



YOUR WBA Serving YOU!

In the last 12 months YOUR WBA has:

ADVOCACY

- ✓ Promoted passage of the AM Radio in Every Vehicle Act in response to industry pressure to remove AM radio from the dashboard
- ✓ Got a bipartisan group of seven Wisconsin House members to sign a letter asking Ford to reconsider the removal of AM radio from its vehicles. Ford later reversed its decision.
- ✓ Worked with a coalition of strong and diverse trade and business associations to finalize repeal of the personal property tax in Wisconsin
- ✓ Organized legislative visits to Washington DC to give members the opportunity to meet with Wisconsin's Congressional delegation
- ✓ Majority of Wisconsin's Congressional delegation cosponsored the Local Radio Freedom Act.
- ✓ Asked federal lawmakers to encourage the FCC to encourage the adoption of the ATSC 3.0 standard for television
- ✓ Called for passage of the Journalism Competition and Preservation Act which would give broadcasters leverage to negotiate with Big Tech for the use of local news content
- ✓ Asked House members to consider joining the Broadcasters Caucus
- ✓ Joined a federal filing supporting FCC efforts to make regulatory fees process better reflect the benefits of the agency's work
- ✓ Provided media training to state lawmakers and staff from members of the Capitol Press Corp
- ✓ Called for state lawmakers to consider guidelines for judges to determine when cameras should be barred from the courtroom
- ✓ Supported a legislative fix to a loophole opened in state law by a State Supreme Court ruling that made it possible for a record custodian to avoid legal fees in open records cases
- ✓ Monitored proposals to expand broadband in Wisconsin to make sure viewers and listeners would not be affected
- ✓ Partnered with the Democratic and Republican parties in Wisconsin to make available their Weekly Radio Addresses to our members via WisPolitics and on your WBA website
- ✓ President and CEO Michelle Vetterkind served on the Competitive Wisconsin Board of Directors.
- ✓ Tagged lawmakers on social media on posts regarding broadcasters performing acts of public service in their local communities
- ✓ 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
- ✓ Represented broadcasters on the Wisconsin Freedom of Information Council which advocates for open records and open meetings laws

DIVERSITY AND INCLUSION

- ✓ Approved a Diversity statement that expresses support from Wisconsin's broadcasters for diversity, equity, and inclusion in broadcasting
- ✓ Diversity Committee organized a session at the WBA Summer Conference with Michelle Duke from NAB and Binu Palta Hill from the UW School of Business.

- ✓ Created a primary section of the WBA website dedicated to the topic of diversity, including resources for stations
- ✓ Advocated for the establishment of a tax certificate to encourage investment in broadcast station ownership for women and people of color

COMMUNITY SERVICE

- ✓ Promoted the community service efforts of broadcasters from around Wisconsin, including posts on social media using the #WeAreBroadcasters hashtag promoted by NAB
- ✓ Stations aired nearly 300,000 important public service messages through the NCSA/PEP program
- ✓ Helped with FCC approval of the Wisconsin EAS plan
- ✓ Hosted an informational session along with the U.S. State Department for a group of international journalists visiting the United States to learn about American media
- ✓ Marked 20 years of 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 59 Amber Alerts with the successful recovery of 69 children. The anniversary was recognized with a ceremony.
- ✓ Maintained a PSA clearinghouse for non-profits to share PSAs that stations looking for PSAs can easily access

EDUCATION

- ✓ Partnered with P1 Training to provide members with access to the Ten Minute Trainer platform that offers broadcasters training on numerous industry-related topics
- ✓ Produced the Broadcasters Clinic, a three-day award winning and nationally renowned event which was recognized by SBE as the "Best Educational Event"
- ✓ Hosted numerous educational sessions on company culture, diversity, recruiting, press freedom, the connected car, and work-life balance at the WBA Summer Conference in Elkhart Lake
- ✓ Shared with members resources aimed at addressing the emergence of artificial intelligence (AI)
- ✓ Offered young professionals an education and networking session the same day as the WBA Awards Gala
- ✓ Provided two EEO sessions to members
- ✓ Offered members one-on-one digital strategy consultations with Seth Resler from Jacobs Media
- ✓ Partnered with the UW-Madison Center for Journalism Ethics to provide training sessions on reporting on addiction, climate, and the U.S. Supreme Court
- ✓ 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.
- ✓ Hosted "digital mixers" with Jacobs Media as a way to connect Wisconsin broadcasters on an online platform while providing stations with easy-to-digest digital training
- ✓ Shared the very popular WBA Insight Edge Weekly Member Service featuring highlights of key advertising categories

RECOGNITION

- ✓ Processed more than 1,500 awards submissions as part of the WBA Awards for Excellence and hosted a sold-out awards gala at the Madison Marriott West

- ✓ Recognized the third WBA Young Professional of the Year and four other co-honorees
- ✓ Honored four WBA Local Broadcast Legends: Dan Breeden, Doug Erdman, Gene Mueller, and John Murphy. This award provides recognition to individuals who have actively engaged in fulfilling the commitment broadcasters have made to serve their local communities.
- ✓ Updated the WBA Awards for Excellence program to address changes in the broadcasting industry and current events
- ✓ Organized and presented the WBA Student Awards for Excellence, including 181 entries this year
- ✓ Supported the Watchdog Awards which recognizes those who demonstrate the importance of transparency in government

WBA SERVICES

- ✓ Joined a mentorship program for Women in Radio aimed at advancing female leadership in radio broadcasting
- ✓ Promoted an apprenticeship program through the Wisconsin Department of Workforce Development
- ✓ Maintained a member service through a partnership with JournalList using membership in the WBA as a signal of trust giving members' websites a boost of credibility with search engines
- ✓ Continued the WBA Alternative Inspection Program that offers members the opportunity to have their stations inspected by an FCC-experienced engineer to identify issues that a member can address before the issues become a matter of concern for the FCC
- ✓ Hosted two job fairs, one at the WBA Student Seminar and the other online, to help stations recruit new employees and assist with with EEO compliance and credit
- ✓ Grew a relationship with SkillsUSA, DECA, and FBLA to connect broadcasters with high school students seeking careers in broadcasting
- ✓ Initiated work with the WBA Board of Directors on an updated long range plan for the WBA, with a primary focus on recruitment and building broadcasting's local brand
- ✓ Offered assistance to young broadcasters through the WBA Mentorship Program initiated by the WBA's Young Professionals Committee
- ✓ Continued to support and grow the WBA Young Professionals group which represents our younger WBA members and future broadcast managers
- ✓ Continued our free legal services for our members with the WBA Legal Hotlines provided by Washington D.C. counsel, David Oxenford at Wilkinson Barker Knauer LLP, and by Madison counsel, Godfrey Kahn
- ✓ Built on the social media component of the NSCA/PEP program with numerous successful campaigns
- ✓ Updated and maintained the WBA Assistance Action Plan for EEO Compliance, which set an industry standard and helps the WBA help member stations achieve compliance under the FCC EEO regulations
- ✓ Continued to host www.wisconsinhonorflight.org, a one-stop shop for all Wisconsin Honor Flight Hubs
- ✓ Grew audiences on the WBA's Twitter, Facebook, Instagram, Threads, and Snapchat accounts, spreading news about Wisconsin broadcasters
- ✓ Published the Wisconsin Broadcaster, our e-newsletter, bi-monthly newsletter, and published all articles as they were available on the WBA website
- ✓ Assisted in the planning for Wisconsin's annual statewide tornado warning during Severe Weather Awareness Week

- ✓ Announced the endowment and re-naming of the WBA Duke Wright Media Technology Institute. Thank you to the family of Duke Wright for supporting the program in perpetuity.
- ✓ Awarded the fourth Results Broadcasting Education Grant to provide college debt relief to young broadcasters. The grant was originally the Results Broadcasting Scholarship.
- ✓ The Bob Barry Unearthed Interviews podcast passed 200 episodes. It features celebrity interviews from WBA Hall of Famer Bob Barry's long career as a radio personality in Milwaukee. WBA Hall of Famer Terry Baun provided additional funding.
- ✓ Held the WBA Doug Chickering WIAA Sports Workshop at American Family Field in Milwaukee
- ✓ Inducted four broadcasters into the prestigious WBA Hall of Fame, bringing the total number of inductees to 160: Al Lancaster, Bob Meyer, Dr. Jonathan Øverby, and Joanne Williams
- ✓ Hosted the WBA Student Seminar with more than 150 students from across the state. The event included the WBA Foundation Scholarship presentations, WBA Student Awards, and the WBA Student Leadership Award winner.
- ✓ Awarded two engineering fellowship grants
- ✓ Awarded four scholarships. All four recipients were recognized at the WBA Student Seminar.
- ✓ Produced a half-hour WBA Hall of Fame Show for distribution to Wisconsin television stations
- ✓ Awarded the sixth round of the Rick Jowett Fellowship to support training for photojournalists and honor WBA photographer and dear friend Rick Jowett
- ✓ Continued the successful 3-Day Walker Broadcast Management Institute at UW-Madison which has graduated 167 in the 25 years it's been operating
- ✓ Represented broadcasters on the State Superintendent's Advisory Council for Business, Marketing, and Information Technology Education. The WBA's Vice President, Kyle Geissler, serves on the Council.
- ✓ Continued to 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.
- ✓ Recognized 32 members of the WBA Foundation's Legacy Club. The club provides a formal procedure and recognition for those who make bequests or agree to make bequests to the WBA Foundation in their wills.
- ✓ Promoted the WBA Hall of Fame plaques and upgraded video display at the Hilton Milwaukee City Center
- ✓ Updated the online Wisconsin Broadcasters Museum with new artifacts from Wisconsin broadcasting history
- ✓ Offered stations radio and TV spots promoting the WBA Hall of Fame
- ✓ Offered students an online networking opportunity where they connect with professional broadcasters in scheduled online meetings
- ✓ Prepared to host a statewide political debate following the WBA's 32-year history of promoting an informed electorate

