

SPECIAL EDITION:

2019 MBA Annual Meeting

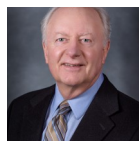
Your guide to the 2019 Minnesota Broadcaster Association's Annual Meeting in Duluth. Registration Deadline is 10 a.m. October 1st, 2019—[Register today!](#)

Chair's Column

If this were baseball and the MBA at bat, we'd be knocking it out of the park. I step back, awed and amazed, in appreciation at how Executive Director Wendy Paulson and Office Manager Maria Vorhis deliver on our mission. Each at bat, every day. This newsletter shows only the tip of the iceberg of the systems, products, services, and value they deliver to the membership. More remarkable, they've only been doing this since the beginning of the year. Given our full and growing member engagement, there is nothing holding your MBA back. My term as chair ends with the Annual Meeting in October. If you haven't registered, please get it done. You will want to be a part of this simply to see how far we've come, where we are headed, and how fast we plan to get there. The meeting agenda covers all the bases. Financial transparency. Foundation in Rules. Advocacy of mission and business. Services to

all members. Engagement of all broadcast stakeholders. And, clear focus on our Future. I'm excited by what I see. Our Board team took charge of the committees to drive this association. Their enthusiasm and commitment fill the room. Coming from a dead stop just a year ago, it's a very dynamic picture. Vice-Chair Mary Niemeyer takes our lead-off position in October and this group will literally lift-off. With the challenges ahead, our timing is perfect, if not a miracle. We Minnesota broadcasters, large and small, will be looking at curve balls, fast balls, and a few sinkers, in our next series. I hope you share my sense of our team: we're ready.

Join us in Duluth next month, David Harbert, MBA Chair



Executive Director's Column

Hello MBA Members! Just a few weeks until we all gather in Duluth for our 2019 Annual Meeting. My colleague Maria Vorhis and I, our planning committee, presenters, and Board of Directors are looking forward to seeing you, sharing the progress of the MBA, congratulating our outgoing Chair, David Harbert and welcoming our incoming Chair, Mary Niemeyer. Our Board is also excited to share committee goals for 2020 and beyond!

This newsletter will spotlight much of our Annual Meeting, in addition to updates and what we've been working on since our June newsletter. We will be taking our Annual Meeting to different hosted cities each year. Last year was Minneapolis, this year Duluth, which is also the home of our incoming Chair, Mary Niemeyer. You'll notice references to Catalyst (formerly known as ITVFest) which is also hosting its event in Duluth through the weekend of our Annual Meeting (pg 3). Regarding Advocacy, in July we made a trip to DC to talk STELAR with our representatives and Senators and will continue to communicate the need for this outdated law to sunset at the end of the year (pg 7). We were thrilled to have Senator Klobuchar's Counsel, April Jones, and Congresswoman Betty McCollum's Legislative Aide, Sophia Schilling, take us up on our offer to visit the MBA during the August break! Our Advocacy Committee took part in a hosted tour of Hubbard Broadcasting (Thank you Joe

Johnston!) and sat down to talk more about our industry issues with April and Sophia. We look forward to visiting them in February when we visit Capitol Hill. Members have been asking 2020 budgeting questions. We anticipate membership dues for 2020 staying the same, again based on self-reported, gross revenue. For your reference, [here](#) is this year's grid with rates. The 2020 invoices will be out after the Annual Meeting. Next year marks the ABIP Inspections. You'll receive information on member/non-member rates and signing up for inspections after the Annual Meeting.

As most of you know, I joined the MBA in January. We still have a lot of work to do, but we are miles ahead of where we anticipated we'd be at this time, due largely to our members, our Board, and Chairman, David Harbert. I could not have had a better mentor than David. David has been a supporter, director and advocate for the MBA, our members and the industry. We are so fortunate to have his expertise and, personally, he has my undying gratitude and forever friendship. As David passes the gavel to Mary Niemeyer at the Annual Meeting, please thank him and share a toast for a job well done!

Thank you for your support and for being a member of the MBA!
Wendy Paulson



minnesota broadcasters association

MBA Officers & Board of Directors OFFICERS 2019

Chair: David Harbert, VP/General Manager KAAL-TV, Hubbard TV (Rochester)
Vice-Chair: Mary Niemeyer, Market President/Chief Revenue Officer, Townsquare Media (Duluth)
Secretary/Treasurer: Maynard Meyer, Co-owner/GM, Lac Qui Parle Broadcasting (Madison)
Immediate Past Chair: Ed "Butch" DeLaHunt, Owner/President, Bemidji Radio Inc. (Bemidji)

BOARD OF DIRECTORS

Jim Birkemeyer, Owner, R&J Broadcasting, Inc. (Ada)
Greg Borgen, Owner, WDGY and WREY (Twin Cities)
Mike Durkin, Manager Digital Content, KMSP-TV, Fox Television (Twin Cities)
Chris Fee, Owner, Gopher Communications (Crookston)
Jeff Hilborn, Market Manager, Hubbard Radio (Brainerd)
Jeremiah Jacobsen, Manager of Digital Video, KARE 11, (Twin Cities)
Joe Johnston, Director of Public Affairs, KSTP-TV, Hubbard TV (Twin Cities)
Shannon Knoepke, SVP/Market Manager, Entercom (Twin Cities)
Bob Leighton, CEO, Leighton Broadcasting (St. Cloud)
Mark Ricci, General Manager, RP Broadcasting Paskwan Media (Bemidji)
Rosanne Rybak, Manager Corporate Sponsorships, Twin Cities PBS (Twin Cities)
Todd Wentworth, Director of Sales, KBJR-TV, Quincy Media (Duluth)

MBA STAFF

Wendy Paulson, Executive Director
wendy.paulson@minnesotabroadcasters.com
Maria Vorhis, Office Manager
maria.vorhis@minnesotabroadcasters.com



@Minnesota Broadcasters Assoc.



@MNBroadcasters



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www.minnesotabroadcasters.com

ANNUAL MEETING OVERVIEW

This October 8th-10th, the [Minnesota Broadcasters Association](#) invites broadcasters and stakeholders from across the state to Pier B Resort Hotel in Duluth to learn from industry experts, hear the latest state and federal legislative updates, and network with fellow Minnesota broadcasters. So what's in store?

10/8, Welcome Reception: 5-9pm, MBA is hosting a happy hour at Grandma's Restaurant in Canal Park. Registered members receive 2 drink tickets and heavy appetizers. Thank you to KMSP/FOX9 for sponsoring!

10/9, Day 1 Annual Meeting: 7:30am-5pm, sessions including a Digital Panel and Recruitment Panel, P1 Learning Live Demo, Annual Business Meeting, Keynote with Adam Sharp, and more! Thanks to KAAL for sponsoring the opening breakfast, Catalyst Content for sponsoring the luncheon, and Townsquare Media Duluth for sponsoring the break. **The Network Social** will be held at Kitchi Gammi Club (5:30-6:30pm), as well as

the **Member Dinner** (6:30pm), featuring a scheduled appearance by Duluth's Congressman Stauber and live music from BMI artist, Anna Schulze. Thanks to Channel 5 Eyewitness News for sponsoring the Dinner and to BMI for sponsoring the evening's entertainment.

10/10, Day 2 Annual Meeting: 8am-12pm, sessions including committee updates, a Podcasting Panel, Sports Panel, PEP presentations from our partners John Schultz (Explore MN Tourism) and SFC Angelo and LTC Suarez (Minnesota National Guard), and a 2020 Legislative update. Thank you to WDIO for sponsoring the final breakfast!



This. Just. In. Annual Meeting Socks! Members receive a pair of MBA Duluth socks upon check-in. Thanks to Minneapolis-based sock company, Hippy Feet for designing these limited edition socks and for doing good work in the community! [Hippy Feet](#) provides earned income, opportunity, and job training to young people ages 16-24 who are experiencing homelessness.

THANK YOU 2019 SPONSORS:



DULUTH, MN



EASY AS 1, 2, 3:

1) Register Today!

Online registration is open until **10 a.m. October 1st, 2019.**



2) Book Your Hotel

To book your hotel at Pier B Resort Hotel, call (218) 481-8888 and ask for the Minnesota Broadcasters Annual Members Conference rate, or confirmation number 90852. Rates range from \$159-\$199/night. **MBA has a limited number of rooms so please reserve ASAP!**



3) Get Social! #mbaduluth19

Over this day and a half meeting, members will have countless opportunities to network with subject matter experts, vendors, Board members, and fellow MBA members! Help us capture moments by using the hashtag #mbaduluth19

Questions?
Email Maria Vorhis at maria.vorhis@minnesotabroadcasters.com



COMMISSION OF THE DEAF,
DEAFBLIND & HARD OF HEARING

Thank you to MNCDDH for underwriting the Annual Meeting's Welcome Message



Catalyst Content Festival 10/9-10/13

MBA is excited to announce its partnership with [Catalyst Content](#) for this year’s Annual Meeting. Catalyst (formerly known as ITVFest) is an industry marketplace for independently produced episodic programming that continues to advance the narrative arts by lowering barriers between storytellers, audiences, financiers, and the industry. Now in its 15th year as a festival, Catalyst has made its permanent home in Duluth. Philip Gilpin, Executive Director, spoke with MBA about his excitement with this year’s festival and the many opportunities for MBA members to engage in Catalyst Festival events.

MBA: Prior to 2019, Catalyst Content (ITVFest) was located in Vermont. Why the move to Duluth?

CC: Catalyst grew exponentially last year after we [launched our industry marketplace and our year-round educational and professional training programs](#). That growth meant we needed more staff, money, and state support to keep pace with the demand. We started looking across the northern US for a new hometown that had a love for the arts, creative infrastructure to handle production, educational institutions to partner with, theaters, airports, hotels, and restaurants. Duluth is one of the only towns with all of that. Additionally, Minnesota has a history of production so it has an existing professional crew and artistic base, as well as the legislative mindset to invest in growing the industry. Plus the variety of locations in a small area is very attractive to location scouts!

“Catalyst is a marketplace where the world's best production talent is in town to screen their new projects, share their new podcasts and scripts, and to meet each other to find jobs.”

MBA: What impact do you foresee Catalyst having on Duluth?

CC: Catalyst is working to make TV and film a full time year-round industry in Duluth that creates thousands of new jobs and adds millions of dollars to the local economy. The festival event in October will bring hundreds of TV industry producers, executives, and creative to Duluth so they can get to know the community and decide if they want to shoot future projects here.

MBA: Who should attend Catalyst Festival (10/9-10/13) and why?

CC: Two types of businesses should attend Catalyst: those who create content and those who make money by selling content (or by selling ads against content). Catalyst is a marketplace where the world's best production talent is in town to screen their new projects, share their new podcasts and scripts, and to meet each other to find jobs. There will also be [100 industry executives](#) from networks and production companies in attendance.

This is one of the only marketplaces in the world where a station General Manager can find new high quality [scripted and unscripted projects](#) at extremely low sales prices. It is also a talent fair, so any company looking to hire editors, producers, and above or below the line talent should be here to meet everyone.



MBA: What is the significance of gathering these stakeholders and what is your ideal outcome?

CC: Creators want to live and work in a place that they know supports their efforts. Having Minnesota's broadcasters present shows them that Minnesota is a place excited to be the home of the next generation of shows and talent. The "industry" is bringing in hundreds of executives from across the world, so it makes sense to them that Minnesota executives would be present at an event like this happening in their own state.

MBA: What sessions should MBA members attend?

CC: Tough question—here are a few highlights for broadcasters:

- 1) [An Insiders Guide to Marketing Content in the Digital Landscape](#), Thurs, 10/10 1:30pm.
- 2) [TV Academy: Television's impact on social change](#), Fri, 10/11 12:45pm
- 3) [Nuts and Bolts of Podcasts Distribution and Production](#), Fri, 10/11 3:45pm

For a full list of sessions, click [here](#).

Planning to stay for Catalyst Festival?

MBA Members receive a 15% discount on registration with promo code “MNBA”

DAY PASS	MULTIDAY FESTIVAL	INDUSTRY VIP	MARKETPLACE BUYERS	INDUSTRY EXECUTIVE
\$35	\$145	\$425	\$825	\$1,250

2019 ANNUAL MEETING SPECIAL EDITION

Keynote Adam Sharp: Defining Broadcasting Excellence in the Digital Age

MBA is delighted to announce **Adam Sharp**, President and CEO of NATAS, will be delivering the Luncheon Keynote to MBA members on Wednesday, October 9th. Adam will be speaking about the ever-shifting definition of media and broadcasting, how it changes the relationship with the audience, and the paramount importance of local broadcasters.

Sharp has forged a distinctive career of more than twenty years at the intersection of media, politics, and technology. He currently serves as the President and CEO of the National Academy of Television Arts & Sciences (NATAS), overseeing the annual presentation of the coveted Emmy® Awards for Daytime, Sports, and News & Documentary television, as well as achievements in television Technology & Engineering. From 2010

through 2016, Sharp was Head of News, Government and Elections at Twitter, advising journalists, news organizations, candidates and government officials in more than 20 nations. He appears regularly as a noted expert and speaker on media trends, digital communications, political affairs and strategy, and issues related to “fake news” and disinformation.

Adam's presence is made possible thanks to MBA's partner, [Catalyst Content Festival](#) (formerly ITVFest), an industry marketplace for independently produced episodic programming in Duluth, MN.



Annual Business Meeting

The Annual Business Meeting will convene at 1pm on October 9th. During this session MBA Board Officers and Executive Director Wendy Paulson will share how MBA has served you in the first nine months of 2019, review MBA financials, and share association goals for 2020. Members are asked to attend and participate in this yearly session that drives MBA's 2020 agenda. Association members will vote to approve the updated [Articles of Incorporation and By-laws](#). Articles of Incorporation and By-laws were sent to members for review on 9/5 and posted to the Resources section of the MBA website's "Info Hub" on 9/11. Please take an opportunity to review both documents prior to the Annual Meeting.

Sessions: P1 Learning, MBA Counsel, Mark Anfinson

In the last nine months we've lined up a suite of services to meet your evolving needs as broadcasters. Join us for interactive sessions with the service providers themselves! This is your opportunity to ask questions and make the most of your MBA membership.

Refresh and Renew with P1 Learning with Katey Woolam



As a valued member of the MBA you now have FREE online on-demand training from P1 Learning. Whether you're looking for weekly selling tips, content for a new hire, or you're trying to keep your team compliant, P1 Learning's **Katey Woolam** will guide you through this new program. Further, Katey will provide you with twelve-months of time-tested

suggestions that will help you in your quest to nurture your renewals. Woolam has 28 years of broadcast experience as one of Kansas City's most recognizable voices. She was on the number one morning show in Kansas City, KY102 with Dick and Jay. After learning from the best,

she was given her own show that generated number one ratings at night and a write up in Billboard Magazine. She later reunited with Dick Wilson for 19 years of morning duty on 94.9 FM, helping the wake-up show stay in the top five 25-54. During that time, she served as the Public Service Director for the four station Bonneville Cluster in Kansas City. She garnered six finalist awards for the prestigious NAB Crystal award for Public Service. In 1997 she won the Crystal award for KMBZ. In 2007, Katey partnered with broadcaster Speed Marriott to found the eLearning company, P1 Learning. Today P1 Learning caters to thousands of traditional broadcast stations and media-based companies on an international basis.

The Why & Why Not of Advertising: Mark Anfinson on CBD Oil, Trolls, Gambling, and More!



There are many kinds of products, services, and activities that may be subject to special advertising rules. They include sports betting, raffles, bingo, pull tabs, and other forms of lawful gambling, tobacco products and e-cigarettes, alcoholic beverages, guns and other weapons, fireworks, marijuana, and CBD oil. A related area of legal risk in advertising is copyright infringement, which has increased recently due to the appearance of the “copyright trolls.” This session will get you up to speed on what the law says about these issues.

Mark Anfinson is a Twin Cities-based private attorney specializing in media, First Amendment, and information law. For many years, he has represented a wide range of journalists, news organizations, media groups, and citizens throughout the state on matters involving public access to government records and meetings, access to courts, libel, privacy, reporter's privilege, intellectual property, Internet law, advertising, and free speech. In addition, he appears frequently at the Legislature on behalf of the state's news media, teaches communications law at the University of St. Thomas in the Journalism Department, and has been listed with Best Lawyers in America for more than a decade.

The NAB in Conversation with FCC Hotline's David Oxenford

If there's something that's happening at the nation's capital that affects broadcasters, NAB's **Curtis LeGeyst** and WBK's **David Oxenford** are the first to know. Join Curtis and David for a discussion on elections, music royalty issues, ownership reform, C-Band, retransmission consent and the STELAR extension, EEO, and KidVid reform.



David is a partner at the Washington DC law firm Wilkinson Barker Knauer LLP. He has represented numerous broadcasters for over 35 years on regulatory, transactional and copyright issues. Along with his partner, David O'Connor, he is the Minnesota Broadcasters' Washington DC counsel. He also represents a number of other state

broadcast associations, the National Association of Media Brokers and a number of digital media companies. David is a regular speaker at industry conferences and the principal writer of the [Broadcast Law Blog](#), which covers legal issues of importance to media companies. He received his law degree from Emory University, and his BA from the College of William and Mary, where he managed the college's FM radio station.



Curtis is executive vice president, Government Relations for the National Association of Broadcasters. In that role, he leads NAB's advocacy before the U.S. Congress and White House to protect and preserve free, local broadcasting. Prior to joining NAB in 2011, Curtis served as senior counsel to Sen. Patrick Leahy's (VT) Judiciary Committee staff. In that

role, Curtis advised the chairman and committee on intellectual property, antitrust and first amendment issues impacting the telecommunications, high tech, and entertainment industries. Previously, Curtis worked as a staff attorney for the Obama for America presidential campaign, and as an associate with the Howrey LLP law firm in Washington, D.C. Curtis received his J.D. from Cornell University Law School and his B.A. from Providence College in quantitative economics.

2020 Legislative Update: Tom Hanson in Conversation

Join **Tom Hanson** of Winthrop & Weinstine for his recap of the 2020 Legislative Session, including issues facing the upcoming Legislature, and the impact on MBA members. Tom will also discuss how the politics of the 2020 Election will impact policymaking.



Tom Hanson represents the Minnesota Broadcasters Association at the Minnesota State Capitol. He has 25 years of Legislative and Executive Branch experience at both the Federal and State levels of government. Prior to joining Winthrop & Weinstine's legislative & regulatory practice, he served as the Commissioner of Minnesota's Department of Management and Budget from 2006 to 2010. Prior to this appointment, Tom served as Deputy Chief of Staff and Director of Legislative and Cabinet Affairs for Governor Tim Pawlenty from 2003 to 2006. He has held several positions with the Minnesota House of Representatives including the position of Legislative Director to the Speaker of the House and has

worked on the staff of a United States Congressman in Washington, D.C. Tom has a law degree from George Mason University and is a graduate of Concordia College in Moorhead, Minnesota.

Panels: Digital, Recruitment, Sports

You spoke about the need to find qualified candidates, to increase audience engagement via sports coverage, to train your staff on the latest digital strategies, and to develop existing on-air content into a podcast. We've gathered the experts. This is your time to ask questions and shape the conversation:

- **Diving into Digital: How Broadcasters Can Be Successful in a Digital World.** How to start and how to keep it going...each panelist is a pro in their own right, but also know how to make it happen with the next steps in profitability and audience outreach. The Digital Panel will deliver action steps suitable for all market sizes, regardless of where you are in your digital strategy. Featuring panelists Kelli Frieler (Leighton Broadcasting), Tony Townsend (Townsquare Media Duluth), Tracy Maher (Hubbard Broadcasting), Mike Durkin (KMSP/FOX9) and Moderator, Jeremiah Jacobsen (KARE 11). **10/9, 9am.**
- **Workforce Recruitment: Building a Pipeline.** We hear it in every market visit, recruiting talent! This panel features the recruiter and the educator and includes an innovative way to create the talent you are looking for in your own community. Featuring panelists Michael Hammond, (Hubbard Broadcasting), Margie Thomas Giauque (Bemidji State University), and Moderator, Todd Wentworth (KBJR 6). Partnering with SBE's Taylor Robert Barker. **10/9, 2:40pm**
- **Podcast Like a Pro: Getting Started.** In this introductory panel two podcast pros reveal their secrets about best practices, content creation, and monetization. Sponsored by Catalyst Content and featuring panelists Thom Woodley (CollegeHumor), Stephen Perlstein (Studio71), and Moderator Mike Durkin (KMSP/FOX9). **10/10, 9:30am**
- **The Game Plan: How to Engage Audiences & Build Revenue in Sports.** Sports play-by-play is an essential service provided to local communities, but how can local broadcasters engage this audience while building revenue to support it? Learn innovative ways broadcasters are achieving results on a local and collegiate level and how to shepherd your local talent through balancing content vs. sponsorships within a broadcast. Featuring panelists Tom Bowman (Learfield IMG College), Jim Bartels (KNUJ), Bruce Ciskie (Midwest Communications-Duluth), and Moderator Penny Meier (Learfield IMG College). **10/10, 10:15am**

Member Dinner at Kitchi Gammi Club

Following the first full day of sessions, MBA will be heading to the Kitchi Gammi Club for a **Networking Social Hour** (5:30-6:30pm), and **Membership Dinner** (6:30pm), sponsored by Channel 5 Eye Witness News. Join us for an evening of entertainment and celebration as we honor David Harbert for his service and leadership as Chairman, and welcome Mary Niemeyer as MBA's 2020 incoming Chair. MBA is excited to announce that **Congressman Stauber** (8th District), a great friend to broadcasters, is scheduled to give the welcome address. The congressman has hosted MBA in DC, and is a cosponsor of the LRFA and supports STELAR sunsetting. *Thank you to BMI for sponsoring musical guest and Minnesota native, Anna Schulze.*



NCSA/PEP Partners

MBA would like to extend its sincere appreciation to you, our valued members, for continuing to be a part of the NCSA/PEP (Public Education Partnership) program. This is a program that allows the MBA to provide value to our members with services including: P1 Learning, Mark Anfinson Hotline, FCC Hotline, Roundtable Calls with Winthrop & Weinstine, educational webinars like "Cybersecurity Preparedness" and "2020 Election Prep", and more. While NCSA/PEP participation is voluntary, your participation is **critical** to the broadcast industry in Minnesota. If you are not currently running the NCSA/PEP spots, we would ask that you consider doing so.

MBA is delighted to host NCSA/PEP partners, Minnesota Army National Guard and Explore Minnesota Tourism (EMT) at the 2019 Annual Meeting, and members are encouraged to visit both partners to learn more about their programs.

NCSA/PEP Updates

- **The Explore Minnesota Tourism** campaign will run August 26-October 20, 2019. As with previous 2019 EMT flights, only a select group of stations have been contacted to air ads. If your station(s) was selected, you can download spots and traffic instructions here: <https://minnesotabroadcasters.com/explore-minnesota-tourism/>

- **The Minnesota Army National Guard** presented additional creative for its "Live Here—Serve Here" recruitment campaign, effective August 1st – October 31st, 2019. **We are asking stations to add these Army National Guard broadcast materials to the existing campaign as soon as possible.** Please note there are 4 new English radio spots and 2 new Spanish radio spots, as well as 4 new English TV spots and 2 new Spanish TV spots. Please rotate these spots evenly with the existing National Guard creative that you received in April 2019. <https://minnesotabroadcasters.com/minnesota-army-national-guard/>

MBA Committee Leads

Advocacy Committee-Greg Borgen, Owner, WDGY and WREY (Twin Cities)
Rules Committee-Shannon Knoepke, SVP/Market Manager, Entercom (Twin Cities)
Services Committee-Chris Fee, Owner, Gopher Communications (Crookston); Jeff Hilborn, Market Manager, Hubbard Radio (Brainerd)
Events Committee-Rosanne Rybak, Manager Corporate Sponsorships, Twin Cities PBS, (Twin Cities); Mike Durkin, Manager Digital Content, KMSP-TV Fox (Twin Cities); Joe Johnston, Director of Public Affairs, KSTP-TV Hubbard (Twin Cities)
Partners Committee-Greg Borgen, Owner, WDGY and WREY (Twin Cities)
Finance Committee-Maynard Meyer, Co-Owner/GM Lac Qui Parle Broadcasting (Madison)
Mission Committee- Mary Niemeyer, Market President/Chief Revenue Officer, Townsquare Media-Duluth (Duluth)
(NEW!) Outreach & Engagement Committee—Mike Durkin, Manager Digital Content, KMSP-TV ; Jeremiah Jacobsen, Manager of Digital Video, KARE 11, (Twin Cities)

2019 Vendors

In addition to the many panels, roundtables, and educational sessions, MBA members will have ample opportunity to connect with this year's vendors, including: Marketron, Emergency Communication Networks, MN Military Radio, Minnesota National Guard, Explore Minnesota Tourism, and the Minnesota Commission of the Deaf, Deafblind, and Hard of Hearing

m EXPLORE MINNESOTA™



Committee Updates & Open Discussion

During Thursday morning's breakfast members will hear updates from committee leads, learn how to get more involved with the MBA, and have the opportunity to discuss issues with fellow broadcasters. This is your time to tell the MBA how we can better serve you.

10/10, 8:15am

WHEN MBA IS NOT PLANNING AN ANNUAL MEETING...

Legislative Updates

=>STELAR FLY in

On July 23-24 MBA flew to Washington to participate in the NAB STELAR Fly-in. In coordination with 37 other state associations, MBA urged its Minnesota legislators to allow STELAR to sunset. Your MBA contingent included David Harbert (VP /GM, KAAL-TV), Sheila Oliver (GM, KMSP/FOX9), and MBA's Wendy Paulson and Maria Vorhis. MBA met with Senator Klobuchar and Representatives Hagedorn, Craig, Phillips, and Stauber, and staffers representing Senator Smith and Representatives McCollum, Omar, Emmer, and Peterson.



=>MN Legislative Market Visits

The week of August 26th, MBA organized market visits and station tours for DC staff. In partnership with Joe Johnston of Hubbard Broadcasting, MBA hosted Sophia Schilling (Legislative Aide to Rep McCollum) on Monday, August 26th, and April Jones (Counsel to Senator Klobuchar) on August 29th. After each station tour the staffers met with KSTP's News Director, Advocacy Committee, and Winthrop & Weinstine state counsel. Thank you to Sophia and April for making the time!



MBA Urges Enforcement for TV Stations Against Canadian Digital Piracy and Retransmission



September 10, 2019

The Honorable Robert Lighthizer
Ambassador
United States Trade Representative
600 17th Street N. W.
Washington, D.C. 20508

Ambassador Lighthizer:

As Congress considers the United-States-Mexico-Canada Agreement (USMCA), I write to urge you to enforce enforcement for local television stations from Minnesota against Canada's digital piracy and retransmission regime under Annex 15-D.

Mature and profitable satellite and cable companies in Canada capture local and distant digital television signals from local stations, package and sell these services to Canadian television subscribers, without notice, consultation, compensation or consent.

Minnesota TV stations experience real economic damage and injury, including lost retransmission fees, copyright remuneration and advertisement revenues, because of Canada's unconstrained retransmission regime.

It is imperative that the new agreement make clear the express authority of the originating U.S. television station shall be required before a Canadian satellite or cable company may relay and or retransmit a digital signal of the broadcast station.

Ensuring proper enforcement provisions for Minnesota's television stations will protect and promote local journalism, news, modern digital broadcasting infrastructure and reliable emergency alert systems.

Sincerely,

Wendy Paulson
Executive Director
Minnesota Broadcasters Association

FCC Monthly Calls

Beginning September 10, 2019, CAOD will host a monthly conference call every second Tuesday of the month to provide consumer information and tips highlighting different topics and scams. The next call is scheduled for October 8, 2:00pm EDT with topics to include [Cramming](#) & [Disaster Relief Scams](#). For the October call, please email outreach@fcc.gov to RSVP and receive the conference bridge telephone number.

Chairman Dinner

On September 11th, following his last Board meeting as Chairman, the MBA took David Harbert and the MBA Board to dinner in downtown Minneapolis. Several Board members made toasts to the outgoing Chairman about his service and leadership over the past two years. Our sincere gratitude and thanks to you, David!



For Your Budgeting Purposes...

- **2020 Annual Dues:** We anticipate membership dues for 2020 staying the same, again based on self-reported, gross revenue. For your reference, [here](#) is this year's grid with rates. The 2020 invoices will be out after the Annual Meeting.
- **ABIP Notices & Rates Forthcoming:** The Federal Communications Commission conducts unscheduled inspections of broadcast facilities, both randomly and when they have a reason to believe a problem exists. Put your station under the microscope and avoid FCC inspections for 3 years by participating in ABIP. Under the alternative broadcast inspection program, your state broadcasters association will dispatch an ABIP inspector to perform a complete FCC-type inspection of your station to ensure that it is in compliance with the Commission rules. Watch for notices November 2019 with member and non-member rates. If you need to know rates before the notices are sent, please call Wendy at (612) 926-8123.

Questions? Wendy.paulson@minnesotabroadcasters.com

Stakeholder's Corner

2019 Inductees into Pavlek Museum Hall of Fame

On Saturday, September 14th The Pavlek Museum inducted four broadcasters into the Hall of Fame, including Dennis Anderson, Patrick Reusse, Ralph Jon "R.J." Fritz (posthumous) and Charles "Chuck" Williams (posthumous). Angela Davis of MPR emceed the event. Congratulations to inductees!



Mark Your Calendars: A Note from Midwest Journalism Conference 2020



Planning is starting for the 20th annual Midwest Journalism Conference. The MJC is a regional

conference that is planned by a wide array of journalism partners from across the six-state region of Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin.

The conference – which will take place at the Crowne Plaza Aire in Bloomington, Minnesota on April 2nd and 3rd, 2020 - provides national-caliber training seminars at a fraction of the price of national conferences, along with prestigious awards programs, all within driving distance from anywhere in the six-state service area. We are the largest such regional journalism

conference in the United States. The founding partners of the Midwest Journalism Conference include the Midwest Broadcast Journalists Association, Region 6 of the Society of Professional Journalists and its Minnesota Professional Chapter, the Upper Midwest Chapter of the National Academy of Television Arts and Sciences, the Radio Television Digital News Association/Foundation and the University of Minnesota Hubbard School of Journalism & Mass Communication.

Over the years, we have also partnered with the Associated Press, the National Press Photographers Association, the Asian American Journalists Association, the Online News Association, the National Association of Black Journalists, the American Copy Editors Society, the Poynter Institute, Investigative Reporters and

Editors, and others to provide the highest-quality professional training sessions available.

All of our partner groups help to produce training sessions and invite their members to take part in the conference, along with our awards programs and networking opportunities for journalism students, new professionals and veteran journalists from print, radio, television and digital platforms. The partners will begin the planning at a meeting in early October and we expect to have a tentative conference agenda posted early in 2020. Mark your calendars now to attend the conference, and stay informed by signing up for our newsletter [HERE](#). You can also bookmark our website – www.midwestjournalism.com - which will be updated as we move closer to the conference date.



Media of Nebraska's "THINK F1RST" First Amendment Campaign Through 12/31/2019

The Minnesota Broadcasters Association is participating in the "Think F1rst" public awareness campaign about the First Amendment of the United States Constitution. The campaign was created in 2018 after Media of Nebraska members noted polls showing that many Americans lacked even a basic knowledge of the First Amendment, particularly in articulating the five freedoms that it guarantees. In observance of [Free Speech Week](#) (October 21-26th), MBA member stations are invited to air "Think F1RST" messaging. This is NOT a PEP partner. Should stations choose to air radio or TV creative, please download [here](#). Spot rotation is up to you, but suggested to run equally.

BLU Alert: Thank you from the BCA



The Minnesota Bureau of Criminal Apprehension (BCA) would like to thank Minnesota broadcasting entities that participated in the Blue Alert test on August 15, 2019. Minnesota was the first state to use the BLU event code to deliver a Blue

Alert test message over the Emergency Alert System (EAS) since the code's implementation in January 2019. It was important for our state to take a proactive approach to test the BLU event code and we are pleased to know the BLU event code was transmitted successfully through the Integrated Public Alert and Warning System (IPAWS). We continue to urge Minnesota broadcasters to ensure the BLU event

code is functioning properly and programmed correctly at your facility. Broadcasting entities with questions about BLU event code programming or IPAWS are encouraged to contact IPAWS Program Manager John Dooley at john.dooley@state.mn.us or 651-201-7099. Thank you again for your continued partnership in our effort to communication public safety announcements to the people of Minnesota.

For questions about the Minnesota Blue Alert Plan, contact Blue Alert Coordinator Janell Twardowski at Janell.Twardowski@state.mn.us or 651-793-7056.

[MBA Job Bank](#)

Need to post a job? Email listing to maria.vorhis@minnesotabroadcasters.com

Job listings are updated every Monday morning. All employers listed are Equal Opportunity Employers. Women and minorities are encouraged to apply.

Audio Control Technician—KSTP-TV, Minneapolis/St. Paul
Position will be responsible for the on-air accuracy of all audio elements in the production and operate audio console during live news and studio productions. Solid PC skills required. Apply [here](#)

Art Director—WCCO-TV, Minneapolis/St. Paul
Position will design, direct, and manage the creation of all assets that support broadcast news, digital news, topical and image promotion, social media, sales production, web and print design, station initiatives, and integrated brand experiences. Strong broadcast graphic design and video production skills and demonstrated track record of creative direction and management (3 years) required. Apply [here](#)

Account Executive—KARE 11, Minneapolis/St. Paul
Seeking individual whose core business is digital and broadcast. Ideal candidate will be a driven, solutions-based seller eager to represent vast range of broadcast and digital product offerings. Minimum 1 year of experience required. Apply [here](#)

Account Executive—Hubbard Radio Alexandria
Position will sell advertising to clients and develop new business relationships by prospecting, developing and selling new direct-business accounts, making sales presentations, performing collections, maintaining client relations and sales. Previous sales, advertising, digital sales, or media experience preferred. Apply [here](#)

On-Air Talent—Hubbard Radio Alexandria
Position will create and perform live broadcasts that are entertaining and informative, that project the Company's desired on-air image, and that achieve maximum audience acceptance and ratings. On Air Talent works closely with the programming and sales teams to grow the Company's revenue and on-air and digital audience. Previous on-air experience preferred; degree in Communication, Journalism, or related field preferred. Apply [here](#)

Multimedia Journalist—KTTC-TV, Rochester
Position will develop and present stories on multiple platforms including television, web, mobile, and social media. Ideal candidate must have a strong desire for news, solid writing and editing skills, with the ability to handle breaking news and live shots. Journalism degree preferred (or related field) with on-air television experience. Experience with AVID iNews and MediaComposer a plus. Apply [here](#)

News Director—KARE 11, Minneapolis/St. Paul
Duties include preparing, coding, and directing newscasts with SONY ELC automation software. Must have strong computer skills and a familiarity with AP- ENPS news software. Minimum 3-5 years experience required. Apply [here](#)

Morning Hosts—Mid-West Family, Eau Claire, WI
Position will execute on-air station content, station social media, commercial/promotional production, and station related events. 5+ years of on-air radio required. To apply, send mp3 air check or audio samples and other applicable materials [here](#)

News Content Manager—KIMT-TV, Rochester
Position will efficiently and effectively oversee a content-driven and community-focused newsroom in its Rochester station. Ideal candidate will be passionate about local news and have previous managerial experience. 4 year degree in Journalism, Communications, or related field required. Apply [here](#)

Multimedia Journalist—KIMT-TV, Rochester
Ideal candidate will have a four-year degree in Broadcast Journalism or Broadcast communications and ability to shoot video with Sony EX cameras. Must also have a strong understanding of video and audio recording basics and a good eye for visual composition. Apply [here](#)



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