather staff. Meteorologist Elissia Wilson joined the station in early December and was on the air the week of Christmas. She was previously a meteorologist for Alabama News Network, doing broadcasts for the ABC and CBS affiliates in Montgomery.

WISC-TV’s Executive Director of News and Operations has been promoted to Vice President of News for Morgan Murphy Media. Colin Benedict will work with news directors in the company’s six markets to develop strategies to grow ratings and digital platforms. He has been with the company for more than 19 years and has been news director at WISC-TV for nearly 10 years. He will continue to serve as Executive Director of News and Operations for WISC-TV.

An Eau Claire broadcaster with 40 years in morning radio has retired. George House retired in December from WIAL-FM where he’s been in the air the last five years. He spent most of his career at WAXX-FM. House told the Leader-Telegram he loves radio and he’s had a blessed career.

WUWM has hired a new managing editor and midday announcer. As managing editor, Michelle Maternowski will report to the station’s news director and coordinate all content produced by WUWM journalists across all platforms. She will also back up the news director and executive producer of Lake Effect as needed. Maternowski was previously WUWM’s Digital Services Coordinator. Lauri Jones joins WUWM as midday announcer after working at Jammin’ 98.3, V100.7 and FM106 in Milwaukee. She also worked at the now defunct Smooth Jazz 106.9 and Big Buck Country 106.9. She has also worked in Cincinnati and Minneapolis.

Amanda Porterfield joined Mike Strehlow as co-anchor of the CBS 58 News at noon and 4 p.m., beginning Jan. 29. Porterfield was promoted from her previous position as co-anchor of the CBS 58 Weekend News. She joined CBS 58 in March 2016 as weekend anchor and reporter. Porterfield reported from the scene of the 2016 Milwaukee unrest and hosted the CBS 58 News special “Milwaukee at a Crossroads,” which was honored with a 2017 Wisconsin Broadcasters Association Award.

A new general manager is being named to a central Wisconsin radio group after NRG Media appointed Kurt Luchs to lead a seven-station cluster in Omaha, Nebraska. Luchs led the four-station group in the Wausau-Stevens Point area for nearly five years. Aleese Fiedler has been promoted from Director of Sales to General Manager. Before coming to NRG, Fielder worked as a GSM and GM for Cumulus, among others.

Eric Lauer is the new Director of Sales for Entercom’s Milwaukee stations. Before joining Entercom, Lauer was a sales manager with Cox Media Group in Florida and Georgia and was most recently General Sales Manager at Scripps in Milwaukee.

WDEZ morning co-host Vanessa Ryan left Midwest Communications after 17 years with the country station in Wausau. Ryan also hosted “The Live Ride,” a syndicated show on Envision Networks.

Green Bay radio host Jerry Bader left Midwest Communications in early February. Bader hosted the Jerry Bader Show weekday mornings on WTQX. Bader will dedicate his time to mediatrackers.org.

Quinn has been named Assistant Program Director and Music Director for FM106.1 (WMLL-FM). Quinn will assist in the day-to-day operations of the station’s music programming and scheduling of music logs. She will remain afternoon drive host, broadcasting weekdays 3-7 p.m.

Stevenson named Young Professional of the Year

Terry Stevenson, Sales Manager at Seehafer Broadcasting in Manitowoc, was recently honored as the Young Professional of the Year by the Chamber of Manitowoc County.

Stevenson has been working at Seehafer Broadcasting as a sales representative since he graduated high school in 2003, working his way to become sales manager in 2014. He is a graduate of the WBA’s Walker Broadcast Management Institute as well as the Certified Radio Sales Management (CRSM) training from the Radio Advertising Bureau (RAB). Stevenson has been an active member of the WBA throughout his career, and most notably is a founding member of the WBA Young Professionals Committee.

Stevenson is currently working to create and co-host an event called “The Toolbox,” which will be a one-day conference offering speakers, panels, and networking with the purpose of empowering and equipping young professionals to excel in their fields.
Members in the Spotlight

Lifelong broadcaster steps down from WBA Foundation Board

A man with a broadcast career spanning 50 years is stepping down from the WBA Foundation Board after many years of service to the WBA. Bruce Grassman also served on the WBA Board of Directors from 1992-1996. He recently came up with the idea for the WBA to create radio and TV ads to promote the WBA Hall of Fame and also initiated WBA Local Broadcast Legends. Grassman also endowed the Results Broadcasting scholarship and is a member of the WBA Foundation Legacy Club.

Grassman's broadcast career began at the 10-watt college radio station at Mankato State College in Minnesota in the mid-1960s. After his college graduation in 1968, he was a teacher in a business college and a part-time radio sales representative in Duluth. He moved to Wisconsin in 1972 in radio sales at WPLY radio in Plymouth. An 11 year stint followed at KFIZ, Fond du Lac, first in sales and then as sales manager. In 1984, he became a partner in WTCH/WOWN in Shawano before becoming sole owner in 1993.

Since then, he has grown his small market radio empire – Results Broadcasting – to include WOTE/WJMQ in Clintonville, WATK/WACD in Antigo, WYCE in Rhinelander and WJNR-FM, WOBE-FM and WHYO-FM in Iron Mountain, Michigan.

He has been a member of the prestigious International Broadcasters Idea Bank since 1993.

Thank you, Bruce, for your years of service to the WBA and Wisconsin's broadcasters.

Radio personality inducted into Manitowoc Lincoln Wall of Fame

An eastern Wisconsin radio personality has been inducted into the Manitowoc Lincoln Wall of Fame. Damon Ryan is one of six who were inducted on Feb. 2 during a Manitowoc Ships boys basketball game against Pulaski.

Ryan is sports director for WOMT and has been the voice of the Chips for more than 40 years. He's broadcast more than 2,500 basketball, football, and baseball games, including three straight football championships form 1984-1986.

News directors testify on body cameras bill

The news directors from two Wisconsin television stations testified to a State Senate committee about their concerns with a bill that would regulate the use of police body cameras and public access to video collected by the cameras.

Ben Hart from WISN-TV in Milwaukee and Sean Dwyer from WXOW-TV in La Crosse said the bill’s rules about the release of video footage creates numerous complicated layers that don’t properly balance the goal of protecting privacy with the public’s right to know. They asked the Judiciary and Public Safety Committee to consider sending the issue to a study committee for further review.

“Body cameras and dash cameras keep everyone honest, and tell an unabridged story on the simple basis of fact,” Hart said. “When this works well, journalists and police can agree on what we see. It also allows people to trust their own eyes and to put themselves in an officer’s shoes.”

“The balance between the rights of the victims and witnesses and the right of the public to access this footage is a complicated one,” Dwyer said. “We would prefer that this issue be taken to a study committee where the rights of all parties involved can be addressed.”

The bill is the work of Rep. Jesse Kremer, who testified at the hearing in favor of the bill, along with Senate bill author and committee member Sen. Patrick Testin. The bill passed the Assembly on Nov. 9.

Children’s Hospital during a radiothon in February.

YW100 (WNCY) raised $15,000 more this year than the previous year and has raised more than $4.55 million since the first radiothon 21 years ago. The radiothon was broadcast live from Bay Park Square Mall in Green Bay on Feb. 8-9.

Station helps raise $365K for UCP

An Eau Claire TV station raised $365,256 for United Cerebral Palsy of West-Central Wisconsin with a six-hour telethon.

WEAU-TV held the StarFest telethon on Jan. 27 along with the SnowBiz outdoor concert.

The event also helps raise the Cerebral Palsy awareness around the community and the awareness of the functions of UCP.

The telethon was hosted by Judy Clark, Justus Cleveland, Danielle Wagner, Courtney Everett, and Tyler Mickelson.

Scripps selling 2 Milwaukee radio stations

The E.W. Scripps Co. is selling two Milwaukee radio stations as part of a restructuring that involves the divestiture of all of its 34 radio stations. Scripps acquired WTMJ-AM and WKTI-FM in 2015 when it merged with Journal Communications.

A release from the company said the move is aimed at “creating a stronger, more streamlined and higher-performing company through comprehensive restructuring and cost reductions expected to yield more than $30 million in annual cost savings.” Scripps has retained Kalil & Co., Inc. to handle the process.

The company will continue to own the 33 television stations it owns in the US, including WTMJ-TV in Milwaukee.

Radiothon adds $315K to millions raised for children's hospital

Listeners to a Green Bay radio station raised $315,577 for St. Jude's Children's Hospital during a radiothon in February.
Members in the Spotlight

Milwaukee station holds expo to help local families

A radio station is making a difference for Milwaukee families by hosting its seventh annual Family Affair Expo.

V100.7 (WKKV-FM) hosted the event on March 3 at the Italian Community Center in Milwaukee’s Third Ward. It featured exhibitors focused on health and wellness, finance, education, small businesses, and job recruitment.

“Family Affair Expo is fun, free and it brings our listeners together with the resources their families need to succeed,” said Bailey Coleman, Program Director for V100.7. “It’s another great opportunity for V100.7 to bring our community together and celebrate family.”

WCOW-FM hosts nominated for ACM Personality of the Year

A morning show team based in Sparta has been nominated by the Academy of Country Music for small market Radio Personality of the Year.

This is the second year in a row that Ben and Arnie from the Ben and Arnie Morning Show on WCOW-FM have been nominated for this award.

The show has also been nominated by the Country Music Association for Radio Personality of the Year the last two years. It’s also been named Best Morning Show three times in the WBA’s Awards for Excellence competition.

The ACM radio awards will be given out April 14 at a reception in Las Vegas. The ACM awards will be broadcast live on CBS on April 15.

IN REMEMBRANCE

Former professor at UW-Whitewater and supporter of student broadcasters dies

A former professor at UW-Whitewater and supporter of student broadcasters has died.

Dr. Wilfred Tremblay last taught at High Point University in North Carolina where he was Dean of the Nido R. Qubein School of Communication. He went to High Point after leaving UW-Whitewater in 2007 where he was chair of the Communications Department.

During his time at UW-Whitewater, he was also active with the WBA Education Committee. “Wilfred was larger than life. The only thing bigger than his personality was his heart,” said UW-Whitewater Communications Department Chair Kathy Brady. “Wilfred worked hard to improve things for students and faculty alike. The outpouring after his loss has been a significant one, testament to how many lives Wilfred touched. Although he is gone too soon, his impact will last for decades.”

While at High Point, Tremblay oversaw an expansion of the communications school to include electronic media, journalism, popular culture and media studies, game and interactive media design, strategic communication, documentary media, sport communication, and sport and event management.

Eau Claire area broadcasters mourn loss of ‘great guy’

A veteran broadcaster who continued to work in broadcasting even after his time as an employee at an Eau Claire TV station has died.

Rick Wold was an employee of WEAU-TV in the late 70s and early 80s and continued to be a friend of the station after he left. Wold was instrumental in the production of the UCP Telethon and he also worked with WEAU on countless other projects including the Eau Claire Winter Parades, according to WEAU Director of Promotions & Creative Services, Andrew Felix.

“Rick was truly a great guy who spent his entire career teaching, mentoring and helping people with video projects, Felix said. “He was a very active volunteer with community television, the Society of Broadcast Engineers, and through many other local groups.”

Rick was well known in the community for his work in video and volunteerism. He was an EMS technician and a husband.

Wold was 60.

Founder of Neillsville radio station dies

A well-known central Wisconsin broadcaster and founder of a Neillsville radio station has died.

Howard Sturtz started his broadcasting career in 1950 at WOLB in Marshfield and later became branch manager of the radio station’s studio in Neillsville. According to his obituary, in 1957 he started his own radio station, WCCN. In 1965 he purchased the Wisconsin Pavilion of the New York World’s Fair and used it to house his new studio.

Sturtz was also known as a musician who appeared in thousands of live performances and hundreds of TV performances. He founded the Howie Sturtz Orchestra. He started his musical career at age 14 when he was hired by a band to play trumpet.

During his life, Sturtz also supported numerous charities including the American Cancer Society, the March of Dimes, the Shriners, Alzheimer’s Association, and the Children’s Miracle Network. He also supported the dairy industry.

Sturtz died Feb. 16 at the age of 87. A private mass was held for immediate family members.
WBA Foundation Educational Support Grant Program 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 2017, the WBA Foundation Board approved four grants totaling $7,235. The program has generated excellent response. Since the inception of the program, the WBA Foundation Board has issued $179,662 in Educational Support Grants.

Following are Guidelines for the 2018 Educational Support Grant Program:

2018 WBA Foundation 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.

2018 Deadline: Grant applications must be received in the WBA Foundation Office, 44 E. Mifflin Street, Suite 900, Madison, WI 53703, by Friday, April 20. Grants will be awarded by July 25 and grant funds may be disbursed upon request any time after the awards are announced.

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Scholarships Given to Broadcasting Students

Scholarships were given out at the Student Seminar to four students studying broadcasting in Wisconsin. The recipients are:

Amanda Beistle 2018 Results Radio Scholarship
Born and raised in Appleton, Wisconsin, Amanda is now attending UW-Oshkosh and is majoring in Radio, TV and Film. She will graduate in December. Amanda currently serves on the UW-Oshkosh television station, Titan TV, executive board as the operations manager and formerly as news director. She is also a producer and general crew member. Amanda has also been involved with the campus radio station WRST-FM. In addition to her campus radio and television experience, Amanda is also currently serving as a media specialist in the Department of Residence Life. In this role she captures and organizes event media coverage and produces instructional, promotional, and social media videos.

Elizabeth Gosling 2018 Morgan Murphy Media Scholarship
Elizabeth Gosling was born and raised in Appleton, Wisconsin. She is currently attending UW-Eau Claire and majoring in Journalism and French Education. She will be graduating in May. Elizabeth is the producer of the weekly student broadcast “Blugold Radio Sunday,” an editor for the school newspaper, The Spectator, the leader of the UW-Eau Claire French Club, and a volunteer with the National Society of Collegiate Scholars. She had an internship at WHBY in Appleton this past summer. Elizabeth has been the recipient of several honors: The Joanne Friedrick Journalism Scholarship, the Marshall B. Atkinson Journalism Scholarship, the Cindy Schott Humanitarian Award, the Vernon Gingrich French Scholarship, and was a two-time recipient of the Martha Worthington Scholarship. She was named Spectator Staff Member of the Month.
Her career goal is to become a public radio journalist with aspirations to become a national public radio correspondent.

Christine Juhas 2018 Howard Grenetzke Scholarship
Born and raised in Elk Grove Village, Illinois, Christine Juhas attends UW-Oshkosh and is a Radio, TV and Film major.
Christine has been heavily involved with Titan TV where she has written and produced content for the weekly news program “The Local Spotlight,” executive produced for WISCO, a live music event, hosted a one-hour SNL-type program, done play-by-play for Titan TV coverage of home volleyball games, and was the creator, writer, producer, and host of the television show “College Life.” Christine plays rugby and served as vice president of the rugby club. She is also a member of the UW-Oshkosh Comedy Club.
Christine has served as the promotion director for both Titan TV and the campus radio station WRST with a total of four years of service. She interned at Oshkosh Media last summer and was the official school mascot for two years.
Christine has received the UW-Oshkosh Brenda Lee Lau Storytelling Scholarship, two first place 2017 WBA awards for public affairs and newscast and a third place play-by-play award. She is also the recipient of the 2016 UW-Oshkosh Radio, TV and Film Don Snyder awards for best TV show, best show open and promo. She was also the Doc Snyder 2016 Rookie of the Year.
Christine may very well have a future as a performer which ties in perfectly with her career goal to become a TV sitcom writer.

Steven Potter Wisconsin Broadcasters Association Foundation Scholarship
Steven Potter was born and raised in Madison, Wisconsin and attended UW-Milwaukee where he received his bachelor’s degree in Journalism. He is currently pursuing a Master’s Degree in Journalism at UW-Madison. His focus is on multimedia reporting and data visualization.

Steven has completed the Public Allies/AmeriCorps Community Leader Training Fellowship and has served on several non-profit boards.
He was the inaugural winner of the Milwaukee Journal Sentinel’s 2006 Above and Beyond award. Steven has also been a recognized member of newsroom teams that have won national and statewide awards.
He has produced news and feature articles for several Wisconsin-based media outlets such as Milwaukee Magazine, Discover Magazine, and the Milwaukee Courier.

Steven hopes to become a multimedia reporter at a major news outlet where he can focus on investigative pieces and features about emerging trends.

Marquette Student Recognized with Leadership Award

Ian Schrank, Marquette
Marquette student broadcaster Ian Schrank is being recognized by the Wisconsin Broadcasters Association with the Student Leadership Award. Schrank was involved in Marquette Radio when he arrived on campus as a freshman and advanced to music director, assistant general manager, and general manager.

“He is, quite simply, everything we hope for in a college student: smart, dedicated, motivated, and hungry for knowledge,” wrote Marquette University Diederich College of Communication Director of Student Media Mark Zoromski. “And even more important, he’s everything we hope for in a person. His big heart and his unwavering commitment to seeking the truth, holding the powerful accountable, and giving voice to the voiceless are inspiring.”

Zoromski said Schrank’s competent leadership took the campus radio station to new heights with little him or oversight from him. He said Schrank made sure more than 100 volunteer DJs got training, handled contract negotiations, and could be counted on to help at a moment’s notice. Schrank also played a role in getting the radio station into publishing podcasts and integrating the radio station with the campus TV station and student media website.

“Ian cares deeply about others, whether they are his fellow students, co-workers in student media, or story subjects,” Zoromski said. “He has the unique ability to understand and embrace different feelings, beliefs, and cultures.” Schrank said working for Marquette Radio has been transformative for him. “As I go forward with my career in broadcasting, I plan to take the leadership skills I learned through Marquette Radio into the professional world,” he wrote. “My time at the radio station has helped me grow as a producer, an editor, and, most of all, a leader.”

The award was given to Schrank on Feb. 24 at the WBA Student Seminar.
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Calendar of Events

April 17-19, 2018
Walker Broadcast Management Institute

May 5, 2018
Awards Gala

June 20-21, 2018
Summer Conference

June 22, 2018
The Toolbox
Hilton Milwaukee City Center

Oct 16-18, 2018
Broadcasters Clinic
Madison Marriott West

January 30, 2019
Winter Conference and State Legislative Day
Madison Concourse Hotel

SAVE THE DATE
Awards Gala
May 5, 2018

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

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

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