For the Birds

Have you ever seen those huge flocks of starlings flying in formation, changing directions in the blink of an eye? They look like giant clouds of birds moving in the same general direction before they inexplicably change course. According to Smithsonian Magazine, hundreds of starlings can change direction in half a second.

I saw one of these “starling clouds” the other day on my way to WTMJ and it got me thinking about our industry, our state association, and the businesses we are responsible for. I came away with three takeaways:

No. 1: A few birds make all the difference. Smithsonian Magazine actually captured these birds on video then slowed the footage down to better understand what was really going on. It turns out that a small group of birds decide, in a nano-second, that it’s time to change direction, and the entire flock follows suit. These “lead birds” have no fancy titles or formal leadership roles. Apparently, they sense opportunity (favorable wind drafts, insects for meals, e.g.) and decide it’s time to change direction, and the entire flock follows suit. These “lead birds” have no fancy titles or formal leadership roles. Apparently, they sense opportunity (favorable wind drafts, insects for meals, e.g.) and decide it’s time to change direction.

No. 2: Speed wins. It’s mind-blowing how quickly the birds change direction. They don’t stop down for analysis, committee meetings or data dumps. Once they see an opportunity, they act. Are we built for speed, or are we bogged down in process and bureaucracy?

No. 3: It’s simultaneously a team sport and an individual sport. In slow-motion video, you can see that each starling is acting quite individually; that is, they are not all doing the same thing. So, while they are free to act pretty much on their own, to succeed they have to generally all go in the same direction. What a production! The next time you see one of those big clouds of darting, speeding starlings, ask yourself if your organization behaves like those winged creatures. Are you built for speed, full of influential team members (regardless of title), who can seize new opportunities? Do we encourage wild individualism even as we ask everyone to go the same direction?

It seems likely that our business, our industry and even our own state association could learn a thing or two from these seemingly simple but complex clouds of inspiring starlings.

Morrissey recognized for dedication to WBA Newsroom

I hope everyone has been enjoying our beautiful (for the most part) Wisconsin fall weather.

As a life-long Wisconsinite (with the exception of a couple of years in Chicago), I must say fall is my favorite season...even if it means that the season that begins with a “W” will soon follow.

I would like to give an extra special recognition to someone who has worked tirelessly (albeit, behind the scenes) for your WBA to provide so many of you, our valued WBA members, with a wonderful service. Radio veteran and Wisconsin news enthusiast Tim Morrissey is handing off his responsibilities for WBA Newsroom after nine years of working for the site.

Tim was first hired in 2009 to write content for the Kidder Broadcast News Resource Center, which is now known as WBA Newsroom. Under his care, the site has grown into an important resource for practicing journalists and anyone interested in learning more about journalism’s role in the gathering and dissemination of information to the public.

The site features relevant and updated information about Wisconsin laws regarding news coverage, quick explanations of how our state’s court system works, pro tips on shooting video and writing, and even a link to a site where every place-name in Wisconsin is accurately pronounced. It was underwritten by a generous grant from veteran journalist and WBA Hall of Famer R. Perry Kidder.

Tim researched the information on the site and made sure it always had the most recent information. He also grew the WBA Newsroom’s presence on Twitter where Wisconsin journalists gather to commiserate online. He promoted the site and engagement among journalists working in Wisconsin broadcasting.
As Tim is moving on to a more relaxing way of life, responsibilities for the site are now being transferred to the WBA team. It goes without saying that Tim is definitely responsible for making the site the valuable resource it is today.

Tim, on behalf of the WBA Membership and the WBA Team, THANK YOU for all you’ve done for Wisconsin’s broadcast journalists!

WBA Foundation

I hope you had a chance to watch as your WBA Foundation continued our proud nearly 30 year tradition of hosting statewide debates for all general election races for all U.S. Senate and gubernatorial races. This year we brought statewide attention to two key races: The U.S. Senate debate was on Oct. 13 in the Wausau/Rhineland market and our gubernatorial debate was on Oct. 19 in the Madison market.

The WBA Foundation thanks our long-time debate sponsor, WACICU, and everyone in the host markets who worked so hard to make these debates a success.

It’s been interesting to look back at my notes from when both boards asked us in early 2013 to come up with a new WBA Debate Plan, with a goal of being more inclusive of our membership by encouraging a more market-based approach. From the formation of the Debate Committee (with recommendations coming from both boards) to the re-evaluating and refining throughout a 6-month period with the final plan being passed at the Joint Board Meeting in 2014, it’s been a wonderfully rewarding experience to see the final plan put into action. Four years later, we’ve held debates in all five markets.

I think the best part (for me) has been watching how well our markets have worked together…competitors who come together, willingly, respectfully, and gracefully for a common cause and to bring our WBA Foundation mission to life…to better educate and serve the public and to promote the civic and political process. I’m also inspired by the outpouring of support and encouragement from our entire membership.

I hope you’ll agree that while there’s always room for improvement, overall, this is a footprint your WBA, your WBA Foundation, and YOU, our valued members, can be proud of.

(oh…and…if you haven’t had a chance to watch the debates yet, they’re on our museum site: wisconsinbroadcastingmuseum.org)

Broadcasters Clinic

And last, but certainly not least…

Make sure to take a look at the recap of this year’s amazing, award-winning (many times over) Broadcasters Clinic! It’s hard to believe but the Clinic Committee, under the leadership of Kent Aschenbrenner (and of course, our own Linda Baun who puts many of her own special touches on the entire 3-day event) put together an event that topped last year’s Clinic. Yes, our nationally-recognized Clinic becomes more popular every year! PLEASE make a note to send your engineer next year (and GM’s, we’d love to have you join us on the impressive exhibit floor; a perfect opportunity for you and your engineer). It’s often said that our Broadcasters Clinic is the best event of its kind in the country, drawing in attendees from an average of 20 states per year. And, lucky you, Wisconsin broadcasters…it’s right in your own backyard.

We’d love to see you there! Mark your calendars for Oct. 15-17, 2019 at the Madison Marriott West.

Remember to vote on Nov. 6 (if not before). It’s hard to believe that Thanksgiving is only a few weeks away.

On a personal note, I know I am most thankful to be working with your WBA Team, Linda, Liz, and Kyle. I’m also truly thankful to work with you, our wonderful, engaged, and supportive membership!

Thank you, as always, for your time and support. I hope you all have a safe & blessed Holiday Season!

Tools available to help stations facing repack

Numerous tools are available to help the 28 television stations in Wisconsin that are part of the repack stemming from the broadcast spectrum incentive auction.

The National Association of Broadcasters has built a website with resources for station as well as information for the audience to explain how the changes affect them. http://www.tvanswers.org/

For the audience:

• No new equipment is needed
• Over-the-air viewers will have to rescan their channels after a station changes frequencies
• The frequency change does not mean stations will be changing channels. All stations will remain on the same channels as they currently appear on your TV
• Stations will have to communicate to viewers when the frequency change is happening so they know when the will have to rescan their television channels.

The website also lists the stations scheduled to change and the window of dates in which they will be making a change. Any station that knows the date of their changeover is asked to contact the WBA (kgeissler@wi-broadcasters.org) so NAB can update the TV Answers website with the most up-to-date information for viewers.

Additional resources for stations are available by contacting Kyle Geissler at kgeissler@wi-broadcasters.org.

Most stations affected by the auction are changing frequencies and some are going off the air. The changes are happening in stages. The earliest stations in Wisconsin to be affected are five stations that are part of Phase 2 running from Dec. 1, 2018 to April 12, 2019. The last station affected is part of Phase 10 which starts in May 2020.

Wisconsin Broadcasters Association

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Director of Operations and Public Affairs
Kyle Geissler
kgeissler@wi-broadcasters.org

WBA Board minutes are always available for members. Please email Linda Baun at lbaun@wi-broadcasters.org to request a copy.

Wisconsin Broadcasters Association

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www.wi-broadcasters.org
AWARDS COLUMN

Time and timing important to avoiding WBA Awards disqualifications

Greetings from the WBA Awards Committee.

We have had several meetings since our Awards Gala in May, and I think we have some exciting changes that will help make our next Gala even better.

Do you realize that our submissions have increased nearly four-fold over the last 20 years? That is some amazing growth! It’s also an amazing testament to the quality work that Wisconsin broadcasters are creating! But as we reviewed our notes, we found there is one particular area of growth that we are not fond of, and we need your help to fix it: Disqualifications.

Our disqualifications rose 50 percent over the 2016 Gala. That’s not a stat to be proud of. Most of the disqualifications come down to time management. Seconds matter. Watch your time!

Most of our 2017 disqualifications were because a file was too long. Here are some examples we saw:

- In a category with a 10 minute limit, a file was submitted that was 10:01. It was rejected.
- A best commercial submission (.60 limit) featured a :63 file. It was rejected.
- A Station Event Promo submission (.60 limit) came in as a :61 file. It was rejected.
- One station had two submissions for Best Sportscast – both were too long and rejected.
- One station had Best Feature and Continuing Coverage files that were 15:02, and were rejected.
- One station had submissions for Continuing Coverage and Spot News that were longer than 15:00, and were rejected.

The lesson? Judges take the length of your file as bible.

If the rules state a 15 minute maximum, and they open a 15:02 file, that is a violation and is rejected. I’m not kidding…seconds count!! Half of the “too long” disqualifications missed the mark by mere seconds. Don’t let hours of hard work by your staff become invalid because of a few seconds. The general rules state, “Entries submitted cannot be more than 15:00 in length, unless a shorter length is specified.” So if you do not see a time listed within your description, keep it under 15:00.

We also had a handful of submissions that were not long enough.

There were several Significant Community Impact submissions (minimum 5 minutes, maximum 15 minutes) that came in with a single :30 or :60 spot attached. They were rejected.

The third area of disqualification also centers on what we believe to be a time management issue: Miscategorization.

A few Best Newscast submissions did not feature a newscast at all. A client event promo did not feature a client, or an event. A sportscast was submitted as Best Weathercast. Data on the miscategorizations suggest that many were 10th and 11th hour submissions. Preparation is key, and very few of us do our best work at 11 p.m. Please double check your work and ensure you are putting in the proper attachments and files into the proper awards submissions.

Speaking of attachments, here’s one that even I didn’t realize until this year: Submit EXACTLY what the form asks for.

My personal story is I know that (back in the day) I submitted PDF briefs for my digital awards, whether or not they were requested. Guess what? Submitting items outside of what is asked for leads to… Disqualification. So learn from my mistake, and submit only what is asked for.

Names were not given in my data, so I cannot even begin to speculate whether any points for Of The Year awards were left on the table. But no one on our committee wants to see recognition missed because of a few simple seconds. So take the time—to be mindful of your times—and then use your time wisely to submit your entries...On Time.

Watch for your 2019 WBA dues mailing

Online payment available for 2019 dues

Even though there are still a few weeks left in this year, it’s time to pay next year’s WBA membership dues.

When 2018 ends, so does your WBA membership. You should soon be receiving your notice for 2019 WBA dues notice, so sign up now and keep your membership in full force, without interruption, all the way through 2019.

This year you can also pay your dues online. Just go to wi-broadcasters.org/members-only/dues.

I’m sure you’ll agree that membership in your WBA is definitely a bargain. As an organization and as a cooperative of individuals with a common goal, the WBA believes in itself and its members. The benefits of being a WBA member are many, and pride of association with WBA is itself worth the price of admission. We urge you to renew your membership and join your colleagues in continuing to support the WBA. Renewing your WBA membership means uninterrupted service: You will continue to receive ALL services in WBA’s special programs.

And best of all, you will continue to belong to the WBA, the only organization in the whole state devoted entirely to the service and promotion of the broadcasting industry in Wisconsin.

Music Modernization Act signed into law

President Trump signed the Orrin G. Hatch – Bob Goodlatte Music Modernization Act (MMA) into law in October, putting into effect the first reform of music copyright law in decades. The legislation formally establishes a role for Congress as the Department of Justice reviews consent decrees with the two largest performing rights organizations — ASCAP and BMI. The decrees are essential to a functioning music marketplace, and any action to terminate them must now be preceded by appropriate congressional oversight to protect the interests of songwriters, licensees, and music consumers.

NAB supported this legislation, and it was co-sponsored by Sen. Johnson and Sen. Baldwin.
The 62nd WBA Broadcasters Clinic recently concluded with three full days of information-packed sessions for radio and TV broadcast and media distribution engineers.

Our industry is changing. At the Clinic we acknowledged our traditional broadcast distribution technology and introduced new digital and OTT opportunities. Television sessions focused on the ATSC 3.0 standard and we heard from industry experts on all digital radio.

Our committee successfully recruited industry professionals to present on relevant topics. October is a very active month for regional symposiums that challenges our ability to attract speakers. Our former Clinic chair, Leonard Charles, imparted the recipe to the secret sauce for a successful Clinic. Our committee is solid and does splendid work behind the scenes throughout the year to plan the next award-winning conference. Of course, the Clinic does not happen without the guidance, nudging, and love of Linda Baun.

Whenever I have the opportunity I like to boast of the WBA's Board of Directors sustained support of broadcast engineering. It's not something they say but something they do. Please encourage the Don Borchert Broadcasters Clinic Fellowship and WBA Engineering Fellowship.

The committee thanks the Wisconsin SBE chapters, Michelle, Linda, Kyle, Liz and the WBA Board of Directors for their continuing support.

We look forward to the 63rd WBA Broadcasters Clinic, Oct. 15-17, 2019, where we will host the Society of Broadcast Engineers annual meeting.
GatesAir
iHeartMedia—Madison
Inovonics
Mid-West Family—Madison
Milwaukee Radio Group
Moseley
NAB
Ross Video
Shively Labs
The Telos Alliance
Tieline
Utah Scientific
WBA
WCLO WJVL
Werner Electric Supply
Wheatstone Corporation
WKOW-TV
WLKG-FM
Woodward Communications

Additional Support
Liz Boyd, NCSA/PEP Coordinator
Kyle Geissler, Director of Operations and Public Affairs
Sara and Leader Printing
Susan Lewandowski, SWC Group
Lorraine Ortner-Blake, WBA Newsletter
David Sanks, WBA Foundation Chair
Erin Shipps, Program Layout
Michelle Vetterkind, WBA President and CEO
Madison Marriott West incredible Staff
Jeffrey Price, House of Wisconsin Cheese
Karen Wood, Round Table Chocolates

Thank You!
American Awards & Promotion
Board of Directors of the WBA

AND...

You are the reason for the Broadcasters Clinic.

THANK YOU, ATTENDEES, FOR YOUR SUPPORT!
2019 Student Awards for Excellence
The deadline for entries is Jan. 18, 2019 at 4 p.m.

ELIGIBILITY RULES – COLLEGE AND UNIVERSITY
• All entries must have been produced in their entirety by full-time students enrolled in any WBA member college or university for the calendar year 2018.
• All entries must have been produced in the facilities of and using equipment belonging to or available as part of a regular academic program to any such Wisconsin college or university.
• Any faculty or professional work used in any entry will disqualify that entry.
• Entries must consist of original material produced by the student or students submitting the piece, and should be suitable for broadcast. Entries submitted for a class are also permitted.
• Entries can only be submitted in one category.

ELIGIBILITY RULES – HIGH SCHOOL
• All entries must have been produced in their entirety by full-time students enrolled in any Wisconsin High School for the calendar year 2018.
• All entries must have been produced in the facilities of and using equipment belonging to or available as part of a regular academic program to any such Wisconsin High School.
• Any faculty or professional work used in any entry will disqualify that entry.

All entries must consist of original material produced by the student or students submitting the piece.

GENERAL RULES
• As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges; their decisions will be final. Issues involving interpretation of the rules and procedures of the WBA Student Awards Program will be settled by the WBA Education Committee. Their decisions will be final.
• Each online entry for Television should be submitted in Vimeo (vimeo.com) or YouTube (www.youtube.com).
• Each online entry for Radio can be submitted on SOUNDCLOUD (soundcloud.com) only.
• Entry fees are $5 per entry.
• Fees can be paid online when submitting your entry.
• Entries must be completed and submitted online. Entries must be received online by Jan. 18, 2019 by 4 p.m CST. Online entries will be accepted starting Dec. 10, 2018.

Judging will be done by educators outside the state of Wisconsin.
Station Imaging (Radio) (1 minute maximum)
Stations may include IDs that include legal IDs.

Podcast (Radio) (up to 2 hours maximum)*
Episodic audio recordings (example: community cause)
distributed via a syndicated feed on the Internet. All entries in this category must be
produced and distributed only as podcasts and cannot be material broadcast or disseminated
through any other medium.

Air Check (Radio) Music telescoped total time 4 to 5
minutes

Social Media (Facebook, Twitter, etc.) (submit print of
homepage with URL) All of the content must be
produced/supplied by university students. Student
media, a university department, etc. can qualify for
this award if they effectively engage with their
audience through the use of high-quality and
creative posts and media, incorporating station
imaging, media, and brand. Submissions will be
judged on quality of posts, which includes aspects
such as grammar, hyperlinks, and hashtags.

Website (submit print of homepage with URL)
All of the content is produced/supplied by university
students. Can be for student media, a university
department, etc.

*Entries for programs longer than 5 minutes should
be limited to 10 minutes for judging purposes.
Entries (news series, newscasts, hosted programs,
documentaries, etc.) should be edited to exclude
commercials, PSAs, promos and unrelated
announcements.

CATEGORIES: HIGH SCHOOL
Radio Sports Programming
Submit all entries covered by the following
descriptions in this category:

Play-by-Play - A five-minute segment of
sports play-by-play which was originally
presented live or recorded live for later
presentation without changes. No Post-
Production.*

Packages - Shorter sports story/feature that
plays during a sportscast or sports
program. (2-3 minutes)

Newscasts - Full-length program that
includes on-camera talent, packages and/or
video segments that were
presented live or recorded live for later
presentation. (5 minute maximum)*

Interviews - Hosted full-length interview or
panel discussion on current affairs. (5
minute maximum)*

*Actual program may be longer, but
submission should be limited to specified
length.

**HOW TO ENTER**

Entries must be completed and submitted
online. Entries will be accepted starting
Dec. 10, 2018. Please follow the steps
below to complete the entry process.

Deadline for entering: Friday, Jan. 18,
2019 by 4 p.m. CT

IMPORTANT: The contest platform is
optimized for Google Chrome for PC and
Macintosh. Please have a recent version
downloaded and installed for the best
contest experience.

Login
1. Go to www.betterbnc.com;
2. Click contestant login (upper left);
3. Select the appropriate Contest;
4. Select the appropriate contestant type;
5. If you are the single point of contact for
your organization, select Contestant
Manager.

*Schools should select a single Contestant
Manager, who will have access to make
entries and create other Authorized
Entrants who can make entries on behalf
of the school. The Contestant Manager
should then login early in the contest
entry period, submit two entries, then
finalize Contestant Manager account
setup, including creation of any desired
Authorized Entrants.

Upload Digital Files
Each entry require a digital file to be uploaded
prior to submission. For television use Vimeo
(www.vimeo.com) or YouTube
(www.youtube.com) and for radio use
SOUNDCLOUD (www.soundcloud.com). Copy
and paste links to the content into URL field in
your contest entry.

Please carefully review the category descriptions
and submission requirements for full details. It is
recommended to save all digital files to your
desktop, in the correct file formats, to facilitate
this process.

Submit Entry
Once an entry is complete, click the submit
button at the bottom of entry form. You will be
taken to a confirmation page that lists all of your
entry’s details. If you need to revise your entry >
2019 Student Awards for Excellence, continued

information, select “Back to Entry Form” button. If all of your information is correct select the “Confirm Entry” button. Once you click “Confirm Entry” the entry is submitted.

Pay Entry Fees
It is recommended that you complete all entries before paying your balance. To pay, click “Pay Online” beside your total balance owing on the Account Summary page. Full payment must be received by submission deadline. Entries submitted without the appropriate submission fee will not be eligible for judging. Only MasterCard, VISA, Discover, and American Express are accepted online or you can also call Linda Baun direct at the WBA office at 608-729-1480 to make payment via credit card. If you wish to pay by check, that option is available to you.

AWARDS PRESENTATION
The Student Awards for Excellence and Leadership Award will be presented to the individual(s) most responsible for the piece entered. A plaque for the first place winner for each category will be given to the winning school. A representative or the student(s) may accept the award. In addition, Awards for Excellence certificates will be presented to each student in first, second or third place.

AWARDS CEREMONY
Awards will be presented to the winners on Saturday, March 2, 2019 during the luncheon at the WBA Student Seminar. The seminar will be held at the Madison Marriott West Hotel in Middleton.

WBA STUDENT LEADERSHIP AWARD
The “WBA Student Leadership Award” is given to a broadcasting or broadcast journalism student of junior standing or above at a Wisconsin college or university who has most noticeably developed and exercised effective and creative skills in leadership.

The student must be nominated in writing by an adviser, supervisor or faculty member. The nomination letter must include specific examples when citing how the student meets the following criteria:

- Is actively involved in a student broadcasting community;
- Demonstrated instances where s/he provided a positive influence;
- Demonstrated instances where s/he motivated others to accomplish a mission, despite challenges or obstacles;
- Encouraged others to contribute toward the effectiveness and success of a broadcast-related organization or project;
- Goes consistently above and beyond the scope of their job or project assignment;
- Demonstrated the ability to lead in an ethical and moral manner.

The student must also submit a 2-3 page paper describing how their experiences in student media have shaped them as a leader or helped them develop a leadership style.

WBA Student Leadership Award nominations should be sent by Jan. 18, 2019 directly to: Linda Baun at lbaun@wi-broadcasters.org.

EDUCATORS' COLUMN

Wisconsin media educators are here to serve

The importance of bringing savvy, conscientious, and principled young people into our profession is as important now as at any point in our history.

Media are a bigger part of everyday life today than at any point in our history with not only the ubiquitous radio and television but also the new human appendage known as the smartphone.

In addition to some of the standard routes to becoming a professional in our business (e.g., through the family business; skills and knowledge handed down from generation to generation through family media ownership and/or tradition; trade schools; short courses; and simply starting from the bottom and working one’s way to the top), our colleges and universities also offer a path that includes a broad education. Courses in the broad areas of social and physical sciences, skills classes in communications programs, as well as experience as an intern at a professional radio or TV station, web-based print organization or with the school radio or TV station if their school has one.

Wisconsin high schools, colleges, and universities are fortunate to have several high quality stations in our state. However one prepares his or herself to enter the media profession, a valuable adjunct is our Wisconsin Broadcasters Association Student Seminar, offered every spring in Madison.

Nationally, College Broadcasters, Incorporated offers an annual conference over a three day period in late October/early November. I am writing this column from the 2018 conference now. This annual conclave is a rare opportunity for a select few students from many different schools to interact with their peers from all over the United States and with media professionals from the host city. This year, the conference is being held in Seattle. Next year, it will be in St. Louis. Past conferences have been in the Twin Cities, Orlando, San Antonio, Philadelphia and Washington DC to name a few.

Seattle is a strong media market, featuring the legendary radio station KEXP (late Microsoft co-founder Paul Allen put up the seed money to start the station), KIRO news radio, and KING TV which offers some of the best investigative journalism and other local programming in the country.

WBA joins Radio Show in Orlando

The WBA was at the Radio Show in Orlando in September. We heard from industry leaders and connected with our friends from across the country about the future of radio.
Y106.5 (WYTE) in Wausau/Stevens Point is adding Larry ‘Big Red’ Wnorowski as Brand Manager and morning show personality. “I'm excited to wake up Central Wisconsin and to be a part of an amazing radio family with NRG Media,” Wnorowski said.

Pete Monfre has been named general manager of Sinclair-owned WVTV-TV in Milwaukee. Monfre was most recently the executive vice president of Lammi Sports Management. Before that he was the vice president of sales at Clear Channel Outdoor for two years and also spent 24 years at WISN Milwaukee where he served as vice president of sales.

Pauleen Le joined the CBS 58 (WDJT-TV) as a weekend evening anchor in Milwaukee. She joins Jacob Kittilstad on the weekend evening newscasts. Le comes to CBS 58 from WPTA-TV in Fort Wayne, Indiana where she was a morning anchor/reporter. She's worked previously at WLUK-TV in Green Bay and WKBT-TV in La Crosse. She has won several WBA Awards.

Seasoned music director and longtime on-air personality, Borna Velic, was named program director at 102.9 The Hog (WHQG) in Milwaukee. He fills the seat vacated by Joe Calgaro. Velic spent his career in the Midwest working in rock radio, leaving Appleton in 2013 to join The Hog.

WISN-TV’s Adrienne Pedersen moved from weekend evening anchor to WISN 12 News This Morning. She is now co-anchoring with Sheldon Dutes. His previous co-anchor, Melinda Davenport, left the morning show to launch WISN 12 news at 11:00 a.m. which started Sept. 10.
Members in the Spotlight

Congratulations to WWIS, Black River Falls for 60 years on the air

Sparta station nominated by CMA

The Country Music Association has nominated a station in Sparta for Small Market Station of the Year. WCOW-FM received the nomination.

The awards are held in Nashville on Nov. 14 and will be broadcast on ABC.

Ben and Arnie from the Ben and Arnie Morning Show on WCOW-FM were also nominated earlier this year by the Academy of Country Music for small market Radio Personality of the Year.

Student radio station transmitter marks 45 years

The UW-Oshkosh student run radio station is marking 45 years on the air with the same transmitter.

WRST-FM went on the air on Sept 17, 1973 with a Gates-brand FM transmitter. The transmitter is the oldest of all the radio and TV transmitters licensed to the UW Board of Regents. It has operated for more than 300,000 hours.

Since it was turned off briefly to replace a component in August 2013, it has been off for only eight hours. Before operating on the 1973 transmitter, the station debuted in 1966 on a 10-watt monophonic transmitter.

Station helps collect, distribute 50,000 school supplies

Radio Milwaukee (WYMS-FM) joined other community partners in Milwaukee in collecting and distributing more than 50,000 school supplies to students in Milwaukee Public Schools.

This year’s “No Empty Backpacks” drive collected supplies to benefit eight MPS schools, topping the 37,000 items received last year. A distribution of 7,000 supplies, including 2,500 crayons and 1,600 pencils, was held Sept. 12 at Dr. Martin Luther King, Jr. Elementary.

The event featured live music by Klassik and DJ’ing by Kenny Perez of Radio Milwaukee.

Donated supplies include backpacks, crayons, glue sticks, pencils, pens, notebooks, markers, and calculators.

Stations raise $66,000 to buy supplies for students

A TV and radio station in Milwaukee helped residents raise more than $66,000 to provide students in Milwaukee County with classroom supplies ahead of the start of the school year.

This is the sixth year for WISN-TV’s “Class Act School Supply Drive.” WISN-TV hosted a phone bank Aug. 21-22 and dedicated significant airtime reaching out to its viewers with a critical call to help kids in need.

Viewers from across southeast Wisconsin also came together to “Stuff The Bus,” filling an entire full-sized school bus with backpacks, notebooks, and other necessities.

The effort also included WKHL-FM and the Salvation Army.

6 Wisconsin broadcasters named to Silver Circle

Six Wisconsin broadcasters were recently named to the Wisconsin Silver Circle. The awards are given by the National Academy of Television Arts and Sciences.

The following are the 2018 inductees:

- Kent Aschenbrenner, WTMJ
- John Lazarevic, WISN
- Melissa Langbehn, WAOW
- Hank Stoddard, Retired WTMJ
- Jay Wilson, WISC

The Television Academy established the Silver Circle to honor outstanding individuals who have devoted 25 years or more to the television industry, and who have made significant contributions to TV in their local market.

An induction ceremony was held Oct. 21 at the Italian Conference Center in Milwaukee.

UW-River Falls radio station celebrates 50 years

The public radio station at the University of Wisconsin—River Falls, WRFW-FM, turns 50 this year.

Hundreds of former student staff and participating faculty are returning to campus this fall for a birthday party and reunion to help launch the station into its next decades. The celebration is scheduled for Nov. 3.

The station, known fondly to staffers over the years as “the little station that could,” debuted on Nov. 4, 1968 at a total cost of $9,000. Today, WRFW’s service area includes Pierce and St. Croix counties and the eastern Twin Cities metro. It affiliated with Wisconsin Public Radio in 1998 to help extend the network’s service into far western Wisconsin.

As a birthday present, the university just completed total renovation of the station’s facilities in North Hall, the campus administration building.

Milwaukee radio station provides grants to musicians

Radio Milwaukee (WYMS-FM) and Backline will give four Milwaukee-area artists $20,000 each to help them break out.

The Backline artists selected for 2018 are:

- Soul/pop artist Lex Allen
- Alternative hip-hop/rap artist Zed Kenzo
- Songwriter, singer and producer Abby Jeanne
- Soul/pop artist Crystal Knives

Radio Milwaukee and gener8tor developed Backline to help Milwaukee musicians succeed, improve Milwaukee’s recognition as one of the country’s most vibrant music cities and assist companies in attracting the young employees they need.
IN REMEMBRANCE
Lippold remembered as teacher, mentor, Hall of Famer

A man who helped to form and guide thousands of students during his 55 year academic and broadcast career has died.

Henry Lippold died Oct. 20 at Mayo Clinic Health System in Eau Claire. He was 89.

Lippold started his career in 1947 and maintained academic and professional careers at UW-Oshkosh, UW-Madison, Northwestern University, and WOSH-AM, Oshkosh, WIB-AM, Poynette, WHA-AM, Madison, and WLS-AM, Chicago. He spent five years in broadcast news at WMT-AM and TV in Cedar Rapids, Iowa, before embarking on a 43-year academic career in 1959 at the University of Illinois where he taught television news and broadcast writing and was also the news and public affairs director for UI's WILL-TV in Urbana.

Lippold moved to the UW-Eau Claire in 1972 to develop its broadcast journalism program and over the next 30 years sent hundreds of students into broadcasting in Wisconsin and throughout the country. During that time he also worked part-time for six years at WEAU-TV news and also was co-founder of the Western Wisconsin Press Club.

Lippold retired in 2001 and was inducted into the WBA Hall of Fame in 2002.

La Crosse area veteran broadcaster dies

A La Crosse area broadcaster is being remembered for a long career and community involvement long past his retirement.

David Peschau died Oct. 15 at his home. He was 70. After starting his career as a teacher, Peschau worked for the Horizon Communications and Liberty Television owned Wisconsin Television Network stations in various broadcast sales positions at WAOW-TV in Wausau, WKOW-TV in Madison, and as general manager of both WXOW-TV in La Crosse and WQOW-TV in Eau Claire. He later joined WBTV-T in La Crosse as general manager before eventually co-owning and managing many various radio and other communications properties including WKBH Radio in La Crosse.

Peschau later served as a consultant in the communications industry serving various commercial, non-profit, educational, foreign and domestic government customers. He is a past president of the WBA.

After retirement he volunteered for causes important to him. During the final weeks of his life Peschau was still actively assisting local organizations with media buy strategies and helping to organize video production shoots for local organizations to work with the local television stations that he once managed years ago, according to his obituary.

Peschau volunteered time to numerous organizations including Mobile Meals and served many local service and organizations in advisory and leadership rolls including Rotary, the Chamber of Commerce, Viterbo University, the American Cancer Society, and the Forest History Association of Wisconsin.

Memorial services will be held at 10:30 a.m. Sat., Nov. 10, at Our Redeemer Lutheran Church, 2135 Weston Street, La Crosse. Friends may visit with the family from 4 to 6 p.m. Friday, Nov. 9, at the Dickinson Family Funeral Home, 1425 Jackson St., La Crosse, and again from 9:30 a.m. until time of services Saturday at the church. In lieu of flowers, the family asks that any memorials be directed to the charity of their choice or the family for distribution.

Kellogg remembered for commitment to news

A Madison man is being remembered for his dedication to the news business.

Blake Reid Kellogg died Oct. 3 at the age of 87. He grew up in South Dakota, served in the military and completed a degree in journalism. He served as the editor of newspapers in South Dakota, Nebraska, and Minnesota.

Kellogg was news director and anchor at WKOW-TV in Madison for nine years beginning in 1960. He was also co-host of “In Town Today” for four of his years with WKOW.

Kellogg covered many of the critical events of the 1960s and archived hundreds of thousands of feet of film with the Wisconsin State Historical Society, according to his obituary.

In 1969, Kellogg was named news director at KWWL in Waterloo, Iowa. He returned to Madison in 1971 to serve as press secretary to Governor Patrick J. Lucey.

Kellogg was a professor of communications at UW-Madison Extension for 21 years, retiring in 1995. He developed and taught courses on newsletter editing and design to more than 10,000 editors and led his department into the computer age. He was a frequent consultant to weekly newspapers throughout Wisconsin. His was awarded the Wisconsin Newspaper Association’s (WNA) red jacket.

Pioneer in local TV news, WBA Hall of Famer dies

A pioneer in local television news and WBA Hall of Famer has died.

Joseph T. Loughlin, 87, died Nov 9, 2017. He was living in Huntley, Illinois.

Loughlin began his 45 year broadcast career as a news reporter, producer, and anchor at television stations in Alabama and Florida. In 1963, he produced and anchored the nation’s first nightly 1-hour newscast at Tampa’s WTVT-TV.

From 1963 to 1966 he organized the first local news department of WCBS-TV, New York. He was General Manager of WTVT, Milwaukee, 1969-81, establishing it as a top independent television station. From 1981-87 he was Vice President and General Manager, first of KWGN-TV, Denver, and then WGN-TV, Chicago.

Loughlin was Director of Radio and TV for the Catholic Archdioceses of Chicago from 1987-1999. He served his industry well as Vice President of the National Association of Independent Television Stations and as a member of the Wisconsin Broadcasters Association Board of Directors from 1972-79, where he served as Vice President for Television from 1977-79, and as President of the WBA in 1979.
Members in the Spotlight

Wisconsin flood victims get help from broadcasters

$40,000 raised for storm relief
A radiothon held by two Milwaukee radio stations raised more than $40,000 for victims of severe weather and flooding around Wisconsin. WTMJ-AM and WKTI-FM held a fundraiser titled “Wisconsin Strong—Storm Relief” on Aug. 31. “All money raised goes directly to storm and flood relief around the state of Wisconsin, and will support victims with shelter, food, and clean-up kits,” said Eric Brooks, WTMJ Director of Programming and News. The money was raised for the American Red Cross during the three-hour telethon.

$129,000 raised during Madison telethon
A Madison television station raised nearly $130,000 for victims of flooding in South Central Wisconsin during a telethon with the Wisconsin Chapter of the American Red Cross.

Stations step up to help hurricane victims

A Milwaukee TV station hosted a phone bank Tuesday to raise money for the victims of Hurricane Florence.
WISN-TV teamed up with the American Red Cross of Wisconsin and raised $90,757 from viewers throughout southeastern Wisconsin. The money will support hurricane victims in North Carolina, South Carolina, and other neighboring states.

“Our hearts go out to everyone impacted by Hurricane Florence. We’re all overcome with sadness to see the destruction that this has caused, yet deeply moved by the kindness displayed by our viewers,” Jan Wade, president and general manager of WISN 12 said.

Eau Claire film series puts focus on journalism

An effort to draw attention to the work of journalism in local communities brought people together to watch films in the Eau Claire area.

Wexler named VP, Market Manager for Good Karma Brands Milwaukee

Milwaukee native Steve Wexler is being named Vice President and Market Manager for Good Karma Brands Milwaukee, overseeing 540 ESPN in Milwaukee, the Wisconsin Sports Awards, ESPN Digital, the Tundra Trio, as well as the two radio stations Good Karma is purchasing from The E.W. Scripps Company, WTMJ (620 AM and 103.3 FM) and WKTI (94.5 FM) and their accompanying digital assets.

Wausau media joins discussion about race, police

A year-long discussion about law enforcement and the media in the Wausau area continued Wednesday night with a panel discussion about race.

Headlines

Headlines project supported by the Wisconsin Humanities Council.

An Oct. 8 showing of “Spotlight” was part of Wisconsin Humanities Council project called “Beyond The Headlines.” The WBA Foundation sponsored the film showings.

“Spotlight” is the Oscar-winning story of how reporters from the Boston Globe investigated and broke the story of widespread sexual abuse by priests and the church’s cover-up. Following the movie, there was a discussion of the role of journalists in our society and what impact reporting like this has on the community.

The second film, “The Florida Project” was shown on Oct. 15. It featured Willem Defoe as the manager of a rundown motel outside Disney World in Orlando; a place whose residents are the “working poor.” After the film, participants had a chance to talk to local journalists about how they cover the issue of income insecurity in the Chippewa Valley.

Steve Wexler

Milwaukee

Good Karma Brands

Chris Conley

Wausau

Operations Manager

Midwest Communications
Married radio news team retires

A husband and wife radio news team in Racine is retiring after a combined 53 years at WRJN-AM.

Tom Karkow was at the station for 39 years and Janet (Hoff) Karkow was there for 14 years after 18 years at WLIP in Kenosha.

Tom is a Racine native, and Janet is from West Virginia. They married in April 1984 when they were still working as competitors in the same market. There was occasional shared information and cooperation, but only after whoever got it also broke it, they said.

The news department became standalone from the Journal Times newspaper in 1969 when the late Donn Edmark was hired away from Kenosha radio to start it. Edmark retired with an ownership change in 1986. Sports Director Gary Suhr, who’d started at WRJN as a staff announcer in 1962, took over. Suhr retired in August 1998. Tom Karkow then took the reins. Janet Hoff left WLIP in Kenosha in 1994 with a downsizing. She did stringer work for WRJN off and on, and filled open positions twice. She was hired by WRJN full-time in 2014.

Tom and Jan led WRJN News from that point on. In that time together, their work received awards from the Milwaukee Press Club, the WBA, and the Midwest Broadcast Journalists Association.

“We were fortunate to have lasted as long as we did in a business that changed dramatically over the decades,” Tom and Janet said.

Milbourn retires after 50 years in TV news

An anchor at a Green Bay TV station is retiring after 50 years in TV news.

Tom Milbourn started as a rookie radio announced at age 15. He’s been in Wisconsin for more than 40 years, and in the Green Bay area for more than 30 years. He served as news director and anchor in Madison, Lansing Michigan, and Champaign, Illinois before coming to Green Bay in 1987. He joined WLUK-TV in 1994.

“It has been a real pleasure working with Tom over the past 20 years. He has been a trusted and passionate journalist, but even more than that he has been a terrific community and newsroom leader,” general manager Jay Zollar said.

Milbourn received the 2009 Carol Brewer Award recognizing a career to service to Wisconsin broadcast journalism. In Madison, he served on the committee that established the rules for cameras in Wisconsin courtrooms.

“It was a bittersweet decision to make, but I’m excited about new challenges and opportunities,” Milbourn said. “Our lives in northeast Wisconsin have been more rewarding than I could have imagined. Friends and opportunities helped make this our home and we plan to continue to be part of the community.”

Milbourn is an adjunct instructor at St. Norbert College and press box announcer for the Green Bay Packers. Also an Air Force veteran, he is a retired lieutenant colonel in the Wisconsin Air National Guard.

Milbourn’s final newscasts will be Nov. 20.

Mykleby to retire after 38 years at WISN-TV

Anchor and reporter Kathy Mykleby will retire after 38 years at WISN-TV. She will deliver her final news broadcast in late November.

Mykleby is a renowned journalist, receiving awards and recognitions from numerous organizations, including the Wisconsin Broadcasters Association, the Milwaukee Press Club, the Associated Press (AP), and the United Press International (UPI). She was inducted into Milwaukee’s Silver Circle by the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences, served as 2010/2011 president of the Milwaukee Press Club, and won a regional Emmy Award for storytelling about Alzheimer’s Disease. In 2017, Mykleby co-anchored the newscast that earned WISN 12 News an Edward R. Murrow Award for “Best Large Market Newscast.”

“It has been a blessing and an honor to work in this field for so long. I’m so proud of the stories I’ve shared, but I’m also excited to take a step back and now focus on my own adventures,” said Mykleby.

Members in the Spotlight

International (UPI). She was inducted into Milwaukee’s Silver Circle by the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences, served as 2010/2011 president of the Milwaukee Press Club, and won a regional Emmy Award for storytelling about Alzheimer’s Disease. In 2017, Mykleby co-anchored the newscast that earned WISN 12 News an Edward R. Murrow Award for “Best Large Market Newscast.”

“Craig and his team at Good Karma Brands truly understand what it means to serve a local community,” Brian Burns, executive vice president and chief operating officer of Morgan Murphy Media, said in the release.

“We are excited to be in business with a group of people we’ve known for years who have an outstanding track record of success.”

Steve Wexler will run the group as vice president and market manager, according to the release. Wexler will oversee WTMJ, WKTI, 540 ESPN, ESPN Digital, the Wisconsin Sports Awards and the Tundra Trio.
The WBA Foundation held two statewide political debates in October highlighting the major party candidates in the race for Governor and the U.S. Senate. The Wisconsin Association of Independent Colleges and Universities sponsored the debates. U.S. Senate candidates Sen. Tammy Baldwin and State Senator Leah Vukmir debated Oct. 13 in Wausau. Wisconsin gubernatorial candidates Gov. Scott Walker and State Superintendent of Public Schools Tony Evers debated Oct. 19 in Madison. Both debates were moderated by Jill Geisler, longtime Wisconsin news professional, WBA Hall of Fame member, author, and Bill Plante Chair in Leadership and Media Integrity at Loyola University, Chicago.

Both debates aired live or delayed on more than 80 television and radio stations throughout the state. The debates were also shown live on national network C-SPAN and streamed on at least 17 different websites.

The U.S. Senate candidates debated numerous issues including health care, marijuana legalization, climate change, abortion, immigration, tariffs, and the U.S. Supreme Court. The gubernatorial candidates debated issues like health care, education, taxes, student loans, marijuana legalization, government spending, mental health, and drunken driving.

The U.S. Senate debate was produced at WSAW-TV with panelist from the Wausau/Rhinelander market: Holly Chilsen, WSAW-TV; Chris Conley, WSAU Radio; Melissa Langbehn, WAOW-TV; Ben Meyer, WJFW-TV; and Jeff Thelen, WSAW-TV. The gubernatorial debate was produced at WMTV-TV with panelists from the Madison market: Jessica Arp, WISC-TV; Emilee Fannon, WKOW-TV, Leigh Mills, WMTV-TV; and Lupita Montoto, La Movida Radio.

The debates are archived for playback by C-SPAN, Wisconsin Public Television, and on the Wisconsin Broadcasting Museum website: wisconsinbroadcastingmuseum.org.

The WBA Foundation thanks the debate sponsor, WAICU, and everyone in the host markets who worked so hard to make these debates a success.
These stations aired one or both of the debates either live or delayed:

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<td>WUWS FM</td>
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<td>WBEV AM</td>
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<td>WZAW TV</td>
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<th>NATIONAL CABLE</th>
<th>C-SPAN National Cable Network (Live)</th>
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One of the most challenging questions a media salesperson can be asked is, “How do I know advertising on your station worked?”

For most broadcasters today, there is no definitive answer to that question. Historically, radio and television stations have trumpeted their outstanding reach and ability to help brand products and businesses. And the model worked—advertisers had few other options that provided that powerful and effective combination.

Let’s be honest—we all know advertising on television and radio works for clients. But the problem is, we can’t accurately measure how well it works. Many sellers call their clients on a Monday, wondering how their weekend sale went. They tend to hold their breath, waiting for the answer. And quite often, the client doesn’t really know either, responding with vagaries like “traffic was up,” or “it was a decent weekend.” Of course, if it was record-setting, the client probably wouldn’t admit it.

The problem for broadcasters is there is a knowledge gap between the ad spend and the results, but that is about to change. Until recently, digital platforms like Facebook and Google offer powerful information to businesses that provides easy-to-access information with real-time reporting showing how many people were reached, how they responded, and even where they are located.

Advertisers are responding. A 2017 study by BIA Kelsey breaks down how local advertisers are allocating their dollars, and there has been a discernable shift to digital.

As you can see, dollars allocated to radio are 10.5%, while television garners 14%. But digital (Online/interactive + Email + Mobile) is capturing over 25% of the ad spend. And these platforms’ ability to provide attribution information is a major reason why.

At last month’s Radio Show in Orlando, you couldn’t walk into a session without hearing the panelists and attendees talking about the importance of data and attribution, including the CEO keynote session featuring iHeart’s Bob Pittman and Entercom’s David Field. It’s obvious the message is being heard loud and clear and in order for radio and television broadcasters to participate, some changes need to take place in the way we sell and position our products and deliverables.

There are a lot of new companies providing attribution products to broadcasters, including Analytic Owl, Veritone, and Elytics, that are beginning to curry favor with advertisers. Individual broadcasters, especially on the radio side like iHeart and Cox, have developed their own proprietary attribution products. These products have the ability to measure actions taken after seeing or hearing an ad or a mention of a client on the air, including Google Search and social media. But none of these providers can capture the full range of actions a listener or viewer might take after seeing or hearing an ad, and that’s the ultimate challenge for broadcasters.

The other challenge for broadcasters is re-training salespeople to not be afraid to sell smaller segments of the audience instead of the huge audience shares they are used to selling. To most sellers, it sounds a lot better to tout a 12-share or 100,000 viewers for a program than it is to talk about 500 identified people in a database who plan to buy a car, or the 75 people who clicked on a banner ad for more information. However, these smaller segments of the audience have significantly higher value for advertisers, as sellers will find when they buy-in.

But that’s the way the world is heading, and broadcasters, in my opinion, are best positioned to develop a powerful combination of reach and branding (via traditional broadcast) and attribution. Neither Facebook nor Google have the ability to drive audience to a digital platform or to take an action – the consumer has to make the first move. But broadcasters have the ability to drive thousands of people to websites, to a social media post, to a video, or to a mobile application. That’s our secret sauce.

Now we just need to come up with the tools to adequately measure it and we’ll be all set.

From the Jacobs Media Team as Part of 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.
Nominations open for

Hall of Fame Award

The Wisconsin Broadcasters Association Foundation Hall of Fame Committee is now requesting and accepting nominations for the Wisconsin Broadcasters Association Hall of Fame.

The Hall of Fame nomination process is open and will run through Feb. 15, 2019. Submissions should be made on the official nomination form and sent to the WBA Foundation office. Selected nominees will be inducted on June 12, 2019, during the annual WBA Hall of Fame Dinner. The dinner will be held at the Osthoff Resort in Elkhart Lake in conjunction with the WBA Summer Conference.

The Wisconsin Broadcasters Hall of Fame was established in 1989 and formally dedicated by then FCC Chairman Alfred Sikes. Its purpose is to formally recognize the contributions that broadcasting professionals have made to the advancement of broadcasting in Wisconsin. Since then, 140 broadcasters have been inducted.

Selection Criteria

Nominees must have 15 years of service as a broadcast professional that includes 10 years of service in the state of Wisconsin. This is the minimum requirement that must be met in order to qualify for a Hall of Fame nomination. Individuals may be cited posthumously.

Nominations should also include the following:

1) A description and/or documentation of a nominee’s key contributions to broadcasting either nationally or within the state of Wisconsin and the benefit(s) provided to the audiences and/or industry resulting from their contributions.

2) A narrative noting the highlights of the nominee’s history of exemplary leadership in community and statewide service as a broadcast professional. Please include information regarding the nominee’s contribution to the growth and well-being of the industry and its service to the citizens of Wisconsin.

3) Attributes and characteristics that distinguish the nominee among their peers.

4) Letters or supporting information from colleagues, friends, and community leaders.

The Hall of Fame Committee typically selects 3-5 individuals per year to be inducted into the Hall of Fame. A nomination meeting the criteria for consideration does not guarantee induction (see below). Wisconsin is blessed with many wonderfully deserving broadcasters. The Hall of Fame Committee puts a significant amount of thought into selecting those who will be inducted each year.

Nomination Review

Committee rules provide that nominations must be submitted annually. The committee will only review Hall of Fame nominations submitted for the current year (2019). Nominations submitted in prior years must be updated and resubmitted for consideration this year.

If you wish to check whether an individual has been nominated, direct inquiries to Liz Boyd in the WBA Foundation office at (800) 236-1922 or lboyd@wi-broadcasters.org. The Hall of Fame committee will meet after the Feb. 15 deadline to consider nominations and the WBA Foundation will act on the nominations in March.

WBA, WBA Foundation offer programs for engineers

Engineering Fellowship Grants assist stations in continued training for senior engineers

The WBA and the WBA Foundation appreciate those who have chosen broadcast engineering as a profession. We realize that all broadcast engineers must stay current in broadcast engineering knowledge, skills, practices, and technologies, and that involves an investment of time and money.

As the broadcast industry evolves, so must our understanding of how to implement new media transmission. Unfortunately, often busy schedules and tight budgets for most engineering departments do not permit engineers to learn new skills and acquire an understanding of new technology. How are broadcast engineers able to keep up-to-date so that our industry thrives?

The WBA and the WBA Foundation offers Engineering Fellowship Grants. This program is meant to provide a stipend for senior broadcast engineers currently serving Wisconsin member stations to acquire continuing education in broadcast engineering.

Interested senior broadcast engineers must apply directly to the WBA. The WBA Foundation will award five $1,000 grants statewide. These grants are to be used for continuing engineering education such as courses in Information Technology/Networking, Engineering Leadership/Management, Electrical Engineering/Transmission Courses, and other new technology training. The grants are NOT to be used by recipients to attend trade shows. Rather they are intended for enrollment in continuing education courses, post-secondary education courses, or factory training on broadcast equipment. The grants may be used to attend such courses. Grant recipients will be expected to provide the WBA with an after-event report on the use of the grant.

For more information visit the WBA Foundation’s website at wbfoundation.org or contact WBA Vice President Linda Baun at 800-236-1922 or lbaun@wi-broadcasters.org.
Foundation Chair’s Report Year End 2018

I am pleased to have the honor of serving as Chair of the Wisconsin Broadcasters Association Foundation (WBAF).

Foundation President and CEO, Michelle Vetterkind, provides outstanding leadership for the WBAF. I am happy to report that your Foundation is well positioned to be a strong partner with the WBA during 2019.

Communication with the WBA membership and the WBA board remain consistent and effective through Foundation reports in the WBA newsletter and WBAF reports presented at WBA Board and Executive Committee meetings. As Foundation Chair, my attendance at these meetings provides an excellent opportunity for WBA board members to provide direct feedback and guidance regarding the Foundation’s core activities of fundraising, public affairs, education, and historic preservation. The WBA and WBAF joint board meeting that is held each year prior to the start of the summer convention provides the members of both boards the opportunity to communicate directly with one another.

Rick Jowett Fellowship

We are delighted that the first Rick Jowett Fellowship was awarded by the Foundation to Travis Judell in June this year. Travis is a photographer for WXOW in La Crosse/Eau Claire. The Fellowship supports training for photojournalists and honors the late WBA photographer and dear friend Rick Jowett.

Hall of Fame Ring

The WBA Foundation Board approved offering Hall of Fame members and new Hall of Fame inductees the opportunity to purchase a commemorative HOF ring. Rings are available in designs for men and women. A necklace pendant is also available. This offering serves as a fundraiser for the Foundation. The purchase price includes an amount that is donated to the Foundation.

The Walker Broadcast Management Institute continues to serve the debate planning and producing processes efficiently. The engagement of our member stations to work together and share responsibilities for the production and telecasting of the debates has proven to be an effective approach for the WBA and the Foundation.

Debates

Your WBA Foundation produced one gubernatorial and one U.S. Senate debate this year. Both debates were broadcast statewide. The Senate debate was held in the studios of WSAW in Wausau on Oct. 13. The gubernatorial debate was televised on Oct. 19 from the studios of WMTV NBC15 in Madison. The format for the Foundation sponsored debates continues to serve the debate planning and producing processes efficiently. The engagement of our member stations to work together and share responsibilities for the production and telecasting of the debates has proven to be an effective approach for the WBA and the Foundation.

WBA Newsroom.com

Please continue to monitor and contribute to the WBA Newsroom.com. The site is a wonderful resource for members, students and, others who are practicing or interested in journalism and its role in keeping Wisconsin citizens informed. It is a great place for stations to share stories and events that enrich the communities they serve.

Donate

The Foundation remains strong under the direction of Michelle Vetterkind. We are seeking opportunities to extend our support of Association initiatives that will increase the visibility of the contributions and role that broadcasters make and have in the State of Wisconsin. We need your financial support so that we can continue to help establish a lasting legacy for our Association and its members.

As a part of your financial planning, please consider a contribution to the WBA Foundation and/or becoming a member of the Foundation Legacy Club. All levels of giving are needed and are beneficial to our mission. Please contact the WBA for information about how to make your contribution with a check or your credit card.

Rings, pendants available to WBA Hall of Fame inductees

The WBA Foundation is partnering with Baron to make specially-designed Hall of Fame rings and pendants available to members of the WBA Hall of Fame.

The WBA Hall of Fame recognizes a lifetime of commitment to broadcast excellence.

The idea for the rings and pendant comes from WBA Hall of Famer Eddie Doucette who proposed the idea and guided the WBA Foundation to making these rings and pendants a reality.

Ring-maker Baron will produce the rings and is the official Hall of Fame ring producer for the WBA Foundation. Proceeds from the sale of these rings and pendants will support the WBA Foundation.

Hall of Fame members interested in getting a ring or pendant should contact Liz Boyd at 608-255-2600. Information has been mailed to all Hall of Fame members.
Thank You, WBA Foundation

Hello Michelle,

I hope all is well with you and the WBA! I would like to sincerely thank you and the Wisconsin Broadcasters Association Foundation for the Educational Support Grant grant of $2,500 for the purchase of specialized equipment that will serve the needs of our Stage & Screen Arts students now and into the future.

As with many institutions of higher education, we are tasked with being as resourceful as humanly possible while providing the best education and experience for our students who we are preparing to become productive leaders. In our case with Digital Film and Storytelling, specialized equipment plays an important role in the process and this grant will definitely help thanks to your generosity! I will submit the corresponding reports regarding the progress of our students and plan to publicly recognize the WBA Foundation in our social media and in the classroom.

Thank you again and I truly appreciate your consideration.

Best Regards,
Erik L. Johnson
University of Wisconsin-River Falls, Associate Professor of Digital Film & Television, Stage & Screen Arts Department

Rebecca Ryan to speak at 2019 Broadcast Management Institute

Futurist and economist Rebecca Ryan will speak to students at the Walker Broadcast Management Institute on April 3, 2019.

Rebecca Ryan is the Resident Futurist at the Alliance for Innovation, a Senior Advisor at the Governing Institute, a faculty member at the Institute for Zen Leadership, the founder of Futurist Camp, the inventor of Futures Labs, and the owner of NEXT Generation Consulting, Inc. She is the author of The Rise of the Creative Class, calls Rebecca “one of the most reliable sources for CEOs and mayors who want to attract and keep the next generation of creative workers.”

The Walker Broadcast Management Institute next meets April 2-4, 2019 at the UW School of Business in Madison. The full three-day agenda is available on the WBA Foundation website. Ryan will speak after Wednesday evening’s dinner.

Contribute to the Wisconsin Broadcasters Association Foundation

Make checks payable to:
Wisconsin Broadcasters Association Foundation
44 E. Mifflin Street, Suite 900, Madison, Wisconsin 53703

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Wisconsin Broadcaster | November/December 2018 | 19
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Making Digital Radio Work.

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.

Jan. 30, 2019
WBA Winter Conference and State Legislative Day
Madison Concourse Hotel

Feb. 26-27, 2019
WBA DC Trip

March 2, 2019
WBA Student Seminar
Madison Marriott West

May 4, 2019
WBA Awards Gala
Madison Marriott West

June 12-13, 2019
WBA Summer Conference
Osthoff Resort, Elkhart Lake

Oct. 15-17, 2019
Broadcasters Clinic
Madison Marriott West