

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Winter 2024

Chair's Column-Jim Birkemeyer

In my mind, this year has gone fast! My thoughts and hopes are for each of you to reflect on 2024 with great memories, success and excitement toward the future. As I complete my term as MBA Chair, first, I say thank you to all MBA Members, the MBA Board of Directors, Wendy, Tim, Rosanne, James, Tami, Anita, Tom, Andrea as well as anyone else who has contributed to the success of the MBA in 2024. I think back to when Chris Fee (KROX) asked me if I had interest in serving on the MBA Board of Directors. It was easy for me to say, Yes! I saw the energy and commitment being made by the board members to bring the MBA back to renewed heights of serving its members. I also saw this as an opportunity to assist in giving back to our great industry. I never thought of serving in the position of board chair. This small-town guy was surprised he'd been asked to be on the board! What an honor it has been to serve as your MBA Board Chair! I look back at my initiatives announced at the 2023 MBA Annual Conference in St. Paul. I hope you agree, we were able to accomplish things together in 2024.



We established the Heartland Media Conference back in April that focused on sales. Thank you to North Dakota Broadcasters and South Dakota Broadcasters for your partnership. The conference will continue again, April 22nd-23rd in Fargo ([page 8](#)).

MBA growth: Membership has grown by 5%. With now over 300 members. MBA leadership team has been increasing awareness for more employees of member broadcast stations. Thanks to the work of my predecessor Todd Wentworth and others, the MBA now has an internship reimbursement program. Meanwhile, the James Wychor MBA Scholarship for high school seniors continues to grow as we welcome future broadcasters!

Advocacy growth: The MBA continues to work towards determining more legislative champions at the State level. This led to the first MBA State PAC event at this year's Annual Conference in Rochester. Incoming MBA Board Chair, Joe Johnston has and will continue strong leadership with advocacy efforts. With board approval this year, we appear positioned with the MBA for future advocacy efforts at the state and federal levels with an increased partnership between the MBA and Winthrop & Weistine and stronger communication from the NAB.

MBA Office Space: As of this writing, a new office space for the MBA has been toured and negotiations are continuing. I'm hopeful, along with MBA President, Wendy Paulson to bring an update to the MBA Board of Directors in January 2025 for a new office space for the MBA.

Continued on [page 19](#).

President's Column-Wendy Paulson

Happy Holidays!

As we wrap up 2024, we want to express our heartfelt gratitude for your support and membership. This year has been an incredible journey of collaboration and progress, made possible by you—our dedicated members.

2024 Saw New Initiatives and Events:

Heartland Media Conference: This exciting new event for small and medium-sized markets in partnership with our colleagues in North and South Dakota, launched with great success. Mark your calendar for its return on April 22-23, 2025 ([page 8](#)).

Midwest Regional Broadcasters Clinic: In collaboration with the Wisconsin Broadcasters Association, this event was a highlight of 2024. It's coming back on September 16-17, 2025 ([page 9](#)).

Intern Reimbursement Program: Starting its second year in mid-January 2025 ([page 15](#)), this initiative continues to support member stations by providing paid internships to member stations.

Advocacy Efforts:

Federal Level: While we are disappointed that the AM Radio for Every Vehicle Act did not make it into the end of year, Continuing Resolution, we remain committed to pushing this forward in 2025 in the new Congress.

State Level: Our focus is on advancing legislation for local broadcasters and journalism, ensuring our industry's vital role is supported and protected.

Looking Ahead to 2025:

We are launching new initiatives to spotlight the critical contributions of local broadcasters. From advocacy to professional development, we're committed to strengthening our industry and providing valuable services; Continuing Education and Scholarships, recognizing Young Professionals and advancing support to revitalize local broadcasters.

Continued on [page 19](#).



MBA OFFICERS

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

Secretary/Treasurer: Greg Alexander, iHeartMedia (Twin Cities)

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

BOARD OF DIRECTORS

Marian Davey, SVP/General Manager, FOX Television Group (Twin Cities)

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)

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

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

R.J. Linder, General Manager, Lakeland Media (Willmar)

Mark Ricci, General Manager, Paskvan Media, RP Broadcasting (Bemidji)

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

MBA STAFF

Wendy Paulson, President

wendy.paulson@minnesotabroadcasters.com

Tim Hyde, Director of Operations & Member Services

tim.hyde@minnesotabroadcasters.com

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



Year in Review — Advocacy

It was a privilege to serve our members and the industry throughout 2024. Below is a brief overview of just some of the advocacy and services highlights from the past year.

- ◆ Led a group of MBA Members representing 52 stations in meetings on Capitol Hill with Minnesota’s Senators and Representatives discussing the AM Radio for Every Vehicle Act, Local Radio Freedom Act, Journalism Competition Preservation Act and vMVPD’s.
- ◆ Served as President of the National Alliance of State Broadcasters Association (NASBA) which works with all 50 states plus DC and Puerto Rico to serve and advocate for the broadcast industry.
- ◆ Hosted a group of MBA leaders representing 89 stations during Love Your Local Broadcaster Day in St. Paul to discuss issues with state lawmakers; deep fakes in advertising, sports betting, and transparency issues.
- ◆ Successfully lobbied at the State level to provide coverage for broadcasters that air a political ad with a deep fake embedded. MBA continues to monitor AI and deep fake issues.
- ◆ Hosted meetings for MBA Members with the Department of Homeland Security and Emergency Management to make sure there is continuity between both groups when alerts are sent to the public.
- ◆ Advised the MN IPAWS committee to ensure public safety efforts set forth by FCC and FEMA are followed in Minnesota.
- ◆ And much, much more!



Year in Review — Services

- ◆ Partnered with the North Dakota Broadcasters and South Dakota Broadcasters to produce the Heartland Media Conference with networking opportunities and presentations focused on sales, engineering and digital for small and medium markets.
- ◆ Launched an internship reimbursement program which helps to grow internship opportunities for students at MBA Member stations.
- ◆ Partnered with the Wisconsin Broadcasters Association on the Midwest Regional Broadcasters Clinic two-day conference which provides training and up to date information for broadcast engineers.
- ◆ Engaged in recruitment events including Career Connect Day, Midwest Journalism Conference and a Career Fair at Hmong College Prep Academy speaking about careers in broadcasting.
- ◆ Offered 20+ webinars and live events with topics focused on sales, digital, political advertising, advocacy and more.
- ◆ Supplied training for members through the Ten Minute Trainer Network platform with content and live events on sales, digital, management, creative and professional development.
- ◆ And much, much more!



Congratulations Incoming Board Officers!

Congratulations to the 2025 MBA Board Officers that include, Chair-**Joe Johnston** (Hubbard Television, Twin Cities), Vice Chair-**Stephanie Hedrick** (Gray Television, Rochester), Secretary/Treasurer-**Greg Alexander** (iHeartMedia, Twin Cities) and Immediate Past Chair-**Jim Birkemeyer** (R&J Broadcasting-Ada, Brainerd/Aitkin, International Falls, Warroad (LMA)).



Chair
Joe Johnston
Hubbard Television
Twin Cities



Vice Chair
Stephanie Hedrick
Gray Television
Rochester



Secretary/Treasurer
Greg Alexander
iHeartMedia
Twin Cities



Immediate Past-Chair
Jim Birkemeyer
R&J Broadcasting, Inc.
Ada, International Falls,
Brainerd/Aitkin, Warroad (LMA)

Congratulations Incoming Board of Directors

The MBA is excited to welcome **Chad Cummings** (Radio Works, Worthington), **Shannon Knoepke** (Townsquare Media, Rochester) and **Dan Seeman** (Hubbard Radio, Minnesota) to the MBA’s Board of Directors. Their terms begin on January 1st.



Chad Cummings
Radio Works
Worthington



Shannon Knoepke
Townsquare Media
Rochester, Owatonna,
Faribault



Dan Seeman
Hubbard Radio
Minnesota

Save the Date

Love Your Local Broadcaster Day

February 12th

State Capitol, St. Paul

Save the Date

State Leadership Conference

March 3rd-March 6th

Capitol Hill, Washington DC

Webinar Recording: What the Election Results Mean for Broadcasters

The MBA hosted a webinar with Tom Hanson and Andrea Rau of Winthrop & Weinstine in November to review the results of the election and what they will mean for our industry and your business. **If you would like a link to the recording, please reach out to [Tim Hyde](#).**



Round One May Be Over, But Broadcasters Remain In Fight To Keep AM In Vehicles

Excerpt from an Inside Radio article dated, December 19, 2024:

*“The fight to get a federal requirement to keep AM in the dashboard appears all but over as the current session of Congress winds down, but broadcasters aren’t anywhere close to waving the white flag of surrender. Much of the legwork getting 271 House members and 63 Senators onboard came at the local level, and the head of the National Alliance of State Broadcasters Associations says it’s important to remember what broadcasters accomplished so far. “We are disappointed and this is not the outcome we worked so hard to achieve, however, we want to recognize the tremendous progress,” says Minnesota Broadcasters Association President **Wendy Paulson**, who is currently serving as President of NASBA. She points to more than 800,000 listener communications sent to Congress, and dozens of third-party groups who voiced their support for the critical legislation alongside majorities of both the House and Senate.” [Read More](#).*



FEMA IPAWS

MBA President, **Wendy Paulson** and MBA’s Director of Operations and Member Services, **Tim Hyde** attended a meeting with FEMA IPAWS on December 3rd in Washington DC. The meeting discussed broadcasters and their important role during an emergency or natural disaster.



Senator Amy Klobuchar’s Minnesota Mornings

Senator Klobuchar hosted her Minnesota Mornings meeting on December 5th. The MBA’s **Wendy Paulson** and **Tim Hyde** attended to thank her for her support of broadcasters.



Majority Whip Emmer attends NAB Holiday Gathering

Majority Whip, Tom Emmer attended the NAB’s Holiday Party on December 5th. Thank you to Majority Whip Emmer for his support of broadcasters!



Journalism Competition and Preservation Act (JCPA)

Senator Amy Klobuchar continues to lead the effort in the Senate on the Journalism Competition and Preservation Act (S. 1094). While in Washington DC this Spring, broadcasters were asking their Senators and Members of Congress to attach the JCPA to a larger piece of legislation for passage. The JCPA will allow broadcasters and other news publishers to jointly negotiate with dominant digital platforms regarding the terms and conditions by which their content may be accessed online.



MBA State PAC

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](#).



Webinar Recording: What the Election Results Mean for Broadcasters

Elections have consequences—though just what those consequences may be is not always clear. MBA Legal Hotline Attorney, David Oxenford and Shawn Donilon, EVP, Government Relations for the NAB were a part of the November Third Thursday Webinar to review the results of the election and try to forecast the impact that those results will have on the legislative and regulatory issues that affect broadcasters. **If you would like a link to the recording, please reach out to [Tim Hyde](#).**



John Dooley Retirement

Congratulations to IPAWS Program Manager, **John Dooley** on his retirement on January 6th, 2025! He was honored by the state's IPAWS Committee on November 7th at Twin Cities Public Television. In the photo, **John Dooley** and **Lillian McDonald** of TPT NOW and IPAWS Committee Chair.



EAS Meeting with Emergency Management Officials in Rochester and Morris

Broadcasters in Rochester, Morris and the surrounding areas as well as local emergency management officials met to discuss local implementation of the Emergency Alert System (EAS). EAS is a national public warning system that radio and TV broadcasters, cable TV, wireless cable systems, satellite and wireless operators provide the President with capability to address the American people within 10 minutes during a national emergency. **Continued on page 19.**



2024 EAS Plan



MINNESOTA
STATEWIDE EAS PLAN

2024

2025 MBA Annual Membership Dues

2025 MBA Membership Dues letters and invoices were mailed out to membership in Mid-November. Each year, the MBA Board of Directors reviews funding requirements and adjusts annual membership dues accordingly. As announced at the MBA Annual Meeting held on October 1, 2024, the Board voted to increase annual membership dues in 2025 by 2%. These annual dues fund critical advocacy efforts at both the state and federal levels to protect interests of Minnesota broadcasters.

Annual membership dues are based for 2025 are based on 2024 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 owned for that market. Ownership groups with stations in multiple markets should pay dues for each market. For computing dues:

- ◆ Gross Revenue is defined as revenue from all broadcast spot sales. This excludes revenue from political advertising, production, retransmission and digital advertising.
- ◆ Non-Commercial Gross Revenue is defined as revenue from underwriting sponsorships.
- ◆ 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 Minnesota to compute their dues.
- ◆ Dues for radio and TV are to be computed and paid separately (dues are self-reporting).
- ◆ This year, in addition to the issues we will continue to advocate, we will launch a new initiative on Rebuilding Local Journalism and are asking for a one-time, voluntary additional contribution in a Supplemental Dues Request. Any amount will be appreciated, but we have outlined a recommended contribution in the grid above.

2025 EAS RWT and RMT

All EAS participants must transmit a Required Weekly Test (RWT) every week, on random days and times, except for the week of the Required Monthly Test (RMT). There are no time-of-day restrictions for transmitting the RWT. Reception of an RWT must be logged. All Minnesota EAS RMT's will happen on the first Wednesday of the month.

Daytime
Jan, Mar, May, July, Sept, Nov
13:44

Nighttime
Feb, Apr, Jun, Aug, Oct, Dec
22:44

Gross Revenue	2025 Annual Dues	Suggested Voluntary Supplemental Dues*
<\$500,000	\$179.00	\$75.00
\$500,000-\$999,999	\$230.00	\$75.00
\$1,000,000-\$1,999,999	\$459.00	\$75.00
\$2,000,000-\$3,999,999	\$918.00	\$125.00
\$4,000,000-\$5,999,999	\$1,530.00	\$125.00
\$6,000,000-\$7,999,999	\$2,295.00	\$125.00
\$8,000,000-\$11,999,999	\$3,060.00	\$250.00
\$12,000,000-\$15,999,999	\$4,335.00	\$250.00
\$16,000,000-\$19,999,999	\$5,610.00	\$250.00
\$20,000,000+	\$7,650.00	\$250.00

Minnesota Broadcasters Hall of Fame Nominations Accepted through January 8

Nominations for 2025 Minnesota Broadcasters Hall of Fame Induction are being accepted now through January 8, 2025!

[Click here](#) to learn more.



Minnesota Broadcasters Hall of Fame Important Dates

November 1—January 8th (11:59PM) — Nominations Accepted

January 8th, 2025 — Nominations accepted until 11:59 p.m.

March 2024 — 2025 Minnesota Broadcasters Hall of Fame Announced

September 30th, 2025 — 2025 Minnesota Broadcasters Hall of Fame Induction

Ceremony & Dinner, Stillwater — JX Event Centre

NOMINATE A BROADCASTER TODAY!



WATCH—2024 Minnesota Broadcasters Hall of Fame & Induction Ceremony

Minnesota Broadcasters Annual Conference Set for Fall 2025 in Stillwater:

The Minnesota Broadcasters Annual Conference and Hall of Fame Induction Ceremony will be making a grand return to Stillwater, MN in 2025. **Save the dates for September 29th-October 1st, 2025.** More details and registration will be announced in March!



JOIN US *Click Here*
JANUARY 22ND & 23RD

THE RISING ABOVE SUMMIT IS HERE TO HELP YOU KICK OFF THE YEAR WITH PURPOSE AND MOMENTUM.

RISINGABOVESUMMIT.COM

RISING ABOVE
ELEVATING YOUR BUSINESS



Since you work for a radio or TV station that is a member of the Minnesota Broadcasters Association, **you're a member of the MBA!**



minnesota broadcasters association

You receive access to a full list of member benefits.

- Learning opportunities like webinars and events.
- Ten Minute Trainer Network
- MBA Communications like the Minnesota Broadcasters Newsletter
- MBA Job Bank to post job opportunities
- MBA Legal Hotline Attorneys for questions on advertising, FCC, EEO and more

Get connected with the MBA!



Please reach out to the MBA with your name, job title, contact information, station(s) and station group to be added to Minnesota Broadcasters Association communications and to get connected.

If you have staff that you would like to receive our communications with updates on learning opportunities, events and more please reach out to Tim Hyde.

Member Services Update

"If you work for an MBA Member Station, you are an MBA Member!" That means you can take advantage of the services that we offer. This means you have the opportunity to participate in the **Rising Above: Elevating Your Business conference** (page 6), **Third Thursday Webinars** (see below for the full calendar) and much more (page 7). These valuable services provide learning opportunities and continuing education for you and your teams. Since you are an MBA Member, you also can take advantage of the **MBA's Legal Hotline Attorney's David Oxenford and Mark Anfinson** for any questions on advertising, EEO, FCC, and more (page 10). If you have a job opportunity to post, please send it to me for posting in the MBA's Job Bank (page 13). Most job opportunities are also posted on MBA's social media channels as well. That's just a brief summary of our services. If you or anyone on your team would like more information, I am happy to speak with you! Please reach out to [me](#) to schedule a time to meet.



Tim Hyde
MBA's
Director of
Operations &
Member
Services

We need you! If you would like to help shape the future of the services the MBA offers or would like to help guide in the initiatives of the MBA's Recruitment Committee — shout out to **Jeremiah Jacobsen** (TEGNA), **Michael Hammond** (Hubbard Broadcasting) and **Justin Jerve** (Hubbard Radio) or would like to get involved in the planning of the Minnesota Broadcasters Association Annual Conference on the MBA's Event Committee chaired by **Joe Johnston** (Hubbard Broadcasting), please let me know. All committees are an integral part of shaping the future of serving MBA Members....and they are a lot of fun too!

The services that the MBA provides would not be possible without the support we receive from our members in airing the MBA's NCSA/PEP Campaigns. This includes the campaigns with the Minnesota National Guard, Hazelden Betty Ford, Mental Health Minnesota, The Office of Secretary of State and many more throughout the year. Thank you for your support of this program!

If you ever have ideas on services that we can consider offering or if you would like to join one of MBA's Committees mentioned above, please reach out to [me](#). Thank you for your membership and support!

Ten Minute Trainer Network

TEN X MINUTE TRAINER NETWORK
Register for access to unlimited training content for FREE with your Association Membership!
[Click Here](#)

2025 Third Thursday Webinars

THIRD THURSDAY WEBINARS

- JANUARY 16th**
Web 101 January 2025
Scott Ruppel, PI Learning
- FEBRUARY 20th**
A Conversation with the Congressional Press Secretary
Katie Gendron (a.k.a. "Katie Gendron")
- MARCH 20th**
Full-Act Fundamentals: How to Write a Script
Drew K. Smith
- MAY 14th**
Regulatory Updates
Diane W. Priddy, Director of Regulatory Relations, NAB
Moderated by Patrick Wilson, Senior Counsel, NAB
- JUNE 19th**
Omnipresent Innovation in the Broadcast Business
Hans-Peter Eisenberg
- JULY 17th**
Winning the Tag of War with Time
Patricia H. Hines, Senior Performance Coach
- SEPTEMBER 18th**
Inspirational Storytelling
Robert Smith, 2019 Peabody Award Winner
- OCTOBER 16th**
The Top Software Management and Gen Z
Drew Boudreau, The Beagle Institute
- NOVEMBER 20th**
Small Business Success Stories
Paul Jacobs, IFT General Manager, Jacobs Media Strategies

Visit MinnesotaBroadcasters.com to register for them all!

MARK YOUR CALENDARS!

Heartland Media Conference set for April 22-23, 2025

The 2025 Heartland Media Conference is set for **April 22-23, 2025** at Radisson Blu in Fargo, North Dakota!

The Heartland Media Conference is a partnership with the MBA along with the **North Dakota Broadcasters Association** and **South Dakota Broadcasters Association**. Speakers and presentations will be announced soon. [Register here](#). [Book your hotel room here](#).



Midwest Regional Broadcasters Clinic

In 2024, the Minnesota Broadcasters Association partnered with the Wisconsin Broadcasters Association on the Midwest Regional Broadcasters Clinic which took place in Madison, Wisconsin, September 10th-11th.

MIDWEST REGIONAL BROADCASTERS CLINIC



Save the dates for 2025! September 15-17, 2025.



MBA Ascertainment Meeting—Duluth

MBA Members in the Duluth area gathered recently for an MBA Ascertainment Meeting. Organizations participating included, **Minnesota Army National Guard Recruiting and Retention Battalion, Downtown Duluth, Duluth Police Department, Life House** and **Lake Superior Zoo**. Thank you to **Scott Christensen** of Midwest Communications Duluth for hosting the meeting and to MBA Board Member, **Joe Johnson** of KSTP-TV for organizing the agenda of participating organizations!



LTC Christopher Bingham of the Minnesota Army National Guard



Kristi Stokes of Downtown Duluth



Representatives from the Duluth Police Department



Representatives from the Life House including Executive Director, Amber Sadowski



Thank you to Duluth-area MBA Members for attending!

MBA Ascertainment Meeting—Mankato

MBA Members in the Mankato area gathered recently for an MBA Ascertainment Meeting. Organizations participating included, **Minnesota Army National Guard Recruiting and Retention Battalion, Salvation Army Mankato, Mankato Area Foundation, Minnesota Valley Action Council** and **Partners for Housing**. Thank you to **Matt Ketelsen** and **David Legault** of **Radio Mankato** and **Subarctic Media** for hosting the meeting and to MBA Board Member, **Joe Johnson** of KSTP-TV for organizing the agenda of participating organizations!



LTC Christopher Bingham of the Minnesota Army National Guard



Nancy Zallek of Mankato Area Foundation



Thank you Mankato-area MBA Members for attending!



Trisha Anderson of Partners for Housing



Thank you to Radio Mankato for hosting!

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](#).

By: Mark Anfinson

Question: We have a liquor store customer that is going to start selling THC Drinks. Is this something we can advertise? And if so, what the stipulations around it?

Answer: Minnesota liquor stores are permitted to sell some CBD/THC products. However, advertising of those products by liquor stores is subject to legislation enacted by the Minnesota Legislature in 2023 and 2024, which imposes certain requirements on all advertising that promotes CBD and THC products. Those requirements, found in Minnesota Statute 342.64, subdivision 1, prohibit advertising that:

(1) contains false or misleading statements; (2) contains unverified claims about the health or therapeutic benefits or effect of consuming CBD and THC products; (3) promotes the overconsumption of CBD and THC products; (4) shows a person under 21 years of age consuming CBD and THC products; or (5) includes images or language designed or likely to appeal to individuals under 21 years of age;

AND THAT

(6) contains an image of alcohol or a person or persons consuming alcohol; and (7) does not contain a warning as specified by the office {of cannabis management} regarding impairment and health risks.

In the case of liquor stores advertising CBD/THC products, the main concerns will arise under paragraphs (6) and (7) above.

Liquor store ads of course often contain photos and other images of alcoholic beverages. Consequently, under the language of paragraph (6) of the statute, these ads cannot include CBD/THC products. While this restriction won't affect broadcast radio ads, it would apply to television, streaming content, and web content.

The mandate in paragraph (7) is problematic, because it doesn't appear that the state Office of Cannabis Management has yet issued the "warning" language "regarding impairment and health risks" that's supposed to be included in advertising. While it's unlikely that advertising not containing the warning would prompt objections by the Office until the warning language has actually been announced, that cannot be guaranteed.

One final note: It's important to remember that the advertiser is responsible for complying with the advertising requirements of the statute, not the broadcaster.

Broadcast Law Blog by David Oxenford

MBA Legal Hotline Attorney, David Oxenford's Broadcast Law Blog is a great resource for information on the FCC, copyright, advertising and other issues of importance to broadcasters. Stay up to date with important information from David in MBA President, Wendy Paulson's, Weekly Update. Check out David's Broadcast Law Blog [here](#).



David Oxenford
Wilkinson Barker/Knauer
FCC, EEO, Political Advertising
Attorney



Mark Anfinson
First Amendment and Media Law
Attorney



PUBLISHED BY
DAVID
OXENFORD



David Oxenford
MBA Legal Hotline Attorney
Wilkinson | Barker | Knauer

2025 Broadcasters Calendar from Pillsbury

Access a copy of the **2025 Broadcasters Calendar** from Pillsbury Winthrop Shaw Pittman LLP [here](#).



Faces in the Crowd and Member Updates



Governor Tim Walz declared December 7, 2024 **Almanac Day in Minnesota** celebrating Almanac's 40th anniversary on Twin Cities PBS.



John Croman has retired after 27 years at KARE-TV in Minneapolis/St. Paul. November 27th was declared John Croman Day in Minnesota by Governor Tim Walz.



Photojournalist, **Ron Stover** has retired from KARE-TV after 37 years.



Dominic Vitiello has started as a Weekend Anchor/MMJ at KBJR-TV in Duluth.



Congratulations to MBA Board Member, **Jeff Hilborn** on his retirement from Hubbard Radio.



Congratulations to Meteorologist, **Ted Schmidt** on 25 years at KTTC-TV.



Congratulations to **Eric Lonnquist** as he has been named Region President, iHeartMedia.

NAB Crystal Radio Awards

NEW DATES AND LOCATION! NAB State Leadership Conference | March 4-5, 2025 | Selamander Hotel, Washington, D.C.

Crystal RADIO AWARDS
for excellence in community service

Get National Recognition for Your Local Community Service!

Join us at the 2025 NAB State Leadership Conference (SLC), as we honor 10 NAB member radio stations for excellence in year-round community service during the annual NAB Crystal Radio Awards.

ENTRIES ACCEPTED JANUARY 1-24, 2025

Learn more about the entry process at:
nab.org/crystals

For more information contact Tobi Hall at thall@nab.org.
#CrystalRadioAwards

Click Here

A visit to KEYC-TV Mankato



Great to see **Michele Gors**, VP/GM of KEYC-TV during a recent station visit!

MBA's Young Professionals Award

Click Here

Young Professionals Award
Submit a Nomination Today!

MinnesotaBroadcasters.com

MNARNG Recruiting & Retention Battalion End of the Year Awards

The MBA had the privilege to attend the Minnesota Army National Guard Recruiting and Retention Battalion End of the Year Awards for their recruiters. Get in touch with them below! Congrats to all of the award recipients!

Diamond Club – Recruiter completes annual mission before March 31st.

1SG Michael Beelow, michael.p.beelow.mil@army.mil, 507-206-9117, Faribault Office
SFC William Bostwick, william.b.bostwick.mil@army.mil, 651-356-1824, Cambridge Office
SFC Michael Morland, Michael.e.morland.mil@army.mil, 651-252-8461, Arden Hills Office
SFC Weston Deboer, weston.b.deboer.mil@army.mil, 651-508-14710, U of M Campus Office
SSG Nicholas Evgen, Nicholas.j.evgen.mil@army.mil, 612-709-8466, Maplewood Office
SSG Landon Fairbanks, landon.j.fairbanks.mil@army.mil, 612-619-3083, Otsego Office
SSG Whitney Fuentes, whitney.l.fuentes.mil@army.mil, 651-368-6048, Anoka Office
SSG Gage Maas, gage.v.mass.mil@army.mil, 612-790-8940, Monticello Office
SSG Tyler Stoeckman, taylor.n.stoeckman.mil@army.mil, 651-775-8671, Blaine Office
SFC Jason Strauch, jason.i.strauch.mil@army.mil, 651-328-9425, Faribault Office
SSG Kyle Helland, kyle.i.helland.mil@army.mil, 612-619-3945, Arden Hills Office
SGT Samuel Scholz, Samuel.r.scholz.mil@army.mil, 651-368-6278, Monticello Office



Platinum Club – Recruiter completes 125% of their annual mission before July 31st.

SFC William Bostwick, william.b.bostwick.mil@army.mil, 651-356-1824, Cambridge Office
SFC Tyler Franzen, tyler.j.franzen2.mil@army.mil, 651-304-0731, Cambridge Office
SFC Michael Morland, Michael.e.morland.mil@army.mil, 651-252-8461, Arden Hills Office
SFC Weston Deboer, weston.b.deboer.mil@army.mil, 651-508-14710, U of M Campus Office
SSG Landon Fairbanks, landon.j.fairbanks.mil@army.mil, 612-619-3083, Otsego Office



Top Team – Entire recruiting team completes the overall team annual mission and has the highest write rate in the state.

(Example: 3 teams make their annual mission of 200 enlistments. Team A has 210 enlistments, Team B has 211 enlistments and team C has 212 enlistments... Team C wins top team).

SSG Ross Quigley, ross.m.quigley.mil@army.mil, 651-435-0459, Stillwater Office
SSG Nicholas Evgen, Nicholas.j.evgen.mil@army.mil, 612-709-8466, Maplewood Office
SGT Andrew Austin, andrew.j.austin24.mil@army.mil, 651-508-1357, Maplewood Office
SSG Thao Wong, wong.thao3.mil@army.mil, 612-749-0937, Maplewood Office
SGT Htoo Baw, htoo.baw.mil@army.mil, 612-280-6536, Ceder St (St Paul) Office
SSG Hsar Law De Moo, hsarlawde.moo.mil@army.mil, 612-219-3439, Ceder St (St Paul) Office
SSG Keane Yang, Keane.a.yang.mil@army.mil, 651-508-1340, Ceder St (St Paul) Office
SSG Gregory Hartley, gregory.j.hartley.mil@army.mil, 651-775-9871, Blaine Office
SSG Tyler Stoeckman, taylor.n.stoeckman.mil@army.mil, 651-775-8671, Blaine Office
SSG Bradley Christensen, Bradley.j.christensen10.mil@army.mil, 612-280-4106, Blaine Office
SFC Michael Morland, Michael.e.morland.mil@army.mil, 651-252-8461, Arden Hills Office
SSG Kyle Helland, kyle.i.helland.mil@army.mil, 612-619-3945, Arden Hills Office



Rookie of the Year – Best overall recruiter in their first year by the end of the fiscal year.

SGT Jacob Uhl, jacob.b.uhl.mil@army.mil, 320-808-8990, Alexandria Office



Leonidas Award – Recognizes the top raw production recruiter that embodies the spirit of, “Keeping the main thing the main thing” and relentlessly pursuing excellence.

SSG Landon Fairbanks, landon.j.fairbanks.mil@army.mil, 612-619-3083, Otsego Office



Directors 54 – Recognizes the recruiter that will compete at regional and national competitions. This competition is a consideration of recruiter skills as a soldier and as a recruiter to include their recruiting production, training pipeline success, leadership, military bearing and fitness.

SFC Weston Deboer, weston.b.deboer.mil@army.mil, 651-508-14710, U of M Campus Office

NCSA PEP Program Updates



Minnesota Army National Guard

The radio and TV flight for the Minnesota Army National Guard continues through January 31st. Information can be downloaded [here](#).



Secretary of State Office

The radio and TV flight will be beginning soon. More information will be sent to stations.



Hazelden Betty Ford

The radio flight for Hazelden Betty Ford began on continues through December 31, 2025. A TV flight continues through January 31st, 2025. Information can be downloaded [here](#).



Mental Health Minnesota

The radio flight for Mental Health continues through January 31st, 2026. Information and can be downloaded [here](#).

Why I Serve: Minnesota National Guard

Twin Brothers, Sgt. Jaden Newbanks and Staff Sgt. Jorden Newbanks Develop Career Building Skills in the National Guard

Minnesotans may join the National Guard for many different reasons, but a benefit for some Soldiers is the lifelong skills and professional development they learn through their service.

Twin brothers, Army Sgt. Jaden Newbanks, a carpentry and masonry specialist with the 851st Vertical Engineers and team lead in the Minnesota 55th Chemical, Biological, Radioactive, Nuclear, and Explosive Enhanced Response Force Package's search and rescue team, also known as CERF-P, and Army Staff Sgt. Jorden Newbanks, a mass communications public affairs specialist working full time at Camp Ripley Training Center with the Training Site Unit, have found different career paths but have both found a commonality in how the National Guard has provided additional training and professional development in their lives.



[Read more.](#)

MBA's Job Bank

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

[Media Executive](#)

KBJR-TV in Duluth is seeking a Media Executive. [Click here](#) for more information.

[IT Radio Engineering Technician](#)

KKJM and KYES Radio in St. Cloud are seeking an IT Radio Engineering Technician. [Click here](#) for more information.



[Click Here](#)



Train Your Seller Register Them for P1 Plus!

PROGRAM INCLUDES

7-Week Sales Course
One-on-One Expert Training
Real World Assignments

 **NEXT SESSION
JANUARY 20TH**

p1plus.com

MBA James Wychor Scholarship Fund

Thank you to everyone who participated in the MBA James Wychor Scholarship Fund Silent Auction and other fundraising activities at the MBA Annual Conference! Over \$7,000 was raised for the MBA's Scholarship Fund which helps to further the future of broadcasting in Minnesota with scholarships given to high school seniors pursuing an education in broadcasting. The scholarship application period will open on **March 1, 2025**. Below is an update on our scholarship recipients from the past year.



Emerson Chaloux

Since starting my journey at the University of Missouri, I've realized even more than before that choosing journalism as a major was the right decision. My plan is to focus on Strategic Communications, specifically on advertising. In high school, I had the opportunity to work alongside individuals at a local advertising agency, which sparked my interest in this field even further.



This fall, I'm taking the prerequisite journalism classes in preparation for enrolling in the upper-level courses required for the Strategic Communications track. Throughout my life, and especially in high school, I discovered that I have a natural talent and passion for writing. I've always been interested in journalism, partly due to growing up watching my dad, who is an investigative reporter, and seeing what his work involved. Attending the University of Missouri's renowned School of Journalism is my way of channeling my love for writing and turning it into something useful.

The classes I'm taking this semester have already taught me a lot about myself as a writer, and I've learned about various aspects that are necessary for a career in journalism.

Oren Hamilton

My time at Montana State University has been amazing as I work toward my film degree and intern with the creative team for MSU athletic programs. I have gained so many new skills by being able to work hands-on within the film school as well as through my internship with the creative department. My boss for the creative department is doing my dream job, and I learn a great deal through him, from operating more advanced camera gear and expanding my editing capabilities to increasing my creativity skills. On top of my education and internship, I am living in a beautiful town surrounded by mountains and have been able to go out and do many fun things like camping, hiking, and much more. I'm excited for what's next as the football team I film for continues to win, and the winter season is coming up and will provide new adventures.



Noah Riederer

Hello I am Noah Riederer. I am in my first semester of college at Iowa Lakes Community College. My experience at Iowa Lakes Community College has been really fun especially with the broadcasting of volleyball, girls and boys basketball games. We have also livestreamed a guest speaker and the ILCC Veterans Program.



Noah Simonsen

Hello! My name is Noah Simonsen and I was one of the grateful recipients of the MBA James Wychor Scholarship in 2024. I am currently ending my first semester here at Minnesota State University-Mankato as I pursue a bachelors degree in Communication Studies with the hope of becoming a professional sports broadcaster here in Minnesota! Even with all the help I received from friends and family, the transition from high school to college is a major one. Learning how to balance work and four college classes at the same time sure took some getting used to at the start but I think I'm finally getting the hang of it! Thus, I am all the more grateful to the Minnesota Broadcasters Association for their generous scholarship that will help me to cover the cost of my tuition as I continue to strive for my dream job and career. I will continue to keep my grades high, my reputation strong, and my work ethic thriving so that I can one day become one of the best sports broadcasters in the state of Minnesota.



MBA James Wychor Scholarship Fund Continued...

Nathan Stange

In my first semester at Minnesota State University Moorhead so far, I have been able to create new relationships with people and create new memories. I am taking 5 classes for my first semester and three of them are related to my broadcast journalism major. For one of my classes I had to create a news package with my partner. I played the role of the photographer, and he was the reporter. We will be switching roles for our next news package. For another class I created a three-minute radio story so I'm making these packages and stories, and it has been fun. I am excited to see what the future holds.



The Crest launch event at University of St. Thomas—St. Paul

The MBA attended the launch event for **The Crest at the University of St. Thomas** in the Department of **Emerging Media** on November 8th. The event included an alumni reunion, which brought together generations of University of St. Thomas student media, department alumni and friends of the program.



Assistant Professor, Sky LaRell Anderson gives a tour of the audio recording lab in the Department of Emerging Media.



Dr. April Eichmeier provides opening remarks during the launch event for The Crest at the University of St. Thomas.

MBA Internship Reimbursement Program

The Minnesota Broadcasters Association offers the Internship Reimbursement Program to its member station as a member service. The internship program is an important step in obtaining a job in local radio and TV broadcasting. Below are the basics of how the MBA Internship Program works:



1. Participating MBA Member Stations in good standing who participate in the MBA's NCSA/PEP Program throughout the year, provide students an opportunity to witness and experience "first hand" the operational procedures of a radio or television station.
2. Member stations actively recruit and hire interns that are interested in pursuing a career in broadcasting.
3. Member stations select the intern and pay the intern the relevant minimum wage.
4. Once the internship has concluded, the MBA will reimburse the relevant minimum wage to the member station.
5. Stations participating in the program are eligible to be reimbursed for training up to a maximum of 180 hours.

More details will be announced soon on how MBA Member Stations can participate in the MBA Internship Reimbursement Program.

MBA Members in the Community #WeAreBroadcasters

KARE-TV has partnered with Toys for Toys on their annual Holiday toys and donation collection. At the time of this writing, over 160,000 toys have been collected for children and families in need!



WPVW in Plainview helped to collect 300 pounds of food and over \$1,000 in cash donations for the Plainview Elgin Food Shelf during live broadcasts on November 15th and November 16th!

Hubbard Radio North raised over \$187,000 to benefit Family Wise, along with local child abuse prevention programs in the individual counties in northern Minnesota that they serve!



KSTP-TV hosted their annual Stuff the Sleigh campaign to collect toys and donations for Salvation Army Northern Division. At the time of this writing, enough toys have been collected to help 10,000 families and 30,000 children!

KFXN-FM teamed up with the Minnesota Vikings to collect 16 bins and 8 pallets of toys plus cash donations for the United States Marine Corps' Toys for Tots program!



WCCO

WCCO-TV is collecting donations for Minnesota Assistance Council for Veterans (MACV). MACV is a veteran-focused organization providing services and support to end Veteran homelessness in Minnesota. To date, over \$900,000 has been raised!



WCCO-AM's 22nd Annual Hunger Mission Radiothon raised over \$345,000 for Union Gospel Mission Twin Cities. This brings the overall fundraising total to over \$4.6 million since the Radiothon began in 2003!

KSTP-FM hosted their 26th annual KS95 For Kids Radiothon at Mall of America and raised \$1,081,697! Proceeds benefit Gillette Children's Specialty Healthcare and M Health Masonic Children's Hospital. The day ended as thousands packed the rotunda to sing "Clouds" and celebrate the life of Zach Sobiech. The "Clouds" event raised nearly \$20,000 for the Zach Sobiech Osteosarcoma Fund at CCRP.



KWNG and **KCUE** in Red Wing helped to collect 1,550 pounds of food and over \$400 in cash for the Red Wing Food Shelf during live broadcasts on November 22nd and November 23rd!

KEYY-FM in the Twin Cities hosted their annual Partner in Hope Radiothon to raise awareness and funds for St. Jude. Their Radiothon raised over \$1,254,349!



Midwest Communications stations in Duluth hosted their annual Day of Giving to raise money and awareness for Second Harvest Northland. Together along with SuperOne Foods they raised \$1566.04 (4,698 meals) and 860 pounds of food! Over the last three years, Midwest Communications Day of Giving has ensured over 12,000 meals for Northland neighbors in need!

Broadcasters Foundation of America

With the multiple hurricanes hitting the Southeastern US this year, the Broadcasters Foundation of America has sped up and eased their emergency grant application process. For more than 70 years, Broadcasters Foundation of America has helped TV and radio broadcast professionals who face a long recovery following medical treatments, a critical accident or natural disaster. [Learn more](#) about the Broadcasters Foundation of America and consider a donation today.



MBA Welcomes 2024 Associate Members



Ampers is an association of 18 independent community radio stations in Minnesota.
Contact: [Joel Glaser](#)



BMI is the bridge gap between songwriters and the business and organizations that want to play their music publicly.
Contact: [Dan Spears](#)



Fluence Media is an agency that is called on daily to provide perspective, strategy and execution to clients on public affairs, litigation communication, labor/management, online/social media consulting, crisis communications and other critical issues facing brand, personalities and organizations.
Contact: [Blois Olson](#)



Marketron empowers innovators in the broadcast and media industry to strengthen their market leadership by delivering more scalable, predictable and reliable revenue.
Contact: [Todd Kalman](#)



Media Bridge Advertising is an award winning agency with a mission to fuel client growth.
Contact: [Jessica Birkholz](#)



Minnesota Newspaper Association is the voluntary trade association of all general-interest newspapers in the State of Minnesota.
Contact: [Lisa Hills](#)



The **Minnesota Twins Baseball Network** has grown to include more than 80 stations and 120 signals throughout Twins Territory. The Twins affiliates provide listeners throughout the respective listening areas with pre-game shows, play-by-play action and post-game analysis.
Contact: [Andrew Halvorson](#)



Minnesota News Network is a property of Learfield News & Ag, LLC, a division of Learfield IMG College. MNN provides news, sports and political updates for radio stations across Minnesota.
Contact: [Penny Meier](#)



Offerdahl Broadcast Services, Inc. provides broadcast engineering services to AM and FM stations in Minnesota and North Dakota.
Contact: [Jim Offerdahl](#)



Pavek Museum is Minnesota's source for the history of electronic communication.
Contact: [Gwendolen Nystrom](#)



Phoenix Media Group LLC is a media consultant and brokerage assisting clients in buying, selling, building, and operating radio stations and associated facilities including towers.
Contact: [Steve Moravec](#)



Praedictix delivers weather for three industry sectors: video, graphics and expert consulting. Their broadcast weather videos are used in television, radio, web and social media.
Contact: [Paul Douglas](#)



Red River Farm Network delivers news, markets and weather information to some of the best farmers in the world.
Contact: [Don Wick](#)



ShelettaMakesMeLaugh.com is a multi-media podcasting and production company founded, owned and operated by Sheletta Brundidge.
Contact: [Sheletta Brundidge](#)



SignPro of Mankato is a custom sign graphics/design company that understands broadcast company branding. SignPro can design, build and install your brand on any surface for special events, on vehicle, on building exteriors and interiors, build monument signs and digital signs.
Contact: [Jo Guck Bailey](#)



SnowGlobe Public Relations is a full-service firm that believes great PR can motivate, inspire and - ultimately—change behavior.
Contact: [Kevin Olson](#)



Winthrop & Weinstine believes in putting clients first. They've been disrupting convention ever since. We bring perspective, insight and a whole lot of hustle to protecting and propelling your business. Through a culture of fresh thinking, we put the law to work.
Contact: [Tami Diehm](#)

Chair's Column Continued from Page 1...

Financially, the MBA appears to be strong as the calendar year comes to an end. As you are paying your dues, and considering supplemental dues, —I'm hopeful you can see the fiscal responsibility, work and efforts by everyone involved with the MBA to provide the services to all members along with having a vision for long-term sustainability.

In 2024, we celebrated the 75th Anniversary of the MBA with many milestones, overcoming challenges and growth. Serving as MBA Board Chair has been a great experience and was filled with many broadcast career highlights. I say today, (what I told some others when I began this year) — I hope I don't mess things up! Thank you for your support!

#WeAreBroadcasters

Jim Birkemeyer

President's Column Continued from Page 1...

We will be moving to a new location in 2025, staying in St. Paul and oh so close to making an announcement!

Together we have built a strong foundation of collaboration. Thank you for being an indispensable part of the Minnesota Broadcasters Association. We look forward to achieving even greater milestones with you in 2025.

We wish you a joyful holiday season and an amazing start to 2025!

Wendy

EAS Meeting Continued from Page 5...

The National Weather Service and local emergency management officials also utilize the system to alert the public of local hazards. Broadcast, cable, and satellite operators are the stewards of this important public service in close partnership with state, local, tribal, and territorial authorities. The primary goal of the meetings are to make certain that all are aligned when the system needs to be activated in a local emergency. **John Dooley**, the state's IPAWS Program Manager and **Wendy Paulson**, President of the Minnesota Broadcasters Association helped to facilitate the discussion.

wishing
you

HAPPY HOLIDAYS

from
Minnesota
Broadcasters
Association



Give the MBA a Follow or Like on Social Media

