**Storytellers hone their photojournalism skills**

Course introduces Rick Jowett Fellowship

A two-day photojournalism course in Madison brought together more than 40 visual storytellers who began the event with a remembrance of long-time WBA photographer Rick Jowett.

The event introduced the creation of the Rick Jowett Fellowship which will be used to assist aspiring professionals, dedicated career professionals of WBA member stations, as well as students of the visual media with skills training and professional development. Jowett also worked for WMTV-TV in Madison and started working for the WBA in 1985. His family was on hand for a dedication to Jowett at the beginning of the workshop. Jowett died in July 2015.

The WBA partnered with the National Press Photographer’s Association (NPPA) to offer the Madison Driving Short Course on Aug. 18-19 on the UW-Madison campus.

Speakers at the conference included Chicago Tribune staff photographer E. Jason Wambsgans, WISC-TV reporter and former NPPA Photographer of the Year Dave Delozier, Michelle Vetterkind introduces the Rick Jowett fellowship

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**WBA tackles legislative issues, adds new staff member**

Michelle Vetterkind, CAE
WBA President and CEO

Vice President, Linda Baun and NCSA/PEP Coordinator, Liz Boyd join me in congratulating Kyle and welcoming him in this new full-time role with the WBA Team.

WBA staff celebrates anniversaries

Late summer is a time for celebrating anniversaries for the WBA staff. Three staff members marked work anniversaries in July and August.

Michelle Vetterkind, President and CEO 22 years on August 28
Linda Baun, Vice President 11 years on July 17
Liz Boyd, NCSA/PEP Coordinator 12 years on July 19

Congratulations and thank you for your service to the WBA.
The transition was part of the restructuring module of your WBA’s Long-Range Plan. As part of the transition, Kyle worked on a contractual part-time basis for the WBA for the past year as WBA’s Director of Communications while also working for Morgan Murphy Media.

Kyle has been working in broadcasting for 15 years in Wisconsin radio and television newsrooms and most recently as managing editor of Channel 3000 at WISC-TV in Madison. He has been involved in the WBA since joining the awards committee in 2008.

He studied radio at UW-Oshkosh and has a graduate degree in mass communication from UW-Whitewater. He has worked in news for KFIZ in Fond du Lac and WCLQ/WJVL in Janesville as well as the Janesville Gazette. He’s always been part of a broadcast newsroom, even when his focus was on digital and social media.

“Broadcasting is more than a business. The broadcaster's commitment to serve our local communities is what has always motivated me and is what drives me to serve our industry through the WBA,” Kyle said.

Your WBA Team looks forward to serving you, our valued members, as we move into this new and exciting phase of WBA history.

Initiatives

August was a busy time on the legislative front for your WBA. Hopefully, shortly after you read this, we’ll have some good news for you on our state legislative initiatives. On the federal side, I was able to meet recently with all ten of our Congressional offices in DC.

A variety of issues were discussed with our members of Congress, including:

• Despite Microsoft’s full court press to get members of Congress nationwide to sign on to their Microsoft TV White Space letter, we were able to keep all but one of our 10 members from signing on. Microsoft was once again attempting to secure free TV spectrum for a nationwide channel they want to use for unlicensed wireless devices. They characterized it as a boon for rural broadband deployment, failing to mention that it would do so at the expense of rural America’s lifeline local TV service. Microsoft, a $540 billion company, declined to purchase spectrum in the auction which netted about $7 billion for the federal government.

• Wisconsin’s own Congressman Sensenbrenner introduced the Transparency in Music Licensing & Ownership Act (H.R. 3350). This legislation would establish a comprehensive and authoritative database of music copyright ownership and licensing information. For broadcasters, this licensing information would be particularly helpful to know what works are in the repertoire of the PROs (ASCAP, BMI, SESAC, and now, GMR).

I would like to thank those of you who met with members of Congress during the August recess while they were back in your districts. We always encourage you to make the most of any opportunity you have to meet with your elected officials, on the state and federal levels. Never underestimate the value in establishing these relationships.

Clinic

Last, but certainly not least, Oct. 10-12, our Broadcasters Clinic (see pages 5 through 11). You won’t want to miss this award-winning, three-day regional event that last year drew attendees from 11 states. I’d like to congratulate our own Linda Baun, recent WBA Hall of Famer Leonard “Chuck” Charles, and the entire Clinic committee for once again pulling together a top-notch agenda. Be sure to send your engineers and managers. Join us for the exhibits. We’d LOVE to have you there! You will NOT be disappointed.

Thank you, as always, for your time and support!

STORYTELLERS

Continued from page 1

KUSA photojournalist and NPPA award winner Anne Herbst, long-time international journalist and UW-Madison instructor Michael Keinitz, and WITI-TV chief photographer Andy Konkle.

The WBA thanks those who have already contributed to the Rick Jowett fellowship. Anyone who would also like to contribute should contact the WBA.

E. Jason Wambsgans
Michael Keinitz
Anne Herbst
Andy Konkle

Wisconsin Broadcasters Association
44 E. Mifflin Street, Suite 900
Madison, WI 53703
Phone Toll Free (800) 236-1922
wi-broadcasters.org
Promoting cohesion between programming, sales

There’s an age-old problem in radio stations. That is a chasm between sales and programming. Some have solved it by making both departments very important and respectful of each other. It’s a subject I wanted to address. But our programming consultant, Tim Moore, said it better, so I’ll relinquish space for Tim:

If you think about it, radio is the only business with two completely different sets of customers; only Alpo Dog Food can make that claim. Today, we may be farther apart than ever and there are a thousand reasons why. Because we’d rather it not be true doesn’t change anything.

Our firm’s programming history has ranged from market rank No. 1 to No. 251. The scope may change, the process never does. Today with large groups in high seas, you have to wonder how much “development” is going on, or how much either side of the building really understands about the other. We hear it often, though the tenor and severity ranges from tolerably typical to toxic (“sales pukes,” “talent egomaniacs,” and other endearing references).

The greater question asks, “Why does leadership tolerate this stand-off?” In theory, it’s costing radio a lot of gross revenue and on the other side, through more subtle nuances, talent performance, and ratings.

As an owner of stations earlier in my career my staff was required to do a “changing socks” exercise with regularly scheduled rotation. It went like this: the seller who occasionally drifted into the “if it weren’t for him...” mantra referencing a talent, or the talent who quipped “all he/she cares about is making money” (duh). We kept this to a minimum and those who knew our stations and remember them today will attest to the high level of play in our buildings, thank to our people and their leadership. So, select talent and sales people would study each other’s roles.

A seller would be required to come into the studio at 6 a.m. joining the morning show. Following that experience the seller would usually say, “My God, I had no idea...like air traffic control in there, can’t believe what it takes” and other superlatives. Then an air talent would be asked to accompany a seller to a bona fide first encounter where a seller was asked to do a client needs assessment. One really good afternoon guy came back from a call, popped into my office and recapped: “I got queasy guts, just watching the handshake. I can’t believe how she deflected the pressure and convinced the guy to accept another meeting to hear a campaign proposal!”

I suppose we could reduce it to the blunt premise: the sales team’s job is to get the money, the client’s job is to keep it. If talent understood revenue-producing pressure while at times is unnerving, it’s a pretty cool way to become a media professional.

If sellers understood only a small percentage of human beings will ever go into a control room and filet themselves in front of the neon Nielsen scoreboard, often with all the security of the Flying Wallendas, they’d acquire more understanding and empathy for that side of their building.

Some traditional greats such as Cox, Susquehanna, Lincoln Financial, New City and Bonneville seemed to really understand that when relationships broke down, business broke down. Talent or seller, you were required to understand. Today we’ve seen a few buildings where the divide is so toxic one wonders how the cluster survives. Then a week later we’ll be unduly impressed with how much collaboration and empowerment appears to exist in a given cluster with resulting pride in ratings and revenue.

If this sounds “preachy” so be it. The responsibility of an exceptional radio manager is to create the basis for hope with his or her sales department, while acknowledging and inspiring their programming staff. In comparison, nothing else matters.

“I got queasy guts, just watching the handshake. I can’t believe how she deflected the pressure and convinced the guy to accept another meeting to hear a campaign proposal!”

Dick Record
WBA Chair

Tim Moore
Wisconsin Broadcaster
September/October 2017

The Jacobs Media/WBA Digital Partnership

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

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

Jacobs Media is at your disposal at: (248) 353-9030 or via email at info@jacobsmedia.com.
Targeting Millennials requires research, strategic thinking

Fred Jacobs
President, Jacobs Media Strategies
Without question, the most sought-after generation – and the least understood – is Millennials.

If you’re a Baby Boomer or a Gen Xer, there are more of “them” than there are of “us.”

And yet, professional managers often ascribe qualities and attitudes to Millennials that are simply inaccurate.

Simply put, every workplace needs an influx of Millennials to survive and thrive. And many of the viewers and listeners we’re trying to appeal to—not to mention those making the decisions at the agency, marketing, or retail levels—are in fact, members of Generation Y.

With all the wild headlines and research studies floating around about Millennials, it’s often difficult to discern the truth from the stereotyping.

And that’s what guided us to take a deep dive a year ago into understanding the mindset of Millennials, especially as it relates to their consumption of media in general and news and information specifically.

We partnered with the Public Radio Program Directors (PRPD) and thanks to the funding from 15 forward-thinking public radio stations, we launched “The Millennial Research Project.” It consisted of 26 one-on-one interviews in five different U.S. markets in 2015. And then following the election, we conducted 12 ethnographic interviews with respondents in four different regions: Los Angeles, Charlotte, Michigan, and Chicago in late 2016 and early 2017.

We spent the better part of an entire day with each of the “Millennial Dozen,” from the time they got out of bed, followed them through their workday, and went shopping, to restaurants or home as the day wound down. We observed their media consumption and lifestyle behavior, capturing it all on video.

The result is nothing short of spectacular. It’s a revealing look at the most misunderstood generation since…well, Baby Boomers. Here are some of key takeaways that you can begin applying to your brand’s quest to attract and nurture Millennials:

1. Stereotype them at your own risk – Just as it is counter-productive to generalize any generational group, Millennials are no different. Because the generation span covers college students, twenty-somethings, and even those in the early 30s, there are some major differences between Millennials across the spectrum.

2. It’s all about mobile – An amazing amount of content consumption takes place on smartphones. Many don’t have a real radio and many have cut the cord, or didn’t subscribe to pay TV in the first place. They do everything on their phones, so ensuring your content is accessible in the mobile space is paramount. But we did observe old-fashioned “rabbit ears” in two homes as they wanted to access local television the old-school way.

3. They aren’t necessarily techies – They tend to use the gadgets and platforms they need to access the content they want. But writing code? Most of them simply approach media and technology in a utilitarian need.

4. They often have “old school” tastes – We observed that several of them owned vinyl records and a turntable. Several read books rather than reading online or on an eReader. While digital is everywhere, analog satisfies many of them.

5. News “discovery” happens through social media and push notifications – To get their attention, it’s important for media brands to be present in the social space. For most, their first media hit of the day isn’t radio or TV – it’s checking their phones. Facebook is important, as are news and information push messages they receive throughout the day, along with news briefs and other short content made available to them digitally.

Millennials are the future, but targeting them requires research and strategic thinking. It starts with a firm understanding of whom they are and what matters to them. We will continue our research efforts in the space, and encourage you to do so as well.

The WBA Digital Hotline is a free service of the Wisconsin Broadcasters Association. If you have any questions, contact Paul Jacobs at Paul@jacobsmedia.com.
7:45 AM: Registration & Continental Breakfast  
SUPERIOR ROOM

8:50 AM: Opening Remarks  
SUPERIOR ROOM

9:00 AM: AM Broadcast Facilities  
SUPERIOR ROOM
Ben Dawson, Hatfield & Dawson Consulting Engineers, LLC
This session will discuss possibilities for cost-effective changes in the AM plant; the cost-effectiveness of diplexing or triplexing; how to plan for facilities changes like frequency swaps or turning off a potential restricting station; what AM revitalization technical changes might arise; and how to configure your antenna to allow a moment method proof and when you should avoid one even if legally permissible.

9:45 AM: Virtual Radio – Real Applications  
SUPERIOR ROOM
Bill Bennett, Lawo, Inc.
It’s influence on radio broadcasters is strong, and awareness of hardware virtualization and the “glass cockpit” is growing fast. We’ll look at what you can do today, and where things may go in the future, exploring the ways broadcasters can reap operational and monetary gains from IT’s R&D investment.

10:00 AM: Break

10:45 AM: Making Metadata Matter  
SUPERIOR ROOM
Don Backus, Broadcast Electronics
Metadata is “data about data,” but smart broadcasters know it’s so much more than that: It’s information listeners want and use; it’s material that engages audiences, enhances the radio experience and benefits advertisers; and, it’s ultimately a way of turning data into dollars. We’ll discuss the technical side of delivering and monitoring metadata and how you can help develop a winning strategy for your stations to make metadata a revenue center that matters.

11:30 AM: The Automotive Dashboard Initiative  
SUPERIOR ROOM
David H. Layer, Senior Director, Vice President, Advanced Engineering
The automobile dashboard has historically been a stronghold for the AM/FM radio receiver, but 21st century technology is providing consumers with more and more dashboard options. A big part of this change is driven by the ever-greater availability of mobile broadband services and the ubiquitous smartphone. Despite this, radio listening remains the dominant form of audio entertainment. In this presentation, Layer will offer a survey of the most popular digital dashboard technologies and discuss how radio broadcasters can use these to their best advantage. He will also consider the linkage between the growth of so-called “hybrid radio” services in smartphones (which use both wireless broadband and over-the-air signals) and how this can translate into increased listenership in vehicles.

12:15 PM: Lunch  
GENEVA/MENDOTA ROOMS

Mark your calendar for the 2018 Broadcasters Clinic, Oct. 9-11, 2018!
1:15 PM: **Virtual Talkshow and Sports Production**  
**SUPERIOR ROOM**

*Kirk Harnack & Joe Talbot, The Telos Alliance*

Convenient connections create compelling content. Telecom technologies like SIP/VoIP are becoming more ubiquitous and less mysterious. Along with fast Internet and VPNs, they not only enable flexible work-flows, they enable alternatives to single-studio or expensive remote solutions. This presentation demonstrates some clever implementations in use now, as well as previews strategies and techniques for achieving efficient and effective talkshow and other radio production workflows.

2:00 PM: **HD Radio: How to Improve Listener Experience with Proper Time/Level Alignment?**  
**SUPERIOR ROOM**

*Mike Pappas, Orban*

Since the first generation of HD Radio systems were installed back in 2004 maintaining diversity delay time alignment between the analog FM and the HD radio digital signal has been a challenge that continues to this day. System drift is still an issue and directly impacts the user experience. So what are the best practices to monitor and correct this issue? How best to implement them? What to look out for?

2:45 PM: **Break**

3:00 PM: **HD Single Frequency Networking**  
**SUPERIOR ROOM**

*Jeff Welton, Nauteil*

This presentation won Best Engineering Paper for the NAB show. It discusses a practical case study using HD single frequency networking to seamlessly set up on channel coverage boosters with no interference zone. The presentation goes into both the theory involved in developing a solution and the practical implementation of the solution.

3:45 PM: **Transport Robust and Secure FM Composite Multiplex Signals in an IP STL**  
**SUPERIOR ROOM**

*Dave Agnew- GatesAir Mason, Ohio*

The emergence of high bandwidth IP network connections is an enabler for the transport of the FM composite multiplex (MPX) signal in a Studio-to-Transmitter Link (STL). This session will present use cases to illustrate differences between all analog, all digital, and dual domain FM MPX STLs and the tradeoffs they present with respect to compatibility and network bandwidth, scalability, and delay.

4:30 PM - 7:00 PM: **Exhibits Open - Exhibitors Reception**  
**WISCONSIN/MICHIGAN ROOMS**

7:00 PM: **Nuts & Bolts Session SNMP Plugfest**  
**SUPERIOR ROOM**

*Tony Peterle, Worldcast Systems, Inc.*

A wireless network will be setup in this session over which attendees can connect with their own personal laptops. Attendees will be provided a USB key containing the installer for the iReasoning MIB browser (a popular tool for SNMP exploration). Using many SNMP devices in the room attendees will learn how to use the MIB browser to connect to the devices, poll for information and exercise control with SET commands.
7:00 AM: Registration & Continental Breakfast
LOBBY

8:30 AM: Real World Results for a Signal Measurement Drone
SUPERIOR ROOM
John Kean and Gary Cavell, Cavell Mertz & Associates, Inc.
Development of drones has proceeded quickly for video production in the broadcast industry. Applications for engineering study are beginning to catch up. Cavell Mertz & Associates developed the nation’s first signal measurement drone for broadcast antenna systems and has been gathering substantial field experience with real-world antennas. This presentation will provide the results of studies for digital television stations and FM radio stations in both analog and digital mode, illustrated by charts and photographs.

9:15 AM: WebRTC for Broadcasters
SUPERIOR ROOM
Chris Crump, Comrex
WebRTC technology is already dramatically changing the way we communicate with online retailers and each other. Web browsers such as Google Chrome, Mozilla Firefox, Opera and, in the near future, Microsoft Edge and Safari, all have audio and video codecs built in. We will discuss the open source Opus algorithms, provide an overview of WebRTC and discuss ways of using this transforming technology in a broadcast environment.

10:00 AM: Exclusive Exhibit Time
WISCONSIN/MICHIGAN ROOMS

11:00 AM: Lunch on Exhibit Floor
WISCONSIN/MICHIGAN ROOMS

1:30 PM: The Spectrum Auction Repack
SUPERIOR ROOM
Patrick McFadden, Associate General Counsel, NAB
The auction is over but the Repack is just beginning. The NAB has been studying the process and polling members to identify bumps in the road before they become potholes. This session will reveal the data, reaction, and future efforts surrounding the Closing and Change Reassignment Public Notice. The majority of TV stations and many FM stations will be impacted in different ways.

2:15 PM: FCC Update
SUPERIOR ROOM
David Oxenford, Wilkinson Barker Knauer LLP; Michelle Vetterkind, WBA President
What is the FCC up to? How will it affect your station? Let’s find out.

3:00 PM: Break

3:15 PM: Why 0.01% Distortion Sometimes Matters, and 30% Sometimes Doesn’t
SUPERIOR ROOM
Steve Dove, Wheatstone
This session is a lighthearted romp through why some things sound the way they do, deflating some conventional wisdoms, and highlighting some surprising insights.

4:00 PM: 12 GHz Cable
SUPERIOR ROOM
Steve Lampen, Belden
When will copper fail us? When 4K and other high data rate services first appeared it seemed only fiber could handle the bandwidth. Now cable has been developed to handle the speed. This presents some installation and connection challenges. This session will cover cables and interconnection in the 12Ghz world and what is likely to be the technology for the next generation.

5:30 PM: Dinner

6:00 PM: SBE All Chapter Meeting and Program Automated Vehicle Testing
SUPERIOR ROOM
Peter Rafferty, Wisconsin AV Proving Grounds, UW-Madison
Things at the Proving Grounds with automated vehicles (AVs) have been taking off since January. This session will generally introduce Automated Vehicles, briefly explain what they are and aren’t, how they work (or don’t work, yet), address common questions and allay common misconceptions. Ideally it will leave the audience with a better understanding of where we are and where we’re headed.
THURSDAY, OCTOBER 12

7:45 AM: Registration & Continental Breakfast
SUPERIOR ROOM

8:30 AM: The IP Baseband Migration
SUPERIOR ROOM
Tom Harmon, Utah Scientific
As the IP revolution sweeps through the broadcast industry, there’s little doubt that most video operations will be driven by IP technologies in the not-so-distant future. The good news is that the industry is making great strides in developing and adopting open IP standards and methodologies, the most important being SMPTE 2022-6 and TR-03/04, (SMPTE 2110 draft). This session will cover the history of IP technology and standards, the SMPTE 2022 family of standards, potential strategies for your conversion to IP, and IP islands and their role in your transition.

9:15 AM: SCTE-104/35 and Beyond: A Look at Ad Insertion in an OTT World
SUPERIOR ROOM
Ciro A. Noronha, PhD, Colbalt Digital
Ad Insertion is a very important part of many video delivery systems because it generates revenue! With Over-The-Top (OTT) video delivery on the internet, the holy grail of advertisement is finally achievable. It is technically possible to send individual, personalized ads to each viewer. Such systems are based, in part, on the traditional ad insertion workflows that use the SCTE-104 and SCTE-35 standards as their starting point. This session will show how a traditional ad-insertion workflow at the programmer side can be used as a basis for an OTT system.

10:00 AM: Break

10:15 AM: Broadband Antenna and Filter Technology for Repack and ATSC 3.0
SUPERIOR ROOM
Christine Zuba, Dielectric
To date, broadband antennas have been largely designed with large panels and high windload. Newer technologies such as waveguide slot-cavity antennas have been introduced within the last 12-18 months. Additional New Broadband Slot Antenna techniques are becoming available. The television channel repack not only means the need for broadband antenna applications, but additional filter considerations for closely spaced channels, and a future ATSC 3.0 environment. This paper will examine the latest in antenna and filter design techniques and specifications in a more crowded television band, anticipating ATSC 3.0.11
11:00 AM: **Adopting VoIP/SIP to Improve Live Coverage Workflows While Slashing Expenses**  
**SUPERIOR ROOM**

VoIP/SIP service along with the modern studio equipment that makes it effective. From instant IFB connections to great-sounding severe weather spotter reports, VoIP/SIP technology and equipment is improving audio quality both behind the scenes and on-air. This presentation demonstrates how TV stations are improving in-the-field reporting while saving hundreds to thousands on their telecom costs.

12:00 PM: **Lunch**

1:00 PM: **ATSC 3.0 – Characteristics and Transmission Requirements**  
**SUPERIOR ROOM**

**Martyn Horspool, GatesAir**

ATSC 3.0 promises to bring with it many advanced features and capabilities which will enhance the future of over-the-air television. The differences between OFDM-based modulation and the current ATSC 8-VSB modulation are apparent. Some of these differences will impact the ability of existing transmission equipment to successfully and reliably perform their intended tasks. This presentation will dig into some of the key areas that need to be investigated and provide some insight as to how to be prepared for the transition to ATSC 3.0 transmission.

1:45 PM: **ATSC 3.0, The Big Picture**  
**SUPERIOR ROOM**

**Fred Baumgartner, Next Gen TV Implementation, One Media/Sinclair Broadcast**

This session will engage the audience in challenging the long held assumptions of “what is broadcasting?” and provide new insight into the unique opportunities to establish relevance in today’s rapidly converging digital IP world with “BaaS (Broadcast as a service), positioning and developing Broadcasting’s central role in the emerging 5G world.

2:30 PM: **ATSC 3.0 Panel**  
**SUPERIOR ROOM**

Jerry Whitaker, ATSC  
Christine Zuba, Dielectric  
Martyn Horspool, GatesAir  
Jay Adrick, Broadcast Consultant/Chairs ATSC Advanced Emergency Alerting Implementation Team  
Fred Baumgartner, Next Gen TV Implementation, One Media-Sinclair Broadcast

With the ATSC 3.0 standards process almost complete, this panel of experts will delve into what it will take to bring the technology to your market, and your station. This session will be highly interactive with the audience.

---

The 2017 Broadcasters Clinic is dedicated to Leonard Charles for his many years of service to the WBA and the Broadcasters Clinic

2017 Broadcasters Clinic Sessions are held in the Superior Room at the Madison Marriott West Hotel, 1313 John Q. Hammons Drive, Middleton.

Hotel  
The hotel deadline is Monday, Sept. 18, 2017, 5 p.m. The discounted rate is $124. Reservations can be made online at wi-broadcasters.org. To register by phone, call 888-745-2032. Mention you are with the WBA Broadcasters Clinic to receive the $124 rate.

Registration Information  
Registration fee covers program materials, continental breakfasts and luncheons as indicated, refreshment breaks, and an evening reception with hot hors d’oeuvres (cash bar) and Beer and Brats at the Nuts and Bolts session. Vegetarian meals can be requested by calling the WBA office at 1-800-236-1922, by Sept. 15, 2017. The WBA will need to guarantee meal counts with the hotel, therefore the WBA will NOT refund any cancellations made after Sept. 15, 2017. The WBA will also invoice for all “no-shows.”

Contact  
For further conference or exhibit information contact: Linda Baun, lbaun@wi-broadcasters.org 608-729-1480.
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Dennis Baldridge
Baldridge Communications

Bill Hubbard
UW-Green Bay

Michelle Vetterkind
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Steve Brown
Woodward Radio Group

Keith Kintner

Linda Baun
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The Broadcasters Clinic Committee and the Wisconsin Broadcasters Association extend their gratitude to the Broadcast Clinic exhibitors and prize donors.

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Utah Scientific
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Yellowtec USA, LLC

Exhibitor list is current as of September 8, 2017. The most up-to-date list is in the attendee packet.
Fake Grammar is fit only for Fake News

The English language is not an easy communications device to master. Learning it can be confusing and frustrating. I remember my college German language professor telling us how his English-speaking German colleagues complained about how they found many of the rules to be contradictory and silly. So it’s not surprising that the rules of English grammar often take a beating in day-to-day colloquial communication.

Now, I work in journalism, not English grammar. So an expert I am not. But, when a profession predicated on the correct use of language and one of its established, premier institutions decides it is acceptable to use incorrect grammar, one wonders how close the fall of Western Civilization can be. This is the situation created when the Associated Press proclaimed in May, it would allow that: “They/them/their is acceptable in limited cases as a singular and/or gender-neutral pronoun, when alternative wording is overly awkward or clumsy.” (From https://blog.ap.org/products-and-services/making-a-case-for-a-singular-they.)

The stylebook does stress that “However, rewording usually is possible and always is preferable” but emphasizes that “Clarity is a top priority…”

One recognizes that, in journalism, clarity is a goal but there is an even higher priority. Accuracy. I contend that this capitulation actually diminishes the achievement of that goal and will argue the point using a relatively simple tool: math.

The English-Oxford Dictionary precedes the definitions of “he” and “she” with the phrase “third person singular,” meaning one. It precedes the definition of “they” with the phrase “third person plural,” meaning more than one. (From https://en.oxforddictionaries.com/definition/they).

Now, not only am I not a grammarian, I’m not a mathematician (and I suspect many of we journalists entered the profession because of the promise that there would be no math). However, it should follow that “one” cannot be “more than one.” There is either one or the other. Consequently, the two cannot be equivalent. Therefore, using “he/she” and “they” in a sentence or paragraph as equivalents is inaccurate and contrary to journalism’s highest objective.

It is acknowledged that the English-Oxford Dictionary also states that “they (with its counterparts them, their, and themselves) as a singular pronoun to refer to a person of unspecified gender has been used since at least the 16th century.” (“they” with its counterparts them, their, and themselves) as a singular pronoun to refer to a person of unspecified gender has been used since at least the 16th century.”

The reader might wonder, considering the turbulence which engulfs our world today, why something as mundane as the use of “they” in language is a valid subject for a column. I would argue the devil is in the details, particularly in journalism.

...when a profession predicated on the correct use of language and one of its established, premier institutions decides it is acceptable to use incorrect grammar, one wonders how close the fall of Western Civilization can be.

The promise that there would be no math. Only women are mothers. Even the transgendered person has made the change from one established gender to the other established gender. Still one finds the use of “they” in sentences with these references. Why? Some of it could be due to fear of what might be considered clumsy construction. Perhaps using the phrase “he or she” will make the reader work harder. But he or she may actually understand it more clearly and accuracy is served.

I would also submit that too much of it is laziness. The writer, for whatever reason, doesn’t find it important to be consistent, to take care in his or her writing. The reporter doesn’t have time to go all the way back to the previous sentence or pronoun to remember which gender was established. Unfortunately, now the Associated Press has provided absolution for that indolence.

The reader might wonder, considering the turbulence which engulfs our world today, why something as mundane as the use of “they” in language is a valid subject for a column. I would argue the devil is in the details, particularly in journalism. And that ignorance of and ambivalence toward the mundane leads to larger issues that can culminate in world turmoil. It reminds me of lines from the movie Broadcast News when Aaron Altman explains to his friend Jane what the devil will look like and how he will “…just bit by little bit lower standards where they are important. Just coax along flash over substance…just a tiny bit.”

Well, given the world today, I would be happy to relegate the fake grammar to the fake news.
Congressman Jim Sensenbrenner introduced a proposal in July to establish a database of licensing information for musical works and sound recordings. The Transparency in Music Licensing Ownership Act is meant to help anyone using music look up the licensing status of the music to determine how they could use it legally.

"Across the country, businesses and establishments play or perform music for the enjoyment of their patrons, but the process of ensuring they are legally able to do so, as well as those who hold the license to the music or recordings being played are fairly compensated, is convoluted and difficult," said a release from Sensenbrenner’s office. "Because of this onerous process, business owners often struggle to obtain the correct licensing, leaving them vulnerable to lawsuits, as well as increased licensing fees."

After more than 20 hearings and an extensive open comment period, Sensenbrenner’s office said there is overwhelming support to modernize copyright laws and make them easier to follow.

“When it comes to rules and regulations, simpler is always better,” Sensenbrenner said. “Streamlining the music licensing process into one, easily accessible database is a straightforward way to help our nation’s business owners while ensuring copyright owners are fairly compensated for their work.”

Some of the key provisions of the Transparency in Music Licensing Ownership Act include:

- Requiring the Register of Copyrights to establish and maintain a current informational database of musical works and sound recordings while granting the Register authority to hire employees and contractors, promulgate regulations, and spend appropriated funds necessary and appropriate to carry out these functions.

- Ensuring that the database is made publicly accessible by the Copyright Office, in its entirety and without charge, and in a format that reflects current technological practices, and that is updated on a real-time basis.

- Limit the remedies available to a copyright owner or authorized party to bring an infringement action for violation of the exclusive right to perform publicly, reproduce or distribute a musical work or sound recording if that owner/authorized party has failed to provide or maintain the minimum information required in the database.

The legislation is cosponsored by Representatives Suzan DelBene (D-WA), Blake Farenthold (R-TX), and Steve Chabot (R-OH).

The Wisconsin Broadcasters Association supports the proposal and thanks Rep. Sensenbrenner for his support of Wisconsin’s local broadcasters. NAB also supports the proposal.
WBA Assistance Action Plan for EEO Compliance Now Updated

(as of July, 2017)

Commercial and noncommercial radio and television stations licensed to communities in Wisconsin were required file their renewal of license applications with the FCC no later than August 1, 2012 (for radio) and August 1, 2013 (television). By those deadlines, such stations were also required to file FCC Form 396, attached to which were the station’s two then-most recent Annual EEO Public File Reports.

Even if your station’s license has been renewed for a full license term, your station must continue to fully comply with the FCC’s demanding and ongoing EEO-related regulations. Thus, all 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. Earlier this year, the FCC determined that a broadcaster can rely solely on online sources in its recruiting. You can continue to use some of the traditional outreach methods, and the FCC encourages you to do so, 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, and that 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 information is current as you go forward. 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 thus share it among all broadcasters in the State.

Outreach Prong 2 - Notification To Community Groups

In each, 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 openings (we will provide a sample script upon request). We ask that you to provide us with the contact information of any organizations that contact you to receive such 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 kgessler@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 is/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-vacancy-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 participation 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,” i.e., 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 and providing funding are not enough.

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. Providing information for the WBA Job Bank about the duties of those in various
As they develop plans for full compliance with the FCC’s EEO requirements, all SEUs should seek the advice of
consultants, if necessary, to ensure full compliance. The latter group of consultants includes certified human resource specialists,
consultants, and training experts. You should consider, in consultation with your own communications counsel, to monitor and ensure the credits 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) donor 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 3 or more stations, and a minimum of $300 for TV SEUs, 2) promote the availability of the scholarship program over the SEU’s websites and direct interested candidates to mail, fax or e-mail the station requests for an application, 3) provide blank application forms 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.

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 3 or more stations, and a minimum of $300 for TV SEUs, 2) promote the availability of the scholarship program over the SEUs’ websites and direct interested candidates to mail, fax or e-mail the station requests for a scholarship application, 3) provide blank application forms 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 by 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 provide 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 ensure 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 train the SEU’s staff 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 seminars or webinars to earn the full menu option credit.

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 communications counsel. If you have other ideas how your WBA can be even more helpful in this important regulatory area, please do not hesitate to contact us. The full list of non-vacancy-specific EEO credits is available in Section 73.2080(c)(2) of the FCC’s Rules.

KEY WISCONSIN RADIO AND TELEVISION EEO-RELATED TIME PERIODS AND DEADLINES

Outreach, Recordkeeping, and Reporting

I. Annual Deadline for Annual EEO Public File Reports

August 1 of each year is the deadline by which all Nonexempt radio and television SEUs must place in each station’s public inspection file the Annual EEO Public File Report covering the prior twelve month period. At this time, stations comprising the SEU must also post the report on each of their websites (if any). These Reports will reflect, among other things, which of the EEO credits the SEU has earned during the preceding twelve months towards its goal of earning either two or four credits during each two-year period of its license term.

II. Relevant Two-Year Periods for Accumulating a Sufficient Number of EEO Credits During the Current License Terms

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 Broadcast Mid-Term Report on FCC Form 397

August 1, 2017 will be the deadline for Wisconsin television SEUs with 5 or more full-time employees to file their next Broadcast Mid-Term Reports on FCC Form 397, attached to which should be the SEUs’ most recent two Annual EEO Public File Reports covering the periods August 1, 2015 - July 31, 2016 and August 1, 2016 – July 31, 2017.

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 SEUs’ 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 SEUs’ 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.

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YOUR WBA Serving YOU!
In the last 12 months YOUR WBA has:

- Worked with a coalition of 35 strong and diverse trade and business associations focused on repealing Wisconsin's Personal Property Tax and testified to Senate and Assembly committee in support of repealing the tax.
- 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.
- Served on the WCCA Committee overseeing the state's online courts records system that formulated recommendations for future operations.
- Published a Spanish-language version of the WBA Serving You document and promoted a NAB event on the topic of reporting on race.
- Hosted FCC Chairman Ajit Pai and Sen. Ron Johnson during a visit to Wisconsin to talk about issues important to broadcasters.
- 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 24 states.
- Launched the social media component of the NSCA/PEP program with our first client in July and included the social media component in a new NSCA/PEP brochure.
- Began work with Gather Digital on a WBA app to be launched before the end of 2017.
- Increased overall Twitter activity and engagement and boosted use of Twitter to reach out to lawmakers and promote members. Average daily impressions went from less than 1,000/day to more than 4,000/day.
- Started tweeting links to all Wisconsin job postings as they are posted.
- Increased Facebook likes by at least 100 to more than 1,000 and average weekly engagements went from about 24 to about 44.
- 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 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.
- Received another record number of entries (1,783) in the WBA Awards for Excellence Program. The 2017 Awards Gala had record attendance with more than 400 attendees. Our Social Media Correspondent rocked the house with a boost in Facebook reach of 3,745, impressions on the #wbagala hashtag of 550,000, and 691 views of our Station of the Year livestream. We also used a Snapchat geofilter with WBA branding that was viewed more than 10,000 times.
- Co-sponsored a science writing conference hosted by the Madison Society for Professional Journalists held at UW-Madison.
- Established a weekly report to track the WBA's social media analytics.
- 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 presented two sessions at the WBA summer conference.
- Published the Wisconsin Broadcaster, our bi-monthly newsletter and published all articles as they were available on the WBA website.
- Started regular newsletter reports from the Wisconsin Freedom of Information Council in the WBA newsletter.
- Offered a second round of the WBA Mentorship Program initiated by the WBA's Young Professionals Focus Group.
- Continued to host www.wisconsinhonorflight.org, a one-stop shop for all six Wisconsin Honor Flight Hubs.
- Presented four WBA Local Broadcast Legends Awards to Ben Jakel, William Lipman, Jack Martin, and Terry Stake. 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.
- Held our annual State Legislative Day, which featured meetings at the State Capitol with elected officials and concluded with our State Legislative Reception.
- Hosted the WBA annual Student Seminar with more than 180 students from 17 different schools. The day also featured our WBA Student Awards for Excellence, including a record 205 entries this year, the WBA Foundation Scholarship presentations, and the WBA Student Leadership Award winner.
- Partnered with Wisconsin's Department of Veteran's Affairs on Operation Welcome Home, encouraging WBA stations across Wisconsin to become active in the two-year effort of honoring local Vietnam veterans, while remembering and memorializing those who are gone.
- 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, 277 Wisconsin Radio stations and 40 Wisconsin TV stations are protected.
- Partnered with Governor Walker, as well as the Democratic Party, to make available their Weekly Radio Addresses to our members via WisPolitics and on our website.
- Offered our WBA Media Technology Institute Lite (underwritten by the WBA and Midwest Communications) designed to offer practical, instructional courses suitable for prospective, beginning, intermediate, and senior broadcast/media engineers.
- Provided financial assistance to 32 WBA directors and members for our annual Washington D.C. Call on Congress.
- Offered Chris Lytle's Instant Sales Training webinars.
- Continued to support and grow the WBA Young Professionals Group which represents our younger WBA members and future broadcast managers. The initiative also encourages out-reach to individuals interested in a broadcasting career.
Continued work with our advisory teams led by WBA
Provided members with a 24-hour Engineer Hotline.
Held two annual conferences - a winter meeting in
Offered six Sales Training webinars thru RAB.
Continued our Proud WBA Member campaign.
Offered WBA Insight Edge Weekly Member Service
Continued our Proud WBA Member campaign.
Continuously updated and maintained a list of
Assisted in the coordination of Wisconsin's annual live-
Offered six Sales Training webinars thru RAB.
Held two annual conferences - a winter meeting in
Updated and maintained the WBA Assistance Action
Offered Omnia Target Reports to aide WBA members
Continued sponsorship of Radio Marketing Professional (RMP) seminars throughout
Continued WBA Student Storytellers (as part of WBANewsroom.org), featuring
Continued to refine and update WBANewsroom.org. All content has been updated and
Established the Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett.
Offered the WBA Doug Chickering WIAA Sports Workshop at Miller Park with special speakers from the WIAA and the Milwaukee Brewers and a matinee matchup against the St. Louis Cardinals.
Updated a video monitor to our new home for the WBA Hall of Fame display at the Hilton Milwaukee City Center. The monitor features a touch-screen to bring up the WBA Hall of Fame videos for any of our 140 Hall of Famers. The Hall of Fame also features beautiful wooden plaques with bios for each of our Hall of Famers.
Achieved record attendance at the 20th annual 3-day Walker Broadcast Management Institute at UW-Madison. As of April 2017, 128 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: Ken Beno, Leonard Charles, Bill Hurwitz, and Larry Meiller.
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.
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.
Hosted a 50/50 fundraiser during the WBA Awards Gala and Summer Conference. $1,350 was raised at the gala and $1,300 was raised at the conference for the WBA Foundation.
Continued support of the High School Initiative designed to target juniors and seniors in high school who are interested in broadcasting, marketing, and/or engineering.
Continued sponsorship of Radio Marketing Professional (RMP) seminars throughout the state whereby students can become certified as RMPs through the Radio Advertising Bureau, providing our stations with potential sales people. Since 2007, 759 Wisconsin college students have become certified RMPs.
Awarded $7,235 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.
Provided a WBA Engineering Fellowship Grant Program in conjunction with the WBA Foundation to assist continuing education for broadcast engineers.
Produced two half-hour WBA Hall of Fame Shows for distribution to Wisconsin television stations.
Awarded $6,000 in scholarship grants to students who are interested in pursuing a career in the field of broadcasting.
Popular Program Offers Many Benefits

The following information discusses some of the advantages offered by the NCSA/PEP programs that are run by the WBA and other state broadcasters associations. If your station is not airing the NCSA/PEP spots we send you, please give this article your consideration and then contact the WBA office. Your WBA, and your colleagues, would welcome your participation and support.

The NCSA/PEP Programs established by the various State Broadcasters Associations have remained strong over the decades because of three factors:

1) the long-held belief of all participants, including all state broadcasters associations, their member stations and all NCSA/PEP sponsors, that the program is mutually beneficial and serves the public interest;

2) the long-held belief of each NCSA/PEP sponsor that the benefit of participating is clear and substantial for both the sponsoring organization and the people it serves;

3) the long-held belief of thousands of broadcasters that by donating air time under these programs their participation is serving the public interest as well as helping to make their state broadcasters association and the broadcast industry within their states stronger and that they are better off as a result.

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. Furthermore, neither the WBA nor any Wisconsin broadcast station favors, or intends to favor, a state or local agency or nonprofit organization that participates in the WBA’s NCSA/PEP Program over any agency or nonprofit organization that does not participate. Importantly, all Wisconsin radio and television stations are always 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.

A standard definition for an NCSA/PEP announcement is this:

A non-commercial sustaining/public education partnership announcement (NCSA/PEP) is an announcement that is sponsored by a nontraditional advertiser 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 the normal placement of public service announcements. NCSA/PEP announcements are broadcast using air time donated by stations under the NCSA/PEP program of a state broadcasters association.

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 its comparable rate.

The NCSA/PEP program established and administered by the WBA is substantially related to the Association’s tax-exempt purposes. The monies received are used (i) to strengthen the Association in terms of administration, member benefits and activities such as scholarship programs, (ii) to enhance the reputation of broadcasting generally, and (iii) to help maintain a favorable business and regulatory environment for the entire broadcast industry within and outside the State of Wisconsin.

Following are the stations that have participated so far this year in airing the NCSA/PEP announcements of a variety of NCSA/PEP sponsors:
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Wisconsin's sports broadcasters gathered Aug. 3 at Miller Park to talk about sports broadcasting issues and enjoy a ballgame.

The workshop was kicked off by the sport workshop's namesake, Doug Chickering.

WIAA Communications Director Todd Clark and Deputy Director Wade Labecki talked about athlete safety and the issue of concussions in football. The broadcasters asked questions about airing state tournament finals and keeping students interested in high school sports.

Brewers broadcaster Jeff Levering talked to workshop participants about how he got his start and worked his way up to calling games for the Brewers next to legend Bob Uecker. He also shared some fun stories about working with Uecker.

Miller Park official scorer Tim O'Driscol talked about the importance of knowing the rules in the work he does for baseball. He also talked about what scorers are looking for when they score a game and he had some stories from his more than 30 years in baseball.

After some ballpark-style lunch, the workshop was wrapped up with a Brewers baseball game against the St. Louis Cardinals. The Brewers won 2-1.
EEO credit available by supporting WBA Foundation Scholarship

Your WBA can help you earn non-job vacancy specific menu option initiative credits for EEO compliance through support of WBA Foundation scholarships.

The scholarships are offered to worthy students on an annual basis. The application process is currently underway with a deadline of Oct. 13.

To obtain one full “Menu Option Initiative” credit per two year period, each SEU should:

1) Once every two years - donate to the Foundation (earmarked for scholarships) a minimum of $100 for radio SEUs with one or two stations, a minimum of $200 for radio SEUs with three or more stations, and a minimum of $300 for TV SEUs. If it is your year to make a donation the WBA will send you a donation reminder.

2) Each year of the 2-year period - promote the availability of the scholarship program over the SEUs stations and direct interested candidates to e-mail, fax or mail the station for an application.

3) Each year of the 2-year period - provide blank application forms upon request (enclosed).

4) Each year of the 2-year period - be available to answer questions about the program.

5) Each year of the 2-year period - make an initial evaluation of the candidate for the evaluation committee. The WBA will send each SEU copies of the applications asking for input based on the student’s GPA, post high school employment and extracurricular activities, awards and honors, broadcasting experience and commitment, and his/her response to an essay question, before they are sent on to the Education Committee and the WBA Foundation Board for judging.

So that we can target the evaluation mailing (No. 5) to just those SEUs that plan on using this option for EEO credit, please e-mail lbaum@wi-broadcasters.org by October 2, 2017. Thank you in advance for your consideration.

Student scholarship competition underway

Do you know a student who could use assistance with educational expenses?

The Wisconsin Broadcasters Association Foundation offers two $2,000 scholarships and two $1,000 scholarships. Students who meet eligibility requirements are encouraged to apply for these scholarships.

The application process has moved online this year. It’s available on the WBA website and will remain linked at the top of the homepage until the deadline. Students who have completed at least one-half of their degree or graduation requirements in a media or media-related course of study are encouraged to apply.

Applicants must have either graduated from a Wisconsin high school or be attending a Higher Educational Institution in Wisconsin that has been designated as eligible by the WBA Foundation Board. To verify that your school is eligible, check out the approved school list on the WBA Foundation website at www.wbafoundation.org, click on the Student Scholarship Program under Scholarships and Grants. The application can also be found here.

Applicants must be planning a media career that includes audio, visual and digital/social media platforms.

Previous WBA scholarship winners are not eligible.

The deadline for application is Friday, October 13, 2017, and all applications must be received by the WBA office by this date.

The WBA Education Committee, and the stations that utilize the scholarship menu option for EEO credit, will screen all scholarship applications. The final determinations for scholarships will be made by a vote of the WBA Foundation Board of Directors. The two highest ranked applicants by the WBA Foundation Board will receive the $2,000 scholarships and the next two highest ranked will receive $1,000 scholarships.

The scholarships will be awarded at the WBA’s Student Seminar, Saturday, Feb. 24, 2017 at the Madison Marriott West.

Educational Support Grants Total $7,235 in 2017

The WBA Foundation has awarded 4 grants totaling $7,235 under its Educational Support Grants Program for 2017. The following grants were approved by the Foundation Board at the WBA/WBA Foundation Joint Board Meeting in June:

• UW-Green Bay ($3,431) • UW-Madison ($354.80) • UW-Oshkosh ($2,250) • Wisconsin Lutheran College ($1,200)

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 18 years, the Foundation Board has approved $179,662 in Educational Support Grants.

Thank you, WBA Foundation!

WBA Foundation,

Thank you so much for your recent gift of $1,200 to Wisconsin Lutheran College.

Your support for the college is most appreciated and helps prepare Warriors for lives of Christian leadership throughout the world. One of these Warriors is Sandra (Piepenbrink) Parker ‘98, a business major, who now lives in England and is a senior product manager with the current telecommunications provider for the United Kingdom.

Sandra shares how her WLC experience prepared her for her current role: “God knew the plan that He had for me, and He knew that WLC was where I needed to go to make His plan a reality. WLC fostered the ability to try lots of different things. There were opportunities to help organize events and keep committees and organizations delivering. My first job out of college was working as a volunteer in Bulgaria for WELS Kingdom Workers. Had I not gone to Bulgaria, I may not have met my husband, I may not ever have contemplated being a product manager, and I wouldn’t be living in the UK. My entire path could only have happened because of WLC.”
WBA Foundation,

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

The equipment is used in the following courses held on campus:

1. Intro to TV Production
2. Advanced TV Production
3. Radio Production
4. Stars of the Future (This is a pre-college program where middle school students from around Wisconsin spend two weeks on campus learning about video production and improving their study skills.)
5. Student internships
6. Various student projects for classes outside the Communications major.

Several of the pieces of gear used in the production of a highlight video from the 2017 Stars of the Future program were purchased through the WBA grant: lav mics, editing software, blank recording media, lighting equipment, production music, production slate, headphones, and camcorders. For the UW-Green Bay introductory class (Comm 307) each student was required to produce a 10 minute talk show which included bringing in guests, writing an opening, preparing questions, and directing a four camera shoot of the show.

University officials recently informed me that they were planning to take our entire studio space and use it for our new engineering program. We had a combined effort among faculty, staff, and students and were able to preserve our large studio area. We lost a significant amount of space but retained our main TV production area. I made it very clear that we were able to provide some technology upgrades because of the WBA Foundation grant.

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 held in Middleton.

Thank you,

Michael Schmitt

Wisconsin Broadcasters Association Foundation Officers & Board of Directors

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Wisconsin Broadcasters Association Foundation

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Members in the Spotlight

Miles named GM at Wausau TV station

A 25-year veteran broadcaster is coming to Wisconsin to become general manager of a Wausau TV station.

Curtis Miles comes to Quincy Media-owned ABC affiliate WAOW-TV from WLS Chicago, where he is vice president of creative services and local programming.

During his career, Miles has served as a news director, production manager and research consultant.

Miles holds bachelor's and master's degrees from the University of Iowa.

Monona LPFM listeners can ‘adopt a watt’

Monona LPFM listeners can ‘adopt a watt’

At WVMO, we have so few watts, each one could have a name!” said Will Nimmow, City of Monona Director of Community Media.

The Friends of WVMO use the money to defer the station’s start-up expenses and convert the WVMO newsroom into recording space. Funds raised will also be used to cover expenses related to sports coverage of Monona Grove High School away games and begin development of a mobile app.

“Each watt will have its own day on WVMO, featuring who adopted the watt, what they named the watt and why they picked that name,” said Lindsay Wood Davis, chair Monona Radio Committee.

The campaign kicked off in July and it’s hoped it will raise $25,000 for the station by the end of 2017. The station celebrated its second anniversary in August.

Wausau TV stations help raise $331K for families of shooting victims

Two Wausau TV stations, WSAW NewsChannel 7 and Fox WZAW, recently helped raise $331,285 to benefit the families of four people who were killed in a string of shootings in the Wausau area.

The four people were killed March 22 in separate but connected shootings in three different Marathon County communities. Dianna Look, 67, and Karen Barclay, 62, were killed while working at Marathon Savings Bank in Rothschild. Sara Quirt Sann, 43, was killed at her law office at Tlusty, Kennedy and Dirks in Schofield. Detective Jason Weiland, 40, of the Everest Metro Police Department, was fatally shot while responding to the final crime scene at the Aspen Street Apartments in Weston.

The TV stations joined a campaign that started the day after the shootings called the Victims Family Fund. The fund was organized and supported by River Valley Bank and Central Wisconsin Media Partners.

WSAW NewsChannel 7 and Fox WZAW provided public service announcements encouraging members of the community to donate to the Victims Family Fund. The stations also dedicated time in their newscasts to remind viewers how they can help support the Victims Family Fund.

“This tragic event brought out an unprecedented amount of support from the community,” said Al Lancaster, WSAW/WZAW-TV Vice President and General Manager. “We live in a very special place.”

The campaign was originally slated to run from March 23 to April 30, but was extended an extra month because of the number of contributions. Donations to the Victims Family Fund were made at River Valley Bank locations throughout northcentral Wisconsin. The bank matched the first $25,000 in donations. All the money raised in the campaign was given directly to help the surviving families of the four victims who lost their lives.
A chief engineer with a 29-year career at a Madison TV station, WBA Hall of Famer, and leader in broadcast engineering will retire in September.

Leonard Charles, known to most people as Chuck, worked at WISC-TV as the director of engineering for Morgan Murphy Media’s Midwest Division and was inducted into the WBA Hall of Fame in June. Charles was heavily involved in influencing broadcast engineering in Wisconsin and the nation through his service on policy-setting committees. He served on the Technology Committee and the Next Generation Broadcast Platform Committee at the National Association of Broadcasters. He led the award-winning WBA Broadcasters Clinic and was a member of the Wisconsin Emergency Communications Committee.

Charles was twice named Engineer of the Year by the national Society of Broadcast Engineers and was the 2013 recipient of the NAB Achievement in Engineering Award.

“We will truly miss Chuck’s calm and cool demeanor steering our technical plant to success,” said WISC-TV general manager Tom Keeler. “He’s built a great team here and a lasting legacy that will continue to serve our technical needs for years to come.”

Charles plans to spend his retirement enjoying his family, grandchildren, and traveling with his wife Judy.

WPR host Dunn retires after 44 years in radio

Wisconsin Public Radio host Kathleen Dunn is retiring after a 44 year career in radio. She was at WPR for 24 years.

During her career, Dunn conducted more than 10,000 interviews including conversations with Maya Angelou, Ken Burns and Studs Terkel, according to a release from WPR.

She was inducted into the Milwaukee Media Hall of Fame.

Dunn made the announcement on the air and thanked her listeners.

“You, the listeners, have always been a large part of the essence of each show. You gave the show intelligence, compassion, a variety of viewpoints and spontaneity. You give me hope that the world will become a better place. I will miss you,” she said.

Dunn retired August 10. In retirement she plans to pursue a longtime dream of raising and training a therapy dog to work in hospitals, hospices and schools.

WPR host Cardin to retire

Wisconsin Public Radio host Joy Cardin will retire in September.

Cardin has been host of the morning show, The Joy Cardin Show, on The Ideas Network since 2003 and has been on WPR for 31 years. Her last live broadcast will be Sept. 29.

Cardin joined WPR in 1986 after working in television news at WSAW in Wausau and WLUK in Green Bay. She helped establish WPR’s Green Bay bureau and served as a local host for NPR’s Morning Edition while covering regional news for statewide broadcasts. In 1992 she was named current affairs director, which oversaw both news and talk. As a leader in programming, Cardin helped establish some of our most popular segments, including “Garden Talk,” “Week in Review,” “On Your Money” and the national show Calling All Pets.

The Joy Cardin Show has received many accolades, including “Best Morning Talk Show” from the Wisconsin Broadcasters Association in 2012.

Cardin announced her retirement on the air in August. She thanked her listeners and said, “I am extremely fortunate to have worked for more than half of my life in a profession I love, in a state that I love, for an organization I love.”

“Joy has been a welcome companion for listeners starting their days across the state,” WPR Director Mike Crane said.

Cardin’s retirement plans include a well-deserved break from waking up at 1 a.m., though she says she’ll “always be a morning person.” She says she looks forward to volunteering, staying active, and traveling more with her husband, Rob Starbuck, who retired from WISC-TV three years ago.

Kate Archer Kent will serve as interim host of the morning show beginning Oct. 2.
Members in the Spotlight

Harry Connick Jr. visits Milwaukee radio station

iHeartMedia Milwaukee’s 97.3 NOW hosted Harry Connick Jr. on The Rahny Taylor Morning Show before his guest appearance at the Wisconsin State Fair.

Connick is currently promoting his TV show, “Harry.”

Pictured left to right: On-air personalities Rahny Taylor, Binky Lee, Connick, and Producer Dave.

Radiothon helps charities serving children

Two Beaver Dam radio stations broke a record raising $126,852 through a radiothon for ten charities serving children.

The 20th annual WBEV-WXRO Children’s Radiothon started 6 a.m. June 22 and ended 27 hours later. It raised money through an on-air auction with items donated by local community members and advertising partners.

Money was collected with a fishing pole and a bucket on the roof of the radio station.

“When you think about how much (was raised) per-person, both in terms of the amount donated and how many dollars are impacting, it’s incredible,” said Good Karma Brands President and CEO Craig Karmazin. “This is the number that goes to local community organizations that have shown to us that these dollars have an impact.”

The radiothon also featured a motorcycle ride, dessert auction, and several brat fries.

The final tally was also bolstered by a $37,000 anonymous donation.

Over 20 years, the radiothon has raised more than $1.8 million.

Madison radio station raises money for breast cancer charities

A Madison radio station raised more than $8,000 for breast cancer charities by hosting an inner tube ride down the Sugar River. The “Boob Toob” event was held in June by WJJO at the Sweet Minihaha Campground in Brodhead. Participants each paid $25 to get a T-shirt and a tube to float three-and-a-half hours down the river.

Participants were returned to the campground and treated to live music and a bonfire. About 600 people participated in this first year event.

Beno appointed to committee promoting business, marketing in education

Broadcasting education advocate and WBA Hall of Famer Ken Beno has been named to the Wisconsin Department of Instruction’s Business, Marketing and Information Technology Advisory Committee.

The committee promotes the recognition of business, marketing and IT coursework as students transition to post-secondary education and promotes work-based learning and skill-oriented curriculum.

Beno has made presentations at a regional conference of the FBLA at Chequamegon High School in Park Falls and the statewide DECA conference in Lake Geneva along with more than 25 high schools around the state.

Eagle River station raises money for VFW

An Eagle River radio station held a summer event to raise money for the VFW/American Legion Post.

WRJO’s second annual Pooler Bear Plunge added a 5K run to this year’s event. Thirty-nine plungers jumped into a pool filled with water, two tons of ice, and an inflatable flamingo.

The event was hosted by the Eagle River VFW and raised $6,200 for the VFW/American Legion Post.
Members in the Spotlight

Wisconsin stations send relief to Hurricane Harvey victims

Numerous radio and TV stations in Wisconsin have stepped up to help victims of Hurricane Harvey. Here are a few of the efforts to raise money and collect supplies:

WKOW-TV in Madison partnered with the Wisconsin chapter of the American Red Cross to raise more than $95,000 for hurricane relief. For 18 hours, the station encouraged viewers to call in donations. “Wisconsinites are the best! We are just blown away by the generosity of our viewers,” said Ed Reams, News Director for WKOW.

Scripps stations in Milwaukee set up a phone bank and raised more than $69,000. WTMJ-TV, WTMJ-AM and WKT-FM raised the money during a three hour event. “Using the power of local media we combined our efforts to enable giving on a large scale and truly made a difference to support the American Red Cross,” said Tom Langmyer, vice president and general manager for Scripps Radio in Milwaukee and vice president, news/talk/sports for E.W. Scripps.

WDJT-TV in Milwaukee partnered with the Salvation Army to hold a day-long phone bank on Aug. 31 that raised more than $181,000. They did cut-ins and crawls throughout the day and longer segments in their newscasts.

Gray stations WSAW-TV, WZAW-TV, and WEAU-TV joined others in their group running television PSAs asking for donations to assist in the relief efforts. The PSA directs viewers to their websites and provide links to organizations taking donations for Hurricane victims. The fundraising is ongoing. More than 30 local stations throughout the country participated in running the PSAs created by WEAU.

Some former Tomahawk residents who are now teachers in the Dickenson School District outside Houston worked with Tomahawk radio station WJJQ to bring relief to the south. Nick and Amanda flew to Tomahawk for a wedding before the hurricane and were unable to fly home because of the storm. They decided to rent a U-Haul to fill with water, non-perishable food items, diapers, and school supplies. They left with two trucks and two trailers full of supplies. WJJQ helped the couple rally the community to fill the trucks and trailers.

The La Crosse Media Group partnered with 2nd Sign Company of Onalaska to collect a U-Haul full of items for hurricane victims. Kicks 106.3 broadcast its morning show from 2nd Avenue signs Sept. 1 and on Sept. 6 the five stations of the La Crosse Media Group broadcast live from in front of the La Crosse Center in downtown La Crosse. The funds raised will be donated to the Red Cross, the Salvation Army, the United Way in the Houston area, and the Humane Society.

WISN-TV in Milwaukee raised more than $137,000 in a fundraiser with the Red Cross. “It’s difficult to watch the disaster unfold in Houston without wanting to help,” said Jan Wade, president and general manager of WISN 12. “We are helping tens of thousands of people who are the victims of this terrible devastation.”

WITI-TV also assisted the Red Cross, turning over its studios to the agency for a live phone bank during every local newscast. The station raised more than $176,000 and aired a thank you spot for their viewers.

A group of radio stations in southwest Wisconsin worked with local businesses to collect donations. Q94, WPRE, WKPO, Q102, and WVRQ 107.3/AM 1360 arranged for local businesses in Prairie du Chien and Viroqua to act as drop off points for monetary donations on Sept. 7.

A pair of radio stations in Jefferson County launched a radio auction to raise money for hurricane relief. WFAW-AM and WSJY-FM station advertisers donated merchandise, gift certificates, and services that were up for auction on Sept. 11. All proceeds will go to the American Red Cross. Listeners to WSJY-FM were also able to request a song for a cash donation.

Wisconsin radio sales manager wins Radio Wayne Award

A general sales manager with Midwest Communication in Wausau/Stevens Point has won a national award from Radio Ink.

Bob Jung won the Radio Wayne award Sept. 7 at the Radio Show in Austin, Texas. He’s entering his 44th year in the business.

The Radio Wayne Awards were started by Radio Ink Chairman Eric Rhoads 25 years ago, in honor of “Radio Wayne” Cornils, who set an example for professionalism in radio. A successful small-market radio broadcaster, Cornils also served as executive vice president of the RAB and SVP/Radio at the NAB.

The Radio Wayne Awards are presented to the radio superstars whose hard work, dedication, and creativity separate them from the pack.

In his bio presented at the Radio Show, Jung said he’s been lucky enough to do every job in the business and knew early on that his talent would push him toward working with people.

“I love working with people and helping them grow and be successful,” Jung said.

Congratulations Bob!
Members in the Spotlight

Golf event pays tribute to Eau Claire broadcaster

A golf event in Eau Claire paid tribute to a well-known broadcaster who died in 2015.

Peter Murphy, known to many as “Mr. Lucky,” had a hole-in-one trophy named after him at the United Cerebral Palsy Hole-in-One Million Dollar Shoot Out at Hickory Hills Golf Course held Aug. 23-26.

Murphy’s daughter, Leigh, presented the trophy in her father’s name to Jeff Curtis who scored a hole-in-one Aug. 25 during qualifying rounds at 135 yards.

Murphy started in radio in 1957 when a farmer who had a radio station in his basement was helping Murphy with a flat tire and asked him if he wanted to read news and commercials on the air. He was at WKTL in Sheboygan for a year before coming to Eau Claire in 1959 to become program manager at WEAQ-FM. In 1961 he became host of a morning talk show named The Party Line, which he hosted for 28 years. He interviewed numerous celebrities, engaged his listeners who were encouraged to call in, and was known for his stunts outside the studio.

Among the many places he was able to broadcast from, Murphy was able to broadcast live in the air from a Blue Angels fighter jet.

Murphy was a mentor to Gene Amann who describes Murphy as a legend.

“There was something dynamic about Peter Murphy that lit up a room every time he walked in, with enthusiasm, focus, and energy,” Amann said. “Peter expected much of himself, inspiring the rest of us to match or at least catch the daily routine of success, self-confidence, and loving enthusiasm for the job that lay ahead of him.”

Murphy was also a volunteer at the UCP golf event.

School supply drive helps Milwaukee students

Thousands of Milwaukee area students will benefit from a TV station’s annual school supply drive.

WISN-TV raised more than $67,000 in its fifth annual Class Act School Supply Drive to benefit Milwaukee Public School District students.

In addition to monetary donations, viewers from across southeast Wisconsin filled an entire full-sized school bus with backpacks, notebooks, and other necessities. From Aug. 22-23, WISN-TV, the Salvation Army and radio station 96.5 WKLH held a coordinated campaign involving an on-air phone bank, online fundraising, and in-person donations.

“This school supply drive is truly becoming a Milwaukee tradition,” said Jan Wade, president and general manager of WISN 12. “Each year we ask the community to help us equip thousands of local children with the tools they need to be successful in the classroom, and each year they answer the call.”

The drive will provide more than 4,400 backpacks full of supplies to be handed out to MPS students.

Madison TV station celebrates ‘Epic’ grand opening

WMTV in Madison celebrated the grand opening of its new facility with a huge party that brought in guests from all over the country.

WMTV started broadcasting in the new facility in October 2016 and the final construction and landscaping was completed in late June. The celebration was held Aug. 10.

More than 700 guests were in attendance at what was referred to on social media as #EPICWMTV.

Miss America Savy Shields, “This is Us” star Sterling K. Brown, and World of Dance judge and Dancing with the Stars alum Derek Hough mingled throughout the crowd for the entire evening. The Montreal Rhapsody Orchestra provided the music and Derek Hough entertained with his dance moves and rarely-heard singing voice.

Gray Management and NBC and CW representatives were also on hand for the event.

WMTV resided in its original 16,000-square-foot-building since first going on air in 1953. Its new facility is 32,000 square feet.
Members in the Spotlight

Show Us How You Support Your Community

The WBA wants to promote our local broadcasters and let our elected leaders know of all the work you do to support your communities. We use your stories on our website and in our newsletter and we post them to social media, tagging your elected representatives in Washington D.C.

Here are examples of recent posts.

We’re looking for your stories about how your station is making a difference through news coverage, helping during an emergency, telling public service stories, holding community service events, and implementing technological innovations at your station.

If you’ve got a story to share about your station, email kgeissler@wi-broadcasters.org or tag @WIBroadcasters on Twitter. We need basic details about your story and a couple photos.

Thank you!

Contest seeks big ideas for broadcasting

Here’s the PILOT Innovation Challenge 2017 challenge question:

What is an unconventional way broadcasters and other local media could serve communities?

Local news and information is crucial. Communities need to be informed, whether about the traffic, government actions, impending storms, crime, charity events, concerts, or where to find the best pizza.

However, in this digital age with endless sources of information, communities are seeking more resources that are relevant to their lives.

TV and radio broadcasters have continued to deliver stories, news and information focused on local communities, but what does the future hold for these vital sources of information? Think outside the box and submit your innovative ideas that will change the face of local media.

Do you have an idea that could change the future of broadcasting? The NAB wants you to share it in an innovation contest.

How to Enter

Submissions will be judged on originality, desirability and the plan. Submissions will be judged by a diverse panel of experts from the broadcast, venture capital, media, and tech industries. Twelve semifinalists will be selected by the end of September. From there, a smaller panel of judges will select the top six finalists. The winners will be chosen by participants at the NAB Futures conference in November.

The top six entries will be awarded cash prizes, with one prize each in the amounts of $30,000, $25,000, and $20,000 and three prizes in the amount of $15,000. To help winners get their idea of the ground, they will receive relevant mentorship, access to key broadcast executives, and unmatched exposure at industry events.

Submissions can be made at: nabpilot.org/challenge. Submissions are due Sept. 22, 2017.
IN REMEMBRANCE

Long-time Madison broadcast engineer dies

A long-time broadcaster engineer in Madison died just short of his 84th birthday.

Donald Lee Moran got his first formal training in radio during his service in the Korean War. He attended the Wisconsin School of Engineering. Moran was chief engineer at WBEV-AM in Beaver Dam before accepting a position at WKOW radio and TV in Madison. There he was in charge of studio and transmitter engineering. He also served on the Educational Communications Board, which oversees public broadcasting in Wisconsin.

Man involved in getting first TV station in Madison on the air dies

A Madison man involved in getting the first TV station in the city on the air has died.

Herbert P. Jordan moved to Madison in 1953 and went to work for WKOW-TV, where he helped get the station on the air, according to his obituary. He also worked for WTKM in Hartford, WISC-TV in Madison, and WHA-TV in Madison where he retired in 1990. Jordan was a Prairie du Chien native, graduated from Hartford High School and got his engineering degree from North Central College in Illinois.

He was an amateur radio operator, using call sign W9LA. His obituary said he was especially proud of making contact with amateur radio operators from every country in the world. He was a member throughout the years of several various groups including AARL, FLARC, MDXC, INDXA, Rag Chewers Club and NCDXF. Jordan died July 7 at Agrace HospiceCare in Fitchburg. He was 89. Memorials may be made to First United Methodist Church in Madison or Agrace HospiceCare.

David “The Admiral” Nelson dies at age 96

A DePere man with a long and influential career in broadcasting has died.

David L. Nelson is described by long time employee and business partner Larry Busse as the “perfect boss.” He said Nelson would give his employees a challenge and a goal and would let them succeed. He said Nelson had high standards, wouldn’t take shortcuts, and had a loyal group of people who worked for him.

During the years 1953 to 1962 Nelson was employed by both the Green Bay Newspaper Company and Post Corporation of Appleton where he served as chief financial officer and as a director of both corporations. During this time the Green Bay Newspaper Company and Post Corporation were corporations controlled by the same owners. In 1962, these corporations separated their ownership and Nelson then devoted his interests solely to Post Corporation. There he served as a director and chief operating and chief financial officer until 1984 when the corporation was sold. Nelson was executive vice president and chief operating officer when the firm was sold.

In 1984 Nelson purchased radio stations in Eau Claire and subsequently purchased radio stations in Kirksville, MO, Marshalltown, IA, and Fargo, ND. He also bought TV stations in Green Bay, Eau Claire, Marquette, Michigan, and Rochester, New York. Nelson never retired. He had ownership in Holiday Travel Service of Eau Claire and Winnebago Color Press in Menasha. He served as an officer and director of these firms until his death.

Former employee Marty Green said Nelson was a strong, tough, and caring leader. He said he would never forget Nelson’s first words to him when he joined WLUK in 1967 at age 24, “What have you sold so far?”

Nelson was an avid supporter of the historical preservation of the Fox River Valley and generously donated to many organizations. He also had a love for boating.

He served during WWII in Europe with the 103rd Infantry Division. Nelson died July 18. He was 96.

Retired 38-year broadcast engineer dies

A broadcast engineer who retired in 2015 after 38 years in the business has died.

Steve Paugh was a systems design engineer at Morgan Murphy Media in Madison when he retired. He died Sept. 4.

Paugh served in the Air Force until 1974 and worked for Honeywell Defense until his first broadcast engineering job at WKOW-TV in Madison in 1979. He also worked at CTI/WMSN before working for MEG Communications when it was taken over by Morgan Murphy Media. He worked at WISC-TV from 1997 until 2015. Morgan Murphy Media Midwest Director of Engineering Leonard Charles said Paugh will be missed.

“His attention to the finest detail when designing an equipment installation was something to witness and admire,” Charles said. Charles describes Paugh’s wit as the “Yogi Berra of broadcast engineers.”

“On his most recent birthday I asked Steve how old he was, and he told me, but then immediately said it’s not the years, it’s the mileage”
Open records requests also open to public

Did you know that when you file an open records request with the Wisconsin Department of Justice, that request is itself a public record?

The DOJ is now posting regular reports of who has filed open records requests with its office. If you’re a reporter, you might want to take this into consideration whether you want to see what others are requesting or perhaps you’re plotting your own plan to get documents from the DOJ.

The document is updated weekly and posted here:

The DOJ is considering a proposal to make all open records responses, including requested data, available on their website.

This is the first of what will be regular reports in the WBA newsletter on open government issues. The Wisconsin Freedom of Information Council meets quarterly in Madison. The WBA is a member of the FOIC.

At the most recent meeting there was also an interesting discussion about the how government officials use Twitter. The discussion was prompted by One Wisconsin Now which was blocked on Twitter by a state lawmaker. This bled into a longer conversation about access via social media and where social media fits into open government law.

The FOIC will meet again Oct. 26.

Got an open records or open meetings issue? Contact Kyle Geissler, kgeissler@wi-broadcasters.org with any issues you would like brought to the attention of the FOIC.

Members in the Spotlight

Milwaukee radio stations collect five trucks of bottled water for flood victims

A group of Milwaukee radio stations helped flood victims in southeast Wisconsin by collecting five large semis full of bottled water.

iHeartMedia Milwaukee’s six radio stations started the effort after flash floods contaminated water wells leaving many residents in areas south and west of Milwaukee with no access to drinking water and without power.

Workshop aimed at helping journalists understand Middle East

A three-day workshop at the George Washington University’s Institute for Middle East Studies is aimed at helping journalists understand the Middle East.

The workshop will take place in Washington DC, Nov. 19-21 in conjunction with the annual meeting of the Middle East Studies Association. Fellows will attend roundtable discussions led by faculty experts on topics including Syrian refugees, Islam in America, and ISIS recruitment in the United States. Fellows will develop a deeper understanding of Middle East politics especially as they impinge on, or are connected with issues facing American society.

Applications are being accepted now and priority is being given to journalists working for regional media outlets in the Midwest, South and Mountain West.

Fellows will also receive lists of local scholars available for background interviews on future stories.

All expenses including airfare, local transport, lodging, and meals will be covered.

To apply, submit a resume, a recently published article, and a short paragraph (200-300 words) outlining why the workshop would be beneficial to you as a writer. Send materials to imesnrc@gwu.edu with the subject heading “Journalist Workshop Application.” Applications should be sent no later than Sept. 15.

If you have questions regarding eligibility, email Dr. Scott Weiner at sweiner@gwu.edu.

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.

Getting Your Message On The Air addresses:
• What is a PSA?
• How to Get Your PSA On the Air
• Sample Copy for Your PSA
• The Pre-Produced PSA
• Public Affairs Programs
• You’ve Been Booked for a Program
• Sample Press Release

Click on the For the Public link at www.wi-broadcasters.org.
AS A FREE MEMBERSHIP BENEFIT, YOUR WBA IS PROUD TO OFFER YOU A NEW SYSTEM OF LEARNING

Live assist webinars, 1-on-1 with trainers, online courses, testing, homework assignments, plus certification wrapped into one outstanding program.

For seven weeks our live assist program, P1 Plus, will take entry level sellers through an intense combination of live and online courses, webinars, testing, and homework assignments designed to boost you from rookie to pro.

Then, our final project will take you through the entire sales cycle resulting in a presentation with a real account. Yeah, ”real world training“. Register ASAP, as this program is only offered on a quarterly basis and classes fill up quick.

NOW REGISTERING FOR OCTOBER 2ND
p1learning.com/wisconsin | 888-944-9377
Making Digital Radio Work.

Jeff Welton
Nautel Regional Sales Manager
Central US
Tel: 1 902 823 5127
jwelton@nautel.com

Calendar of Events

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

Oct. 10-12
2017 Broadcasters Clinic
Madison Marriott West Hotel
January 30-31, 2018
Winter Conference 2018
Madison Concourse Hotel
February 24, 2018
WBA Student Seminar
Madison Marriott West Hotel
February 27-28, 2018
DC Trip 2018
April 17-19, 2018
Walker Broadcast Management Institute
May 5, 2018
Awards Gala
June 20-21, 2018
Summer Conference
Hilton Milwaukee City Center

Join WBA on Snapchat, Facebook, Twitter

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

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

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

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

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.