

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Winter 2025

President's Column-Wendy Paulson

Thank you to our Minnesota local broadcasters for your exceptional coverage, telling the essential stories of Minnesota communities. As we start 2026, I want to share my appreciation for your continued involvement and support of the Minnesota Broadcasters Association. Because of you, the MBA is a credible and respected voice for the broadcast industry at both levels of government.



We are currently in our membership renewal campaign. At present, we have 300 member stations and associate members (local Radio and Television as well as industry stakeholders), add staff to the number of member stations, and we are looking at literally thousands of industry professionals who are members—marketing, storytelling, entertainers, journalists, front office, emerging media and more—all working together to keep Minnesota communities informed and connected.

We had an outstanding 2025 with Joe Johnston of Hubbard Broadcasting as Board Chair (page 2). We enter 2026 with new leadership as Stephanie Hedrick (Gray Media, Rochester) takes the reigns as Board Chair as well as an exceptional Board of Directors to ensure that the Association remains well-governed and forward-looking.

In addition to membership outreach, the MBA collaborates with the NAB and our sister state associations on priorities that matter most to you, our local broadcasters—such as the AM Radio for Every Vehicle Act, FCC regulatory policies, modernization of ownership, and advancing ATSC 3.0. At the same time, we are investing in the future through partnerships with students, our Intern Reimbursement Program, and professional development opportunities geared toward broadcasters of every market size and department.

With your support—particularly through airing PEP—the MBA is positioned to address potential challenges, create opportunities, and continue providing you with the resources you need to serve your communities.

Thank you for being a member! It is truly an honor to serve, and I am excited about the important work that lies ahead!

Congratulations Incoming Board Officers

Congratulations to the 2026 MBA Board Officers, Chair—**Stephanie Hedrick** (Gray Media, Rochester), Vice Chair—**Shannon Knoepke** (Townsquare Media, Rochester, Faribault, Owatonna), Secretary/Treasurer—**RJ Linder** (Lakeland Media, Willmar) and Immediate Past Chair—**Joe Johnston** (Hubbard Television, Twin Cities).



Chair

Stephanie Hedrick
Gray Media, Rochester



Vice Chair

Shannon Knoepke
Townsquare Media,
Rochester, Faribault,
Owatonna



Secretary/Treasurer

RJ Linder
Lakeland Media, Willmar



Immediate Past Chair

Joe Johnston
Hubbard Television,
Twin Cities

Congratulations Incoming Board of Directors

The MBA is excited to welcome, **Lucas Carpenter** (Milestone Radio, Crystal Media Group), **Scott Christensen** (Midwest Communications) and **Eric Lonnquist** (iHeartMedia) to the MBA's Board of Directors! Their terms began on January 1st.



Lucas Carpenter
Milestone Radio, Ramsey



Scott Christensen
Midwest Communications, Duluth



Eric Lonnquist
iHeartMedia, Twin Cities



minnesota broadcasters association



Duluth, Minnesota

MBA OFFICERS

Chair: **Stephanie Hedrick**, VP/General Manager, Gary Media, (Rochester)

Vice Chair: **Shannon Knoepke**, Market President, Townsquare Media (Rochester, Faribault, Owatonna, Preston)

Secretary/Treasurer: **R.J. Linder**, General Manager, Lakeland Media (Willmar)

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

BOARD OF DIRECTORS

Lucas Carpenter, Owner/President, Milestone Radio, Crystal Media Group (Ramsey, Albany)

Scott Christensen, Market Manager, Midwest Communications (Duluth)

Chad Cummings, Owner, Absolute Communications (Worthington)

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

Chris Fee, Owner, Gopher Communications (Crookston)

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

Eric Lonnquist, Region President, iHeartMedia (Twin Cities)

Dan Seeman, VP and Market Manager, Hubbard Radio (Minneapolis/St. Paul)

MBA STAFF

Wendy Paulson, President

wendy.paulson@minnesotabroadcasters.com

Tim Hyde, Director of Operations & Member Services

tim.hyde@minnesotabroadcasters.com



Immediate Past Chair Column—Joe Johnston

Happy New Year!

It is hard for me to believe that 2025 has come to a close. It has been an absolute pleasure to be able to lead the MBA as Board Chair for a second time. It has been an amazing year and one that I will never forget because of all our amazing members, vendors, and partners.



As I reflect on being the MBA Board Chair for 2025, I am proud of the accomplishments the association has made and I am confident that we are set to continue to excel and succeed well into the future.

We continue with our quarterly Ascertainment meetings and have traveled around the State of Minnesota to meet with our members and checking in with our community partners. If you have not attended an Ascertainment meeting, be sure to attend one near you in 2026!

The Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner will be a separate event from our annual conference in 2026. I look forward to seeing all of you back in Stillwater, MN on November 20th. I also hope to see all of you at our annual conference October 7th and 8th in Hastings, MN at the Confluence Hotel.

Our MBA State PAC continues to grow and I look forward to continuing to lead the advocacy charge to strengthen the MBA voice with our legislators as we continue to advocate on behalf of our members all across Minnesota. The work that has been accomplished this past year, both on a local and Federal level, along with the FCC amazes me. Our voice is strong and respected and it is a privilege for me to witness it. Wendy Paulson and I started our weekly Coffee with Legislators campaign this past year getting to know our legislators from around the State of Minnesota and discovering who our MBA champions are. These will continue in 2026!

Our PEP partnerships are stronger than ever and I have enjoyed being a part of the process to grow our revenue and strengthen those relationships. Financially we are a stable and strong association, but I also recognize that this will always be a work in progress as we continue to find ways to support our mission and to serve our members.

It has been a pleasure for me to travel the state and to engage with as many members as possible throughout the past year. To listen and to learn what is important to you as broadcasters. Each and every one of you are a valuable asset to our association!

Continued on page 20.

Save the Date

Love Your Local Broadcaster Day
February 24th, 2026
St. Paul, Minnesota

Save the Date

State Leadership Conference
March 2nd-5th, 2026
Washington, D.C.



Year in Review—Advocacy

It was a privilege to serve our members and the industry throughout 2025. 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 32 stations in meetings on Capitol Hill with Minnesota's Senators and Representatives during the NAB State Leadership Conference discussing the AM Radio for Every Vehicle Act, Local Radio Freedom Act, Media Ownership Rules and opposing any ad tax.
- * Served on the Executive Committee for the National Alliance for 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 48 stations during Love Your Local Broadcaster Day in St. Paul to discuss issues with state lawmakers including sports betting, small business advertising tax credit, and transparency issues.
- * Drafted legislation for a Small Business Advertising Tax Credit to be given to small businesses who advertise with local media (H.F. 2221, S.F. 2637).
- * Testified at the Minnesota State Capitol in front of House and Senate Committees to oppose a proposed social media ad tax.
- * Advocated to have a provision in the 2025 State and Local Government Omnibus Bill requiring state agencies to report where they spend advertising dollars.



Year in Review—Services

- * Provided a two-day Annual Conference that included discussions on sales, advocacy, digital, AI, recruitment and offered a free sales training day for sales professionals.
- * Continued to offer an internship reimbursement program which helps grow internship opportunities for students at MBA Member stations.
- * Partnered with other state broadcast associations to offer training and educational opportunities with events like the Heartland Media Conference and the Midwest Regional Broadcasters Clinic.
- * Engaged in recruitment events including Career Connect Day, STEAM Summit, Midwest Journalism Conference and a number of High School Career events.
- * Offered 25+ webinars and live events focused on sales, digital, political advertising, cybersecurity, advocacy and more.
- * Supplied training for members through the Ten Minute Trainer Network platform with content and live events on sales, digital, management and professional development.
- * Awarded the first-ever Service to Minnesota Awards for radio and TV for their commitment to community service and the MBA Young Professional of the Year Award



Recent Meetings on Capitol Hill

MBA President, **Wendy Paulson**, MBA Board Chair, **Joe Johnston** and MBA's Director of Operations and Member Services, **Tim Hyde** traveled to Washington, DC. recently for meetings on Capitol Hill. Issues of focus were the AM Radio for Every Vehicle Act, Ownership Modernization, Local Radio Freedom Act and ATSC 3.0.



Meeting with
Rep. Morrison



Meeting with
Rep. Fischbach



Meeting with
Rep. Stauber



Meeting with
Rep. Finstad



Tim Hyde, Joe Johnston,
Wendy Paulson

MBA Attends NAB Holiday Gathering

While in Washington, D.C. for meetings on Capitol Hill, the MBA attended the National Association of Broadcasters Holiday Gathering. It was great to see **Senator Amy Klobuchar** and **Majority Whip Tom Emmer** and members of their staff attend as well!



AM Radio for Every Vehicle Act Update

The AM Radio for Every Vehicle Act (H.R. 979, S. 315) is making progress in Congress. Thank you to our Minnesota co-sponsors including **Senator Amy Klobuchar**, **Senator Tina Smith**, **Rep. Angie Craig**, **Majority Whip Tom Emmer**, **Rep. Brad Finstad**, **Rep. Michelle Fischbach**, **Rep. Ilhan Omar**, **Rep. Pete Stauber**, **Rep. Betty McCollum** and **Rep. Kelly Morrison**. At the time of this writing there are 316 co-sponsors in the House and 62 co-sponsors in the Senate. The MBA has been told that Rep. Scalise has promised NAB that the bill will be brought to the floor of the House for debate and vote in the near future.

Local Radio Freedom Act Update

The Local Radio Freedom Act continues to gain support in Congress (H.Con.Res.12, S.Con.Res.8). Thank you to current co-sponsors, **Majority Whip Tom Emmer**, **Rep. Brad Finstad**, **Rep. Michelle Fischbach**, **Rep. Betty McCollum** and **Rep. Pete Stauber**. At the time of this writing there are 222 co-sponsors in the House and 25 co-sponsors in the Senate. The MBA continues to work with the offices of **Senator Amy Klobuchar**, **Senator Tina Smith** and **Rep. Angie Craig**, **Rep. Kelly Morrison** and **Rep. Ilhan Omar** for their support.

MBA Meetings with State Lawmakers

The MBA has been hosting meetings with our State Lawmakers to discuss issues and gain support on issues like the Small Business Tax Credit (H.F. 2221, S.F. 2637). The MBA took the opportunity at a recent meeting with **Sen. Ann Rest** for her efforts and support of local broadcasters.

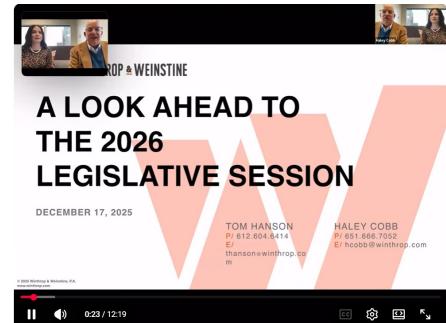


Minnesota Legislative Session Preview

Tom Hanson and Haley Cobb of Winthrop & Weinstine give MBA

Members a preview of the upcoming Minnesota Legislative Session. They look at the state fiscal budget, small business tax credit, state agency advertising reporting, sports betting and data privacy and AI governance.

[Watch here.](#)



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](#).

MBA Webinar Recording: Family Leave/Earned Sick and Safe Time Law

The MBA hosted a webinar with Hannah Weber of Winthrop & Weinstine to provide an overview and more information on the State of Minnesota's Family Leave and Earned Safe and Sick Time Law. [Click here](#) to watch the recording. The passcode is: &@E%6RGq

Other Resources:

[Premium rate and contributions/Minnesota Paid Leave](#) – Use to estimate employer premiums

[Minnesota Department of Employment and Economic Development](#) – Sign-up for updates

[Minnesota Paid Leave – Mandatory poster](#)



2026 RMT Dates and Times

All Minnesota EAS RMT's will happen on the **first Wednesday of the month**. Daytime will be at 13:44. Nighttime are at 22:44.

Daytime

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

Nighttime

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

2025 EAS Plan



EAS Listserv

Do you or a staff member that needs to be added to the EAS Listserv for important EAS Updates? Please reach out to [Tim Hyde](#).

Small Business Tax Credit

The MBA worked with legislators during the early months of the 2025 legislative session on crafting a new piece of legislation, the **Small Business Advertising Tax Credit** (H.F. 2221), which was introduced in the Minnesota House on Wednesday, March 12, by **Rep. Jim Joy** (R-Hawley). A companion bill, S.F. 2637, was introduced in the Senate on March 17th by **Sen. Grant Hauschild** (DFL-Hermantown).



This legislation is intended to help sustain, and ultimately grow, local news by encouraging small businesses to advertise through their local news entities, including radio television and newspaper. In return, the small businesses will get a portion of what they spend on advertising back from the state through a tax credit. The goal is to create a cycle that benefits small businesses, local news organizations and local economies.

The MBA continues educating legislators to advance this important bill during the 2026 session.

Broadcast Advocate Podcast

Countering the misconception that “young people don’t like radio” college radio stations around the country continue to thrive and attract smart, dedicated students who love the medium. In this episode hosted by David Donovan (NYBA) and Jordan Walton (NJBA) speak with Hofstra University’s WRHU 88.7’s longtime programmer and current GM John Mullen, station manager Ashley Blum, and on-air personality and Director of International Programming Ricky Hubert about how young people view radio and how the industry can support these future broadcasters and radio listeners. Give it a watch and listen [here](#).



2026 MBA Membership Dues

2026 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 September 30, 2025, the Board voted to keep dues flat. These annual dues fund the critical advocacy efforts at both the state and federal levels to protect the interests of Minnesota broadcasters.

Annual membership dues for 2026 are based on 2025 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:

- * Gross Revenue is defined as revenue from all broadcast spot sales. This excludes revenue from political advertising, production and retransmission.
 - * 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.
- * 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).

NOTE: Up to 40% of 2026 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.

Please compute 2026 Annual Membership Dues for your ownership group and remit payment by January 31, 2026 to:

Minnesota Broadcasters Association
Attn: 2026 Annual Dues
2700 Territorial Road, Suite 100
St. Paul, MN 55114



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!



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

Did you know? If you work at an MBA Member Station...you're an MBA Member! That means you're part of a powerful network and have full access to all the resources, events, and services we offer.

- ◆ Jump into the Ten-Minute Trainer Network ([see below](#))
- ◆ Tune in for a Third Thursday Session ([see below](#))
- ◆ Explore opportunities for growth and connection like the MBA Ambassador Group ([page 12](#))
- ◆ Need a quick answer to a legal question? You've got access to our MBA Legal Hotline Attorney's David Oxenford and Mark Anfinson for expert guidance on EEO, FCC and advertising questions. ([pages 16 & 20](#))
- ◆ Do you have a job opening? Send it to me and we'll post it to the MBA's Job Bank ([page 12](#)) and across our social media channels to get your opportunity in front of the right eyes.



Tim Hyde

MBA's
Director of
Operations & Member
Services

That's just the beginning! Join one of the MBA Committees! Whether you are passionate about advocacy, education, events, innovation—our committees are where ideas become action. Plus—they're generally fun and great way to connect with other broadcasters. Interested in joining a committee? Reach out to [me](#) or [Wendy Paulson](#).

The services wouldn't be possible without our members support of the MBA's NCSA/PEP campaigns with the Minnesota National Guard, Mental Health Minnesota, and more. Thank you for airing these campaigns and making an impact in communities throughout the state.

If you have ideas for new services, want to get more involved, or simply want to learn more—I'd love to chat! Thank you for being a member! We are stronger with you in it!

Ten Minute Trainer Network and Rising Above: Free for MBA Members!

TEN X MINUTE TRAINER
NET W O R K

Click Here

Register for access to unlimited training content for FREE with your Association Membership!



RISING ABOVE
ELEVATE YOUR TEAM'S PERFORMANCE
PRACTICAL TRAINING FOR IMMEDIATE IMPACT

Click Here



Stephanie Thielson, Speed Morris, Darron Steenberg, Erik Therwanger
Jason Younger, Savannah Gillispe, Chris Brum, Brandi Hall

JANUARY 28TH - 29TH
RISINGABOVESUMMIT.COM

REGISTER TODAY
SCAN ME

Third Thursday Session Series: Free for MBA Members!

2026
THIRD
THURSDAY
SESSIONS



All sessions begin at 12PM CST and will be recorded and distributed to each registered attendee. These are **FREE for MBA members**. Use the coupon code: **NASBA26** when registering. Click the links on the right to register.

January 15th, 2026: [Small Market Success Stories](#)

February 19th, 2026: [Leading Through Chaos](#)

March 19th, 2026: [Recruiting and Retaining in an AI World](#)

April 16th, 2026: [AI in the Newsroom](#)

May 21st, 2026: [2026 Broadcast Policy Update](#)

June 18th, 2026: [Getting in the Room: Political Ad Dollars](#)

July 16th, 2026: [IT Security: Safety and Compliance](#)

September 17th, 2026: [Creating Breakthrough Content](#)

October 15th, 2026: [Community Building in Radio](#)

November 19th, 2026: [Ask Anything, a Candid Q&A](#)

Heartland Media Conference set for May 5-6, 2026

The 3rd Annual **Heartland Media Conference** will take place **May 5th-6th, 2026** in Fargo, North Dakota. The Heartland Media Conference is produced in partnership with the **MBA, North Dakota Broadcasters Association** and **South Dakota Broadcasters Association**. Registration launches soon! Hotel rooms can be booked [here](#).



Butch DeLaHunt of DeLaHunt Media.

Mary Niemeyer of Townsquare Media.

Derron Steenbergen of the Swagger Institute.

MBA Past Chair, Jim Birkemeyer of R&J Broadcasting, Inc.

MBA Board Chair, Joe Johnston of Hubbard Broadcasting.

MBA President, Wendy Paulson, Sen. Kevin Cramer, SDBA President, Katie Sieverding, NDBA Executive Director, Beth Helfrich.

Midwest Regional Broadcasters Clinic set for Sept 14-16, 2026

The Midwest Regional Broadcasters Clinic is a collaborative effort between the engineering teams of the **Wisconsin Broadcasters Association** and **Minnesota Broadcasters Association**. **2026 will mark its 70th year!** This year, attendees from 25 different states and over 45 exhibitors attended. **Save the dates for 2026!**

September 14th-16th, 2026 in Madison, Wisconsin. Check out the Midwest Regional Broadcasters Clinic website [here](#).



MBA Annual Conference and Awards set for October 7-8, 2026 in Hastings

The 2026 **MBA's Annual Conference** will take place in **Hastings, MN, October 7th-8th** at the Confluence Hotel. New in 2026 will be an awards dinner. More details are coming soon for a slate of awards, categories, entry details and much more. The MBA looks forward to celebrating our members where the Mississippi meets the St. Croix River next Fall! Registration for the conference will launch in March.



2026 Minnesota Broadcasters Hall of Fame Induction Ceremony set for November 20th

The 2026 Minnesota Broadcasters Hall of Fame Induction Ceremony will take place in Stillwater on November 20th, 2026.

The Minnesota Broadcasters Hall of Fame nomination period wrapped up earlier this month. Watch out for details on the announcement of the 2026 Minnesota Broadcasters Hall of Fame Class coming out soon!



2025 Minnesota Broadcasters Hall of Fame Inductees. (Left to right: **Caroline Lowe**, **Brett Paradis**, **Terri Traen**, **Lou Nanne**, **Alan & Linda Quarnstrom**, **Dennis Carpenter**).



[Watch the full 2025 Minnesota Broadcasters Hall of Fame Induction Ceremony](#)

DENNIS CARPENTER

CAROLINE LOWE

LOU NANNE

Dennis Carpenter
[Induction Video](#)

Caroline Lowe
[Induction Video](#)

Lou Nanne
[Induction Video](#)

BRETT PARADIS

ALAN AND LINDA
QUARNSTROM

TERRI TRAEN

Brett Paradis
[Induction Video](#)

Alan & Linda
Quarnstrom
[Induction Video](#)

Terri Traen
[Induction Video](#)

Participate in 2026 ABIP Inspections

FCC Alternative Inspections are scheduled to take place starting in mid-April 2026. 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 or FCC Online File review). These inspections can also identify issues that could raise problems at license renewal time. Experienced engineers will inspect Minnesota stations as soon as they are able to get into the field (pending snow/ice). [Click here](#) to sign up your station(s) today.



Craig Bomgaars
ABIP Inspector

2026 ABIP Rates

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



Call back/re-inspection: \$65/hour

Note: There is no-charge for co-located translators.

MBA Ascertainment Meeting—Alexandria

MBA Members in Alexandria and surrounding areas, gathered on November 14th for an MBA Ascertainment Meeting to hear from representatives from six community organizations including the **Minnesota Army National Guard, Alexandria Police Department, Douglas County Emergency Management, Habitat for Humanity, Car Care Program, Douglas County Historical Society, and Outreach Food Shelf**. Thank you to Chris Uhde of Leighton Media for securing the location and Joe Johnston of Hubbard Broadcasting for your outreach to develop the agenda. **The next MBA Ascertainment Meeting date and location will be announced soon.**



Pavek Museum After Dark: House on Haunted Hill Event

Minnesota Broadcasters Hall of Famers including **Freddie Bell, Eric Eskola, Diana Pierce, Don Shelby, Terri Traen and Cathy Wurzer** gathered to perform the **House on Haunted Hill** radio play with a Minnesota twist. This annual signature fundraising event showcases a live radio play featuring members of the Minnesota Broadcasters Hall of Fame. MBA President, **Wendy Paulson** was on hand to cheer them on!



MBA Young Professional Award

Submit a nomination for the MBA Young Professional Award. Monthly finalists will be selected to go into the final selection for the MBA Young Professional of the Year Award which will be awarded at the MBA Annual Conference in the Fall. Congratulations to **Karisa Rogers** of KTIS Faith Radio on becoming the MBA Young Professional of the Year for 2025! Learn more and make a nomination [here](#).



2025 MBA Young Professional of the Year!

Karisa Rogers

KTIS Faith Radio—Minneapolis/St. Paul



MBA Participates in STEAM Summit and Career Pathways Events

Recently the MBA participated in the **STEAM Summit** in Rochester which brought in 3,000 to learn more about careers in STEAM. MBA Members were on hand to speak to students from southern Minnesota about careers in broadcasting. The following day, the MBA attended **St. Louis Park High School's Career Pathways Career Fair**. The MBA is also currently involved with the St. Louis Park High School Career Pathways program advisory committee focused on Journalism and Communication careers.



MBA's Job Bank

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

Reporter

KMSP-TV in Eden Prairie is seeking a Reporter. [Click here](#) for more information.

Account Executive

Hubbard Radio in Wadena is seeking an Account Executive. [Click here](#) for more information.

MBA Ambassador Program

The MBA Ambassador Program is designed to engage and empower passionate industry professionals to serve as liaisons between Ownership and Senior Managers, the MBA and colleagues. Ambassadors help to foster relationships within their organizations to promote MBA initiatives. If you or someone you know is interested in being an MBA Ambassador, please reach out to the [MBA](#). Shout out to our Ambassadors below!



Rocco Bonello

Hubbard Radio

Twin Cities

Zach Fuller

Gray Media

Rochester

Geoff Jones

Milestone Radio

Ramsey

Emily Scott

iHeartMedia

Twin Cities

Chris Uhde

Leighton Media

Alexandria

Jessica Williams

Townsquare Media

Rochester-Preston

In Memoriam



Ed DeLaHunt
passed away on October 25th.

Member Updates



Chris Lemke has been named Executive Director at **Kinship Radio**.



Yonci Jameson has been named Music Director and Host of the Afternoon Cruise on **KBEM-FM**.

Photo Booth at the MBA Annual Conference

The photo booth was in use at the 2025 MBA Annual Conference in Stillwater! Check out some of the fun photos below.



Do you have updates that you would like to share with the MBA? Please send photos, staff updates, station(s) in the community and any other fun information to [Tim Hyde](#) for posting in next Minnesota Broadcaster Newsletter!

MBA James Wychor Scholarship — Applications Accepted Beginning March 1st

The application for the MBA James Wychor Scholarship for Minnesota High School Seniors opens up on March 1st. Minnesota High School Seniors that are pursuing an education and career in a broadcasting related field are encouraged to apply. Learn more [here](#).

Checking In With This Year's Scholarship Recipients

Kristy Moore

I'm attending the University of Wisconsin-River Falls and double-majoring in Journalism and Communication Studies. I'm enjoying school so far, and I have learned a lot in just my introductory courses. I am a part of the student run newspaper on campus, the Student Voice, and have even had several articles published. I'm also interested in joining UWRF's own WRFW 88.7 and exploring opportunities to record my own podcast.



Nicole Olson

My time at Saint Cloud State University has been nothing but wonderful. The campus atmosphere is lovely and I have been enjoying my classes. My declared major is Mass Communications—which has helped me get into SCSU's broadcast team; Husky Productions. Though I am still quite new to the team, it's been fun to work as something called a shader. Essentially, I control the brightness and color matching of cameras. I look forward to learning more about broadcasting and owe a lot of credit to my former broadcast director Ted Kiefat (Rails.TV).



Anna Ramsey

My year so far at NDSU has been great. It has been such a fun experience getting to see what life is like on campus. Even just in the first semester I feel like I have learned many new things from my great professors. I have made many new friends who are also studying the same major as me. It is nice being able to connect over similar classes. There are so many good clubs to join. I joined the Women in Business Club and I have been enjoying it. I can't wait to see what the future holds for me at NDSU!



Allison Restovich

I'm finishing up my first semester at Iowa State as a Sports Media and Communications major, and couldn't be happier with my decision. I joined the Sports Media Club, which has already given me several exciting and valuable opportunities. We attended a career fair at Casey's Center and afterward, watched an Iowa Wild game. Through the club and my classes, I've made several connections across different areas of the sports media world. One connection that has been especially helpful was Jared Calvert, who is the Assistant Director for Network Production for [Cyclones.TV](#). I met him during a seminar my journalism class attended and, afterward, I reached out about job openings and job shadowing opportunities. Because of that, I was able to shadow a student reporter during a men's basketball game and a student working with commercial graphics during a women's basketball game. I was also informed a position had recently opened up. I took the position and I'm looking forward to working in that role this Spring semester. I'm grateful for the chance to gain real-world experience so early in my college career and looking forward to building off of it as I continue towards a future in sports media.



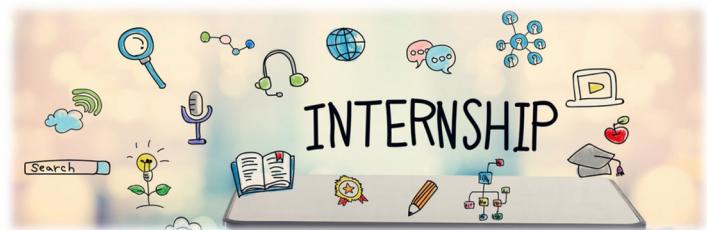
Zach Sweere

My name is Zach Sweere, and I am currently majoring in Broadcast Journalism at Minnesota State University Moorhead. My first semester of school has been nothing short of fantastic. I have already been able to dive into my interests in and out of the classroom. My most major related course is Video Production for Ad, News, and PR. I have been able to learn the skills and techniques of shooting, writing, and editing a news story together, which I believe will be fundamental as I continue my education. Even more exciting is that I have had the opportunity to join Minnesota State University Moorhead's Go! Team. My involvement has led me to do camera work for various sports like soccer, volleyball and football. The Go! Team has an amazing student run sport broadcast program and it has been a great experience. Through Go! Team I was also able to make connections that led me to a work opportunity with the National Federation of State High School Network (NFHS) network in which I did camera work. This was an incredible opportunity to gain experience in a professional setting. I am very excited to start Spring semester as I will be participating in our schools Campus News. Overall, I have had a great first semester and am looking forward to the upcoming semester and beyond.



MBA Internship Reimbursement Program

The Minnesota Broadcasters Association offers the Internship Reimbursement Program to its member stations. The internship program is an important step in obtaining a job in local radio and television broadcasting. The program is funded by the Minnesota Broadcasters Association. The program is run by MBA's member stations and runs throughout the year. Those interested in an internship should contact the stations directly.



The MBA is thrilled to announce the internship program that kicked off in 2024 and continues in 2026. Below are the basics of how the MBA Internship Program works:

1. Participating 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 interns 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 up to a maximum of 180 hours.

For more information and if you would like to participate, [download the form](#) and return it to tim.hyde@minnesotabroadcasters.com.

MBA to Award Scholarships for the April 2026 NAB Show

We are excited to announce four MAB Scholarships will be awarded to attend the 2026 NAB Show, April 18th-22nd in Las Vegas! The NAB Show brings together the global media and entertainment community to explore new ideas, discover emerging tools and shape how stories are created, distributed, and monetized. Whether you're a content creator, marketer, or are engaged in technological advancement you'll find a conference packed with program and workshops tailored to your skill level and interests. To register and learn more as to how to be considered for one of the MBA Scholarships, [click here](#). Two Radio MBA Members and two TV Members will be drawn on February 6th.



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](#).



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



Mark Aulinson
First Amendment and Media Law
Attorney

Recently, President Donald Trump signed an executive order directing U.S. Attorney General Pam Bondi to shift marijuana from a Schedule I drug under federal law (which applies to illegal drugs such as heroin and LSD), to Schedule III (which covers drugs with some medical benefits though still having addictive potential, such as steroids, ketamine and Tylenol with codeine).

The decision is significant for several reasons, one of which is the potential for creating a new stream of advertising dollars for broadcasters.

A long-standing federal law makes it a crime for broadcasters to carry advertising promoting marijuana, along with other Schedule I drugs. The law has largely scuttled the ability of broadcasters to sell marijuana product advertising, even in states like Minnesota where such products are now legal. But the executive order seems to suggest that the federal barrier to marijuana advertising may be finally revised.

It's important to understand that President Trump's decision does not automatically and immediately reschedule marijuana. Instead, his executive order directs the Attorney General to "complete the rulemaking process" around rescheduling marijuana to Schedule III "in the most expeditious manner in accordance with Federal law." Once the Attorney General issues a new rule, there will be a public comment period. The reclassification process may be delayed by lawsuits challenging the reclassification. And Congress could even get involved. But given President Trump's emphatic support, it is highly probable that the law will change in the reasonably near future.

Yet despite the federal decision to reschedule marijuana, the cannabis industry in Minnesota and other states that have legalized the drug will still be considered out of compliance with some aspects of the federal law. That's because Schedule III drugs are medications regulated by the FDA that require a prescription from a doctor, and which must be filled by a pharmacy. Under federal law, it's a crime to possess Schedule III drugs without a prescription. And Schedule III drugs are still regarded as controlled substances, meaning they're subject to some federal restrictions on the manufacture, sale, and possession.

As a result, there's going to be a period of uncertainty while the rescheduling process moves forward, with respect to marijuana advertising carried by broadcasters, along with several other questions.

Continued on page 20.

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](#).



Getting Ready for 2026 Election -- Steps Broadcasters Should Be Taking

Now to Avoid Legal Issues with Political Broadcasting

January 2026 Regulatory Dates for Broadcasters

2026 Broadcasters Calendar



David Oxenford
MBA Legal Hotline Attorney
Wilkinson|Barker|Knauer

NAB Crystal Radio Awards Finalists

Finalists for the **NAB Crystal Radio Awards** have been announced. Congratulations to **KIKV-FM** (Alexandria), **KBHP-FM** (Bemidji), **KBLB-FM** (Brainerd), **KSTP-FM** (Minneapolis/St. Paul), **KTMY-FM** (Minneapolis/St. Paul), **WCCO-AM** (Minneapolis/St. Paul), The Crystals honor radio stations for excellence in community service. Winners will be announced on March 3rd, 2026 at the State Leadership Conference in Washington DC. [Learn more](#).



MBA Broadcasters Week of Kindness

The 3rd Annual MBA Broadcasters Week of Kindness took place during the week of August 4th, 2025. This included stations raising over \$400,000 for community organizations, serving, packing and collecting over 200,000 meals for local food shelves, donating hundreds of volunteer hours to picking up trash, organizing community events and supporting animal shelters, stuffing busses with school supplies for local students and teachers and bringing awareness to organizations that support veterans, cancer patients, and underserved communities. Thank you to MBA Members for supporting your communities every day! **Save the dates for 2026: Week of August 3rd, 2026 for the 4th Annual Broadcasters Week of Kindness!**



MBA Members in the Community #WeAreBroadcasters

Stories of our member stations in the community are important to share with our lawmakers! Throughout the year, please send any community work to [Tim Hyde](#). Check out just a snapshot of members in the community over the last couple months below! Learn more [here](#).

For their 14th Annual Food Drive, the **KWNG** and **KCUE** Red Wing teams, partnered with Walmart to raise \$425 and collect over 2,400 pounds of food for their community in just 2 days!



For their 34th annual food drive, the KWNG/KCUE Red Wing teams partnered with their local Walmart to raise \$425 and collect over 2,400 pounds of food for



The **WCCO-AM** Interrupt Homelessness Radiothon raised over \$350,000 for Union Gospel Mission Twin Cities!

The annual **K102** Radiothon for St. Jude Children's Hospital raised \$1,279,430!



The **KS95** for Kids Radiothon raised \$1,092,342 for Gillette Children's Hospital and M Health Fairview Masonic Children's Hospital Cancer Program!

NCSA PEP Program Updates



Minnesota Army National Guard

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



Mental Health Minnesota

The radio flight for Mental Health Minnesota continues. Information and can be downloaded [here](#).

Minnesota National Guard Spots Coming Soon

Members of the Minnesota Army National Guard's Recruiting and Retention Battalion participated in the recording of the MBA's NCSA/PEP MN Army National Guard radio and TV spots recently. New spots will be sent to stations soon!



790 SHOWS
AIRED



HAPPY NEW YEAR

2026

New Year's Resolution Idea:
Bring Minnesota Military Radio to your listeners in 2026!

www.MinnesotaMilitaryRadioHour.com | anna@minnesotamilitaryradio.com



MBA 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](#)



Hubbard School of Journalism at the University of Minnesota is preparing students for the evolving world of journalism, advertising and public relations.
Contact: [Elisia Cohen](#)



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](#)



Midwest IT provides managed IT support, cybersecurity and cloud services.
Contact: [Ron Smieja](#)



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](#)



National Association of Farm Broadcasting (NAFB) has connected farm broadcasters with the agricultural community and the agri-marketing industry since 1944.
Contact: [Gardner Hatch](#)



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



PAVEK MUSEUM **Pavek Museum** is Minnesota's source for the history of electronic communication.
Contact: [Nina Larson Weber](#)



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](#)



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



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](#)

Immediate Past Chair Column—Joe Johnston Continued

Continued from page 2.

I am looking forward to working with Stephanie Hedrick, your 2026 MBA Board Chair and supporting her in any way I can. She is going to be a great chair and we are lucky to have her.

I want to thank Wendy Paulson, Tim Hyde, Rosanne Rybak, James Reed, Anita Kraft, Tami Diehm, Tom Hanson, Andrea Rau, and Haley Cobb for all of their hard work and for their willingness to put up with me.

Finally, thanks to all of our members for being amazing broadcasters and even better human beings. I wish you nothing but happiness and success in the year ahead.

Cheers!

Joe Johnson
2025 Chair, Minnesota Broadcasters Association

Mark Anfinson Column Continued

Continued from page 16.

As broadcasters know, the decision to reschedule marijuana has been debated for years. In October 2022, President Joe Biden directed the Department of Health and Human Services to review how marijuana is scheduled under federal law. HHS completed its review in 2023, and determined that marijuana has some legitimate medical benefits, recommending that it be reclassified as a Schedule III drug. But that recommendation got bogged down in the bureaucracy, and was never acted on.

Once marijuana is reclassified as a Schedule III drug, the cannabis industry will certainly get a financial boost—in the wake of the executive order from President Trump, cannabis stock prices immediately jumped 15%. And with the move to Schedule III, it seems likely that much more investment capital will be directed to the marijuana industry. In addition, legal marijuana companies will be able to get out from under a provision of federal tax law applicable to sellers of Schedule I drugs that imposes an effective tax rate of about 60% of gross revenue. As a Schedule III drug, cannabis companies can use the same tax deductions as other businesses do, likely saving them hundreds of millions of dollars. And speaking optimistically, these financial changes could mean a lot more money available for marijuana advertising, if the legality of that advertising is confirmed.

Stay tuned, as they say. More clarification on the advertising issue should be coming soon.

Give the MBA a Follow or Like on Social Media

