Take stand against Performance Tax

WBA Chair
Dick Record

Want another tax to pay? Didn’t think so. That means it’s important to call a member of Congress and tell them you don’t feel like writing yet another check.


More layoffs? More closures? That’s the idea of the Performance Tax. We'll expose your music and you provide the product. It could have been that simple!!! No money exchanged. Surely the purchase of the music and personal appearances for artists could have been sufficient. Give Congress a call. Say NO, and thank those who support us.

Congratulations to all the winners in the WBA Awards Gala. So many hard workers won, and so many creative people are honored. We can be proud of the largest number of entrees among all state broadcast associations. But that shouldn’t surprise anyone.

After all, we’re Wisconsin broadcasters. Was looking at some radio ratings recently. The stations where I work don’t subscribe. It is way expensive. Still we get national orders and usually at higher rates. There must be concern among the people who do those ratings. After all, times have changed. Before recent technological changes it was easy to solicit diary keepers by just calling their landline and offering them a couple of bucks. Now, landlines either don’t exist in many homes or people don’t answer them because of so many phony phone calls. The machine called PPM has not been a sufficient answer because it’s not in all markets. It would be easy to miss young diary keepers because so few of them have landlines. Any ideas to remodel the systems so surveys can be more believable?

I have had the pleasure for many years to know a Franciscan sister named Marie Leon La Croix. This was a feisty woman at the Franciscan Sisters of Perpetual Adoration mother house in La Crosse. She died a few weeks ago one day before her 99th birthday. She is most (if not THE most) valuable services your WBA provides. However, one crucial aspect of your WBA’s advocacy efforts are the relationships that YOU have with your elected officials (at both the state and federal levels). Never underestimate how very important those relationships are. Our WBA State Legislative Day and our WBA DC Trip are two such examples of how YOU shine and truly make a difference.

Continued on page 2>
birthday. I worked with her on a few projects as a member of the Viterbo University Board of Trustees, the school where she taught for many years (1955-1994.) She started the theater department at VU as director, costume designer and maker and associate professor. What a woman! She was tough, but gentle. She was thorough. She was respected and loved by all the theatre department students. She was the inspiration behind the building of the Viterbo Fine Arts Center which includes the LaCroix Black Box Theatre. She was at Mass and chatting with friends on Sunday, lucid and bright as ever. She was a standout in that regard.

friends on Sunday, lucid and bright as ever. She was at Mass and chatting with the always meaningful, clever, and original things she would say on a daily basis. While they were chatting, she told him that her favorite TV show was Rachel Maddow. Somehow that struck me as strange, but not for her. She surely did not fit the Maddow demographic. Why this story? Just to say that among us live some of the most interesting and inspirational people. Sister surely was a woman! She was tough, but gentle. She was a standout in that regard.

If you haven’t signed up for your WBA’s Summer Conference events, please do so now!

I’m sure you’ll agree the Conference Committee did a wonderful job with the agenda. Please join me in congratulating our 2017 WBA Hall of Fame Inductees: Ben Beno, Leonard Charles, Bill Hurwitz, and Larry Meiller, and our Local Broadcast Legend Award Recipients: Ben Jakel, William “Bill” Lipman, Jack Martin, and Terry Stake.

I look forward to seeing you (and celebrating with you) in June at the Blue Harbor Resort in Sheboygan on the shores of beautiful Lake Michigan!

For now, enjoy the beautiful spring weather.

And…..thank you, as always, for your time & support!
Moving into the future by sticking to your roots

**Terry Stevenson**

Sales Manager, Seehafer Broadcasting

Generally speaking, people don’t need local radio to get the latest song from their favorite artist, or to hear new music from the next big star.

With the Internet and the widespread use of smartphones, music is nearly always available anytime and anywhere. In the ever-changing, fast paced world of broadcast media, a question that can come up is simply, “Why local?”

It’s a great question, and as local leaders in the industry of broadcasting, it’s a question that each one of us should be taking very seriously. In order for local broadcast to remain current and relevant, we need to understand what the audience can get from staying local that they can’t get from any other source.

As local broadcasters, we can provide our audiences with the sense of local community that they cannot get anywhere else.

Moving into the future beyond the classroom.

I believe, as educators, we have a unique opportunity to teach skills that reach far beyond the classroom.

Yes, the classroom is important. Yes, getting practical media experience is important, but let us not overlook the impact of getting out of the classroom and simply getting students out of their comfort zones.

Media mentors should support student travel

**Chris Shofner**

Assistant Professor of Communication, UW Stevens Point

It was a typical, sticky April in rural Arkansas back in 2004.

I had traveled 300 miles from home once with my parents on vacation all the way to Graceland. Now, I was in a car bound for DFW. The drive into the airport alone was enough to trigger the early stages of a panic attack as a four lane divided highway still made me sweat, but 8 lanes?! I was practically taking a bath. I certainly didn’t want to think about getting on an airplane.

My senses were on high alert as I observed my peers at the security checkpoint. Where do my shoes go? How to I stack my bag on the conveyer belt? On the plane I watched intently as the crew demonstrated the emergency procedures, though to my surprise most people didn’t seem to be paying attention, which certainly wasn’t helping to calm my nerves. My friends from school were laughing and joking while I was clinging to the arm rest, mapping my route to the emergency exit and digging for the barf bag. All hope seemed lost. There was nowhere to run, and then it happened - acceleration. The G-forces were awesome! The view immediately gave me a perspective that I could have hardly imagined minutes before. I felt inspired. I looked around and suddenly realized, this was fun!

We were on our way to the annual National Association of Broadcasters convention in Las Vegas. It was quite the destination for an untraveled young man from a dry county in Texas. For the Wisconsinites who have never heard of a dry county, that means that no alcohol sales are allowed. I relate this personal story because I believe it is a common experience in many ways for a lot of our students especially at the more rural campuses. I believe, as educators, we have a unique opportunity to teach skills that reach far beyond the classroom.

While we were in Vegas I admit I didn’t care much about the convention, or all or the shiny new gadgets and technology. Yeah cameras were cool, but I was suddenly interested in the experience of seeing and doing something new. Most importantly, it was on this trip that my professor took the time to encourage me to attend graduate school and started the process of landing a job teaching in higher education. It was on this trip that I realized I want to do what “you” do and suddenly had the confidence to pursue it. A whole new world of possibilities had just been unwrapped.

It’s been 13 years. I have attended my fifth straight BEA/NAB convention, traveled internationally for academic and leisurely purposes, live more than 1,000 miles from “home,” and in August I will officially check off a major career goal when I become an Associate Professor of Media Studies. It all started because of an opportunity to travel with my campus’ student television organization and someone willing to take a moment to be a mentor. I hope to encourage you as educators and industry professionals to support student travel whether it be by leading a trip, encouraging students to seek avenues for university funding, or to even sponsor travel through scholarships.

As local broadcasters, we can provide our audiences with the sense of local community that they cannot get anywhere else. Alongside the music and national news and sports that they can find anywhere, we offer them a taste of home. Listeners appreciate hearing the small things - a reference to a local favorite food, a small piece of shared local history, a local colloquialism - that signals that the listener belongs. In the quick and busy world that we live in, each of us and our listeners can easily feel like we’re trekking through our days alone. Done right, our local broadcasts can ease that burden by helping our listeners feel connected.

Moving into the future beyond the classroom.
The WBA Summer Conference in Sheboygan will feature a special one-day version of the Media Technology Institute designed to assist engineers in maintaining transmission systems, station compliance with the FCC, and reviewing critical skills and relationships.

This one-day program will explore the most common RF maintenance issues seen in broadcast plants as well as the most frequent issues with FCC compliance. Suggested maintenance and logging forms will be provided to guide engineers in establishing positive relationships with both their co-workers and the FCC inspector. You will also apply your skills to a facility design scenario to learn how the pieces work together on a large-scale project. Plenty of time will be available for constructive discussion on these issues.

TUESDAY, JUNE 13

10:00 AM Welcome with Michelle Vetterkind, WBA President & CEO
10:15 AM What can you expect to do as a Broadcast/Media Technologist?
11:00 AM RF Fundamentals for Radio/TV
11:45 AM Noon Lunch
1:00 PM Basic FCC Compliance
2:00 PM People and Relationships - Why does this matter?
3:00 PM Break
3:15 PM Scenario exercise/group activity - Putting it all together
5:00 PM Reception

WEDNESDAY, JUNE 14

JOIN WBA SUMMER CONFERENCE ENGINEERING DAY

THANK YOU WBA CONFERENCE COMMITTEE!

Keith Bratel, iHeartMedia
Tim Etes, iHeartMedia
Kyle Geissler, WISC-TV
Don Grassman, Results Broadcasting
Brad Heinkel, WAOW-TV
Justin Hull, Woodward Radio Group
Steve Lavin, WBAY-TV
Rick McCoy, Chair, Mid-West Family Broadcasting
Jill Sommers
Barb Van De Hei, Radio Plus - Bay Cities
Jan Wade, WISN-TV

MARK YOUR CALENDAR
2017 Broadcasters Clinic
October 10 -12, 2017
AT THE MADISON MARRIOTT WEST!

Please visit www.wi-broadcasters.org for more information on the WBA Summer Conference or to register.
9 AM: The TV Repack: What Will Wisconsin Look Like?

Leonard Charles
Director of Engineering
Television
Wisconsin Inc.

Rich Wood
Resonant Results

9:45 AM: A LPFM Case Study

John Bauer
Director of Engineering, Mid-West Family

Paul Meyer
Media Telecom Technician
State of Wisconsin ECB

Mike Norton
Staff Engineer
Wisconsin Public Broadcasting
ECB

Kevin Ruppert
Facilitator
WISCTV

10:30 AM: Break

10:45 AM: AES67 and Livewire+ Tech Refresher and Compliance Update

Kirk Harnack
Director of Multimedia Marketing
The Telos Alliance

Several professional Audio over IP standards are in use at broadcast stations around the world. While each system, such as Livewire, Ravenna, and Dante, work well in their own ecosystems, the AES67 AoIP standard was developed to allow interconnection of these systems. We'll look at AES67 implementation and adoption. We'll also introduce the new AES70 Control over IP standard.

11:30 AM: HVAC, Clear the Air

Edward Rousseau,
Consultant
Edward A. Rousseau LLC
HVAC, Clear the Air

12:15 PM: LUNCH

1:30 PM: A Refresher on Cellular Technology

Andrew Harmon
Sr. Mgr. System Engineer
Central Region, US Cellular
A Refresher on Cellular Technology

2:15 PM: Ask a Manager, Panel Discussion

Jim Vriezen
General Manager
NRG Media Ft. Atkinson

Joe Poss
Vice President/General Manager
TODAY’S TMJ4

Juli Buehler
News Director
WLUK - TV

Marcus Riley
Director of Digital Media
WTMJ

3:15 PM: Break

3:30 PM: Roundtable Discussions

Table 1: Repack Tips N Tricks
Moderators
Kent Aschenbrenner
Mark Burg

Table 2: Raspberry Pi and Other Fillings
Moderators
Clif Groth
Greg Dahl

Table 3: The Social Media Audience
Moderator
Kyle Geissler

Table 4: Engineering Liability
Moderator
Dennis Baldridge

Please join us for these evening events:

5 - 7:30 PM: Exhibit Reception
6:30 - 7:30 PM: Young Professionals/Mentor Gathering
7:30 - 10 PM: Dinner and Ice Cream Social and S’mores
WEDNESDAY, JUNE 14  8 am - 6:30 pm: Registration

OPTION 1:
8 am:
Shot Gun Start at Annual Golf Tournament

The Bull at Pinehurst Farms
One Long Drive
Sheboygan Falls, WI 53085
*SEE GOLF REGISTRATION FORM*

OPTION 2:
8:40 am - 4:30 pm:
WBA Engineering Day Sessions

OPTION 3:
10 am - 11 am: Interactive Session

Looking for Legal Landmines in Your Digital and Social Media Efforts

David Oxenford  Partner, Wilkinson Barker Knauer

Every station is looking at digital and social media for both marketing and revenue purposes, but there are lots of legal landmines out there that can end up costing you money and time. In this session, we’ll try to uncover some of the ones most likely to present a risk of exploding on you.

11 am - 12 pm: Interactive Session

How to Pull All of Your Station’s Digital Tools Together Into One Comprehensive Strategy

Seth Resler  Digital Dot Connector for Jacobs Media Strategies

Facebook? Twitter? Search engine optimization? Google Analytics? With so many new tools available to broadcasters, it’s easy to feel overwhelmed. In this session, Seth Resler, Digital Dot Connector for Jacobs Media Strategies, will show you how stations bring all of their different digital tools together in a single coherent strategy that impacts the bottom line.

1:30 pm - 3:15 pm: Job Career Fair

3:30 pm - 4:30 pm: EEO Session

What’s New With EEO at the FCC?

David Oxenford  Partner, Wilkinson Barker Knauer

While it is always good to review the FCC’s EEO rules, which we will do in this session, we’ll also talk about some changes brought about by the new administration. Make sure your station stays out of trouble in your hiring practices by staying up to date on all that is new regarding EEO.

4:30 pm - 5:30 pm: Legislative Update

5:30 pm - 7:30 pm: Exhibit Reception

6:30 pm - 7:30 pm: Young Professionals/Mentor Gathering

7:30 pm - 10 pm: Dinner and Ice Cream Social and S’mores
From Surviving to Thriving in Sales
Derron Steenbergen
Swagger Institute

The Surviving to Thriving in Sales session is a high energy, exciting way to make your commission checks bigger. Learn simple steps often skipped or forgotten that will help you make more magic in your sales career. Derron Steenbergen, President of the Swagger Institute will motivate you to use creative approaches to prospecting, new business development and building better relationships. Derron is one of the very best sales trainers, motivators and relatable sales guys you will ever meet. Thousands have left this session with specific tips to make their business more successful, and more importantly, how to have more fun doing it. Oh, and you will learn the six most powerful words in sales and they are sure to change your career. Recommended for all sellers and managers. Surviving to Thriving in Sales.

KEYNOTE ADDRESS:
FAKE NEWS Fallout
Jim Miklaszewski

While the bitter battle between President Trump and mainstream media continues to energize the debate, there are potentially serious consequences from a long, drawn-out escalation in this war of words. Both sides could see further erosion in the vital trust of the American people. Jim Miklaszewski will explore this topic with examples and quotes from some of the most esteemed journalists and politicians.

In 1989 Jim was named NBC White House correspondent covering President George H.W. Bush during the Gulf War with Iraq and summits with Mikhail Gorbachev and Boris Yeltsin on a nuclear weapons reduction treaty. He remained in the White House for President Bill Clinton’s first term including his transition from Little Rock and his many trips abroad including Moscow and the Middle East. He was also a floor reporter at the Democratic and Republican conventions in 1996 and 2000.

Prior to NBC, Miklaszewski was one of the CNN “Originals” in 1980 where he logged considerable foreign and combat reporting experience with battlefront coverage of the wars in Lebanon, El Salvador and the Falkland Islands. He was also a CNN White House Correspondent during President Ronald Reagan’s first term in the White House.

How to Use the Web to Generate More Sales Leads
Seth Resler
Digital Dot Connector for Jacobs Media Strategies

Does your sales team need more leads? Better leads? Jacobs Medias’ Digital Dot Connector, Seth Resler, shows you how to use the internet to generate more leads and close more sales for your TV or radio station. You’ll learn why the old method of prospecting for leads isn’t effective anymore, how to engage advertisers earlier in the decision-making process, and how to send your salespeople in at the right time to close more deals.
5 pm - 6 pm: Hall of Fame Reception
6 pm - 7 pm: Hall of Fame Dinner
7 pm - 8 pm: Hall of Fame Presentations

Hall of Fame Inductees

Co-Masters of Ceremonies

Tom Koser
Koser Radio Group

Michelle Vetterkind
WBA Foundation President & CEO

Ken Beno
Leonard Charles
Bill Hurwitz
Larry Meiller

See page 24 for biographies.

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WISCONSIN NATIONAL GUARD

WBA 2018 Summer Conference
June 20 - 21, 2018
Hilton Milwaukee City Center
Home of the WBA Foundation Hall of Fame
509 W Wisconsin Ave, Milwaukee, WI 53203 | (414) 271-7250
New resources for journalists covering racially sensitive issues

The National Association of Broadcasters, in a joint initiative with the National Association of Broadcasters Education Foundation, recently unveiled an online toolkit entitled “Awareness in Reporting” to help journalists and newsrooms develop greater skill in covering race and racially sensitive news stories.

The resource was unveiled at a kickoff event April 12 at the Newseum, which featured panel discussions with journalists and local leaders involved in recent race-related events. The toolkit was created in response to increased news coverage of issues affecting communities of color stemming from civil unrest, including demonstrations following police-involved shootings and immigration reform protests, among others. The resource provides suggestions and recommendations for journalists and newsroom executives to improve the breadth, depth and accuracy of their news coverage of potentially divisive issues. The initiative also explores how positive news stories can impact overall coverage of race-related events.

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“Broadcasters have a unique position as mirrors of society, with a chance to reflect an accurate picture of the communities they serve...”

Journalists and the public are also encouraged to continue a dialogue on Twitter regarding news coverage of these challenging issues using the hashtag #awarenessreporting.

The "Awareness in Reporting" kickoff presented two panels that explored the reporting of recent race-related events and their aftermath. The first panel, “Lessons Learned from Reporting on the Frontlines,” provided broadcast journalists a forum to discuss recent occurrences of civil unrest in their cities. They provided their takeaways on reporting from the scene, including how to prepare for potential demonstrations and precautions necessary when covering a crisis.

The second panel, “Conversation with Community Leaders,” featured Reverend Kenny Irby, community intervention director for the St. Petersburg Police Department, and Chief David Brown, ABC News contributor and retired Dallas police chief. They spoke about how their relationship with local newsrooms, the impact of social media on information flow and the media protocols in place during crisis situations.

Tornado warning tests successful

On April 20 at 1:45 p.m. and 6:45 p.m., two statewide tests of the Tornado Warning EAS code were conducted in Wisconsin.

The tests were highly successful, with all of the stations we were able to monitor across the state carrying both tests. The tests were originated independently by the five National Weather Service (NWS) offices that serve Wisconsin, and those NWS offices did a good job of issuing the tests at the exact same time in all areas leading to well synchronized tests statewide. This test day is another fine example of the close cooperation between your WBA and Wisconsin’s broadcasters, NWS, and Wisconsin Emergency Management (WEM).

After last year’s tests, WBA received comments from some TV stations requesting that the evening test be run a bit earlier than the 6:55 p.m. time that was used last year, to give stations a wider window in which to air the test before the 7 p.m. primetime programming begins. This year, WBA was able to honor this request by getting an agreement from all parties involved to move the evening test 10 minutes earlier, to 6:45 p.m. Wisconsin stations voiced appreciation for this time change, and WBA was happy to have been able to negotiate this move. The 6:45 p.m. time was used by the State of Minnesota as well, in the test which ran concurrent with Wisconsin.

WBA thanks all Wisconsin broadcasters for your participation in not only airing this year’s tests, but in the time you devoted to promoting the tests in the week leading up to test day. Our partners NWS and WEM made it a point to tell us they were very impressed by the number of PSAs and news stories they heard and saw that week, particularly regarding the evening test taking place for only the second year now. Your WBA was very gratified to receive these compliments on your behalf, and we appreciate your efforts in making these tests a success.
Your WBA is partnering with Chris Lytle to make 2017 The Year of the Sales Manager.

**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 Instant 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:**

1. Webinar Handout Package ($50)
   - Inclusion in our monthly email blast with more information on upcoming webinars
   - Access to our portal for updated ideas and more information on upcoming webinars
   - Tips of ideas to keep staff engaged and retain the ones you want by keeping staff engaged while building a better culture.
   - Tips on using LinkedIn
   - List of suggested social media sites to promote jobs
   - Sample offer letter
   - 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)

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 superstars, 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**
   We have all heard how there will be more turnover in the future with people expected to switch jobs more often so it is crucial to get them in and productive as soon as possible. Hear what successful companies are doing to ramp up new hires and how to retain the ones you want by keeping staff engaged while building a better culture. There is no cost to participate in these webinars, but registration is required. Please register at the WBA website in the events section. All sessions will be archived and available on the WBA website for later viewing.

**Additional Training Resources Direct from Media Staffing**

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

1. **1. Webinar Handout Package ($50)**
   - 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)**

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**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.

**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 session.

You can brush up on your sales management skills with these webinars:

- 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

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- How to “Talk” Advertising With Your Prospects and Customers Today
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

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.

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.
Members in the Spotlight

Mackenzie Martin – A Success Story

Eight months later, Mackenzie not only hosts Morning Edition each weekday on WXPR, she manages the operations side of the radio station with positive energy and ability. In early February, Mackenzie coordinated a complete digital automation system upgrade at the station. Not bad for someone who has been “in the biz” for less than nine months.

I’m one of the folks with the white hair who’s been around this business since I was Mackenzie’s age. It is heartening to observe Mackenzie’s rise to success in her work. Mackenzie and her contemporaries are the future of radio and television. The Wisconsin Broadcasters Association continues to be such a forward-thinking group; engaging not only the wise veterans of TV and radio, but building bridges with the next generation of media professionals – people like Mackenzie Martin, who bring hope and vision to those who listen, watch, and trust in our message and service.

Thanks, WBA stakeholders, for believing enough to share some treasure to make the Media Technology Institute a reality for Mackenzie, and many others. Your efforts will echo forward like radio waves for years to come.

Green Bay radio station marks 40 years

A Green Bay radio station is celebrating 40 years on the air.

WIXX is on air at 101.1 FM and launched its current Top 40 format on Feb. 12, 1977. To mark the occasion, the station played back memories submitted by past DJs, WIXX listeners and jingles from years past. Boasting one of the largest FM signals in America, WIXX became known as “The Big One.”

“A radio station is merely a studio, some equipment, a transmitter and tower but when you add people, it becomes a living, breathing thing,” said Midwest Communications Vice President of Programming Jeff McCarthy. “WIXX has been blessed to have awesome radio talents, celebrities, and the most loyal and passionate listeners imaginable.”

WIXX has been owned by Duke Wright’s Midwest Communications since 1977, with Duke himself still running the day-to-day operations. WIXX has been involved in countless local charity and community events, concerts, and airs the Green Bay Packers play-by-play and other Packers-related shows.

Finally, listeners who stay local enjoy the opportunity to hear local news and events and stay up-to-date on the happenings in their local community. They get to hear local play-by-play sports, they get to hear from local area business owners and experts, and they have the chance to participate in contests and promotions alongside their friends and neighbors.
Terence Ladwig
28-year TV engineering veteran dies

A Mount Horeb man who spent 28 years as a TV engineer in Madison has died. Terence Ladwig grew up in Wausau and went to UW-Madison to learn about electrical engineering. "Shortly after the birth of their first child, Terence landed his dream job as a television broadcast engineer," his obituary read. "He spent the next 28 years at WKOW-TV in Madison, and served as union steward of his IBEW Local 715, until his retirement in 1994." Ladwig earned his first amateur radio license at age 15, according to his obituary. "By 1962, he reached the highest level of amateur radio operation: Extra Class. He was proud of his call sign: W9CFN. He was a charter life member of the American Radio Relay League."

Ladwig’s life was saved in 1995 by a kidney donor. "Terence was an incurable tinkerer, and also enjoyed many other hobbies throughout his life, including amateur radio, model trains, all things World War II, his large library of fiction and history books and movies, growing vegetables in two large gardens, and cooking on his Weber grill, especially the annual Thanksgiving turkey."

Ladwig was 79.

Michael Anthony Phillips
Chippewa Valley broadcaster dies

A lifelong broadcaster with a career in the Chippewa Valley has died.

Michael Anthony Phillips was born in Tennessee and started his broadcasting career in college, getting his first full time job in 1970 at WDGY in Minneapolis.

According to his obituary, in 1975 at the age of 27, Phillips bought WMNE-AM in Menomonie with a partner and started Phillips Broadcasting, which grew to six major stations in the Chippewa Valley.

During his career, Phillips supported many community organizations and charitable programs, in particular, the Toys for Tots program. He started a program in Dunn County in 1985 which has since expanded.

“Mike will be remembered for his kindness, generosity, his genuine interest in people, his entrepreneurial ‘anything is possible’ spirit, but most of all for his unremitting SMILE,” his obituary read.

Phillips died March 5. He was 69. A private memorial service for the family is being planned for this spring.

The family has selected the Eau Claire YMCA to receive memorials in Phillips’ name. During the later stages of Mike’s dementia he participated in programs at the YMCA which contributed to helping maintain quality to his life. The Eau Claire YMCA is a “Dementia Friendly” organization. Memorials can be mailed to: Eau Claire YMCA, c/o Ken Van Es, Executive Director, 700 Graham Avenue, Eau Claire, WI 54701.
**Members in the Spotlight**

**Radio station helps rescue dogs**

A Green Bay area radio station took part in an effort to rescue dogs from an animal shelter in Mississippi and bring them to a shelter in Wisconsin.

At the end of January, staff from WHBY joined a team from the Fox Valley Humane Association that made the trip and documented the project they titled “Bark Bus.” They brought dozens of dogs back to a shelter in northeast Wisconsin. The effort also raised money and collected supplies for animal shelters.

**Radio Milwaukee celebrates 10 years**

A self-supporting, non-profit radio station in Milwaukee is celebrating its 10th birthday.

88Nine Radio Milwaukee (WYMS-FM) marked the date, Feb. 26, when it went on the air a decade ago. The station has become recognized for its unique mix of new and Milwaukee music; its “community stories” features; and for fostering community engagement and positive change.

During its anniversary year, the station is planning a series of special events including an all-day street concert on June 24 featuring national and local acts and a gala dinner on June 22 honoring donors and founders.

The station is also launching new programming, including a narrative audio and video series, “In The Wings: Bringing Our Community to Center Stage,” that each month this year will highlight the positive work of Milwaukee individuals, starting in March with a focus on the city’s food culture.

“Radio Milwaukee has come so far in just 10 years, from its beginnings in a basement at Milwaukee Public Schools to our $2.8 million state-of-the-art studio and performance complex in the Walker’s Point neighborhood,” Radio Milwaukee Executive Director Glenn Kleiman said. “We’re proud that we’ve been able to bring great music and stories to Milwaukee for 10 years and have an even greater impact on the Milwaukee community.”

The non-profit Radio Milwaukee organization operates WYMS through an operating agreement with the Milwaukee Public Schools, which owns the frequency.

**Charity album features Wisconsin artists**

A vinyl-exclusive charity album featuring artists with strong Wisconsin ties will benefit Keep Wisconsin Warm/Cool Fund.

Stone After Stone Records in Madison released Wisconsin Vinyl Collective: Volume One on Record Store Day, April 22, at most independent record stores in Wisconsin.


All vinyl records come with a free digital download of the album. The Keep Wisconsin Warm/Cool Fund is a statewide non-profit charitable effort that steps in to keep the heat and power on for thousands of elderly, people with disabilities, veterans and working families with young children in crisis.

Shows to celebrate the album’s release were held in Appleton and Madison and featured performances by The Mascot Theory, Kyle Megna and the Monsoons, Future Stuff, Seasaw, and Jesse (of Locksley).

**Madison TV station adds drone**

WKOW-TV in Madison is joining a growing number of stations adding drone footage into its newscasts.

WKOW’s drone, 27 Sky Track, is equipped with a high definition video camera it can use to cover traffic events, weather news, daily news stories and breaking news in south central Wisconsin.

“The aerial images from our drone will greatly enhance the kind of news coverage we can offer to our viewers,” said 27 News Director Ed Reams.

WKOW’s drone is operated by an on-staff FAA drone pilot. The newsroom plans to expand its fleet of pilots and drones.

**Radio network raises $377K to help homeless**

The Family radio network, 91.9/91.5 and 88.5 in Appleton, helped raise $377,000 worth of new hygiene and cleaning products to donate to local crisis programs in 15 northeast and central Wisconsin communities.

In its 25th year, “Help for the Homeless” has provided $2.5 million worth of hygiene supplies to local crisis programs and those they serve.

“The toothpaste, shampoo and deodorant that I received this week is going to make a big difference in how I feel going to work every day,” said Cecelia at The Neighbors’ Place in Wausau. “This helps me stretch the money I do have for my kids and other essentials that I’m not able to buy otherwise. This community is so generous. Thank you!

The Family works with area homeless coalitions, inviting people to donate hygiene and cleaning items to their local crisis programs to help them direct their limited funds to providing qualified staff, counseling, shelter, and food to those they serve.

Eighty-nine crisis agencies will benefit from the donations, and 820 local businesses, churches and schools participated by placing collection boxes in their high traffic areas and inviting their own staff, members and students to donate for three weeks this spring.
Baun Retires after 50 Years

Terence M. “Terry” Baun (CPBE, AMD, CBNT) has announced his retirement.

Baun most recently worked for the Wisconsin Educational Communications Board as director of engineering and operations, where he oversaw the engineering and operations of the delivery system for Wisconsin Public Radio and Television throughout the state.

Baun began his broadcasting career in 1967 at Milwaukee classical music station WFMR(FM), and joined the Society of Broadcast Engineers’s Chapter 28 nine years later. After ten years at WFMR, he moved into corporate engineering and also formed consulting firm Criterion Broadcast Services. He has also worked for Sudbrink Broadcasting, Multimedia Broadcasting and Cumulus Broadcasting.

Over the course of his career, Baun’s accomplishments and contributions have been widely recognized by the engineering community. He is a recipient of the SBE Lifetime Achievement Award, was named the SBE’s Broadcast Engineer of the Year in 1991, an SBE fellow and 2003 SBE Educator of the Year. In 2004, Baun was inducted into the Wisconsin Broadcasters Association Foundation Hall of Fame.

“Terry Baun is the consummate example of servant leadership,” said Wisconsin Broadcasters Association President and CEO Michelle Vetterkind. “He has dedicated his career to meeting the needs of students, scholars, colleagues, broadcast stations and the broadcast industry. His approach has been to look beyond what is wanted and to assess what is needed. Through his actions and initiatives Terry has been a game changer for the broadcast industry.”

Baun was first elected to the national SBE Board of Directors in 1987, serving a two-year term and was elected to a three-year term in 1991, but he was elected national vice president in the fall of 1993 and served in that position for two years before being elected to two consecutive terms as national president.

He has been a member of the SBE National Certification Committee for almost two decades, serving as its chairman for several years and also developing a computer networking technologist course — which provides training for the the SBE Certified Broadcast Networking Technologist certification. Baun also helped to develop the SBE AM Directional Specialist certification, providing many of the essay questions.

In addition to serving in several leadership capacities for Chapter 28, Baun also served as Certification Committee chair for Chapter 25 in Indianapolis.

One of his most memorable contributions as a Wisconsin broadcaster was serving as one of the original members of the Wisconsin Broadcasters Association Summer Engineering Conference Steering Committee. In 2012, Baun also founded the Media Technology Institute, a four-day series of seminars designed to educate about broadcast engineering and technology in the digital age, which is held in conjunction with the WBA’s summer conference.

Baun was also an architect of the WBA’s Alternative Broadcast Station Inspection Program, serving as its chief inspector for more than a decade, beginning in 1995; and he also conducted inspections for associations in Indiana, Michigan and Ohio.

He also initiated the 24-hour hotline for Wisconsin engineers through the WBA, which he manned 24 hours a day, seven days a week. Other state broadcast associations have since adopted this program as a model for their own emergency hotlines.

Baun implemented the planning process for the next generation of the Broadcast Interconnect that delivers Wisconsin Public Radio, Wisconsin Public TV, EAS and Amber Alert programming throughout the state.

He has worked on the partnership model between the Wisconsin Educational Communications Board and the University on WPR and TV issues.

Baun also implemented a paperless reporting system for engineering updates from field staff, which enables ECB engineering staff throughout Wisconsin to have a better understanding of projects and issues at each site.

He is a member of the Audio Engineering Society and the Association of Federal Communications Consulting Engineers. He also served on the Milwaukee Area Technical College Broadcast Communications Engineer Advisory Committee.

Baun is a Radio World and Broadcast Engineering contributor, and he co-authored a chapter on Facilities Documentation in the NAB Engineering Handbook.

“We are so proud in Wisconsin to claim Terry Baun as one of our own,” said Vetterkind. “We could not be happier for him in his retirement. We know he will remain active within the industry in Wisconsin and nationally.”

36-Year Veteran Milwaukee Journalist Retires

A Milwaukee TV Journalist is retiring after 36 years at WISN-TV.

Mike Anderson retired March 31. He started at WISN in 1981 and served as a news anchor and reporter.

“Mike is a staple of not only this television station, but of the entire community,” said Jan Wade, president and general manager of WISN 12.

“Everywhere I go, people know Mike Anderson. He has an uncanny ability to capture the humanity of each story, and bring clarity to chaotic events. He is a wonderful journalist and storyteller. His talents and expertise, plus his friendship and smile, will be sorely missed in our building.”

Anderson has produced breakthrough news reports about issues involving racial inequality, economic development, local governance, political upheaval, and inner-city violence, including award-winning documentaries “Children in the Line of Fire” and “Solutions to Violence.” He covered the aftermath of Hurricane Katrina in his hometown of New Orleans, and interviewed four U.S. presidents.

“I was extremely blessed to land on the tarmac of a great family-oriented company in Hearst Television and WISN 12. After the many changes we went through together over the past 36 years, the one constant was always my reserved seat at the family table,” said Anderson. “Many thanks to my God, to my mother, to the company, to my colleagues, and to the people of Milwaukee for gracing me the privilege to live and work among you as family.”

Anderson attended Louisiana State University and the Career Academy School of Broadcast Journalism. He began his professional career in Birmingham, Alabama, working as a radio journalist and then transitioning into television news. Prior to working at WISN 12, Anderson worked as a news anchor and reporter at KIRO-TV in Seattle, Washington.

“In my short amount of time at WISN 12, it’s become immediately evident how beloved Mike is by his co-workers and his community,” said Ben Hart, news director of WISN 12. “He’s a mainstay of Milwaukee, and his pointed, yet empathetic approach has informed generations for decades.”
According to UW—Extension Chancellor Cathy Sandeen, the vision of extension education was instrumental to developing the public media values Wisconsin audiences still experience on WPR and WPT. “The weather might not seem like a big breakthrough, but for farmers at the time, access to scientific forecasting was game-changing, and data on crop prices leveled the economic playing field, putting them in a better position to profit in the open market,” she said.

“Today, WPR, WPT and UW-Extension remain committed to providing free access to information that allows Wisconsinites the opportunity to chart their own course, to make up their own minds, and to shape their communities,” Sandeen said. “We are incredibly proud of WPR and WPT and hope all of Wisconsin will join us in celebrating their service to the state and their leadership in educational broadcasting nationally.

The collaboration between public broadcasting and public instruction in Wisconsin expanded in the 1930s when WPR launched educational School of the Air programs to serve the more than 4,000 one-room schoolhouses in the state. Programs like “Let’s Sing,” “Let’s Draw,” “Afield With Ranger Mac” and “Rhythm and Games” engaged students and saved schools and the state money by providing urban and rural schools access to free, high-quality instruction that met state standards.

The history of public broadcasting in the state is really two stories: one of technological innovation and one of program innovation. While UW professors and students were developing the transmitters that would make radio possible – crafting fragile vacuum tubes by hand in the lab – educators at the recently established University of Wisconsin - Extension Division were wondering if the new technology could help the state’s mostly rural families improve their lot in life.

“When our founders decided what they should broadcast first with the new wireless technology, what did they choose? The two things that would benefit the most people in Wisconsin — weather forecasts and crop prices,” Crane said. Among many broadcast “firsts,” WPR was the first station in the nation — public or private — to offer regularly scheduled weather forecasts. “Public service was really the foundation of those early innovations and it still drives everything we do on air, online and in communities across the state,” he said.

WPR Co-Founder and UW-Madison Physics Professor Earle M. Terry in his radio lab

The innovations continued as College of the Air programs were designed for adults unable to afford tuition during the Great Depression, and a host of home economics and farm programs were created to benefit Wisconsin’s mostly rural families. Traditional topics, such as economics, science, and literature were taught on the radio, alongside practical instruction in family health and even typing. With the arrival of television in 1954, WPT embraced WPR’s educational mission with original and award-winning children’s programs, even
before the advent of PBS. “There was a lot of important, early work here that people might not know about,” said Jon Miskowski, director of WPT. “The Friendly Giant, which became our first national show in the 1950s, changed many families’ understanding of what television could do,” he said. The program, hosted by WPR’s Bob Homme, became a national model for educational television and was beloved by children across the U.S. and Canada for decades.

In 1967, 50 years after the launch of Wisconsin public broadcasting, the U.S. Congress established the Corporation for Public Broadcasting, which created PBS and NPR a few years later. Both organizations turned to Wisconsin for direction. NPR hired Bill Siemering, who worked at WPR while in high school and college, as their first program director. Siemering, who went on to win a MacArthur “Genius” Grant for his lifetime of work in educational radio around the world, wrote the NPR charter and helped create the organization’s first national news program, “All Things Considered,” with another WPR alum, Jack Mitchell. And that famous “All Things Considered” theme song? It was written by WPR’s Don Voegeli here in Wisconsin.

In the 1970s, the Wisconsin Educational Communications Board was created to ensure that communities across the state had equal access to the early learning and general educational content on public television. “In addition to maintaining the network of broadcast towers and technology around the state, our focus has been on supporting compelling educational content for public, private and home-schooled children in the state,” Gene Purcell, executive director of the ECB, said. And, like radio and television, some of the ECB’s work has served a national audience of students and teachers.

“For decades, WPT and the ECB have gone beyond broadcast to help teachers teach and students learn with original, Wisconsin-focused, proven educational content,” Miskowski said. “We’re excited about what we’ve been able to do online, and now we’re exploring virtual reality for education.”

Over the years, as WPR and WPT built a statewide network of stations to ensure equal access to information and education, they also connected the state. Those connections and a belief that Wisconsinites should have access not just to listen, but to also talk to each other, led to the creation of the Ideas Network in the 1990s.

Before the web, before social media, the Ideas Network gave Wisconsinites the opportunity to share their own knowledge and to question experts, researchers, government agencies and elected officials about their ideas.

A lot has changed in the past 100 years, but according to Crane, WPR and WPT’s guiding principles have not. “If there’s anything I would want Wisconsinites to know about us, it’s that we remain committed to always reflecting Wisconsin’s diverse perspectives, experiences and cultures today and tomorrow. The people of Wisconsin are the thread that runs through everything we do. Their hopes and needs bind our past, present and future together.”

WPR and WPT are celebrating 100 years of public broadcasting in Wisconsin with a series of special events around the state, special broadcast promotions, and a centennial microsite that includes an interactive timeline and a place where anyone can share their stories. Visit wpr.org/100 to learn more.

Share your photos from the past

When is the last time you looked at those photos from when you started in broadcasting?

Dust them off and share them with your fellow broadcasters.

The WBA wants to collect your photos to share them with members who might enjoy seeing people and places from the past. Perhaps you’ve got a photo of someone but can’t remember the name? We bet one of your fellow members might know it.

Send your photos to kgeissler@wi-broadcasters.org. Tell us whatever you know about the photo, including names. Don’t have them digitized? Don’t have a scanner? Try using your smart phone to take a picture of the photo. Find a well-lit room and do your best to avoid shadows and glare.
The past fifteen years have about incredible disruption to broadcasters.

It used to be so simple – you created a 24-hour stream of programming, sent it out from your tower to a specific broadcast area, generated ratings, and you were in business.

Then along came technology that changed everything – DVR’s put the power of scheduling into the hands of the viewer. Smartphones became the “Swiss Army Knife” of media, enabling consumers to be able to listen to audio, watch video, read the news, share everything, and more all in the palm of their hand. And on and on.

Anyone who thinks that the technology wave has crested is making a mistake, because there’s a new gadget on the market being adopted rapidly by consumers – in-home voice activation devices like the Amazon Echo and Google Home.

Adoption of these devices is happening quickly, and sales this past holiday season were brisk. Priced well below $200 (you can buy the Amazon Dot for $59), it was a hot gift item. In two weeks we will be releasing the results of our 13th annual Techsurvey, where we’ve found that not only does 11 percent of the sample own one, but it’s a rare device in that it is as popular with millennials as it is with baby boomers. This is pretty huge penetration for a device and category that is less than two years old.

We have been studying this new category, and believe that it actually isn’t disruptive and is potentially additive for broadcasters.

For example, when was the last time you tried to buy a radio for your home at Best Buy? It’s almost impossible. As a result, radio listening in the home has been slowly declining. But with these new devices, your stream is a voice command away via the Echo sitting on your kitchen counter: “Alexa, play WWWW.”

For radio stations, there is additional opportunity in the podcast and on-demand audio space, and other applications that we’re currently working on.

For television stations (as well as radio stations), a great way to expand viewer connection is by creating brief news headlines, weather reports, or even traffic reports that can be easily accessed by your audience while they are getting ready to start their day, or simply want to check in to see what’s happening in the world.

On top of broadening access to your content, there’s nothing stopping you from monetizing your voice commands with a brief (we recommend ten seconds, no more than fifteen) pre-roll announcement from a sponsor.

The voice commands are called “skills” and while some stations have staff that can create them, the cost of entry is relatively low to develop simple as well as complex skills, and there are companies already moving into the space (full disclosure, our company has as well).

While we realize that it seems that every few months we encounter “the NEXT big thing,” there is ample evidence that getting your radio or television station onto Amazon’s Echo platform (Google Home availability will come later) is a smart way to expand your content delivery as well as your audience engagement.

Jacobs Media is pleased to provide digital consulting as a free service to WBA members. For questions, please contact Paul Jacobs at paul@jacobs-media.com.
Halsted Honored
Awards recognize open government

Gilman Halsted, a retired Wisconsin Public Radio reporter who produced award-winning examinations of the state’s criminal justice system, was honored on March 30 as the 2017 recipient of the Distinguished Wisconsin Watchdog Award.

Halsted spoke at the Wisconsin Watchdog Awards reception and dinner about how his long career in broadcasting led to a new career in retirement advocating for inmates in Wisconsin’s prison system.

“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...”

The winners are:

**Citizen Openness Award (“Copee”)**
This category was a tie. John Krueger, an Appleton parent, won for suing the Appleton Area School District for not letting him attend meetings of a committee formed in response to his concerns, a case now pending before the state Supreme Court. So did Lance Fena, who insisted on his right to make a video recording at a Milton School Board meeting, as the law allows. The board not only backed down, it subsequently began live-streaming its proceedings.

**Media Openness Award (“Mopee”)**
The winner is the New Richmond News, a small newspaper in St. Croix County which after three years won its case challenging wholesale records redactions by law enforcement agencies all around the state. The resulting decision, rendered by a state appeals court in May, brought a measure of clarity to what had been chaos.

**Political Openness Award (“Popee”)**
Winner Cory Mason, a Democratic lawmaker from Racine, continues to push to end the ability of legislative party caucuses to meet in secret. Mason, in the past, has also broken ranks with some members of his party to make the Wisconsin Interscholastic Athletic Association subject to state openness laws, and opposed efforts to reduce transparency of campaign donors and gut the open records law through the state budget.

**Open Records Scoop of the Year**
In a banner year for reporting that drew on public records, the council picked two major projects involving threats to vulnerable populations. Katelyn Ferral, of The Capital Times, exposed the dismal conditions at a state veterans facility in King, Wisconsin, which drew state and federal attention. And Patrick Marley of the Milwaukee Journal Sentinel, joined by other reporters, documented shocking abuses at two state juvenile prisons, prompting increased oversight and federal investigations.

**Whistleblower of the Year (“Whoopee”)**
Longtime federal employee Ronald Klym blew the whistle on what the news outlet Watchdog.org called “incompetence, misconduct and long case delays” at a Milwaukee disability office. He was allegedly subjected to increased workload and other harassment before being fired in August. “I am being punished because I am a whistleblower,” Klym said at the time. Now he’s being honored for it.

**No Friend of Openness (“Nopee”)**
This unwelcome award goes to the Wisconsin Department of Corrections. The Milwaukee Journal Sentinel in June cataloged an array of DOC denials and delays, including those concerning the state’s troubled juvenile prisons. In September, the agency proceeded with a plan to immediately destroy training videos after earlier spiking plans to do so. And DOC Secretary Ed Wall was fired for writing to another state official at home with the express goal of avoiding the open records law.
National Alliance of State Broadcasters Associations (NASBA) enjoyed a private meeting with new FCC Chair Ajit Pai.

New WBA Board Member Jeff Welton shows off the Nautel Booth.

Radio in the Automobile (and what we’ll see in the future) — another hot topic at this year’s NAB Show.

The NextGenTV Hub (Powered by ATSC 3.0) was a hotspot (and a hot topic) at this year’s NAB Show.

Vetterkind & Baun with WBA Members at the Technology Luncheon.

Vetterkind with WBA Young Professional Reid Magnum.

Vetterkind with former Wisconsin Broadcaster Jeff Schmidt (now Senior VP of Professional Development for the Radio Advertising Bureau).
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.

WBA reaching out to diverse communities

The WBA is initiating an effort to reach out to Wisconsin’s diverse communities.

While you will hear much more about this effort in the coming months, we’re already getting started.

Lupita Montoto from La Movida in Madison translated our “Your WBA Serving You” flyer, which we’ve linked on the WBA homepage next to the English version. Thank you, Lupita.

Look for more changes like this in the future, and expect to see more about this topic in future newsletters. Our efforts will likely involve numerous markets in Wisconsin.

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

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

You never have to guess.

Know your rights as a reporter/photographer.

Know where you can and can’t go.

Quickly get up to speed on Wisconsin structure.

WBA Newsroom

@WBANewsroom | WBAnewsroom.org
Nine new Walker Broadcast Management Institute graduates marked their end to the three year cycle of classes on April 20.

The graduates were serenaded with Pomp and Circumstance at the Fluno Center on the UW-Madison campus during a graduation ceremony. The students and recent Institute graduates heard from Deb Houden, PhD, an adjunct faculty member at the Wisconsin School of Business who talked about negotiation.

The graduation means nine positions are open for next year's incoming class. The classes run in three year cycles, but students can join any year.

This year's graduates are:

Bruce Barrows, WNW-C-FM
Merry Ewing, WPTA-TV
Jill Genter, WKOW-TV
Brad Heinkel, WAOW-TV
Justin Hull, Woodward Radio
Jessica Laszewski, Gray Television
Ed Reams, WKOW-TV
Brenda Schultz, WOMT-FM
Nancy Stillwell, Madison College
The game is at 1:10 p.m. vs. the St. Louis Cardinals. Speakers and details will be announced soon.

This event is underwritten by the Wisconsin Stations of Quincy Media, Inc.

Register at www.wi-broadcasters.org
Ken Beno

Ken Beno is dedicated to sharing his passion for broadcasting with high school and college students in the state and beyond. His career has enriched the broadcasting industry in Wisconsin and forged a path to state, regional and national broadcasting careers for many of his students. As chair of the Wisconsin Broadcasters Association Education Committee since 2001, Beno established innovative student outreach ranging from high school presentations, to a Radio Marketing Professional certification through the Radio Advertising Bureau for college students, to an annual student seminar.

In 2002, he founded the WBA Student Awards for Excellence competition, which has since seen a four-fold increase in entries.

Beno, an Illinois native, began his radio career at WINI Radio in Murphysboro, Illinois. He earned his bachelor's degree at Southern Illinois University Carbondale and received his master's degree from Eastern Illinois University. He taught broadcasting at Lake Land College in Illinois for many years and founded the college radio station. He also became the first station manager of WEIU-TV in Charleston, Illinois. Beno joined the WBA in 1991 and has been instrumental in developing the future of broadcasting ever since.

Leonard Charles

Leonard Charles is one of the greatest contributors to the advancement of local, state and national broadcast engineering.

During his remarkable career, Charles helped lead the television industry through rapid changes in technology and his contributions have made the Wisconsin Broadcasters Association a national leader in broadcast engineering. He serves on policy-setting national committees that will continue to shape the industry for years to come.

Charles began his career in 1974, working for a variety of midwestern radio stations before joining Madison-based Morgan Murphy Media in 1988.
Today he serves as director of engineering of the company’s Midwest Division, overseeing technical operations in television, radio and multimedia throughout the upper Midwest. Leonard serves on the Technology Committee and the Next Generation Broadcast Platform Committee at the National Association of Broadcasters.

He leads the award-winning WBA Broadcasters Clinic and is a member of the Wisconsin Emergency Communications Committee. Among his many honors, he has twice been named Engineer of the Year by the national Society of Broadcast Engineers and was the 2013 recipient of the NAB Achievement in Engineering Award.

Bill Hurwitz

Bill Hurwitz is responsible for some of the most significant advertising and sales advancements in the history of Wisconsin broadcasting. His 44-year career has been filled with record-setting sales achievements, leadership in the growth of broadcasting in Wisconsin and beyond, and vital contributions to the betterment of the Wisconsin Broadcasters Association.

Hurwitz began his broadcasting career in 1973, working in sales at WQFM-FM in Milwaukee. After a move to WOKY-FM in Milwaukee, where he became local sales manager, Hurwitz joined Milwaukee’s WISN/WLTC-FM as director of sales. Throughout the 1980s and ’90s, he rose through the ranks to become national sales director and then general manager of WLUM/WMCX-FM in Milwaukee. In 1995, he was involved in the formation of the Milwaukee Radio Alliance, which included Shamrock Communications and WBA Hall of Famer Willie Davis’ All Pro Broadcasting. Hurwitz led the Alliance until his retirement in 2015. He served as WBA chair in 2012 and has been active in supporting a wide variety of community and philanthropic organizations including the Lombardi Cancer Fund and the Summerfest board of directors.

Larry Meiller

Dr. Larry R. Meiller began one of the most remarkable careers in the history of broadcasting in 1967, when he took a summer job at WHA Radio in Madison…and never left.

Now, as WHA celebrates 100 years on the air, Meiller marks his 50th year of hosting live, daily programming.

Meiller earned his Ph.D. in Mass Communications from the University of Wisconsin-Madison, and served for 40 years as a much-admired professor in the UW College of Agricultural Life Sciences; in 2007 he became an emeritus professor. As a broadcaster and a teacher, Meiller mentored, inspired and served as an invaluable resource for thousands of college students in Wisconsin. He also developed student training programs in countries throughout the world that continue to set a standard of excellence in community-based radio broadcasting.

Meiller pioneered Wisconsin Public Radio’s call-in format in 1978, when he began hosting “The Larry Meiller Show,” which is now the longest-running call-in show in Wisconsin. He was instrumental in founding WPR’s Ideas Network in 1988. Meiller’s work has included a variety of daily programming, the nationally distributed “Calling All Pets,” and has earned him numerous broadcasting, teaching and community service awards.

Hall Of Fame Inductees

1989
Walter Damm
Richard Dudley
Haydn Evans
William Forrest
Earl Gillespie
Ben Hovel
Eddy Jason
Joseph W. Killeen
Ben A. Laird
Harold McCarty
Morgan Murphy
Bruce Wallace

1990
Gerald Bartell
Sidney Bliss
Thomas Bolger
George Comte
Charles Dickoff
George Frechette
Nathan Goetz
Charles Hanson
William E. Walker

1991
Edward Allen, Jr.
Robert Boddien
Irene Buri Nelson
Harold Engel
Jack Krueger
Tony Moe
Elmo Reed

1992
Gordon Hinkley
Les Leonard
Jack Stiehl
Amie Strope
Don Wirth

1993
Ronald Bornstein
Jack Gennaro
Bart Kelinhause
Joe Moen

1994
Roger LeGrand
Ralph Evans
Jim Irvin
Bob Uecker

1995
Jack Hackman
Roger Russell
William R. Walker
Carl Zimmermann

1996
Howard Gernetzke
John McCullough
Jack Severson
Bertie Strachota

1997
Rosa B. Evans
Larry Clark
Bill Haig
Andy Spheeris

1998
Jean Gitz Bassett
Howard Emich
Jim Tomlin
Jim Willisman
Mark Zelich

1999
Woods O. Dreyfus
Joe Laughlin
Jack Lee
Terry Shockley

2000
Larry Busse
Dr. Ruane Hill
Duke Wright

2001
Bob Barry
Bob Dailey
Dick Record
Dr. Robert Snyder
Lee Davis

2002
Ed Hinshaw
Henry Lippold
Don Seehafer
Ray Water

2003
Chuck Ramsay
Jim Schuh
Tom Shanahan
Bob Southard

2004
Jack Baker
Susan Knaack
Terry Baun
Dave Raven
Phil Fisher

2005
Glen Loyd
Walter John
Chisen
Elizabeth Murphy Burns
Ted Moore

2006
Don Borchert
Marly Green
Lee Sherman Dreyfus

2007
Bob Bosold
Mike Elliott
James Hoyt
Bill “Manny” Rittman

2008
Willie Davis
Terry Havel
Jonathan Little
Mike McCormick

2009
Tommy Lee Bychinsk
Charlie & Mike Kearns
R. Perry Kidder
Paul LeSage

2010
Mike Gouga
Bruce Grassman
John Hoffland
John Laabs
Earl Terry

2011
Eddie Doucette
Laurin Jorstad
Terry Kelly
LeRoy Wolfinakowski

2012
Greg Bell
Howard Dahl
Joe Dorsey
Jill Geisler
Roger Utnehmer

2013
Dave Carlson
William T. Evjue
Carl F. Schmidt
Scott M. Trentadue
Bill Vancil

2014
Ron Fruit
Ed Hutchings
Marv Nelles
David Sanks
John Schermerhorn

2015
Don Carmichael
Dr. Charles A. Culver
Sandra K. Shockley
Mike Sullivan
Tom Walker

2016
Aline Hazard
Larry McCarran
Chuck Roth
Lindsay Wood Davis

2017
Ken Beno
Leonard Charles
Bill Hurwitz
Larry Meiller
WBA members invited to join Conclave 42

WBA members are invited to attend a three-day conference for broadcast professionals in the Twin Cities.

The Conclave is in its 42nd year and meets from July 26-28 at the DoubleTree Park Place Minneapolis, just west of downtown Minneapolis on I-394.

Attendees will learn about changes coming from the digital revolution, speaking to clients, talent training, podcasting and numerous other topics. There are also many chances to network and hear from leaders in broadcasting. The full agenda is available at www.theconclave.com.

WBA member stations and employees of those stations can get a discount to attend Conclave 42. Any WBA member who goes to www.theconclave.com and registers to attend should put in the code STA42 when they register to get $50 off the fee.

Students can attend for $99 and there is also a special "On The Beach" rate for those who have been in the business but are currently looking for their next opportunity. If you’re attending at either of those rates, contact Bob Goff at bob@wisconsin106.com for the special price codes.

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.
Four Wisconsin Broadcasters have been chosen as WBA Local Broadcast Legends and will be recognized during the Keynote Luncheon on Thursday, June 15 as part of the WBA’s Summer Conference.

Local Broadcast Legends Award

The Wisconsin Broadcasters Association Local Broadcast Legends Award was established in 2015 under the direction of Bruce Grassman, owner/president of Results Radio. The first award was given posthumously to Norm Habeck, a former Results Radio employee. The Local Broadcast Legends Award is a great honor and recognition for individuals that work behind the scenes and within their communities fulfilling the commitment broadcasters have made to serve their local communities. They are individuals who exemplify localism. This award is a means to extend recognition of these individuals beyond their local communities.

Individuals with 15 years or more service in Wisconsin broadcasting may be nominated by their company, co-workers, community leaders, family members, and friends. The station or organization which the nominee is associated with submits the nomination on behalf of the nominating individual(s).

The WBA is grateful to Bruce Grassman for his vision to establish a means for dedicated local broadcast employees to be recognized for their contributions to Wisconsin broadcasting. This award is for those who unconditionally support their stations and community.

Our 2017 recipients are as follows:

Ben Jakel

Ben Jakel worked for Seehafer Broadcasting for 46 years with 36 in Manitowoc at flagship WOMT. His first ten years spent at Seehafer’s station in St. Peter, Minnesota.

He was WOMT’s Sales Manager for 10 years and was named General Manager of WOMT in 1986 and served as GM until his retirement in 2008. Jakel fostered a family environment for the station. He provided care and support for a former station employee who was stricken with a debilitating disease. When he could no longer work, Ben treated him as if he remained a member of the station family.

In retirement, Jakel continues his legacy of community leadership and service by teaching religious classes, reading for St. Frances of Assisi Catholic Church, being a member of the Optimist Club and active with the Chamber of Commerce and several other community service organizations.

William “Bill” Lipman

William Lipman (1902-1982) was the founder and owner of WLIP AM/FM Kenosha.

Lipman’s mission for WLIP was for the station to provide strong locally generated news and be an engaged platform for community service. His station employed many of the greats in Wisconsin broadcast history: Hall of Famer Irene Buri-Nelson, engineer Casimir Lubinsky, Jerry Golden of WGN Radio, Bill Berra, former Journal Communications News Executive, Larry Miller, current CBS Radio London news reporter and many others.

As local owners and operators, Bill Lipman and his wife Ann were Wisconsin Broadcast pioneers. They were also deeply involved in the Kenosha community.

Lipman was one of the key figures in the successful effort to establish the University of Wisconsin-Parkside in Kenosha. Bill had to leave school at age 12 to help support his family. He was a big believer in higher education.

After Bill’s death, the family established a William Lipman Scholarship to enable local students to attend UW-Parkside.

“Bill was a truly courageous man who understood the reach and power of radio and put it to good use.” -Joel Lipman, son and professor emeritus.

Jack Martin

Jack Martin (1892-1979), was an announcer, storyteller, and vaudevillian.

Jack started in radio at WKBH, La Crosse (now WIZM) in 1932. He was a morning newsmen when there weren’t a lot of radio newsmen. He wrote and performed a one man show portraying Abe Lincoln. The role took him to many major cities.

Jack was Bozo the Clown on WKBT during the late 60s.

An actor, showman, true entertainer, and dedicated journalist. He was first and foremost a local newsmen.

Terry Stake

Terry Stake started play-by-play broadcasts of high school wrestling in 1973 and does so to this day on WFHR and many other stations around the state.

He has broadcast more than 5,000 high school sporting events from football to softball and volleyball.

He has been a part of WFHR’s morning show for more than 40 years and has been an account executive for 25 years.

Terry has been an active participant of and contributor to Wisconsin high school sports throughout his career. He has served on the advisory board for the Associated Press and the WIAA, mentored some of Wisconsin’s top sports broadcasters, and has worked closely with Michelle Vetterkind and the WBA to implement the WBA’s Sports Workshops.

Terry has been widely recognized for his leadership in Wisconsin sports. He was inducted into the River Cities Access Hall of Fame in 2009, honored by Wisconsin Athletic Directors for Distinguished Service in 2001 and is a seven time recipient of the Wisconsin Wrestling Coach’s Association media award.

Terry is an active WIAA official for a variety of high school sports and truly is a Local Broadcast Legend.
Jeff Welton
Nautel Regional Sales Manager
Central US

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Making Digital Radio Work.

Calendar of Events

May 6
WBA Awards Gala
Madison Marriott West Hotel, Middleton
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

August 3
WBA Doug Chickering WIAA Sports Workshop
Miller Park
Aug. 22, 10 a.m. or Aug. 24, 3 p.m. CST
Developing Effective Local Advertising Strategies
Webinar

Sept. 12, 10 a.m. or Sept. 14, 3 p.m. CST
Handling Objections Heroically
Webinar

Oct. 10-12
2017 Broadcasters Clinic
Madison Marriott West Hotel

January 30-31, 2018
Winter Conference 2018
February 24, 2018
WBA Student Seminar
Madison Marriott West Hotel

February 27-28, 2018
DC Trip 2018

April 17-19, 2018
Walker Broadcast Management Institute

Join WBA on Snapchat, Facebook, Twitter

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

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

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

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