

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Spring 2023

Chair's Column

As we approach the first 90 days of 2023, the Minnesota Broadcasters have been busy on behalf of our members. We had outstanding contributions from several members from around the state as we gathered at the St. Paul Capitol for the proclaimed "Love your Local Broadcaster Day", which just so happened to fall on Valentine's Day. Armed with Valentine's cookies, our teams of broadcaster's met with many of our elected officials that day. Key points of discussion were Minnesota's potential of legalizing sports betting and cannabis use. Both topics have the potential of opening much needed revenue categories for our members. We also spent time expressing our concerns about the proposed Family Medical Leave Act, which would present extremely difficult staffing issues for all of us but none more so than our small broadcasters.



In the name of Advocacy, our next stop was in Washington D.C. in late February with our participation in the annual State Leadership Conference. Donned in our Northwood's Buffalo Plaid, we stood out head and shoulders above all other state representatives at the kick-off conference! That evening, many members attended a reception for Congressman Emmer and a drop by visit from Senator Klobuchar. You should know that both of these fine Minnesota representatives are also great allies of our industry. Wednesday was marked with a full day of meetings with our Congress and Senate officials. Our key talking points were opposition to a performance tax and the support for the Local Radio Freedom Act, continued discussion on leveling the advantage that Big Tech has on all of us with the support of the JCPA (Journalism Conservation and Protection Act) and an overview of Next Gen TV. We also asked our elected officials for their participation in the Broadcaster's Caucus and support of expanding broadcast ownership for minorities and women through proposed tax incentives that once were in place.

On behalf of the Minnesota Broadcaster's Association, I would like to thank all of those who participated in both of these events. I think all would agree, that while not every elected official agrees with our talking points, they all recognize the important role that we play in our home markets, especially as a means to communicate to their constituents.

Advocacy wasn't all that was going on with the MBA. On April 25, we will be hosting a conference for television General Managers, where we will have continued discussions on the roll out of Next Gen TV and a discussion on safety in the workplace.

The Minnesota Broadcasters Hall of Fame Inductees were announced on March 28th in conjunction with our association with the Pavek Museum. Special recognition of these distinguished broadcaster's will also be a part of our annual meeting in St. Paul.

(Continued on page 12)

President's Column

Hello MBA Members!

We are thrilled to share with you some of our most exciting achievements of Q1 2023.

As we put a close to our membership drive, I am thrilled to share that membership continues to grow.

You were well represented at the state level as 20 of your broadcasting colleagues represented you in key issue discussions with legislators showcased through "Love Your Local Broadcasters Day" (page 2). On the Federal level, Capitol Hill saw 10 MBA representatives meeting with Members of Congress and our Senators (page 2). On March 15, the MN Supreme Court filed an Order which effectively means that cameras and other audio-visual devices will be allowed in courtrooms during many criminal trials, for the first time in state history. The new rules will be effective as of January 1, 2024.

In addition, Tim Hyde and the Member Services Committee are offering services like the Ten Minute Trainer Network, EAS Webinar, MBA Job Bank, ABIP and more. (pages 4-7). Also, make sure you are prepared for Severe Weather Awareness Week taking place April 17th-21st with some graphics courtesy of the team at TPT Twin Cities (page 6).

We were excited to announce the Minnesota Broadcasters inductees for 2023 and wish to thank the Pavek Museum, all of the nominees and nominators, the Hall of Fame selection committee and Dan Barreiro for making the March 28th announcement so....hall-of-fame-worthy (page 3)! Get your tickets now for the Annual Meeting October 2nd-4th, which will include the Hall of Fame induction ceremony (and what a great class of broadcasters!)

Our work continues well into Q2 and beyond on many important issues and projects including the ATSC 3.0 roll-out, education on the importance of AM radio in cars (page 2) and FCC regulation fees.

Goodbye to snow (please?) and looking forward to spring and seeing you all during our market visits, industry events and of course, our October Annual Conference!

Please reach out if you need anything! And Thank YOU for being a member of the MBA!

Wendy



Engage!
There are several ways to get involved with the MBA:

- Join a committee
- Participate in Advocacy Outreach
- Attend Webinars and Conferences
- Use the Services
- Participate in the PEP/NCSA Program
- Call or stop by the MBA Office



MBA OFFICERS

Chair: Todd Wentworth, VP/General Manager, KBJR-TV, Gray Television (Duluth)

Vice-Chair: Jim Birkemeyer, Owner, R&J Broadcasting Inc. (Ada, Aitkin, International Falls)

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

Immediate Past Chair: Joe Johnston, Director of Public Affairs, KSTP-TV, Hubbard Broadcasting (Twin Cities)

BOARD OF DIRECTORS

Greg Alexander, Market President, iHeartMedia (Twin Cities)

Andrew DeVall, President, Q-Media Group (Pine City, Red Wing)

Chris Fee, Owner, Gopher Communications (Crookston)

Stephanie Hedrick, VP/General Manager, KTTC-TV, Gray Television (Rochester)

Jeff Hilborn, Market Manager, Hubbard Radio (Brainerd)

Jeremiah Jacobsen, Digital Content Director, KARE-TV (Twin Cities)

Bob Leighton, CEO, Leighton Broadcasting (Alexandria, Detroit Lakes, Fergus Falls, St. Cloud, Winona)

Mary Niemeyer, Vice President, Townsquare Media (Duluth, Faribault, Owatonna, Rochester, Preston)

Mark Ricci, General Manager, Paskvan Media (Bemidji)

Kristi Westrem, Vice President/Market Manager, Midwest Communications (Hibbing)

Shelly Wilkes, VP/Market Manager, Cumulus Media (Twin Cities)

MBA STAFF

Wendy Paulson, President

wendy.paulson@minnesotabroadcasters.com

Tim Hyde, Director of Operations & Member Services
tim.hyde@minnesotabroadcasters.com



Love Your Local Broadcaster Day

MBA's Love Your Local Broadcaster Day at the Capitol in St. Paul took place on **February 14th** with **20** MBA Members representing **67** stations meeting with Minnesota's lawmakers. Topics of discussion included, Paid Family Leave, Sports Betting, Court Document Fees and Transparency Issues.



State Leadership Conference

The MBA took a group of members to Washington DC for the State Leadership Conference, February 27-March 1. A meeting with the FCC took place on March 2. MBA Members attending included, **Chris Fee** (Gopher Communications), **Jim Birkemeyer** (R&J Broadcasting, Inc.), **Joe Johnston** (Hubbard Broadcasting), **Todd Wentworth** (Gray TV), **Stephanie Hedrick** (Gray TV), **Armando Quintero** (La Raza Radio), **Ava LaRue** (Q-Media Group), **Greg Alexander** (iHeartMedia), and **Nic Anderson** (Salem Media Group) and **Marian Davey** (FOX TelevisionGroup). The issues discussed included the Local Radio Freedom Act, Journalism Competition and Preservation Act, ATSC 3.0/NextGen TV, **AM in the dashboard**, **Broadcasters Caucus** and the Diversity Tax Credit.



Local Radio Freedom Act

Thank you to the supporters of the Local Radio Freedom Act (H.Con.Res.13) in the 118th Congress including, **Rep. Tom Emmer** (MN-06), **Rep. Pete Stauber** (MN-08), **Rep. Michelle Fischbach** (MN-07), **Rep. Brad Finstad** (MN-01) and **Rep. Dean Phillips** (MN-03). The Senate Resolution (S.Con.Res.5) was just introduced and the MBA has reached out to **Sen. Klobuchar** and **Sen. Smith** to ask for their support. At the time of this writing, there are **165** co-sponsors in Congress with a goal of **218**.

AM in the Dashboard

Recently, the automotive industry has been trending towards eliminating AM radio receivers from electric vehicles (EVs). MBA in collaboration with the National Alliance of State Broadcasters Associations (NASBA) and the NAB have been formulating several steps to combat this alarming trend. The first of those items is a survey created by the SBA's for our AM radio members to fill-out. [Click here](#) for the survey. Responses are by due **April 14th**. Responses to the survey will be reported in the aggregate and no information will be attributed to individual stations. Additionally, while we are asking for contact information, that information is chiefly for follow-up purposes and will not be included directly in any advocacy work we do without your permission. Access the [NAB AM Radio Toolkit here](#).

MBA State Political Action Committee

The MBA State PAC gives members of the broadcasting community the opportunity to build deeper relationships with candidates at all levels of state government. Learn more about the MBA State PAC [here](#).



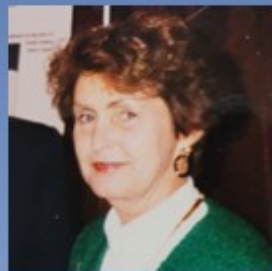
2023 Inductees

Minnesota Broadcasters Hall of Fame



Jim Bartels

KNUJ-AM/FM
New Ulm, MN



Mary Campbell

Omni Broadcasting Company,
Bemidji, MN



Boyd Huppert

KARE-TV
Minneapolis/St. Paul



Tim Russell

WCCO-AM and Minnesota Public Radio
Minneapolis/St. Paul, MN



Lee Valsvik

iHeartMedia and KARE-TV
Minneapolis/St. Paul

Minnesota Broadcasters Hall of Fame Announcement

On March 28th, Minnesota Broadcasters Hall of Fame Inductee, **Dan Barreiro** of KFAN and FOX9, announced the 2023 Minnesota Broadcasters Hall of Fame Class! The MBA wants to thank the **Pavek Museum**, all of the nominees and nominators and the Minnesota Broadcasters Hall of Fame Selection Committee—who had a difficult task of choosing just 5 inductees. Watch the announcement on [MBA's Facebook Page](#). Photo courtesy of MBA Board Member, **Jeremiah Jacobsen** of KARE-TV.



Thank you to **Falen** of **KDWB-FM** for capturing [this video](#) of **Lee Valsvik's** reaction of becoming a Minnesota Broadcasters Hall of Inductee.

Minnesota Broadcasters Association Annual Meeting

Broadcasters are invited to gather in St. Paul, October 2-4, 2023 for the Minnesota Broadcasters Annual Meeting and Hall of Fame Dinner. The theme for this year's event is, "Celebrating Milestones and the Next Generation." If you are interested in sponsorship, please reach out to [Rosanne Rybak](#). More details will be shared soon including an agenda, timing and speakers.



Register for the 2023 MBA Annual Meeting, October 2-4, 2023, St. Paul, Minnesota

Member Services Update

Milestones: We want to learn more about station and individual milestones! We are happy to share this news with others inside and outside of the industry to highlight these accomplishments. They can include anything from anniversaries on-air, recent successes, career milestones or station milestones. Send them our way throughout the year and we will highlight them on MBA's communications and at the 2023 MBA Annual Meeting in October.

One of my favorite aspects about the broadcast industry is seeing the impact your stations have in your communities. The MBA wants to learn more about how your stations are supporting the community. From producing radiothons and telethons to supporting the walk/run that benefitted a local organization, to being the trusted voice during severe weather, flooding and winter storms. You have all played an integral role in your community. These stories are important to share with our lawmakers throughout the year. For examples, please see our Broadcasters Strengthen Local Communities page on our website [here](#).

We appreciate your continued support of MBA's NCSA PEP Campaigns including those with the **Minnesota Army National Guard, Explore Minnesota Tourism, Mental Health Minnesota, Hazelden Betty Ford, Minnesota Deaf Deafblind and Hard of Hearing, and Minnesota Department of Transportation**. By donating your broadcast inventory to these campaigns, we are able to offer FREE services like P1 Learning's Ten-Minute Trainer Network, access to MBA's Legal Hotline Attorneys David Oxenford and Mark Anfinson, educational webinars and more. Thank you for your membership and support of the MBA!



Tim Hyde

MBA
Director of
Operations &
Member
Services



Ten Minute Trainer Network

We're excited to announce the launch of the Ten-Minute Trainer Network, an OTT-based training program, **FREE** for all Minnesota Broadcasters Association Members.

TEN X MINUTE TRAINER
NETWORK

This new training platform from P1 Learning and Derron Steenbergen's Swagger Institute has the same delivery power as other OTT based apps, but with content focused on solving the challenges that broadcast professionals face daily through short videos. Sign-up for your **FREE** Ten-Minute Trainer Network Account today! [Sign Up Here](#).

TEN X MINUTE TRAINER NETWORK

Your Trainer, Your **New** Network

THE OLD WAY OF ONLINE TRAINING NEEDED A FACELIFT, SO P1 LEARNING AND SWAGGER INSTITUTE DECIDED TO RETHINK THE WAY WE LEARN AND GO OTT!

With the new **Ten-Minute Trainer Network** MBA members will gain access to short, effective training in areas of sales, business, finance, marketing, diversity and inclusion, management, recruitment and more!

Each video on the network is under 10-minutes and can be streamed on a number of OTT devices including your tablet, laptop, and TV, with apps available on both **iOS** and **Android**.

In addition, MBA members will receive exclusive access to all four **Rising Above Summit** recordings.

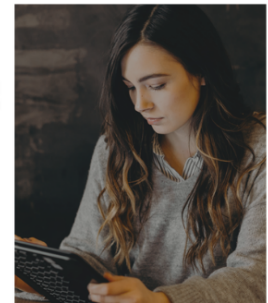
Our Network of Trainers are here to help you reach your goals! So what are you waiting for? Set up your **FREE** account and start learning today!

Enter**train**ment

Training that is designed to give you real world, usable concepts while mixing in a bit of motivation and fun.

<10 Minutes

Short and to the point videos to fit perfectly into your hectic, busy day... wherever you may be.



A Network Of Your **Favorite** Trainers

(Additional Trainers Coming Soon)



Derron Steenberg
Swagger Institute



Speed Marriott
P1 Learning



Chris Lytle
Instant Sales Training



Bonnie Hagemann
Elin



Jamie Apin
Creative Ready



Tammy Weilbrock
Grit Turn Solutions



Paul Moehring
Reaching New Heights



Ryan Dearbone
SIS Enterprise Media



Corey Elliott
Borrell & Associates



Tim Werth
Werth Wealth Management



P1 Learning Blog

7 Things You Should Be Doing in Sales

By: Jennifer Lane, P1 Learning

As sellers, we're always looking for tips, tricks...anything to make our lives just a little easier. Listen, media sales can be a challenging and competitive industry and to the best, one must be willing to put in time and effort to build a client pipeline that views you as a trusted advisor for their marketing needs. This is why we have come up with 7 things that you can use to help you close more sales and build better relationships with your clients. [Read more.](#)



Third Thursday Webinar Series

The **Third Thursday Webinar Series** is offered **FREE** to MBA Members. Below is an overview of dates and some of the topics that will be discussed.



April 20th	How to Turn a Great Local Business into a Great Local Brand
May 18th	It's What Comes out of the Speaker that Counts
June 15th	7 Traits That Supercharge Social Media Engagement & Help Others Feel A Part of Something
July 20th	News Leadership Workshop
August 17th	Create Value and Urgency by Uncovering the Whole P.I.E.
September 21st	Topic TBA
October 19th	Women in Leadership: Building a Diversified Broadcast Team
November 16th	A Look Ahead at the 2024 Elections and Issues

EAS Webinar Recording

On March 21st, representatives from the EAS IPAWS Committee hosted a webinar for MBA Members entitled, **"Understanding the Value Broadcasters Bring to EAS, Audiences and Alerting Authorities."** Thank you to **Denison Hansen** (MPR), **Lillian McDonald** (TPT Twin Cities), **John Dooley** (Division of Emergency Communications) and **Todd Krause** (National Weather Service) for being a part of this informative webinar. **If you are interested in the link and password for the recording, reach out to [Tim Hyde](#).**



Severe Weather Awareness Week April 17-21, 2023

Severe Weather Awareness Week takes place April 17th-April 21st. Thank you to **TPT Twin Cities** and their team for creating graphics that can be shared on your social media feeds. The graphics have been created in four languages: English, Spanish, Somali and Hmong. They can be accessed and downloaded [here](#).



Each day of the week will focus on a weather safety topic:

Monday: Alerts and Warnings

Tuesday: Severe Weather, Lightning and Hail

Wednesday: Floods

Thursday: Tornadoes (with statewide tornado drills)

Friday: Extreme Heat

**Severe Weather
Awareness Week Tornado
Drill
Thursday, April 20th
1:45 p.m. and 6:45 p.m.**

Twin Cities Auto Show

Recently, the [Minnesota Broadcasters New Car and Truck Awards](#) were announced at the Twin Cities Auto Show. Awards were voted on by MBA Members with the Best in Show awarded to the Dodge Challenger. The Twin Cities Auto Show continues through April 8th at the Minneapolis Convention Center.



ABIP Inspections Scheduled to Begin in May

MBA's ABIP Inspection Program will get underway in early May once the ground thaws. Our qualified inspectors **Mike Troje** and **Craig Bomgaars** will be mapping out their schedule soon and will be in touch with those stations that signed up for the ABIP Inspections. Your voluntary participation in this program is the best insurance you 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, FCC online public file inspections or in response to a specific complaint about the station's operations). If you are interested in signing up for an ABIP Inspection, reach out to [Tim Hyde](#).



MBA Scholarship Application Open Now Through April 30th

The Minnesota Broadcasters Association has opened up its application period for High School Seniors to apply for scholarship funds. The application period will run through April 30th, 2023. Minnesota High School Seniors that are pursuing an education in a broadcast related field of study are eligible to apply. Learn more [here](#).



MBA & MIW Mentorship Program

If your ambition includes being in management or a manager seeking to grow essential skills and techniques needed to be an effective leader you can apply for the Minnesota Broadcasters Association and Mentoring and Inspiring Women in Radio, Inc. [Mentorship Program](#). Applications will be accepted beginning in May.



MSHSL State Tournament Media Forum

The **Minnesota State High School League** hosts an online Media Forum for each season to assist media organizations in planning for their state tournament coverage. A registration link for this virtual session will be distributed at a later date. Save the date and time for the Spring Sports Media Forum to take place on, **Wednesday, May 17, 2023**.



MBA Job Bank

Digital Content Producer

KARE-TV in Minneapolis/St. Paul is seeking a Digital Content Producer to join their team. For more details, [click here](#).

Operations Manager/Morning Show Announcer

Alpha Media in Albert Lea/Austin is seeking an Operations Manager/Morning Show Announcer to join their team. For more details, [click here](#).

Do you have a job opportunity to post in the [MBA Job Bank](#)? Send it to [Tim Hyde](#).

MBA at the MSHSL Boys Hockey Tournament

Thank you to **Joe Johnston**, Immediate Past Chair of the MBA and of Hubbard Broadcasting for taking the MBA for a look behind the scenes at the Minnesota State High School League Boys Hockey Tournament in March!



MSHSL Boys Hockey Tournament
Director **Patrick O'Connor** with the
MBA's **Wendy Paulson** and **Tim Hyde**
along with **Joe Johnston** of KSTP-TV.



Inside the **KSTC-TV**
Broadcast Booth.



Inside the **KSTC-TV**
production truck.



The MBA with Brooke
Willett of **WDGY-AM/FM**.

Milestones

Do you have a milestones to share with the MBA? Send details and photos to [Tim Hyde](#). We would love to feature them in our communications. Below are just a few recent milestones.



Tim Edwards, 50 years on-air with KFAI, WMIN, KEHG, KEYZ, KYYZ, KOZY and KBAJ.



Dave Chaney, Photographer at WCCO-TV celebrates 45 years with the station.



2023 marks 100 years of **Borgen Broadcasting's WDGY**.



KLQP-FM, celebrated 40 years on-air on January 31st.



2023 marks 60 years of **Leighton Broadcasting**.

Congratulations

Congratulations to **Mary Niemeyer** who has been promoted at **Townsquare Media** to be VP of Duluth, Rochester, Faribault, Owatonna and Preston markets.



Congratulations to **Jenny Luttenberger** of **KDWB-FM** on winning an Alliance for Women in Media **Gracie Award** recently.



Congratulations to **iHeartMedia's KEEY-FM** for being recognized as Major Market Station of the Year by Country Radio Broadcasters.



Congratulations to **KTMJ-FM** on winning an Alliance for Women in Media **Gracie Award** recently for their myTalkers for Ukraine campaign.



Jeff Olsen joins WDGY

Jeff Olsen is hosting the new afternoon show at **Borgen Broadcasting's WDGY-AM/FM** and is heard weekdays from 2:00-6:00 p.m.



NAB Crystal Radio Awards Finalists

Congratulations to the 2023 **NAB Crystal Radio Awards Finalists** including **KDWB-FM** (Minneapolis/St. Paul), **KBHP-FM** (Bemidji), **KIKV-FM** (Alexandria), **KSTP-FM** (Minneapolis/St. Paul), **WCCO-AM** (Minneapolis/St. Paul) and **WJJY-FM** (Brainerd). The NAB Crystal Radio Awards will be announced on April 18th at the NAB Show in Las Vegas. The Crystals recognize excellence in year-round community service.



NAB Show Scholarship Recipients

Congratulations to **Javier Gill** from KAAL-TV and **Aaron Pearson** from The Word Radio in Pequot Lakes! They will both be attending the NAB Show in Las Vegas as MBA Scholarship Recipients. The NAB Show is April 15th-19th. [Click here](#) for more details.



MBA Legal Hotline Attorneys

The MBA offers members access to Washington DC and local counsel who are prepared to answer basic legal, regulatory, advertising, and First Amendment questions. To direct your question, please email MBA's Director of Operations and Member Services, [Tim Hyde](#).

A summary of the Minnesota Supreme Court Decision on Cameras in the Courtroom By: Mark Anfinson



David Oxenford
Wilkinsons|Barker|Knauer
FCC, EEO, Political Advertising
Attorney



Mark Anfinson
First Amendment and Media Law
Attorney

Last week, we sent members a short summary of the March 15 Order filed by the Minnesota Supreme Court that significantly expands the opportunities for broadcasters to use cameras and other audio-visual recording devices in state criminal cases. Because of the importance of this development, we're providing you with a more detailed description of what the Court's Order does.

The most important change made by the Court is to eliminate the decades-old requirement that cameras cannot be used in criminal trials unless all parties and the judge consent. You can count on the fingers of one hand the number of times the necessary consent has ever been obtained anywhere in Minnesota. In other words, it was a huge obstacle to camera coverage.

However, when the new rules take effect on January 1, 2024, the decision as to whether cameras are permitted will be solely up to the discretion of the trial court judge in each case. The prosecution and defense will no longer have a veto.

Although this change won't mean that cameras can be present in all criminal trials, there's reason to believe that many judges will allow them. That's because over the past few years we've accumulated considerable experience with how trial judges exercise their discretion involving cameras, after the high court agreed to permit cameras during criminal sentencing hearings—at the discretion of the presiding judge. Quite a few of those judges have agreed to camera access requests. And it's plausible that as the district courts in Minnesota become more familiar with the presence of cameras during trials, and as the judicial system acquires further evidence that camera access not only provides substantial benefits for the general public but for the court system as well, the admission of cameras will become increasingly common, and that eventually, many of the remaining restrictions on camera access will be removed.

While the Supreme Court's March 15 Order represents a sharp and positive break from the Court's past attitude toward cameras in the courtroom, it's important to understand that a number of restrictions and limitations on cameras will still exist. As a result, Minnesota won't be quite like Wisconsin, Iowa, or many other states in terms of liberal camera access. The main restrictions, which the Court referred to in its Order as "guardrails," include:

Camera coverage won't be permitted during jury selection, pretrial proceedings, testimony of minor witnesses or minor defendants, testimony of victims without their consent, and when it may reveal the identity of a juror.

A trial judge may not allow audio and visual coverage if there is "a substantial likelihood" that it would expose a victim or witness who may testify to harm, threats of harm, or intimidation.

A trial judge may impose additional limitations on audio and visual coverage of certain portions of, or participants in, criminal trials on a case-by-case basis.

In its ruling, the Supreme Court took pains to express sensitivity to those who opposed expansion of camera coverage, out of concern for the impact on victims, witnesses, and "on certain groups of people based on race, gender, economic status, or other characteristics." But the Court ultimately determined that "a district court judge retains the authority and is equipped with tools to protect the rights of victims" and "the constitutional rights and safety of all participants in criminal proceedings in the State," while promising to monitor "the impact of these modified rules on criminal defendants and crime victims based on race, gender, economic status, and other characteristics."

The Court concluded its decision with observations that demonstrate the extent to which it now recognizes the value of audio-visual coverage in criminal cases: "Minnesota's judiciary understands that the courts in our state belong to all the people and that discretion to allow or disallow visual and audio coverage includes consideration that allowing greater visual and audio coverage of this public business in appropriate circumstances should increase transparency about how we conduct our business and enhance the public's understanding of, and confidence in, its court system." "Public interest in and access to judicial proceedings is vital to the fair, open, and impartial administration of justice."

The Supreme Court deserves considerable credit for changing course on this issue, which was not easy for it to do. As noted, the Court received a lot of pressure from influential groups such as crime victim advocates that opposed any camera expansion. Furthermore, the advisory committee that the Court appointed to study the question of expansion ended up filing a report that strongly recommended *against* any broadening of the camera in court rules. And Justice McKeig dissented from the Court's decision, pointing out that the Minnesota District Judges Association "strenuously object[s] to any modification" of the rules, and noting that "public defenders, prosecutors, victims' organizations, the Minnesota County Attorneys' Association, the Minnesota Alliance on Crime, and the Minnesota Coalition Against Sexual Assault also all generally oppose" any changes. So what the Court did in its recent Order required no small degree of political courage.

MBA took a leading role in the effort to persuade the Court that it should expand camera access in criminal cases, partnering with the Minnesota Newspaper Association by submitting a detailed memorandum to the Court describing the reasons supporting that access, and also appearing at the hearing conducted by the Court last September. If you would like a copy of the Supreme Court's Order itself along with the specific amendments to the Rules of Criminal Procedure adopted by the Court regarding cameras, you can find them on the state court [website](#).

-Mark

NCSA PEP Program Updates



NATIONALGUARD.COM/MN

Minnesota Army National Guard

The radio flight for the Minnesota Army National Guard began on January 27, 2023. TV flight dates will be shared soon. Information can be downloaded [here](#).



Hazelden Betty Ford

The radio flight for Hazelden Betty Ford began on January 9th. Information and a :30 radio spot can be downloaded [here](#).



Explore Minnesota Tourism

The radio flight for Explore Minnesota Tourism began on March 13th. The TV flight began on April 1st. Information can be downloaded [here](#).



Mental Health Minnesota

The radio flight for Mental Health Minnesota for Radio began on January 9th. Information and two :30 radio spots can be downloaded [here](#).



Minnesota Commission of Deaf Deafblind & Hard of Hearing

The radio and TV flight for Minnesota Commission of Deaf Deafblind & Hard of Hearing began on February 24th. Information can be downloaded [here](#).



Minnesota Department of Transportation

The radio flight for the Minnesota Department of Transportation began on February 1st and continues through April 30th. Information and a :30 radio spot can be downloaded [here](#).

Explore Minnesota Website Add-On

Add Explore Minnesota listings to your website. Leverage the power of Explore Minnesota's tourism database to provide your web visitors with a [fully custom feed](#) of nearby lodging options, things to do or upcoming events. It is 100% free to build into your website. The website add-on is also a revenue opportunity for MBA Members.



State Signing Day at the Boys High School Basketball

On March 25th, 40 high school students participated in a swearing-in ceremony to be in the Minnesota Army National Guard at the Minnesota High School League State Boys Basketball Tournament. The MBA Salutes these students for their commitment to service. Thank you to the team at **Hubbard Broadcasting** and the **Minnesota State High School League** for helping to organize this powerful ceremony.



NATIONALGUARD.COM/MN

Congratulations to all enlistees in the MN National Guard!

Over the past few months, students from all over Minnesota are enlisting in the Minnesota National Guard. Below are just a few of them from the St. Cloud and Luverne Recruitment Offices.



Congratulations to **PVT Moudry** (left) on her enlistment in the MN Army National Guard! (St. Cloud)



Congratulations to **PVT Dudley** (left) and **PVT Begger** (right) on their enlistment in the MN Army National Guard! (St. Cloud & Luverne)



Broadcasters Strengthen Local Communities #WeAreBroadcasters



The **Lakeland Broadcasting** stations in Willmar, MN raised **\$79,983** along with collecting **1,981** pounds of food for the **Kandiyohi County Food Shelf** during their Radio for Relief Radiothon! Donations are being accepted through April 9th.

Recently, the **Bemidji area United Way**, presented their Axe Award to **Paul Bunyan Broadcasting**. Paul Bunyan Broadcasting supports the annual United Way Campaign through their own internal workplace campaign, broadcasting information about events, community programming and volunteering on campaign committees. Paul Bunyan Broadcasting and the United Way also partner for the **Radiothon to End Child Abuse** to support local agencies with funds benefitting child abuse prevention programming. The radiothon raised an impressive **\$22,288.84** in 2022!



La Raza Radio is a proud supporter and promoter of the **Give Kids a Smile Project**. The program helps families facing financial or other challenges to access dental care. La Raza Radio supports the campaign in an effort to reach Minnesota Latino families in the Twin Cities and throughout the state.

During their annual Telethon, **KTTC-TV** in Rochester raised **\$1,018,337** for the Eagles Cancer Center! Donations support cancer research at the Mayo Clinic Cancer Center, Hormel Institute for Cancer Research and the University of Minnesota Masonic Cancer Center.



Midwest Communications' seven stations in Hibbing joined Team Tomassoni in memory of the late State Senator David Tomassoni and they raised over **\$100,000** dollars for the **2023 ALS Never Surrender Blizzard Snowmobile Tour** which is an event that supports people living with ALS. This includes selling over **\$10,000** in raffle tickets just out of their studio.

In celebration of their 100th anniversary, **WDGY-AM/FM** is celebrating with the **Power of 100** campaign where a non-profit is highlighted each week. Recently, **Danielle Savage** of WDGY made a food drop off for the **Salvation Army's 2 Million Pounds Food Drive**.



Send your [community stories](#) to [Tim Hyde](#) or tag Minnesota Broadcasters Association on social media with #WeAreBroadcasters

Chair's Column Continued From Page 1

Finally, it's important to remember that your association is here to serve it's members and to protect our interests that impact our industry. We are doing our part in monitoring and combating the auto manufacturing industry's proposed plans of eliminating AM radio in cars. With most radio listenership occurring in our automobiles, we believe this would be an detrimental decision particularly when you consider how important AM radio is to communicating emergency information to the residents in the markets we serve. Recently in the State of Kentucky, a Bill is being proposed for a tax on advertising. While this is in the introductory phase, I think you can all see why we have concerns on this measure and are monitoring the situation quite closely.

The Minnesota Broadcaster's Association is here to serve you, the members, and to look out for the industry that we all love. You can rest assure that Wendy Paulson and Tim Hyde at our MBA office are looking out for each of us every day. As the first quarter of the year has closed, I wish you continued success in the markets you serve. I have always felt that to a degree our listeners and viewers take us for granted, but always turn to us during moments of need. Never underestimate the influence and importance that you have! I think you can all join me in saying that I hope our next 90 days brings us some green grass too! Enough with winter!

Be Well All!

Todd Wentworth
2023 Chair, Minnesota Broadcasters Association

Coming Soon...

A new and refreshed [MBA Website](#)! Watch for more information soon!



Because we love this picture, it's in the newsletter twice...

