

MINNESOTA BROADCASTER



Minnesota Broadcasters Association, December 2019

Chair's Column

"It's a great time to be a broadcaster!"

It's a wonderful statement I have heard from great industry leaders all 29 years I have served this amazing industry, and with each passing year it becomes even more true. Today's advanced technology now gives broadcasters the opportunity to offer an extensive menu of relevant local content across multiple platforms while providing local business with a multitude of innovative marketing solutions. It certainly is a great time to be a broadcaster and even better to be a Minnesota Broadcaster! During a season of thanksgiving, I am grateful for the dedication and commitment of past and current

Board Members who generously give their time and talent to build an association that serves its Membership at an elevated level. Much gratitude to our Past Chair, David Harbert, who led the charge that finds us in a much better place today. I am especially appreciative of our visionary hands-on leader, President Wendy Paulson, who made immeasurable strides this year advancing our mission and re-engaging broadcasters across the State. Add in the creativity and energy of Maria Vorhis, Director of Member Services, and there's no stopping the great things this "dynamic duo" will do in 2020. Lastly and most importantly, thanks to YOU, our incredible members. Your renewed belief and engagement fuels the growth and success of the MBA. Happiest of Holidays to All. Its upward and onward to 2020! ~Mary



Annual Meeting Member Dinner (Photo by Radio Works)

President's Column

It was wonderful to see so many of you in Duluth at our Annual Meeting! Thank you so much for attending, sharing your ideas, input on your needs from your Association, and spending time reconnecting with like-minded industry partners in Minnesota! I am excited about our amazing team of MBA Officers: Mary Niemeyer is our new Chair, Chris Fee is our Vice Chair and Maynard Meyer continues as our Secretary. David Harbert becomes past president and remains active with the MBA. I am also excited to announce that as of our November Board meeting, Maria Vorhis has been promoted to Director of Member Services. Maria will manage membership activities and service programs, serve as project manager for committee initiatives and programs, and work in collaboration with me, the Board of Directors, committees and contractors. She is a fantastic colleague and tremendous resource for the MBA!

Since Maria and I joined the MBA on January 2nd, there was a theme that kept resonating—the immense sense of 'unity in our broadcasting community.' There is a need to collaborate via advocacy on the state and national levels, to provide usable and relatable resources to help recruit and maintain talent and to find ways to impact revenue for broadcasters. With that knowledge, I am sharing a few points on the MBA's focus for 2020: Execute membership renewal and ABIP plan; provide

resources for the upcoming radio License and TV Renewals; engage our industry in recruitment and training resources, protect broadcasting interests with State and National leaders, and provide industry trend information; work with stakeholders; build our scholarship program and work with partners in education; outreach via Minnesota Road Tours; and strengthen association revenue.



President, Wendy Paulson and Chair, Mary Niemeyer

What we ask of you: **Engage!** There are several ways to get involved, including:

- Join a Committee
- Participate in Advocacy outreach
- Attend Webinars and Conferences
- Use the Services
- Participate in PEP/NCSA
- Call or stop by the MBA office w/ suggestions and needs
- Attend Road Shows

I am grateful to you for being an MBA member and for your support and outreach. I've learned so much this past year and look forward to continuing our work in 2020! We hope you and your family have a healthy and Happy Holiday and cheers to you for an amazing New Year! ~Wendy



minnesota broadcasters association

MBA Officers & Board of Directors

OFFICERS 2019/2020

Chair: Mary Niemeyer, Market President/ Chief Revenue Officer, Townsquare Media (Duluth)

Vice-Chair: Chris Fee, Owner, Gopher Communications (Crookston)

Secretary/Treasurer: Maynard Meyer, Co-owner/GM, Lac Qui Parle Broadcasting (Madison)

Immediate Past Chair: David Harbert, VP/General Manager KAAL-TV, Hubbard TV (Rochester)

BOARD OF DIRECTORS

Jim Birkemeyer, Owner, R&J Broadcasting, Inc. (Ada+)

Greg Borgen, Owner, WDGY and WREY (Twin Cities)

Mike Durkin, Managing Editor, KMSP-TV, Fox Television (Twin Cities)

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, Paskvan Media (Bemidji)

Rosanne Rybak, Manager Corporate Sponsorships, Twin Cities PBS (Twin Cities)

Todd Wentworth, Director of Sales, KBJR-TV, Quincy Media (Duluth)

MBA STAFF

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@Minnesota Broadcasters Assoc.



@MNBroadcasters



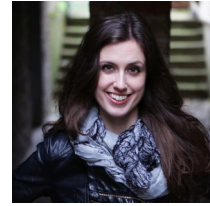
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www.minnesotabroadcasters.com



MBA MEMBER SERVICES IN THE NEW YEAR

A note from new Director of Member Services, Maria Vorhis



Over the past year I've had the pleasure of managing the MBA office and working with MBA President Wendy Paulson and our tireless Board. It's no secret that MBA is a small but mighty operation, and it's all thanks to our members. In my time at MBA I've learned a great deal about the broadcasting industry, particularly the crucial service your stations provide to local communities. As an association we strive to provide you with services that make your job easier. From sales training to our legal hotlines and the MBA Job Bank, we are here to serve. I am delighted to take on the additional responsibilities of my new title as Director of Member Services. In this role I will continue to be your main point of contact for MBA's NCSA/PEP program, in addition to working closely with our Services Committee to ensure that the services we provide are representative of your needs. One of the highlights of my job is my interaction with you, our members—if you have ideas for services that we do not currently provide, we want to hear from you. Thank you for airing our current NCSA/PEP campaigns. By donating your broadcast inventory to these campaigns we are able to invest in services that provide direct value to you. I'm excited to share the following comprehensive list of services for 2020:

INDUSTRY ADVOCACY AT THE FEDERAL AND STATE LEVEL

MBA's advocacy team is constantly vigilant and prepared to respond to legislative or regulatory issues that impact the broadcast industry.

FCC ALTERNATIVE INSPECTION PROGRAM (ABIP)

Every three years, the MBA sends highly qualified inspectors to member stations across the state to ensure compliance with FCC rules and regulations. Stations that successfully pass the program are exempted from most FCC inspections. Our next inspection cycle begins in the late spring/early summer of 2020 (see pg 3).

MBA LEGAL HOTLINES

MBA offers members access to Washington DC and local counsel who are prepared to answer basic legal, regulatory, advertising, and First Amendment questions.

P1 LEARNING

MBA offers P1 Learning, an e-Learning tool, to members to improve your team's performance with short online video training courses.

LEGISLATIVE ACTION ALERTS/UPDATES

When we need to mobilize our industry grassroots, we send out alerts and updates by email to give you the information you need to communicate with your lawmakers and regulatory authorities.

MINNESOTA BROADCASTER, MBA'S QUARTERLY NEWSLETTER

The *Minnesota Broadcaster* keeps you informed of issues that affect your business.

EDUCATIONAL WEBINARS

The MBA offers monthly webinars on issues impacting broadcasters from political advertising to EEO compliance to interactive technologies.

MBA JOB BANK

The MBA maintains an online job bank that is seen by hundreds of agencies throughout Minnesota. This valuable membership benefit helps you fulfill the broad outreach requirement for EEO and exposes thousands of potential employees to your opening.

2020 ANNUAL MEMBERSHIP DUES

Membership dues were sent 11/20 and the deadline for dues payment is January 1, 2020.



As discussed at the MBA Annual Meeting held October 9, 2019, the Board has voted to keep 2020 dues the same as 2019 dues (meaning 2020 dues will be calculated based on 2019 gross revenue). These annual dues will fund critical advocacy efforts at both the State and Federal level to protect the interests of Minnesota broadcasters. Each year, the Board will review funding requirements and adjust dues accordingly. Annual Dues for 2020 are based on gross revenue by ownership group by market. In other words, revenue for all commonly owned or LMA'd stations in the same market should be used to compute dues owed for that market. Ownership groups with stations in multiple markets should pay dues for each market. For computing dues:

- Total Gross Revenue is defined as revenue from all broadcast spot sales. This excludes revenue from production, retransmission and digital advertising.
- A market is defined as DMA (for TV) and Nielsen Audio measured market (radio). Owners of radio stations in non-measured markets should sum revenue for all such commonly owned stations in the state of MN to compute their dues.
- Dues for radio and TV are to be computed and paid separately.

Gross Revenue	2020 Annual Dues
<500,000	\$175.00
500,000-999,999	\$225.00
1,000,000-1,999,999	\$450.00
2,000,000-3,999,999	\$900.00
4,000,000-5,999,999	\$1,500.00
6,000,000-7,999,999	\$2,250.00
8,000,000-11,999,999	\$3,000.00
12,000,000-15,999,999	\$4,250.00
16,000,000-19,999,999	\$5,500.00
20,000,000+	\$7,500.00

NOTE: Up to 40% of 2020 Annual Dues may be used for lobbying and political purposes as defined by the IRS. Therefore, only 60% of the dues amount paid may be tax deductible as an ordinary business expense. Please check with your tax advisor to confirm the appropriate treatment for your organization.

FCC Alternative Inspections Scheduled to begin Mid-April 2020

Please sign up today for the FCC Alternative Inspection program (ABIP). Your voluntary participation in this program is the best insurance you can have against costly FCC violations. Stations that successfully pass are exempt from routine FCC inspections for 3 years (but not from FCC inspections that are part of a national enforcement effort or in response to a specific complaint about the station's operations). These inspections can also identify issues that could raise problems at license renewal time, which is coming up in 2020 for radio and 2021 for TV. ABIP Order Forms were emailed to members on October 31st. If you have not yet done so, please return your station's order forms by February 28, 2020 to MBA via email: maria.vorhis@minnesotabroadcasters.com or fax (612) 926-9761. Experienced engineers are slated to begin inspections after April 16, 2020. For questions please contact Maria Vorhis.

	MBA Member Rate	Non-Member Rate	Est. Time
• AM non-directional or stand-a-lone FM:	\$350	\$525	half-day
• AM non-directional and co-located FM:	\$650	\$975	full-day
• AM with directional antenna:	\$650	\$975	full-day
• AM with directional antenna and co-located FM:	\$975	\$1450	full-day
• TV station:	\$650	\$975	full-day
• FM Translators	\$350	\$525	full-day

Your ABIP Questions Answered!

- **Are there any discounts?** Our priority is to provide valuable services at affordable costs (or free of charge when possible!) to our members. Our 2020 ABIP rates have stayed largely the same since 2017 with slight adjustments to account for per diem and mileage increases.
- **How does the pricing work?** The cost of inspections is per station. For example, one AM non-directional or stand-a-lone FM is \$350. Please see the above MBA member and non-member rate. It is important to note that established rates also factor in the considerable amount of work done prior to the inspector showing up, including reviewing the station's online public file.
- **Do I need to have my translator inspected?** The commission does not have sufficient personnel to randomly inspect translators on an ongoing basis. Therefore, unless there is a specific complaint made against a translator, the commission will not inspect them. Translators and boosters inspections would likely be an avoidable expense to the operator. However, sometimes when stations are sold, the new owner may want to have any associated translators inspected to help insure rule compliance before completing the purchase.
- **How long will inspections take?** Inspection times vary from a half-day to a full-day. For your scheduling purposes, please reference the above time estimator to factor in how much time your station's engineer or general manager will need to allot for during the inspection.

P1 LEARNING BLOG

We have all played the game "make-believe". You know what I'm talking about... the ability to fly, to be invisible, have x-ray vision, etc. However, as we grew older, we realized that not all of these traits are possible to possess. BUT! What if we looked at these superhero traits differently? Perhaps looked at them for the characteristics you can and do have. Are you with me? Let's dive into a few of these traits...

1. Resilience

When you look at the superhero, they don't show their stress or frustration at the challenge at hand, they remain upbeat. The same can be said for sellers as hearing the word "no" or a negative response each day can be upsetting. After all rejection is a part of selling, but outstanding salespeople know that eventually, you will get to the "yes". So don't give up, stay the course and learn from all the no's in your life. Practice this motto "some will, some won't, so what, move on".

2. Confidence

Could you imagine Iron Man as a self-doubting introvert? Heck no! We love that secure and

bold attitude. If you're not confident in sales, you'll never make it. People want to see that the person who stands behind the brand that they are buying believes in product of service them self. If they don't, well...that sale probably will not happen. So how do you gain confidence? By learning everything you can about what you are selling so that you become the subject matter expert that everyone goes to for that product or service.

3. Goal-Oriented

Superheroes always have a goal in mind, save the world, or defeat the bad guy. And they will typically do whatever it takes to reach that goal. Now, I'm not saying the dark knight opened up his laptop and put together a 12-month time tested plan, but he knew what needed to be accomplished and he set out to do it. As a seller, if you do not have defined goals, you will never be successful. What are you trying to accomplish? Are you trying to be the top biller within the marketplace? Are you trying to be the first thought of person when it comes to advertising? Are you trying to



increase your monthly commission check? Maybe it's all of the above, but you need to know what you are trying to accomplish; this is how you gauge success.

Most of us already have a few of these traits instilled within, but some of them take a little polishing.

As a Member of the Minnesota Broadcasters Association, you have free (yes, free!) access to P1 Learning's online broadcast training library. [Login to your account here](#) and begin watching courses such as [Conducting the Needs Assessment](#), [7 Stage Business Outlook Index](#), [Introduction to Objections](#) and more.

Not signed up for the MBA's online training account through P1 Learning? [Register for free here.](#)

2019 ANNUAL MEETING HIGHLIGHTS



Thank you for a terrific Annual Meeting! Over the course of 1.5 days members attended 13 sessions, and 2 networking socials. Your presence and participation in this association is critical to our success, and we cannot thank you enough for showing up and helping us craft our vision for 2020. For those of you who were unable to join us, we hope you will attend our events in 2020 and see how your association is growing and working for you! Thank you again to our sponsors, Channel 5 Eyewitness News, KMSP-TV/FOX9, Catalyst Content, BMI, WDIO-TV, KAAL-TV, Townsquare Media Duluth, Emergency Communication Networks, KBJR 6, Marketron, Big Deals Media, Nielsen, and Eagle Eye Photography. Thank you also to the Minnesota Commission of the Deaf, Deafblind, and Hard of Hearing for underwriting the Annual Meeting's welcome speech. Below are a few highlights from this year's Annual Meeting:

Mark Your Calendars! 2020 Annual Meeting will be in October, dates TBD

- Upon arrival members received goodie bags (thanks to Catalyst Content), which included MBA Duluth Socks created by Hippy Feet.
- Members enjoyed a happy hour kick-off at **Grandma's** on 10/8 and a network social at **Kitchi Gammi Club** on 10/9 before the member dinner.
- Members voted in a **new slate of officers**, including Mary Niemeyer (Townsquare Media Duluth) as Chair, Chris Fee (KROX) as Vice Chair, and the extension of Maynard Meyer's (KLQP) term as Treasurer/Secretary.
- **Adam Sharp** (NATAS President/CEO) presented the Luncheon Keynote on Defining Broadcaster Excellence in the Digital Age.
- The Membership Dinner featured MN

native, **Anna Schulze**, who performed original songs for broadcasters at the Kitchi Gammi Club.

- Thanks to all who participated in our silent auction—MBA raised over \$2,000 to seed its **2020 student scholarship fund!**



Chair Mary Niemeyer, and Vice Chair, Chris Fee



2019 ANNUAL MEETING SURVEY RESULTS

The [2019 Survey](#) will be live until December 15th. Please tell us about your experience so we can continue to improve our future meetings!

Here's what you had to say:

- Most all sessions received a "good", "very good", or "excellent" rating, with P1 Learning, Mark Anfinson, and the Digital Panel receiving the highest ratings
- You rated the conference from "very good" to excellent"
- You appreciated the multiple networking opportunities to meet fellow MBA members
- You enjoyed the location and time of year

Here's what you thought we could do better:

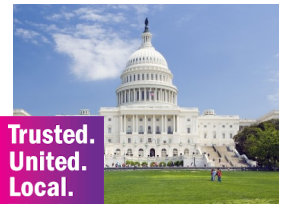
- Lack of diverse representation in membership—increase outreach to diverse membership groups
- More breaks in between sessions— increase breaks and potentially schedule multiple sessions so members can select sessions to attend
- Offer more sessions that cater to all members (small, medium, and large market radio and TV)

REMINDER: Mark Anfinson and P1 Learning are FREE services for members!

ADVOCACY UPDATES

State Leadership Conference in DC—RSVP by Dec 13!

It's that time of year again to start planning for the [State Leadership Conference](#) (SLC) in DC! For the first time in decades, SLC will take place on Monday, February 24 beginning at 11am and visits to Capitol Hill will occur on Tuesday, February 25. We aim to have representatives from all 8 congressional districts and factor this into our attendee outreach. If you are interested in joining us, please email wendy.paulson@minnesotabroadcasters.com by December 13th.



Day at the Capitol with Winthrop & Weinstine—March 4

MBA is working with state legal counsel Tom Hanson of Winthrop & Weinstine to schedule a day at the Capitol to meet with key legislators. Mark your calendars for March 4, 2020. We will be in touch when the schedule has been set.



Canadian Retransmission Update

The U.S. Trade Representative Robert Lighthizer responded to MBA's letter expressing its concern over Canada's unfair retransmission of U.S. broadcasting signals without the consent of rightsholders. Lighthizer wrote that he will continue to explore options to address this issue and voice MN broadcasters concerns to Canadian officials.

Advocacy updates as of this writing...

Local Radio Freedom Act Update

In late November, bills were introduced in the House and Senate requiring all radio stations to pay a performance tax to musicians. In other words, Congress will force you to pay artists for the free, over-the-air promotion of their music, concerts and ultimately the development of their career on your radio station. A congressional tax on radio would make it extremely difficult for small and medium market radio stations. The Local Radio Freedom Act (H.Con.Res.20) currently stands at over 200 cosponsors. Our sincere thanks to Representatives Emmer, Hagedorn, Stauber and McCollum for their co-sponsorship of the LRFA and for the support of local radio and the audience we serve. **Minnesota has four members of Congress who have not yet signed on to co-sponsor: Representatives Omar, Craig, Peterson, and Phillips.**

House Committees Act on Satellite TV Legislation

Recent action by two House committees addressed the Satellite Television Extension and Localism Act Reauthorization (STELAR) legislation. On November 21, the House Judiciary Committee approved legislation sponsored by Rep. Jerrold Nadler (NY-10) that would permanently extend the distant signal license for use only by RVs and truckers and in "short" markets (those without a local affiliate of ABC, CBS, FOX or NBC) on the condition that AT&T agrees to deliver local signals in 12 rural markets currently being denied access to local stations within 120 days. NAB supports this bill that would ensure all Americans have access to their local TV stations regardless of what community they live in and we thank Chairman Nadler and Ranking Member Doug Collins (GA-6) for their leadership on this legislation. Previously, the House Energy and Commerce Committee approved a STELAR bill that would make the "good faith" element for retransmission negotiations permanent. The legislation also contains policy riders requiring truth-in-billing from a broad swath of video, phone and internet companies and for broadcasters to negotiate with a joint cable buying group for retransmission consent. While this outcome is preferable to the current five-year cycle that has led to pay-TV companies using viewers as political pawns, NAB continues to question the need for renewal of STELAR legislation.

LRFA ACTION: Email Reps TODAY!

- Explain how your station(s) serve the community, also their constituents.
- Tell them how a tax will affect your ability to continue being a community resource.
- Ask them to cosponsor The Local Radio Freedom Act (H.Con.Res.20) today!
- Ask them NOT to support "The AM-FM Act"

CONTACT:

Email Representative Omar's Chief of Staff, Connor McNutt at connor.mcconnitt@mail.house.gov
Email Representative Craig's Chief of Staff, Mara Kunin at marakunin@mail.house.gov
Email Representative Phillips Chief of Staff, Tim Bertocci at tim.bertocci@mail.house.gov
Email Representative Peterson's Staff, Chelsea Cornett at chelsea.cornett@mail.house.gov

NCSA/PEP PARTNER UPDATES

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 a wide array of services (see pg 2). 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.



- The Explore Minnesota Tourism campaign will run November 18-December 29th

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 the new winter spot with 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. 2019-2020 Guard insertion orders were sent to members on October 21st. Traffic instructions and radio and TV spots can be downloaded here: <https://minnesotabroadcasters.com/minnesota-army-national-guard/>

PEP Partners at 2019 Annual Meeting

MBA was delighted to host MN Army National Guard’s SFC Angelo, CSM McCoy, LTC Suarez, and Explore Minnesota Tourism’s John Schultz at the 2019 Annual Meeting in Duluth. In addition to attending the Member Dinner on 10/9, both NCSA/PEP partners also presented updates to members on 10/10. John Schultz unveiled Explore Minnesota Tourism’s new winter creative, and the Guard presented awards to MBA members who played the most Guard spots in 2019. **Congratulations to KSTC-TV (metro), KAAL-TV (greater MN), WCCO-AM (metro), and WGZS-FM (greater MN)!**



Media Day at Camp Ripley

Thanks to the Minnesota National Guard and Minnesota Military Radio, MBA joined member stations for a day and a half tour of Camp Ripley. Highlights included an educational presentation on Camp Ripley’s nature conservancy and sustainability efforts, a guided tour of the armory, the Minnesota Military Radio member dinner, and a briefing from the Division of Homeland Security and Emergency Management Director Joe Kelly on the National Guard’s role in helping communities recover from emergencies and disasters. Thank you to our hosts and to the Minnesota Department of Veteran Affairs for providing lodging!



Issue-Oriented Programming for Public File



Minnesota Military Radio qualifies as issue-oriented programming to the extent that it covers issues such as initiatives at the local VA in local communities to help veterans. If you elect to air this issue-responsive programming, you can include it in your quarterly issues/programs lists if Military or Veterans issues (or

any similar issues that are addressed by the program) are one of the issues that the station has identified as being important to their community.

The FCC has not established a minimum amount of issue-oriented programming that must be aired every week. Federal counsel generally recommends that the station identify at least 6 to 10 community issues on each quarterly list. Under each issue, stations should list the programming aired during that quarter that addresses that particular issue. The list should include the time, date, duration and title of each program, along with a brief description of each program and how that program relates to the relevant community issue.

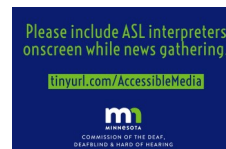
STAKEHOLDER CORNER

The Minnesota Broadcasting Hall of Fame Committee is currently seeking nominations for individuals to be inducted in the fall of 2020. All candidates must have a minimum of 20 years in the broadcast industry with significant contributions to Minnesota broadcasting. All candidates selected to be honored must commit to their presence and participation in the Hall of Fame Induction Ceremony to be held at the Pavek Museum in the fall of 2020. **Deadline for nominations is January 3, 2020.** For more information and to nominate, click [here](#).



NABPAC is the federal political action committee of the NAB. It supports the election of candidates to the U.S. Congress. NABPAC promotes good citizenship and encourages voluntary contributions and participation in the political process by educating and mobilizing NABPAC eligible individuals to support candidates for political office who champion broadcast issues. [Click here](#) to visit the NABPAC website and to make a donation.

MBA partnered with the Minnesota Commission of the Deaf, DeafBlind & Hard of Hearing (MNCDHH) for its Annual Meeting in Duluth. MNCDHH's Director of Communications, Anne Sittner Anderson, presented to MBA broadcasters on the importance of including ASL interpreters onscreen during newscasts. To see this practice in action, [click here](#). For a list of resources and best practices, please [visit here](#).



MBA's Wendy Paulson participated in the Twin Cities Community Resiliency Council to help develop initiatives that close public information gaps for diverse communities.



[Midwest Journalism Conference](#)—journalists from across the Midwest will gather for two days of training sessions, awards ceremonies and networking at the Crowne Plaza Aire at 34th Avenue South and American Boulevard in Bloomington, Minnesota. Mark your calendars: April 3-4 2020!

EVOLUTION/ENGAGEMENT COMMITTEE

This month we're highlighting our new Evolution/Engagement Committee (EEC). We spoke with Co-Leads, Mike Durkin (Managing Editor KMSP-TV) and Jeremiah Jacobsen (Manager of Digital Video, KARE 11).



MBA: What is the mission of the Evolution/Engagement committee and how does it differ from the Events committee?

EEC: Our mission is to position MBA members for future success by making strong connections with the next generation of broadcasters and staying abreast of emerging technologies. This committee also seeks to leverage the power of the MBA to connect members with vendors, schools and industry stakeholders.

MBA: What are the major goals for Evolution/Engagement in 2020 and what are you most excited about?

EEC: Current efforts include establishing an engineering conference, a recruiting conference, and a vendor-focused portion of the annual meeting. Connecting with schools to strengthen our recruitment pipeline and

developing a young professionals group (futures committee) is also a focus. We're also working on a virtual vendor fair to give MBA members efficient pitches on emerging technologies at time that works for budget planning.

MBA: What qualities do you look for when recruiting members for the Evolution/Engagement Committee?

EEC: We're looking for people who care about the future of broadcasting in Minnesota, the impact of digital media, and tailoring college curriculum to meet our needs and broadcasters to fill our future job openings.

Engage!

- Join a Committee
- Attend Webinars and Conferences
- Use the Services
- Participate in PEP
- Call or stop by the MBA office w/suggestions and needs (legislative, services, etc.)
- Attend Road Shows



Want to become more involved with your MBA?
Contact Wendy Paulson at
wendy.paulson@minnesotabroadcasters.com

MBA Committee Leads

Advocacy Committee-Greg Borgen, Owner, WDGY and WREY (Twin Cities)

Rules Committee-Todd Wentworth, Director of Sales, KBJR-TV, Quincy Media (Duluth)

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); 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)

Evolution/Engagement Committee—Mike Durkin, Managing Editor, KMSP-TV, Fox Television (Twin Cities); Jeremiah Jacobsen, Manager of Digital Video, KARE 11, (Twin Cities)

MN POLITICAL CALENDAR, LUC DATES

2020 promises to be a busy year for broadcasters. Here are the political dates you need to know:

- The Minnesota Presidential primary is scheduled for March 3, 2020; the LUC period will begin 45 days prior to that date, i.e., on January 18, 2020.
- Statewide and Congressional primaries are scheduled for August 11, 2020; the LUC period will begin 45 days prior to that date, i.e., on June 27, 2020.
- The general election will be held on November 3, 2020; the LUC period will begin 60 days prior to that date, i.e., on September 4, 2020.



FREE Poynter Institute Webinars, "Covering the 2020 Election"
12/3 and 12/10, 12-1pm
[Register here](#) and enter code **19SBAMN** upon checkout

MBA OUT AND ABOUT...



Alliance for Women in Media Luncheon

MBA attended the AWM-MN Women In Journalism- Celebrating Excellence in the Twin Cities luncheon on 11/20. Great discussion moderated by Diana Pierce (Diana Pierce Productions, former KARE 11 News Anchor) and featuring panelists, Jackie Cain, KSTP-TV, Gia Vang, KARE 11, Gail Rosenblum, Star Tribune, Jordana Green, WCCO Radio, and Kelcey Carlson, FOX 9. Thanks for the great insights on issues facing women in journalism today!

November Market Visits

This month Steve Linder made a guest appearance at the MBA office. Wendy also visited Paradis Broadcasting in Alexandria, Leighton Broadcasting in Fergus Falls, and Lakeland Broadcasting and Ingstad Minnesota Radio in Willmar, MN. Thank you to our members for hosting and we look forward to more market visits come 2020!

Photos clockwise from top: Steve Linder, Wendy Paulson, Steve Peterson; Announcer Tom Chorely; Kelli Frieler, Doug Gray, Miles Riker; Wendy Paulson, Michele Aschman, DJ Tischner; Brett Paradis.



SAVE THE DATE: 2020 WEBINARS

MBA has invested in **Third Thursday Webinars** produced by Michigan Association of Broadcasters. Mark your calendar for webinar topics including Covering the 2020 Election,

Working with Agencies More Effectively, How to Cultivate Leadership, Trends in Local Sales of OTT Advertising, and more!

For dates and full descriptions, visit: <https://michmab.com/programs-events/webcasts/>

STRENGTHENING COMMUNITIES THROUGH SERVICE

In January 2019 you sent us a recap of the ways in which your stations helped serve your local communities. From food drives and fundraisers to polar plunges and donating airtime for PSAs, you proved that as broadcasters you are in a unique position to both identify and address needs within your communities. While we love to hear how our members are giving back, we also use these stories when advocating on your behalf to MN legislators. Please take the time to complete our 2020 Community Service Survey, coming out early January!

UPCOMING:
Please watch for our
Community Service
Survey forthcoming in
January 2020.



Clockwise from top: Radio Work's Polar Plunge; KKBJ's Holiday Toy Drive; KAAL-TV's "Stuff the Studio"

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.

On-Air Talent—Mid-West Family Broadcasting, Rockford, IL
Position requires daily air-shift and various remote appearances as scheduled. Proven production skill and previous commercial radio experience is preferred. Ideal candidate will be well-versed in all social media platforms, and proficient in Microsoft Office, Photoshop, and web design. To apply: email resume and aircheck to Mark@rockfordradio.com

Chief Engineer—PBS Wisconsin, Madison
The Chief of Engineering and Production Technology will provide technology leadership, planning, management and overall supervision of all aspects of the PBS Wisconsin Engineering department to ensure high quality media production and delivery. Requires 7 years of experience in TV engineering/media production operations. Apply [here](#)

Digital Content Manager—Entercom, Minneapolis/St. Paul
Position will lead the online strategy for WCCO-AM, KMNB, KZJK as well as local podcasts and local content contributions to RADIO.com. A minimum of 5+ year's digital/newsroom management experience and college degree preferred. Knowledge of WordPress, Photoshop and a working knowledge of HTML required. Apply [here](#)

Director—KIMT-TV, Rochester
Position will direct a fast-paced, cutting-edge newscasts utilizing the Ross Overdrive automation system. Candidates must have a two-year technical or four-year college degree in Communications or TV Production and must be flexible and able to communicate effectively and professionally with news staff in a high-energy environment. Apply [here](#)

Producer—KIMT-TV, Rochester
Position will write and edit stories while paying relentless attention to detail. The qualified candidate must be organized and must possess the ability to meet daily deadlines in a high-energy working environment. An understanding of positioning great content on-air, on our website and on our mobile and social platforms is a must. Applicants must have a four-year degree in Broadcast Journalism or Communications. Apply [here](#)

General Sales Manager—Entercom, Minneapolis/St. Paul
Ideal candidate will bring a minimum of 5+ year experience in radio and digital sales. Must have the skill and drive to motivate in today's changing environment, can manage inventory as well as people, and bring new ideas to generate revenue. Strong background in Strategic Account Management, sales training/leadership, pricing and budgeting required. 4 year degree preferred. Apply [here](#)

Account Executive-Digital & Radio—Salem Media Group, Mpls
Position requires a heavy amount of prospecting and lead-development with SMBs. College degree with 1-2 years of sales experience preferred and strong understanding of local market and digital media required. Apply [here](#)

Production Assistant—KSTP-TV, Minneapolis/St. Paul
Position will be responsible for all studio production elements as well as the operation of studio cameras and production equipment for live and recorded television newscasts and shows. High school diploma, on-the-job experience, or 4 year degree in Communications required. Prior television production preferred. Apply [here](#)

Multimedia Journalist—KARE 11, Minneapolis
Ideal candidate will create unique and shareable stories for all platforms through memorable writing, photography and editing. BA/BS in journalism, communications or related field required, 2-5 years experience and bilingual (English and Spanish) speaking preferred. Apply [here](#)

Reporter—KSTP-TV, Minneapolis/St. Paul
Position will present live on television scripted and unscripted news reports. Position will enterprise and develop stories for broadcast daily, research and gather content for story, and write clear, accurate and interesting stories for multiple platforms. College degree in journalism, television or communications or equivalent experience; solid journalism background with multi-year experience in a reporting role required. Apply [here](#)

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