Be ‘on guard’ against threats to media freedoms

A few years ago, and ironically just days before Independence Day, some members of our state legislature tried to quietly dismantle Wisconsin’s open records laws, hoping to restrict the public’s access to the inner workings of our elected officials—our government.

Fortunately, broadcasters and other news media made enough noise on the air, online, and in print over the 4th of July holiday to create public pressure to turn back this effort. One state legislator to whom I spoke with at that time told me he “didn’t fully realize what this was,” and that he would reverse course now that he understood the importance of the issue. The explanations from some of our officials were lame and in some cases even dishonest. In short, if it weren’t for the vigilance of our local media, the public’s right to know, and our important role in shining the light of inspection on our government, would have been sharply curtailed.

Today, there is no ambiguity in the rhetoric from some corners of the political landscape. Regardless of your political leanings, the idea that the press is “the enemy of the people” or that “truth isn’t truth” should create a sense of urgency and heighten vigilance in all of us.

Beyond our role as journalists and advocates of the First Amendment, I hope we all remain vigilant during these turbulent political times. Whether you are at the assignment desk in a TV newsroom in Rhinelander, an account executive in Wausau, a disc jockey in Shawano, or a news anchor in Madison, the not-so-subtle efforts to limit the constitutionally guaranteed people’s right to know should concern us.

As I’ve had the opportunity to lobby on our state association’s behalf over the years at the local, state, and national level, I’ve come to realize that many of our elected officials truly do understand and respect the important role we play in a free, American society. Unfortunately, I’ve also seen arrogance and disregard for the work we do for our communities.

I hope we’ll stay “on guard” and be ready to shine the bright light of truth whenever we hear from those who, for political gain or other nefarious intent, wish to curtail one of our most fundamental freedoms.

---

Michelle Vetterkind, CAE
WBA President and CEO

The WBA’s NCSA/PEP program is what allows your WBA to provide you with the majority of the many services/offerings we do. See the list on page 6.

To help provide you with an idea as to how reliant the WBA (like all State Broadcasters Associations) are on NCSA/PEP income, this graph shows the relative contribution of NCSA/PEP income to the overall WBA revenue budget for an average year.

If you are on the list on page 14 (and the majority of you, by far, are)―THANK YOU! If you are not on the list, I strongly urge you to take part in this important partnership. If you have any questions as to how the program works, please feel free to me directly at mvetterkind@wi-broadcasters.org or give me a call at 800-236-1922. I’d love to talk to you!

Continued on page 2>
To highlight a couple of our upcoming events
October will be a VERY busy month for your WBA/WBA Foundation!
In keeping with our time-honored tradition for the last 30 years, your WBA Foundation will be hosting debates this fall for the Wisconsin Governor and U.S. Senate races. Our gubernatorial debate will take place on Friday, Oct. 5 in the Madison market and our U.S. Senate debate will take place Saturday, Oct. 13 in the Wausau/Rhinelander market. This continues the well-received practice your WBA Foundation implemented six years ago of using a market-based approach to hosting our debates.
Both debates will be offered statewide to Wisconsin television/radio stations for live broadcast. Your WBA Foundation is honored to provide these important debates to Wisconsin’s voters as part of our 30-year history of using these debates to promote the civic and political process. We greatly appreciate your support in airing the debates.

Broadcasters Clinic Oct. 16–18 at the Madison Marriott
You won’t want to miss this award-winning, three-day regional event that last year drew attendees from 24 states. I’d like to congratulate our own Linda Baun, Kent Aschenbrenner, and the entire Clinic Committee for again being recognized by the National Society of Broadcasters Engineers for the BEST Regional Convention! Certainly well-deserved!
The Clinic will offer a Personal Safety in Today’s Broadcasting Environment session. This panel discussion moderated by Juli Buehler, WLUK TV News Director, will offer attendees insights from Dan Shelley, RTDNA, Executive Director; Tom Allen, Quincy Media Regional Vice President; David Oxenford, Wilkinson Barker Knauer, LLP; Madison Police Chief Mike Koval; and David Devereaux-Weber, WORT Board President.
Make sure to send your engineers. And managers, come join us for the exhibits or to check out sessions. We’d LOVE to have you there! You will NOT be disappointed.
To register contact Linda Baun at lbaun@wi-broadcasters.org.

I recently had the pleasure of having lunch with WBA Hall of Famer Tom Bolger and Norm Lorenz. Both were instrumental in the creation of our Rick Jowett Fellowship. Rick’s grandfather was CEO of Forward Communications, which owned several stations throughout the country, including WMTV in Madison. Tom was President and General Manager of WMTV from 1963-1980, Forward’s Chief Operating Officer, 1980-84, and Chief Executive, 1984-85. He was Joint Board Chairman of the National Association of Broadcasters (NAB) in 1979-81 and President (before the official term became “Chair”) of the WBA in 1983-84. Norm began his career with WMTV back in 1977 and over the next 38 years he helped write, produce, and create much of the content that was broadcast on WMTV’s airwaves. Rick worked with Tom and Norm at WMTV and was close with both of their families. Rick started at WMTV as a photographer. A special thank you to Tom and Norm for their vision and support of the Fellowship in memory of our friend Rick.
Until the next issue of your Wisconsin Broadcaster, don’t forget to enjoy the pleasures our beautiful Wisconsin fall season has to offer. And…of course…thank you—as always—for your time and support!

WBA staff celebrates anniversaries
Three WBA staff members marked work anniversaries in July and August.

Michelle Vetterkind, President and CEO
23 years on August 30

Linda Baun, Vice President
12 years on July 17

Liz Boyd, NCSA/PEP Coordinator
13 years on July 19

Congratulations and thank you for your service to the WBA.
WBA Foundation announces dates for gubernatorial, U.S. Senate debates

The WBA Foundation Board will continue its 30-year tradition of holding statewide televised debates for Wisconsin’s voters by airing debates in the Wisconsin Governor and the U.S. Senate races.

Gubernatorial candidates Republican Gov. Scott Walker and Democratic challenger Tony Evers have been invited to participate in a debate hosted in the Madison market on Oct. 5 at 7 p.m. U.S. Senate candidates Democrat Sen. Tammy Baldwin and Republican challenger Leah Vukmir have been invited to participate in a debate hosted in the Wausau/Rhinelander market on Oct. 13 at 7 p.m. Both hour-long debates will be made available to radio and television stations throughout Wisconsin for live or delayed broadcast.

“The WBA Foundation is honored to provide these important debates to Wisconsin’s voters as part our 30-year history of using these debates to promote the civic and political process.” WBAF President and CEO Michelle Vetterkind said.

Both debates will be moderated by veteran television debate moderator and WBA Hall of Fame inductee Jill Geisler. Geisler holds the Bill Plante Chair in Leadership and Media Integrity at Loyola University Chicago. She’s from Wisconsin and was one of the first female news directors of a major market affiliate when she was news director at WITI in Milwaukee. She moderated the 2016 WBAF debate between Sen. Ron Johnson and Sen. Russ Feingold.

Social, digital media awards now included in Station of the Year Awards

The 2018 WBA Awards for Excellence brochure is out and it includes some significant changes.

After much discussion, the WBA Awards Committee decided to include the social and digital media awards toward Station of the Year and they will now compete in their regular market sizes. Now you can truly be competitive.

The committee has lived up to its promise to keep the awards program fresh. New promotions categories have been added for TV and the editorial category for TV and News and Talk Radio had been removed. Our special interest category this year will be election.

Unfortunately, we again had a record amount of disqualifications; mainly due to entries being longer than the time limits. Pay attention to time limits! We want every entry to count.

Judges across the nation often report that the quality of entries in the Wisconsin Broadcasters Awards for Excellence program are nothing short of amazing. We want to make sure that those entries are judged fairly and accurately, so be sure to read and re-read the “how to enter” page at the end of the awards brochure. If you are still unclear, pick up the phone and call Linda Baun (608-729-1480) at the WBA office for clarification. Most questions are answered immediately. The rest will be answered within 24 hours.

Our 2018 WBA Awards for Excellence Gala will be held on Saturday night, May 4, 2019 at the Marriott Hotel and Convention Center in Middleton. There will be great food, terrific service, and an elegant atmosphere. This year the theme of the Gala will be a Mardi Gras theme. So, get out your masks and ribbons and let the good times roll as we eat, drink, and celebrate our industry accomplishments. Don’t worry…we’ll still do a screening of the Kentucky Derby!

One final note: Entries open up on Dec. 1 and close on Jan. 10, 2019. You don’t need to enter everything all at once, but don’t wait until the last minute! Success in the WBA Awards comes to stations and individuals who pay attention to the rules and the deadlines. Remember that disqualifications could be the difference between winning or not winning.

What a great event this has evolved into, with record-setting entry totals, intense, yet friendly competition, and an Awards Gala that is the single largest night of the year in Wisconsin broadcasting. It’s our Oscars!

Best of luck to you and your stations!
Wisconsin Broadcaster

2018 WBA Broadcasters Clinic
Oct. 16-18, 2018 · Madison Marriott West

Register online at www.wi-broadcasters.org

Tuesday, October 16

9 a.m. Broadcast Equipment Virtualization Is Here Now
Alex Hartman and Kirk Harnack, Optimized Media Group LLC & The Telos Alliance
“Virtual Radio” is the buzz phrase among forward-thinking radio broadcasters. The term implies new tools, new methods, and new workflows for producing compelling audio content. Now, everything a radio producer needs can easily fit on multi-touch touch screen. Moreover, the back-end systems to which consoles—virtualized or not—connect are even more prime candidates for virtualization technology. The presenters will not just talk about theory. They will show specific examples of virtualizing what has traditionally been purpose-built hardware. They’ll provide practical guidance that attendees can “take home” and try for themselves. This presentation explores workflow improvements through equipment virtualization. It also examines several approaches in achieving similar outcomes aimed at producing more meaningful content with accuracy and convenience.

9:45 a.m. Analyzing Capacity Requirements for Transporting Audio Over IP STLs
Tony Gervasi, GatesAir Intraplex
How much bandwidth do I need on my IP connection? This is one of the most frequently asked questions. This presentation will analyze bandwidth requirements for transporting various formats of audio, such as: with popular compression algorithms such as Opus and AAC, linear audio, and various configuration of FM MPX. The talk will provide details on the critical stream parameters for the various audio formats and their impact on the network load and the choice of the packet loss protection methods for reliability.

10:45 a.m. Reducing FM Combining Costs Using Efficient Configurations
Sean Edwards, Shively Labs
There are many situations where two or more stations may want to share antennas and when that happens there is a need to combine these stations with a configuration of RF filters that will provide sufficient isolation between the frequencies. Depending on the number of stations, the relative power levels, and the frequency separation between stations, the combiner may require one, two, three or four cavity filters in order to achieve the desired level of input to input isolation. Since filter costs are directly related to the number of cavities per filter, it stands to reason, using the fewest number of cavities to achieve the maximum amount of port to port isolation is the most efficient approach. Topics will include: A review of bandpass and notch FM filters and their many different configurations and the advantages of tailoring the RF filter system to the site requirement over a “one size fits all” approach.

11:30 a.m. New FM Processing Technology Brings Studio Quality Audio to the Receiver
Jeff Keith, Wheatstone
Ever compared your station’s analog FM air signal to the original program audio and wondered why the highs weren’t as open and airy as the original? Pre-emphasis is one of the longest standing limitations of FM broadcast, and every FM processor, regard less of brand or model, creates its own unique fingerprint trying to manage it. Whatever magic the processor’s clipper does (and they’re all proprietary) it’s where that fingerprint comes from. What if an FM clipper didn’t have a fingerprint? What if it could put the original program’s open and airy highs over the air amazingly loud and clean? Hear how a new and completely non-intuitive approach to FM peak control lets studio-like program details come through over the air.

1:15 p.m. HD Radio— Past, Present and Future
Jeff Welton, Nautel
We will discuss the evolution of HD Radio™ technology, talks about the challenges early adopters faced, how those challenges have been overcome through advances in the technology and dispel some of the myths based on the shortcomings of the early days. He will also present the current state of the art, as well as delving into potential future possibilities, discussing field proven potential uses for the technology that could benefit broadcasters, including multiplexed stations and Single Frequency Networking.

3 p.m. Preventing the Next Tower Disaster
Dave Davies, Hodge Structural Engineers
Over the past five years, our industry has witnessed a 100 percent increase in tower disasters due to anchor failure, often the result of galvanic corrosion to anchor steel. In some cases, insurance companies have denied loss claims due to lack of owner due diligence to detect underground corrosion-related damage. This presentation introduces new and inexpensive processes for investigating and managing corrosion risk while explaining how to conduct the more traditional methods of inspection. Topics to be discussed include, Analytical Investigation, Ultra Sound Inspection, Limited Excavation, and Dig to the Block. Everything needed to formulate a corrosion management plan mandated by the newly revised TIA-222-H Standard.

3:45 p.m. Prepping for a Liquid Cooled Transmitter
Don Backus, Rohde & Schwarz
While liquid cooled transmitters have been available for television for a number of years, they are making new inroads in radio especially at higher power levels. What considerations need to be made when implementing liquid cooling? What site prep needs to be done? What are the functional differences between air cooled and liquid cooled transmitters? Finally, what are the real benefits to broadcasters for using a liquid cooling infrastructure?

4:15 p.m. Exclusive Exhibit Time

7 p.m. Nuts and Bolts Session: Broadcast Bionic and IV Soft Comparisons
Patrick Berger and Greg Dahl, WBA Clinic Committee
Broadcast Bionics and IV Soft will demonstrate products along with live interfacing with the audience and remote talent. These units are lower cost versions of using a Tricaster for streaming to Facebook Live or any radio or TV stream on their web page. Beer and brats will be served.

Wednesday, October 17

8:30 a.m. Radio Technology Update
David Layer, NAB
All over the world, radio is changing as are the ways that consumers obtain audio services. Hybrid radio (over-the-air plus mobile WiFi technology and a look at why using a dedicated link at your remote will ensure regular and reliable broadcasts which can be used to generate revenue for your station. Brief overview of the 5.8Ghz tech with a look to the future.
broadband) implementations are proliferating, digital radio listening is on the rise, and data on radio listening and attribution are becoming increasingly important to the business of radio. The National Association of Broadcasters (NAB) is exploring these many facets of radio technology and working with broadcasters, automakers, digital distribution providers, and others to keep radio on the cutting edge. In this presentation, David Layer, VP, Advanced Engineering with NAB’s Technology department will explore these topics and more.

9:15 a.m. Personal Safety in Today’s Broadcasting Environment  
Single-session registration available

Panel Discussion moderated by Juli Buehler, WLUK-TV News Director and including panelists Dan Shelley, RTDNA Executive Director, Tom Allen, Quincy Media Regional Vice President, Dave Devereaux-Weber, WORT-FM Board President, David Oxenford, Wilkinson Barker Knauer, LLP, and Mike Koval, Madison Police Chief

10 a.m. Exclusive Exhibit Time

1:30 p.m. Trade Secrets of a Guy with a Network Analyzer

Jeremy Ruck, Jeremy Ruck and Associates

Nearly all broadcast engineers will be exposed to a network analyzer at some point in their career due preventative maintenance, the occasional system failure, and the on-going Television repack. In this presentation we will look at the theory, construction, and use of the network analyzer, including case studies, to demystify this RF system workhorse. Learn some of the trade secrets of the guy with a network analyzer.

2:15 p.m. DC Legal Issues for Engineers

David Oxenford, Wilkinson Barker Knauer, LLP

Broadcast engineers operate in a regulated environment—with the FCC and other government agencies watching what your station does. What hot issues at the FCC should the broadcast engineer be watching? Experienced Washington DC attorney David Oxenford will give you an update on the Washington DC policy and regulatory issues to which you should be paying attention.

3:15 p.m. EAS Update: Equipment, Relationships, and Alexa

Gary Timm, Chair, EAS Committee

Get the latest on new FCC actions affecting your Emergency Alert System (EAS) equipment, the upcoming National EAS Test, and updates on IPAWS, WECA, CAP, and our relationships with state and county officials. Plus a discussion: With the advent of people “listening to the radio” on smart speakers, does your streaming feed contain EAS alert audio?

4 p.m. How Changes in the New TIA222-H Standard for Antenna Support Structures Will Affect Wisconsin Broadcasters

Dave Davies, Hodge Structural Engineers

Effective January 1, 2018, the newest revision of the tower design standard will affect broadcasters. This presentation will summarize the differences in the tower design and maintenance standard most likely to affect Wisconsin tower owners and provide suggestions how to navigate the changes. Topics to be discussed include: new design wind speed and ice loads, the tower owners’ ability to designate risk categories affecting tower loading, new anchor shaft corrosion control requirements, and new tower modification requirements including the TIA-322 Rigging Plan Review stipulations, and ANSI-ASSE A10.48 Safe Practices Review.

4:45 p.m. Wireless Microphone Interference

Katie Miller, T-Mobile

6 p.m. SBE Meeting: Air Cooled v. Water Cooled

Jeff Welton, Nautel and Don Backus, Rohde & Schwarz

Thursday, October 18

8:30 a.m. AWARN (ATSC 3.0)

Fiona A. James, AWARN Alliance

The Advanced Warning and Response Network (AWARN) Alliance is developing the world’s most advanced emergency alerting system. The AWARN Alliance is a cross-industry, international coalition of broadcasters, consumer electronics makers, and tech companies. AWARN is based on the Next Generation Television transmission standard (ATSC 3.0). When fully deployed, AWARN can deliver geo-targeted, rich media alerts to an unlimited number of enabled TVs, connected cars and handheld devices. Fiona James will outline use-cases for AWARN alerts and how the future of emergency alerting might unfold. James will also discuss current and planned outreach on the social science of alerting and how this is shaping our UX/UI.

9:15 a.m. ATSC 3.0 Phoenix model market

Ray Thumber and Kent Aschenbrenner, E.W. Scripps

Cooperation is key in this very different regulatory approach. The “lighthouse” structure is an example of this cooperation. Twelve Phoenix TV stations offer an open ATSC 3.0 test bed to encourage partner ecosystems and develop industry consensus. The consortium goals include: addressable advertising, mobility, and an elegant consumer user interface. Top consumer and broadcast equipment providers are active participants in this effort. Pearl is managing the Phoenix model market.

11 a.m. Cleveland ASTC 3.0 test

Kelly Williams, NAB

This session will discuss NAB’s experimental ATSC 3.0 test station in Cleveland Ohio. Williams will outline the system design and present data from various test programs conducted at the facility. The session will conclude with lessons learned and insights on transitioning to ATSC 3.0.

1 p.m. Repack Field Installations: What We Learned from the First Installations

Martyn Horpool, GatesAir

TV Repack is now well underway and moving forward at a fast pace. This presentation will take a close look at some repack installations performed by GatesAir showing the planning, equipment delivery, and execution from start to finish. It will highlight various challenges and obstacles that were faced along the way and will conclude with some practical recommendations on how your station can get through re-pack as effortlessly and as painlessly as possible.

1:45 p.m. Tower and RF Projects: Planning and Execution

Shawn Knotts, ERI

This presentation will focus on proper implementation of current industry consensus standards governing construction on telecommunication towers with emphasis on broadcast structures. The presentation will also cover roles and responsibilities of the primary construction stakeholders along with an overview of construction classifications per the current ANSI/ASSE A10.48 and ANSI/TIA-322 standards, gin poles, and general construction considerations.

2:30 p.m. Everything Fred Baumgartner Knows About ATSC 3.0 and the Dallas Project

Fred Baumgartner, OneMedia

Next Gen Broadcasting is both TV as we know it and a major departure. There are many equally authentic understandings. Next Gen is seemingly everything—mobile, OTT-OTA, Ultra High Definition, digital ad insertion, even radio and someday, maybe, virtual reality. Most important is that Next Gen is “extensible.” It’s so flexible that all but a tiny piece can be reinvented and repurposed at will. From under the hood to the top-level business plans and opportunities that are beginning to redefine broadcasting, this presentation looks at how the pieces fit together, and specifically how ONEMedia and a consortium of broadcasters are reimagining and, in fact, building out the next generation of broadcast.

Check our website at www.wi-broadcasters.org for up to date information on topics, speakers, hotel information, sponsors, exhibitors, and door prizes.
YOUR WBA Serving YOU!

In the last 12 months YOUR WBA has:

- Achieved a reduction in Wisconsin’s Personal Property Tax and is working with a coalition of 51 strong and diverse trade and business associations focused on repealing the entire tax
- Launched and grew a WBA member app
- Advocated for and received additional Congressional funding to reimburse stations incurring costs related to the spectrum repack
- Produced a promotional video encouraging members to attend State Legislative Day
- Worked with the TV news directors in Milwaukee and the Milwaukee County Courthouse to address concerns about courtroom access
- Produced and distributed radio and TV spots promoting the WBA Hall of Fame
- Hosted a WBA mentorship program initiated by the WBA Young Professionals Committee
- Promoted Wisconsin’s effort in a national NAB initiative to promote the broadcasters’ community service work in a concentrated social media campaign using the hashtag #BroadcastGood
- Encouraged stations to promote their positive work in the community through the WBA newsletter and promoted those stories to the Wisconsin Congressional delegation through social media
- Offered P1+ Entry Level Sales Training
- Continued the ever-popular Job Bank where all job notices received are posted on the WBA website, which is linked to a National Job Bank
- Continued our shared leadership with the Wisconsin Department of Justice in the Amber Alert Child Abduction/Silver Alert Plans. Since the inception of Wisconsin's Amber Alert program in 2003, we have had 33 Amber Alerts with the successful recovery of 44 children.
- Sponsored the Broadcasters Clinic, a three-day award winning and nationally renowned event held in October attracting more than 300 broadcast engineers, vendors and exhibitors from 17 states
- Supported the Midwest Next-Gen TV Summit in Columbus, Ohio which hosted engineers from around the region to learn about ATSC 3.0
- Assisted in the coordination of Wisconsin’s annual live-code statewide tornado warning test
- Updated the WBA Awards for Excellence categories to reflect changes in broadcasting and to promote best practices in broadcasting
- Received another record number of entries (1,784) in the WBA Awards for Excellence Program. The 2018 Awards Gala had more than 400 attendees. The WBA benefitted from social media at the event with 25,000 impressions on Twitter and Facebook reach of 3,500. There were 2.2 million impressions on the #wbagala hashtag and a reach of 829,000. The Station of the Year livestream was viewed 1,000 times.
- Supported and attended the Watchdog Awards, which recognizes those who demonstrate the importance of transparency in government
- Held our annual State Legislative Day, which featured meetings at the State Capitol with elected officials and concluded with our State Legislative Reception
- Provided financial assistance to 35 WBA directors and members for our annual Washington D.C. Call on Congress
- Represented the concerns of broadcasters and journalists about a bill regulating the use of police body cameras and secured representation for broadcasters on a legislative study committee on the topic
- Monitored drone regulation proposals
- Offered WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories
- Began promotion of a message to WBA members that “If you work for a WBA member station, you’re a member of the WBA.”
- Continued our Jacobs Media/WBA Digital Partnership, a free member service, created in conjunction with media consultant Jacobs Media. The service also includes the Connecting the Dots weekly email training, access to Jacobs Media webinars and contributions to the Wisconsin Broadcaster, highlighting digital/social/mobile and trends in digital media. Seth Resler also produced a series of instructional videos and attended the WBA Summer Conference to hold face-to-face consultant meetings with member stations.
- Offered a variety of social/digital media seminars and webinars to assist our members with their social/digital media needs
- Partnered with Governor Walker, the Republican Party, and the Democratic Party, to make available to our members their Weekly Radio Addresses via WisPolitics and on our website
- Actively monitored and lobbied on federal and state issues to serve, protect and promote the broadcast industry in Wisconsin, in addition to providing the WBA’s perspective in many FCC proceedings
- Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by FCC-experienced engineers before applying for renewal of their station licenses. Currently, 260 Wisconsin radio stations and 37 Wisconsin TV stations are protected.
- Presented WBA Local Broadcast Legends Awards to Kathy Keene, Margaret Nader (posthumous) John M. Wadd (posthumous), and Jeff Wagner. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities and their fellow broadcasters.
- Continued work with our advisory teams led by WBA board members to identify member and association needs in the areas of technology, advocacy, education, diversity, and association revenue, as part of our long range strategic planning process
- Offered a new round of the WBA Mentorship Program initiated by the WBA’s Young Professionals Committee
Continued to support and grow the WBA Young Professionals Committee which represents our younger WBA members and future broadcast managers. The initiative also encourages outreach to individuals interested in a broadcasting career.

Provided members with a 24-hour Engineer Hotline

Toured the Consumer Electronics Show in Las Vegas with Jacobs Media to learn about how new technologies will affect broadcasters.

Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, David Oxenford at Wilkinson Barker Knauer LLP, and by Madison counsel, Godfrey Kahn.

Built on the social media component of the NSCA/PEP program with a high profile campaign.

Connected the Wisconsin Humanities Council with stations willing to participate in a project connecting journalists with their local communities.

Hosted the annual WBA Student Seminar with more than 130 students from 16 different schools. The day also featured our WBA Student Awards for Excellence, including 205 entries this year, the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award winner.

Extended the Student Awards program to Wisconsin high school students.

Updated and maintained the WBA Assistance Action Plan for EEO Compliance, which set an industry standard and helps WBA member stations achieve compliance under the FCC EEO regulations.

Moved the WBA Broadcaster Emergency Personnel ID Program from the Wisconsin Department of Justice to Wisconsin Emergency Management. Issued new cards to all cardholders which will allow radio and TV station transmitter engineers to cross police lines in times of disaster in order to keep stations on the air.

Increased Facebook likes by more than 200 and average weekly engagements went from about 44 to about 77.

Continued to host www.wisconsinhhonorflight.org, a one-stop shop for all six Wisconsin Honor Flight Hubs and distributed new spots for stations to air.

Worked with Wisconsin Honor Flight to air new PSAs featuring Steve Stricker promoting the service for Wisconsin's veterans.

Held two Nondiscrimination and Outreach in Hiring sessions/webinars in conjunction with the WBA's winter and summer conferences to assist our members with EEO compliance and credit engagements went from about 44 to about 77.

Promoted repack resources to stations in markets subject to the television repack.

Coordinated two job/career fairs which were held in conjunction with the WBA's winter and summer conferences.

Offered Omnia Target Reports to aide WBA members in recruitment and hiring.

Held two annual conferences—a winter meeting in Madison and a summer meeting in Milwaukee, offering a wide array of timely programs to serve our members.

Conducted station visits throughout the state to meet in person with broadcasters in their offices and studios.

Published the Wisconsin Broadcaster, our bi-monthly newsletter and published all articles as they were available on the WBA website.

Updated our Public Service Announcement Guide and offered it to member stations and the public on the WBA website.

Awarded the first Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett.

Added new recordings to the WBA Museum.

Approved a WBA Hall of Fame ring to be available to WBA Hall of Fame members as a fundraiser for the WBA Foundation.

Achieved a second year of sellout attendance at the 21st annual three-day Walker Broadcast Management Institute at UW-Madison. As of April 2018, 143 broadcast managers have graduated from the three-year module.

Inducted four Wisconsin broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 140. Inducted this year: Tom Koser, Chris Lytle, Bob Smith, and Gary Timm.

Continued support of High School Initiative designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering.

Continued WBA Student Storytellers (as part of WBANewsroom.org), featuring interesting, creative, and engaging stories produced and posted by students. This initiative was created to foster a dialogue between Wisconsin broadcasters, students in Wisconsin schools and universities and instructors, professors, and teachers of journalism and media.

Provided a WBA Engineering Fellowship Grant Program in conjunction with the WBA Foundation to support continuing education for broadcast engineers.

Produced two half-hour WBA Hall of Fame Shows for distribution to Wisconsin television stations.

Prepared to host two statewide political debates, following in the WBA Foundation's 30 year history of using debates to promote an informed electorate.

Continued sponsorship of Radio Marketing Professional (RMP) seminars throughout the state in which students can become certified as RMPs through the Radio Advertising Bureau, providing stations with potential sales people. Since 2007, 799 students have become certified RMPs.

Awarded $9,977 in educational support grants, through the WBA Foundation, to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software, and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting.

Continued to refine and update WBANewsroom.org. All content has been updated and is kept current to reflect “what’s going on” in news in Wisconsin. This online resource provides quick, easy-to-search results for newsroom questions. It’s a valuable resource for all reporters, editors, producers, students, and news junkies.

Hosted a 50/50 fundraiser during the WBA Awards Gala and Summer Conference. $580 was raised at the gala and $840 was raised at the conference for the WBA Foundation.
Members in the Spotlight

Bob Barry shares stories of Milwaukee radio from 60s, 70s

Book sale proceeds going to charity

WBA Hall of Famer Bob Barry has authored a book about his experiences being on the air in Milwaukee in the 1960s and 70s and rubbing elbows with icons of popular culture from the period. Barry had a 30-year career on Milwaukee’s radio dial at WOKY, WEMP, WISN-AM and WZTR-FM. During the mid-’60s when the Beatles dominated rock-n-roll and he was the dominant rock-n-roll DJ in Milwaukee at WOKY, he became known as “Beatle Bob” after he was featured prominently with the Beatles during their only appearance in Milwaukee and he introduced them to a star crazed crowd.

The book features Barry’s many encounters with celebrities, including Elton John, Cher, Johnny Cash, Chuck Barry, and it culminates with the story of his two days with the Beatles when they visited Milwaukee in 1964.

Barry said he wrote the book for himself because he loves history and it gives him great pleasure to look back at the history of radio in Milwaukee. Proceeds from book sales will go to Donate Life Wisconsin and the Angel Fund for Kids.

Station raises more than $160K after gas leak explosion

Madison TV station WISC-TV News 3 raised $163,517 through a one-day telethon for disaster relief aimed at helping residents and businesses of Sun Prairie recover after a July 10 gas leak explosion.

One week after the explosion that killed Sun Prairie Fire Department Capt. Cory Barr and injured others, the station hosted an 18-hour telethon that spanned all of its newscasts. Fifty-eight residents were displaced from their homes and 50 businesses were affected, including five that were destroyed.

All of the money collected will be distributed locally through the Bank of Sun Prairie’s disaster relief funds.

“Is this who we are;” said Elizabeth Murphy Burns, president and chief executive officer of Morgan Murphy Media. “We are members of our communities and here to inform, entertain, but mostly to serve.”

Through its day-long coverage, the station demonstrated the need for support, talked to those affected, and showcased the remarkable efforts by community members to give assistance during a very difficult time.

“We were compelled to act, and the response was astonishing,” said Colin Benedict, vice president of news for Morgan Murphy Media and news director at WISC-TV. “So many people in our viewing area asked us what they could do to help, and we tried to serve as a connection to those in need.”

Money raised will go directly to families and businesses affected by the explosion. In addition, two local community organizations have been identified as recipients: Sunshine Place, founded in 2007, which is a single point of access to social services for Sun Prairie residents in times of need, and the Sun Prairie Emergency Food Pantry which will offer food to those who need help getting back on their feet.

‘Mac the Mailman’ remembered in new video

Television personality Ward Chase, better known to many as “Mac the Mailman” is being remembered in a video posted to the Wisconsin Broadcasting Museum.

Chase began his broadcasting career in 1949 at WBAY radio in Green Bay and four years later joined WBAY-TV when it went on the air. In 1956 he moved to Milwaukee be a newscaster on WOKY radio. A year later he returned to TV on WITI-TV and in 1959 to WXIX-TV in Milwaukee.

Chase is best remembered in Milwaukee for his children’s program “Mac the Mailman,” Chase played Mac, the mailman who played movies, read letters, celebrated birthdays, and encouraged good behavior.” Chase taught English, speech and broadcasting at MATC starting in 1971. He retired in 1991. He died in 1996. The video was produced by John and Kathleen Retzloff of Bayside, Wisconsin. Chase was Kathleen’s first husband.

WISN-TV adds 11 a.m. newscast

WISN-TV in Milwaukee is adding a new one-hour weekday newscast at 11 a.m.

“WISN 12 News at 11 a.m.” will begin Sept. 10. Melinda Davenport will anchor the new newscast with meteorologist Sally Severson.

“We’re very excited to expand our news into a new daypart, and provide our viewers with more opportunities to receive WISN 12’s important local news coverage,” Jan Wade, WISN 12 president and general manager, said.

Davenport joined WISN from Hearst sister station WMUR in New Hampshire in March 2014. Davenport’s first role at the station was as the breaking news anchor for “WISN 12 News This Morning.” From there, Davenport moved to co-anchor of the weekday morning show, and has earned several honors along the way, including “Best Personality” by the Wisconsin Broadcasters Association.

The new show means “Dr. Oz” will move to 2 p.m. “GMA Day” will take the place of “The Chew” at noon. “Rachael Ray” moves to 1 p.m.

New rock station on the air in SW Wisconsin

Dodge Point Broadcasting is on the air with a new rock station for southwest Wisconsin. 96.9 Z-Rock is based in Dodgeville and has new call letters WZRK. The new station is a sister station of Outlaw Country D99.3.

WKTI named Marconi finalist

Milwaukee radio station WKTI-FM is one of five finalists for the Large market Radio Station of the Year Marconi Award.


“This represents the the KTI vision coming to life: A real, live, vibrant and local successful station - committed to serving the community,” said Tom Langmyer, Vice President & General Manager, Milwaukee Radio Operations - WTMJ/WKTI. The winner will be announced at the NAB and RAB Radio Show in Orlando on Sept. 27.

Sports talk host struck by lightning

Wisconsin sports talk host Bill Michaels was injured when a bolt of lightning struck a table he was sitting at during a broadcast.

Michaels’s show, “The Bill Michaels Show” is based at WSSP-FM (105.7 The Fan). He was hosting his show Thursday morning from a golf event in Eau Claire when he was struck.

According to his wife’s Facebook post, the lightning went into his finger and out his shoe. He was taken to a hospital, treated, and released. He rejoined his show Friday and said they thought they had set up their broadcast well away from the weather. He said he wasn’t hit directly but that some of the lightning went through him. He said it burned his arms and fingers.
WBA Board member, Broadcasters Clinic, honored by SBE

A WBA Board member and the WBA Broadcasters Clinic are each being honored by the Society of Broadcast Engineers. The 2018 SBE National Awards recognizes excellence and achievement by individual members, SBE chapters, and sustaining member companies.

WBA Board member Jeff Welton was named the 2018 James C. Wulliman SBE Educator of the Year.

“Welton began his professional career in 1970 as a Nautel field service engineer. In addition to his current work with Nautel, Welton also lends his expertise to CKVE-FM as a co-engineer. CKVE is a community broadcaster in Hubbard, NS. This unique background has served him well in his many technical presentations, tutorials, and speaking engagements. He has further provided his broadcast engineer colleagues countless professional development events ranging from Nautel specific equipment seminars, participated as an instructor at the Alabama Broadcast Association Engineering Academy, and served as a presenter at the NAB Broadcast Engineering and Information Technology (BEIT) conference. His passion for transmitter site safety education is just one area of noteworthy mention.” The 2017 Broadcasters Clinic was named Best Chapter Regional Educational Event by SBE. The full list of winners can be found at: http://sbe.org/sections/news/2018_awards_winners.php.

IN REMEMBRANCE

Marshfield area Hall of Fame broadcaster dies

A Marshfield area radio broadcaster and WBA Hall of Famer with a long record of community service has died.

Jack Hackman was with Goetz Broadcasting for his career in broadcasting that lasted more than 40 years. He died July 10 surrounded by his family. He was 85.

Hackman started as a control room engineer and producer at WDLB radio in Marshfield and served in numerous talent and management roles until 1970 when he became general manager of WDLB-AM/WLJY-FM.


Hackman was the voice of the Marshfield Senior High School Tigers and Columbus High School Dons for many years. A baseball field in Marshfield was named in his honor. He served three terms on the Marshfield City Council.

Hackman was recognized on the local, state, and national levels for his community service. Under his leadership, the Marshfield stations received a Crystal award, two presidential C-Flag awards, and two all-state WBA awards. He served on the Board of Directors of the WBA and was Chairman of the Board in 1989-90. Under his leadership, the Wisconsin Broadcasters Association Foundation and the Wisconsin Broadcasters Hall of Fame were created.

He was inducted into the Hall of Fame in 1995.

County radio PD loses battle with cancer

A county radio program director with a history of working in Wisconsin has died after a six-year battle with cancer.

Mark Grantin died Wednesday night. His last eight years he worked at Scripps-owned KTTS in Springfield, Missouri.

Grantin’s career also took him to WBUL in Lexington, Kentucky, WWQM and WHIT in Madison, and WAKX in Duluth, Minnesota. During his time at WWQM, he paired John Flint and Tammy Lee, an on air partnership that continues 18 years later. During his time at KTTS, the station has received numerous honors including from the Academy of Country Music, NAB, and RTDNA.

Members in the Spotlight

Lifelong reporter, producer dies

A man who spent his career producing content at radio and TV stations in Wisconsin and Illinois has died.

Ronald R. Anderson stated his career in the 1960’s as a DJ and reporter for radio stations in Two Rivers, Madison, and Illinois. He then worked at WISN-TV and WMVS public television in Milwaukee. He worked with Milwaukee PBS for 20 years as a freelance producer and editor.

Anderson later produced videos for the Wisconsin DNR and the DPI. Anderson died July 25. He was 74.

WBA Hall of Famer, pioneer for women in broadcasting dies

Jean Gitz Bassett, one of the first women broadcast station owners/managers in the nation and a member of the WBA Hall of Fame, has died.

Her broadcast career spanned over a 28 year period, beginning in 1955 at KRDO-AM, Colorado Springs and KOIA-AM, Des Moines. Gitz Bassett became part of a partnership that purchased WLAX-AM, La Crosse, in 1957. In addition to her ownership role, at WLAX-AM, from 1957 to 1983, she also served as the station’s program director for 20 years and then as its President and CEO from 1977 to 1983.

She was deeply involved in the La Crosse community, serving on a long and varied list of business, community development, and church organizations. She served as a member of the Wisconsin Broadcasters Association Board of Directors and was elected WBA Secretary from 1979-1983. She wrote her own obituary which demonstrates her commitment to the community.

“Joy in my life comes from many community activities in serving as President to United Way, La Crosse Chamber of Commerce, Salvation Army, La Crosse Public Education Foundation, Mobile Meals, La Crosse Downtown Rotary Foundation, and State Chairman of the Mississippi River Parkway Commission (Great River Road).”

Gitz Bassett died Aug. 6. She was 94.
WBA program helps stations plan for crisis

Radio and TV stations throughout the state can take an easy step toward being prepared for an emergency by getting Broadcaster Emergency Personnel ID cards for engineering staff members. Many stations already participate in the Broadcaster Emergency Personnel ID program, but all WBA member stations are invited to participate. Broadcaster Emergency Personnel ID cards are issued by Wisconsin Emergency Management (WEM). They’re the same cards local police officers, firefighters, and EMTs use in emergency situations. The cards can be used by engineers help them gain access to a crisis area in order to keep their station’s transmitters up and running.

The cards contain the engineer’s name, company name, title, and photo. The cards are good for seven years, but the Wisconsin Broadcasters Association, as the organization responsible for cards issued to broadcasters, sends renewal notices to stations annually to make sure the WEM database has the most updated cardholder information. Cards must be requested by a station manager. Instructions and application documents can be found on the WBA website. Look in the menu for “Emergency Planning” and click on “Broadcaster ID” or go to: https://www.wi-broadcasters.org/emergency-planning/broadcaster-id/

Anyone with questions about the cards is asked to contact Kyle Geissler at kgeissler@wi-broadcasters.org.

Names in the News

Marty Schibbelhut was named general manager for Mountain Dog Media’s KFIZ-AM and WFON-FM in Fond du Lac. Schibbelhut has more than 30 years of experience in the radio industry with experience as talent, marketing sales management, and director of sales all over the Midwest, and most recently as the owner of Schibbelhut Martini Media, and B104online.com. He started Aug. 6.

WISN-TV morning anchor Andy Choi is leaving television broadcasting. Choi is moving home to Schaumburg, Illinois to be closer to his family. He will be Public Relations Manager for Verizon in the Great Lakes Region. He said he’s leaving television with “a tremendous sense of humility, purpose, and gratitude.”

Kevin Carpenter has been named news director at WAOW-TV in Wausau. Carpenter comes from WLS-TV in Chicago where he was director of digital operations for the last 16 years. He earned a master’s degree in broadcast journalism from Northwestern University before serving as a reporter in Plattsburgh, New York, Burlington, Vermont, and Flint, Michigan.

WKOW Wake Up Wisconsin anchor Dani Maxwell has been promoted to Content Manager for the WKOW newsroom. In this senior newsroom management position she will guide overall direction and coverage decisions of the newsroom. Maxwell’s promotion means she will transition off the morning show, although she will still produce special coverage for the morning program. Because of this transition, WKOW also announces Weekend Morning anchor Nick Buffo will take over weekday duties alongside Rebecca Ribley.

Milwaukee stations team up for political debates

A TV and radio station in Milwaukee are teaming up to host a gubernatorial and U.S. Senate debate ahead of the fall election. WTMJ-TV and WUWM-FM will air debates between Republican Governor Scott Walker and Democratic challenger Tony Evers and Democratic Senator Tammy Baldwin and Republican challenger Leah Vukmir. They will be simulcast on WGBA-TV in Green Bay. A date has not yet been set for the debates.

WTMJ-TV news anchors Charles Benson and Shannon Sims, along with WUWM’s Mitch Teich, will moderate the debates. The debates are in partnership with the Milwaukee Journal Sentinel and USA Today.
Campus broadcasts add live closed captioning

This past summer, the staff at UW-Whitewater was busy seeking answers to the question of how to provide real-time closed captioning services for events broadcast on the campus cable television channel. Many state schools broadcast live sporting events like football and basketball, along with commencement ceremonies and newscasts, while experiencing the need to seek out a cost-effective option in order to be compliant with Section 508 of the American Disabilities Act.

A number of options were considered during the research process, with the understanding of one fact: We need to find a way to have all programming captioned beginning the fall semester of 2018. The first thought, and the one least desired by staff and students, was to eliminate the practice of broadcasting events live. The alternative would be to record each multi-camera production with announcers and outsource the finished product to a vendor to caption in post-production. The idea of eliminating live programming was dismissed as quickly as it was first considered.

The second involved vendors who specialized in real-time captioning via speech recognition. Testing a number of these systems with game clips and commencement ceremonies proved to be a problem. Names of students/players were often butchered, as were the titles of many of our chosen mascots. The quality compared to what one sees from a free auto-generated speech recognition via video storage sites. The third option was enlisting the services of a state-contracted vendor that produces real-time captioning through the talents of a professional with qualifications of speed and accuracy similar to a court stenographer. While the initial concern here was expense compared to other options, UW-TV went this route, with the support of campus administration.

Making the need to live caption a campus issue was the best way to go with this venture. We were fortunate to have an administration that fully backed the program’s efforts, and by mid-summer, funding was approved to proceed with the necessary vendors for our live captioning needs. UW-TV student employees still manually caption shorter, post-produced programs, but their time dedicated for captioning efforts is far less than expected for the upcoming school year.

Campus cable stations across the state of Wisconsin have students working hard over the next few months broadcasting games, special events, and original student programs. It has been a rewarding experience to see how far everyone has come over the years with technology, while continuing to provide great opportunities for our student broadcasters. As an educator, if you have determined your own best-case strategy of success to close caption live events, that is yet another accomplishment to be proud of.

Youth Apprenticeship Program available to help broadcasters

Recently, I was named to the Business, Marketing and Information Technology (BM&IT) Advisory Council through the Department of Public Instruction.

The purposes of the council are to promote the recognition of BM&IT coursework as students transition to Wisconsin colleges and universities, support work-based learning as an integral part of the business and marketing education curriculum, promote business and marketing education, and endorse career and technical student organizations.

At a meeting of the Council, apprenticeships for high school juniors and seniors were discussed. This may be of interest to Wisconsin radio and TV stations especially in the area of marketing and engineering. If you find this program of interest, please contact me via email kbseno@gmail.com.

Below is an explanation of the Youth Apprenticeship (YA) program from Coordinator Amy Phillips.

Wisconsin’s YA program is a work-based learning program that integrates on-the-job training with classroom learning, which enables students to gain real world applications for what they learn in school. After students go through an interview at a broadcast station, he/she can acquire entry-level, career ready skills in employability and in technical occupations of their choice.

The Wisconsin YA program offers 11 of the 16 national Career and Technical Education Clusters, including a marketing program with career pathways in Professional Sales, Merchandising, Marketing Communication, Marketing Research / Competitive Intelligence, and Marketing Management / Leadership.

Later this year, we will begin overhauling and modernizing the YA program curriculum so there will be opportunity to expand to additional pathways as determined by employer and industry needs. These include the Arts, A/V Technology & Communications program that could potentially have an A/V Technology Career Pathway added to it if there is enough employer and industry interest and support.

A student may participate in a one year program that requires 450 work hours with two semesters of related instruction, or a two year program that requires 900 work hours with four semesters of related instruction. Participating students must enroll in YA related classes and be available to work between 10 to 15 hours of work per week during the school year. Students are paid minimum wage or higher by the employer. If agreeable with their employers, students may work more hours during the summer and school breaks. Upon successful completion of the program, a student may earn a Certificate of Occupational Proficiency that is issued by the Wisconsin Department of Workforce Development.

Each YA student must achieve certain skill competencies on the worksite and in the classroom, and these competencies are reviewed and approved by industry focus groups held throughout the state.

The instruction in the classroom is meant to reinforce concepts learned on the worksite and vice-versa. We require that a majority of the work hours take place during the school year, so that the course is linked to work. Students often get school release for part of the day to attend classes, and will get academic credit for the work-based learning.
Commercial and noncommercial radio and television stations licensed to communities in Wisconsin will be filing their next renewal of license applications with the FCC no later than August 1, 2020 (for radio) and August 1, 2021 (television). With their renewal applications, stations will be required to file FCC Form 396, which will include their two most recent Annual EEO Public File Reports.

The FCC will review these filings to determine if the station has complied with all the EEO obligations imposed by its rules. Wisconsin broadcast stations should consider fully availing themselves of the EEO-related programs that the WBA has designed to help them meet those requirements.

Your WBA continues to offer many programs through which the Association helps your station employment units (“SEUs”) achieve compliance under the FCC’s EEO regulations. The FCC’s current EEO Rule took effect on March 10, 2003. The Rule contains an “equal opportunity/nondiscrimination” requirement, a separate “outreach” requirement, and related reporting requirements. Under the “equal opportunity/nondiscrimination” requirement, all commercial and noncommercial radio and television stations must afford equal opportunity in employment to all qualified persons and no person may be discriminated against in employment on the basis of race, color, religion, national origin or gender. The “outreach” requirement is comprised of three prongs designed to ensure broad and inclusive recruitment outreach to potential applicants of all races, genders, and ethnicities.

The “equal opportunity/nondiscrimination” requirement applies to all SEUs regardless of the number of persons employed. The “outreach” requirement applies to all SEUs with five or more full-time employees (“Nonexempt SEUs”). The reporting requirements are discussed at the end of this document.

An SEU is typically a group of stations that are commonly owned or controlled, located in the same market and sharing at least one employee. An SEU can be comprised of one station, two stations, a mix of several radio stations or television stations, or a combination of radio and TV stations all in the same market.

**Outreach Prong 1 - Recruitment For All Full-Time Vacancies**

Nonexempt SEUs must engage in broad and inclusive recruitment for all full-time vacancies, with a limited exception for exigent circumstances. Last year, the FCC for the first time determined that a broadcaster can rely solely on online sources in its recruiting. The FCC encourages you to continue to use some of the traditional outreach methods, but it is no longer required. You simply need to be reasonable in picking online recruiting sources that are likely to reach the members of various groups within your community with announcements of the job openings at your stations.

If you choose to continue to rely on traditional outreach sources, the WBA has compiled a list of recruitment referral sources, including organizations and groups whose membership includes significant participation of women and minorities. WBA members can download this list off our website at www.wi-broadcasters.org. Every year we send a letter to each of these referral sources seeking (1) confirmation that each wishes to serve as a referral source and therefore would like to receive job vacancy information from Wisconsin stations by mail, fax or e-mail and (2) full contact information for that purpose.

You are free to use the referral source information as you see fit, understanding that it does not purport to be exhaustive, certainly not at the local level. Remember, it is your responsibility to ensure that you choose a broad array of sources tailored to reach all segments of your SEU’s local community and service area, and that the recruitment information remains current over time. If you find that any of the information is not correct, or has become outdated, or if you add any new referral sources to the list of sources that you use for your SEU, please alert us at once and provide us with the names/contact information for each new and updated source so that we may add that information to our website and share it with other broadcasters in the State.

**Outreach Prong 2 - Notification To Community Groups**

In addition, each Nonexempt SEU must provide notice of job openings to community groups who request such notice. Each SEU should periodically air two announcements, the first to comply with this FCC policy, the second to promote the WBA job site —

1) An over-the-air announcement inviting organizations and groups that assist job seekers and that would like to receive notices of openings at broadcast stations to contact individual stations so that these stations can add the organizations to their mailing list for job. We ask that you provide us with the contact information of any organizations that contact you to receive notices and we will consider adding them to our website-based master list of referral sources.

2) An over-the-air announcement that tells listeners to go to www.wi-broadcasters.org to find current openings at Wisconsin broadcast stations as well as at broadcast stations nationwide. If you need a copy of that form of announcement, please call us at 800-236-1922 or email kgeissler@wi-broadcasters.org. So long as your job vacancy ads specify that you are an “Equal Opportunity Employer” or “EEO”, they can be placed on our website’s online Job Bank, which is also linked to a national broadcast Career Page online site that may be accessed at www.careerpage.org.

**Outreach Prong 3 – “Menu Option” Outreach Initiatives**

Prong 3 requires Nonexempt SEUs to earn a minimum number of “credits” by performing certain outreach activities that are unrelated to any particular job opening. SEUs with 5-10 full-time employees must earn at least 2 credits per two-year segment of their license term, and larger SEUs with more than 10 full-time employees must earn at least 4 credits per two-year segment of their license term unless they are located in a “smaller market” as defined by the FCC (in which case they are only required to earn at least 2 credits per two-year segment of their license term despite having more than 10 full-time employees). Generally, a “smaller market” is one where the stations comprising the SEU are licensed to a community or communities that are in a county which is outside of all metropolitan areas or is in a metropolitan area with a population of less than 250,000 persons. Please consult your communications counsel to be sure how many credits your SEU is required to earn. Your WBA helps you earn these Prong 3 non-credit-specific credits in the following ways:

1. **Participating in Job/Career Fairs.** The FCC allows SEUs four, one-quarter credits, totaling one full credit, for each two year segment of their stations’ eight year license term if they participate in at least four job fairs or career fairs during that two-year segment. To be counted as participating in a job fair, the SEU must send personnel who have substantial responsibility in the making of the SEU’s hiring decisions. The WBA sponsors two job fairs per year, one in conjunction with our Annual Winter Conference (January) and another in connection with our Annual Summer Conference (June). Full SEU participation in each job/career fair should earn the SEU a 1/4 credit for each of these job fairs. Accordingly, over a 2-year period of participating in these WBA-sponsored job/career fairs, an SEU should be able to claim one full credit so long as such participation includes personnel who have substantial responsibility in hiring and the SEU maintains adequate documentation of such participation.

2. **Hosting/Sponsoring Job/Career Fairs.** The FCC also allows one full credit per two year segment for hosting or sponsoring at least one job/career fair. Your WBA can provide you with an Army National Guard Diversity Career Fair Kit. While these kits are designed to help stations host and promote diverse career fairs in their communities in co-sponsorship with the Army National Guard to help reduce costs to the SEU, you can also use the Kit as a guide for setting up your own Career Fair without National Guard participation.

3. **Co-Hosting/Co-Sponsoring Job/Career Fairs.** The FCC also allows one full credit per two year segment for co-hosting or co-sponsoring at least one job/career fair with some business or professional community organization with substantial participation by women and minorities. As discussed above, you can use the Army National Guard Diversity Career Fair Kit either in connection with the Army National Guard or some other business or professional organization in the community, as long as the organization’s membership includes substantial participation of women and minorities. Each SEU seeking credit must have “a meaningful involvement in the activity,” e.g., by jointly planning it, jointly promoting it, jointly implementing it and meeting persons who attend, and accepting and considering resumes submitted at the job fair. Merely lending the SEU’s name, running ads and providing funding are not enough to claim this credit.

4. **Participation in Job Banks/Internet Programs.** The FCC also allows one full credit per two year segment for participating in job banks, Internet programs, and other programs designed to promote outreach generally. The WBA’s Internet-based Job Bank provides information about the various positions for
staffing radio and television stations, schools that offer courses and training in broadcast and broadcast-related fields, internship programs, etc. To obtain a credit, your participation must extend beyond simply posting notices of your job openings. Assisting the WBA with compiling and presenting information for the WBA Job Bank about the duties of those in various broadcast positions and the training and qualifications that will assist applicants in preparing for a broadcast career would be the type of activity that the FCC is seeking.

Establishing outreach programs to maintain contacts with individuals who might be interested in future openings at your station is also mentioned as an activity that would be part of obtaining credit for this activity. As with other activities, consult your communications counsel for details on this credit. SEU participation in the WBA's Internet-based Job Bank should be continuous during the 2-year period. In addition, if you place your "EDE"-signified job vacancy(ies), on the WBA's Internet-based Job Bank, your vacancy(ies) will be linked to a National Broadcast Career Page online site. You can post job openings at www.wi-broadcasters.org (Careers – Post Available Job) or e-mail them to kgeissler@wi-broadcasters.org.

5. Participating in Scholarship Programs. The FCC also allows one full credit per two-year segment for participating in scholarship programs designed to assist students interested in pursuing a career in broadcasting. The WBA Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis. As with any of these other credits, your station's participation in the scholarship program must be substantial and go beyond simply donating money. While you should consult with your own communications counsel to assess the credit to which you are entitled, we suggest that to obtain one full credit for every two-year period, each SEU should at a minimum: 1) donate at least once every two years to the Foundation (earmarked for scholarships) a minimum of $100 for radio SEUs with 1 or 2 stations, a minimum of $200 for radio SEUs with three or more stations, and a minimum of $300 for TV SEUs, 2) promote the availability of the scholarship program over the SEU's minimum of $300 for TV SEUs, 2) promote the availability of the scholarship program over the SEU's minimum of $300 for TV SEUs, 2) promote the availability of the scholarship program over the SEU's minimum of $300 for TV SEUs, 2) promote the availability of the scholarship program over the SEU's minimum of $300 for TV SEUs, 3) provide a blank application form upon request (which the WBA will provide you), 4) be available to answer questions about the program from interested persons, and 5) assist the Selection Committee in the selection process by providing the Committee with the SEU's evaluation of each candidate. The WBA Foundation will send each SEU copies of the applications received and will ask for input based on such factors as the student's GPA, post high school employment & extracurricular activities, awards & honors, broadcasting experience and commitment, his/her response to an essay question, and other factors the Selection Committee and the SEU may deem relevant from time to time, before they are sent on to the Education Committee and the WBA Foundation Board of Directors for final judging.

6. Participating in Internship Programs. The FCC also allows one full credit per two-year segment for participating in the WBA Broadcast Internship Program, where the WBA seeks qualified candidates, develops a pool of candidates who become available for consideration by SEUs that have internship programs, and provides those SEUs with the names and qualifications of such candidates for consideration and selection by participating SEUs for their own station internship programs. If your station is interested in participating, go to our website (www.wi-broadcasters.org) where we have assembled the most recent information about interested candidates.

Candidates are categorized by the geographic area where they wish to intern. You may then contact your potential intern directly. You should print out the WBA Internship Section from our website, including your intern's information, to help document the existence of your internship program. Please note that according to our Washington Counsel, every SEU should document that they have an operating internship program and use reasonable efforts to have an intern "on staff" during a significant portion of the two-year period for which they are seeking credit. Having an intern for only two weeks of a year is clearly not enough for FCC EEO compliance purposes. All stations considering having an internship program should consult with their legal/tax advisor to assure that all applicable wage and hour regulations are complied with. That is the responsibility of each SEU, not that of the WBA.

7. Participating in Training to Ensure Equal Employment Opportunity and Prevent Discrimination. The FCC also allows one full credit for participating in a program that will teach the SEU's station management how to ensure Equal Employment Opportunity and prevent unlawful discrimination. Your WBA offers this type of training program 4 times over every two-year period. A seminar or webinar is held in conjunction with each of our Winter and Summer Conferences. If a station's management routinely participates, and shares the information they obtain with others at the station with hiring responsibilities, by the end of the segment (two-year period), the SEU would be able to claim one full credit for that two-year period. Please note - these four seminars or webinars will each be on different equal employment opportunity topics, including types of unlawful discrimination and FCC specific requirements, so an SEU will need to have station management participate in all four sessions or webinars to earn the full menu option credit, and share the information that they receive with other management personnel at their stations.

8. Participating in the WBA Student Seminar Networking Programs. You should consider, in consultation with your communications counsel, whether the WBA's Student Seminar Networking Session is eligible for non-vacancy specific "menu option" credit under the FCC's EEO regulations. During the program's Speed Networking Session, broadcast professionals interact, face-to-face, with multiple students interested in the field of broadcasting.

As they develop plans for full compliance with the FCC's EEO requirements, all SEUs should seek the advice of their Washington Counsel about the duties of those in various broadcast positions. To obtain a credit, your station must participate, and share the information they obtain with others at the station with hiring responsibilities, during a significant portion of the two-year period for which they are seeking credit. Having an intern for only two weeks of a year is clearly not enough for FCC EEO compliance purposes. All stations considering having an internship program should consult with their legal/tax advisor to assure that all applicable wage and hour regulations are complied with. That is the responsibility of each SEU, not that of the WBA.

For radio stations licensed to communities in Wisconsin, the pertinent two-year segments from the last license renewal filings to the next license renewal filings are: August 1, 2012 - July 31, 2014; August 1, 2014 - July 31, 2016; August 1, 2016 - July 31, 2018; and August 1, 2018 - July 31, 2020.

For television stations licensed to communities in Wisconsin, the pertinent two-year segments from the last license renewal filings to the next license renewal filings are: August 1, 2013 - July 31, 2015; August 1, 2015 - July 31, 2017; August 1, 2017 - July 31, 2019; and August 1, 2019 - July 31, 2021.

III. Upcoming Deadlines for Filing the FCC Form 396 and the License Renewal

August 1, 2020 will be the next license renewal filing deadline for radio stations licensed to communities in Wisconsin. By that deadline, unless the FCC changes its procedures, the SEUs must also submit to the FCC a completed FCC Form 396 regarding their EEO exemption status (if any) and their performance under the EEO rules. Included with the Form 396 filing will be (again assuming no changes in the FCC's procedures) the SEU's two then most recent Annual EEO Public File reports, one covering the period August 1, 2018 – July 31, 2019, and the other covering the period August 1, 2019 – July 31, 2020.

August 1, 2021 will be the next license renewal filing deadline for television stations licensed to communities in Wisconsin. By that deadline, unless the FCC changes its procedures, television SEUs must also submit to the FCC a completed FCC Form 396 regarding their EEO exemption status (if any) and their performance under the EEO rules. Included with the Form 396 filing will be (again assuming no changes in the FCC's procedures) the SEU's two then most recent Annual EEO Public File reports, one covering the period August 1, 2019 – July 31, 2020, and the other covering the period August 1, 2020 – July 31, 2021.
NCSA/PEP program offers many benefits

The NCSA/PEP programs that are run by the WBA and other state broadcasters associations offer your stations and the association many benefits. If your station is not airing the NCSA/PEP spots we send you, we hope that you will consider doing so. Your WBA, and your broadcast colleagues, would welcome your participation and support.

A non-commercial sustaining/public education partnership announcement (NCSA/PEP) is an announcement that is sponsored by a nontraditional advertiser (typically a non-profit or governmental organization) whose resources are not sufficient to ensure the placement and frequency of a normal commercial buy, but whose unique broadcast coverage needs cannot be met by public service announcements. NCSA/PEP announcements are broadcast using air time donated by stations to the NCSA/PEP program of a state broadcasters association.

The NCSA/PEP program provides the association with funds to provide benefits to WBA members and the entire broadcast industry. The funds are used for a variety of WBA programs, including educational seminars, conferences and conventions, and its scholarship program. The NCSA/PEP program has the added benefit of allowing non-profit entities and government organizations who are not normally broadcast advertisers to see the benefits of broadcasting, and the program allows them to get their important messages out to the public in a cost-effective way. We think that this is a win-win proposition, helping broadcasters, the association and the organizations running the PEP spots.

The NCSA/PEP Programs established by the WBA and other State Broadcasters Associations have remained strong over the decades because broadcasters and the PEP participants both benefit from the program. The program allows organizations running PEP spots to provide their important nonprofit messages to broadcast listeners, while the broadcast associations are able to fund the programs that they provide to advance the interests of broadcasters. The program clearly serves the public interest.

Note, however, the NCSA/PEP program is not a substitute for a licensee’s general obligation to be responsive to the local needs and interests of the station’s service area. Broadcasters need to continue to serve their community with issue-responsive programming. As part of that community-oriented programming, all Wisconsin radio and television stations are encouraged to continue their strong commitment to airing PSAs free of charge.

NCSA/PEP announcements should not be logged as a “commercial” or “PSA,” but rather simply as “NCSA.” This characterization promotes consistency among all of the state broadcasters associations as well as among all participating stations while affording each station broad flexibility to characterize, for accounting or other purposes, the NCSA/PEP announcements in the most appropriate way.

In a 1988 ruling, the Federal Communications Commission held that NCSA/PEP Programs, and the announcements carried by stations under them, do not have an effect on either a station’s lowest unit charge or otherwise factor into the political broadcasting analysis. The program has been established and is administered by the WBA in a way that is substantially related to the Association’s tax-exempt purposes.

Following are the stations that have participated so far this year in airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WZAW-TV</td>
<td>Wausau</td>
</tr>
<tr>
<td>WSAV-TV</td>
<td>Wausau</td>
</tr>
<tr>
<td>WZAV-TV</td>
<td>Wausau</td>
</tr>
<tr>
<td>WYOW-TV</td>
<td>Eagle River</td>
</tr>
<tr>
<td>WEUX-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>WQOW-TV</td>
<td>Eau Claire</td>
</tr>
</tbody>
</table>
| WQOW-V...
Why can’t we sell digital?

I spend a lot of my time on the road visiting with sales staffs and their management teams, helping them identify areas to grow revenue.

For the first part of the meeting, we deal with the nuts and bolts—reviewing the ratings, the perceived (and real) quality of the audience, the competitive marketplace. Since this is what the sellers are used to, they tend to be very comfortable since they are in their comfort zone. The result is a lively, interactive discussion where we talk about success stories and brainstorm new approaches to close business sold in 0:60, 0:30, and 0:15-second increments.

And then I bring up their largest growth opportunity and the topic that makes them squirm: digital. It never fails, as soon as I mention streaming, display ads, SEM and SEO, mobile, etc., they tend to lean back in their chairs and get really quiet. I ask about their metrics and they look at their feet. I ask about success stories and they check their phones. It was like I asked them about a bad rash or body odor.

Obviously, something is wrong with this picture. Digital revenue is growing at a rapid clip. This year, digital dollars will exceed television revenue for the first time, and the gap will continue to expand. Radio revenue is projected to be flat for the foreseeable future. So, you’d expect salespeople (who never shy away from making more money) would willingly gravitate to where the dollars are.

But they aren’t, and for many broadcasters, this poses a significant problem.

After much thought, I’ve concluded that a different approach to selling digital should be considered. Instead of asking (demanding?) that each salesperson make a digital quota, maybe it’s time to change the equation so broadcasters can carve out revenue from the digital space. Here are a few suggestions:

1. Narrow the focus. The mistake so many broadcasters make is they create a “tool box” approach to digital. They provide everything to their clients in the hope they’ll buy something. Of course, if selling digital is challenging for salespeople, selling A LOT of digital solutions is even more confusing. Consider narrowing down your digital offerings to one or two areas to start—maybe display and database marketing. Invest the time to ramp up your metrics and train your salespeople on the proper sales approach. Create success stories that can be shared. Over time, your sellers will get more comfortable with the concept and you can layer in additional digital solutions.

2. Train, and then train some more. Digital products aren’t media products and require different sales skills and language. There are also different types of media buyers involved, who don’t think “Nielsen” but rather live in a world of “uniques” and “downloads.” This is not a natural transition for most sellers, so ongoing training is required. Consider bringing in clients to your sales meetings to talk about their needs. Hire a consultant who specializes in the space. But whatever you do, don’t assume that if someone can sell a radio or television commercial, they can sell digital.

3. Think like a start-up. This is a more radical suggestion, but should be carefully considered. I have seen a lot of failure where stations try to shoehorn digital products into their portfolio because in media, we tend to think a certain way, and that way is different than the way digital companies think. So instead of trying to do this efficiently, maybe it’s time to think of digital as a separate business and think of it as a start-up. A separate sales staff and management, with its own P&L, goals, and culture. In other words, put your digital effort in a position to compete with other digital pureplays like Facebook and Google, who are vacuuming up the majority of digital dollars because that’s all they do.

Move the digital group out of your building into a different space so it can think like an entrepreneur and be self-reliant, aggressively creating solutions for clients without being burdened by the two killers of digital programs we constantly hear when we visit our media clients:

“We’ve never done it that way before.”

“No one has time to take that on. We all have day jobs.”

Digital provides a great opportunity for broadcasters, but we need to accept the fact it’s not a slam dunk. It requires a new approach and way of thinking. It can’t be done on the cheap and there’s no easy fix. But, there are so many digital dollars out there, it’s hard to make the case against going all in.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have a question about mobile, digital, social media, or content marketing, contact Paul Jacobs or Seth Resler at Jacobs Media at 248-353-9030.

The Jacobs Media/WBA Digital Partnership

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

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

Jacobs Media is at your disposal at: (248) 353-9030 or via email at info@jacobsmmedia.com.
Committee begins work on police body cameras

A legislative committee studying the use of police body cameras held its first meeting on July 26. The committee is trying to establish uniform regulations for law enforcement using body cameras. A body cameras proposal passed in the Assembly but was not brought up for a vote in the Senate before the end of the last session.

WISN-TV News Director Ben Hart and WBA/WNA attorney James Friedman are representing broadcasters on the committee.

At its first meeting the committee heard reports from the National Conference of State Legislatures, Wisconsin Department of Justice, attorneys representing local and county government, and a body camera vendor.

The bill that failed in the last session would have made footage from police body cameras confidential to the public unless it contained injuries, deaths, arrests, or searches. Victims and witnesses would also need to give law enforcement permission to release footage if the videos violated their privacy.

The committee discussed issues like privacy, data retention, transparency, and enforcement of any regulations that are established.

The committee will meet again in September.

DOJ suggests fees for copies of public records

The Wisconsin Department of Justice on Wednesday issued a release in response to concerns about rising fees for access to public records and suggesting fees for records custodians. Here are some key quotes:

“Copying fees should be based on the actual costs of the copy machine or contract, and the actual cost of paper.”

“Authorities should limit the amount of time spent by specialized personnel to only that time required to perform the specialized portion of the location task, thereby minimizing the time spent using specialized and costly personnel.”

“The law explicitly permits an authority to impose a fee for locating records if the cost is $50.00 or more, but only actual, necessary, and direct location costs are permitted.”

If you find yourself working with a records custodian who wants to charge you more than what seems reasonable for copies of public records, you might want to keep this document handy.

Thank you to the DOJ for providing guidance on this issue.

Madison station celebrates news website’s 20th year

WISC-TV in Madison is celebrating the 20th anniversary of its news website. Channel3000.com went online July 13, 1998 after its digital project called “In Touch,” which was Madison’s first television website.

The station partnered with Internet Broadcasting Systems to launch Channel 3000. IBS is now a part of Nexstar-owned Lakana.

Channel 3000 now also includes Madison Magazine, which is also owned by Morgan Murphy Media.

"As we appreciate the past achievements of Channel 3000 today our commitment is to look to the future and deliver content to our audience that is relevant and local on a daily basis for decades to come," said Elizabeth Murphy Burns, President and CEO of Morgan Murphy Media.

PSA Guide!

Your WBA has a great offering for you, a Public Service Announcement Guide. This is a reference for people asking your station the how to’s about PSAs.

Click on the For the Public link at www.wi-broadcasters.org.
Thank You, WBA Foundation

WBA Foundation,
I wanted to take a moment to thank you for providing funds to us through the WBW Foundation Educational Support Grant.

As funding remains tight for higher education, we are very pleased that grant dollars allow us to provide updates to equipment that we use daily. We are planning to add an additional video production course for the 2018-2019 academic year and the funds will help us accommodate additional demands on our check out equipment.

Last week I finished up our two-week summer class “Stars of the Future.” The program serves under privileged middle school students from across Wisconsin and allows them to experience college life. Over two weeks, students remain on campus, and we work daily on video production and writing. A large portion of the equipment we use was funded through this grant. The foundation grant also is used for many courses for traditional college students here at UW-Green Bay.

The grant is critical to our continued success and we very much appreciate the time and effort of the WBA Foundation. I look forward to my continued service on the WBA Education Committee and the student seminar.

Michael Schmitt, UW-Green Bay

The WBA Foundation, Michelle Yetterkind, and WBA Staff,
What a great feeling to check your mailbox at the UW and find a letter from the WBA Foundation, awarding an Educational Support Grant to the UW School of Journalism and Mass Communication.

We are grateful, as always. This fund will add to our ever dwindling and aging equipment at a time when our broadcast courses and student enrollments are on the rise.

I’ve said if before and I’ll say it again: The work that the WBA does for professional and student groups is amazing and provides a needed mission in these times. It is appreciated.

Again, sincere thanks,
Pat Hastings, Faculty Associate
University of Wisconsin School of Journalism and Mass Communication

Dear Michelle,
On behalf of WIPZ and The University of Wisconsin – Parkside, thank you to the WBA Foundation for its educational support grant of $408 to enable us to upgrade the most recent edition of Adobe Edition. This will give our students the most up-to-date editing software on the market today. The WBA Foundation’s support for educational broadcasting in our state is truly awesome.

Thank you again to you and the Foundation’s board for this grant.

Terry Havel, WIPZ Media Coordinator
Good Karma to buy 2 Scripps stations in Milwaukee

The E.W. Scripps Company has reached an agreement to sell its two radio stations in Milwaukee to Good Karma Brands for $16 million.

Wisconsin-based Good Karma Brands is purchasing WTMJ (620 AM and 103.3 FM) and WKTI (94.5 FM). The transaction is expected to close in the fourth quarter.

When the deal closes, Tom Langmyer will step down from his leadership role at the two stations and Scripps Market Manager Steve Wexler will take over.

Langmyer was at the stations for five years and oversaw a format change on WKTI and put an FM translator on the air for WTMJ. Langmyer posted on Facebook that “It’s been very nice to already have heard from so many people in the industry about the opportunity to help them.” He has not indicated where he might be headed.

Wexler began his career at WTMJ in 1977 as an intern and has also served before as the station’s general manager. “Good Karma Brands’ focus on Milwaukee makes the company an ideal home for these important local radio stations,” Adam Symson, Scripps president and CEO said. “The company’s expertise in connecting audiences and advertisers, particularly with sports marketing, means these stations will be well positioned for the future.”

Good Karma Brands is a sports marketing company based in Milwaukee. It owns and operates six ESPN-affiliated radio stations, including WAUK ($540 AM) in Milwaukee and WTLX (100.5 FM) in Madison. The sale is the second in what Scripps expects to be a series of radio sale transactions. In June, it announced the sale of five radio stations in Tulsa, Oklahoma, to Tulsa-based Griffin Communications. The company announced in January its intent to sell its portfolio of 34 radio stations in eight markets.

Public broadcasting begins yearlong transition

Wisconsin Public Radio and Wisconsin Public Television are beginning a yearlong transition from the University of Wisconsin Extension to the University of Wisconsin–Madison.

The process started July 1 and is part of a restructuring of the University of Wisconsin-Extension and Colleges announced by UW System President Ray Cross last fall.

The move is a homecoming for the networks which started on the UW-Madison campus and transitioned to UW-Extension more than 50 years ago. WPR began as station 9XM, the forerunner today’s station WHA, on the Madison campus just over 100 years ago. From there, coverage expanded to cover all of Wisconsin. In 1953, WPT was launched as the “Wisconsin Television Laboratory” on campus. It was one of the first public television stations in the nation. The administrative relocation will not affect programs on WPR or WPT.

The networks will also be under new leadership starting Aug. 1. Gene Purcell is being named the director of Wisconsin Public Media replacing longtime director Malcolm Brett, who retired at the end of July.

Educational Support Grants Total $9,977 in 2018

The WBA Foundation has awarded six grants totaling $9,977 under its Educational Support Grants Program for 2018.

The following grants were approved by the Foundation Board at the WBA/WBA Foundation Joint Board Meeting in June:

• UW-Green Bay ($1,901)
• UW-Madison ($900)
• UW-Milwaukee ($2,268)
• UW-Oshkosh ($2,000)
• UW-Parkside ($408)
• UW-River Falls ($2,500)

The Educational Support Grant Program was created by the WBA Foundation in 2000 to award up to $10,000 annually to assist non-profit college and technical school broadcast education programs in acquiring equipment, hardware, software and/or other teaching materials that are necessary to conduct broadcast education programs and promote careers in broadcasting. Due to the program’s excellent response, in the last 19 years, the Foundation Board has approved $189,639 in Educational Support Grants.
Jeff Welton
Nautel Regional Sales Manager
Central US

Tel: 1 902 823 5127
jwelton@nautel.com

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.

Take a LOOK at YOUR WBA’s Online Job Bank!
Job openings are added to the site daily.
For the most UP-TO-DATE look at Wisconsin broadcasting career opportunities, or to place an ad for a Position Available/Position Wanted, visit the WBA Job Bank under Careers at wi-broadcasters.org.
The WBA’s Job Bank is also linked to a national broadcast Career Page.

Calendar of Events

Oct. 16-18, 2018
Broadcasters Clinic
Madison Marriott West

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
WBA Summer Conference
Osthoff Resort, Elkhart Lake

2018 Election Windows for Lowest Unit Charge
Fall General Election
Election Date:
November 6, 2018
Window of LUC begins:
September 7, 2018