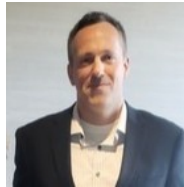


MINNESOTA BROADCASTER

Minnesota Broadcasters Association, July 2021

CHAIR'S COLUMN

It looks like we are finally out of the pandemic! With high school sports, county fairs, festivals, and even the Minnesota State Fair back this summer, it looks like things are getting back to normal. I hope the recovery has treated you well and things continue to improve after a rough 12 to 15 months. One thing that hasn't changed is the music industry trying to shake down radio stations. They continue to push to get more money from us and it is extremely important that you contact your Congressmen and Congresswomen to co-sponsor the Local Radio Freedom Act.



Our local city and county governments seem to be flush with money from the various COVID relief funds. Make sure you are talking with your City and County Administrators and various departments to try to get a piece of the pie. Many counties have more money than they know what to do with, so make sure to check in with them.

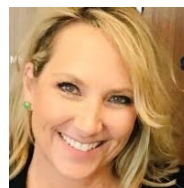
We aren't wishing away summer, but make sure you mark down October 5 and 6 on your calendars so you can attend the Minnesota Broadcasters Association Annual Meeting at the JX Event Center and Hotel Crosby in Stillwater. I look forward to getting back together again. Have a great summer!

Chris Fee

PRESIDENT'S COLUMN

Hello Folks!

I want to take you back to Spring 2020, just over a year ago. We asked our Radio and TV members to participate in a recovery survey with the purpose to share results with Sen Klobuchar regarding recovery timing. Responses came in from 48 General Managers from the Twin Cities and Greater Minnesota, representing 45% of metro membership and 64% of Greater MN membership.



Revenue in metro and greater MN was down 30-70%, disproportionately affecting greater MN due to small business closures. The majority of metro stations projected it would take 6 months to 1 year to recover and operate independently from grants and loans. Greater MN stations projected a minimum of 6 months recovery time, with some projecting upwards of 1-3 years.

Looking at those responses today, I am happy to share that most broadcasters in our state that I have talked with, are within their recovery prediction. Yes, there's still work to do, but we're on our way. It's with this in mind that our Annual Meeting Planning Committee has themed our October event, "The New Roaring Twenties, Future Decade of Growth Driven by Economic Recovery". I hope you'll join us in Stillwater for our October 4th Social, and Sessions October 5th and 6th ([see page 6](#)).

Tim and I have been on the road visiting MBA members ([see page 13](#)). We thank you for responding with answers to our key question, 'What can we do for you' and 'How can we help you'. From the National Guard Market visits (thank YOU for your PEP participation), to getting regional radio and TV stations together for luncheons, we are loving see you all!

Our Virtual State Leadership Conference ([see page 3](#)) had Minnesota front and center and we thank our MOC for their bi-partisan support of the LRFA. At this writing, Representatives Emmer, Phillips, Hagedorn and Stauber have signed on to co-sponsor ([see page 2](#)).

If you're looking for a spot to work remotely, just want to come over to say hello, please let us know! I can promise the semi-flavorful coffee will be hot and the greeting warm!

Many Thanks for your membership and support!

Wendy

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

- 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's St. Paul Office



MBA OFFICERS

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

Vice-Chair: Shannon Knoepke, SVP Market Manager, Audacy (Twin Cities)

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

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

BOARD OF DIRECTORS

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

Mike Durkin, Managing Editor, KMSP-TV and WFTC-TV (Twin Cities)

David Harbert, VP/General Manager, KAAL-TV (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 Broadcasting (St. Cloud+)

Mark Ricci, General Manager, Paskvan Media (Bemidji)

Oscar Rodriguez, General Manager, Univision WUMN-LD (Twin Cities)

Todd Wentworth, General Manager, KBJR-TV, Quincy Media (Duluth)

MBA STAFF

Wendy Paulson, President

wendy.paulson@minnesotabroadcasters.com

Tim Hyde, Director Member Services

tim.hyde@minnesotabroadcasters.com



@Minnesota Broadcasters Assoc.



@MNBroadcasters



@Minnesota Broadcasters Association

WWW.MINNESOTABROADCASTERS.COM

MBA DAY ON THE HILL MEETINGS

MBA leaders spent time on May 12th and May 20th meeting with Minnesota's Members of Congress and Senators as part of the 2021 MBA Virtual Day on the Hill. MBA leaders discussed and emphasized national issues affecting the Broadcast industry.

ISSUES DISCUSSED WITH MEMBERS OF CONGRESS

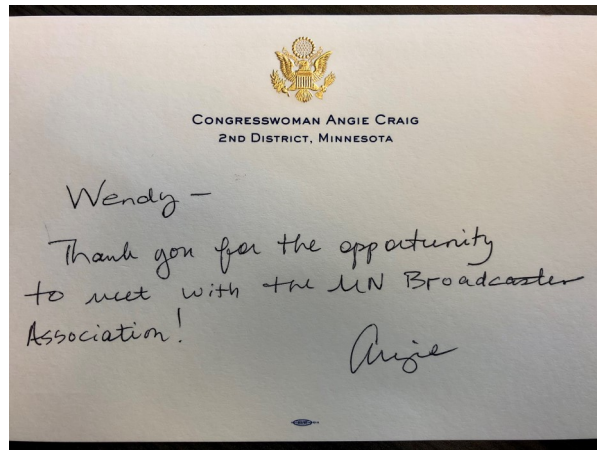
- ♦ **Local Radio Freedom Act**—Congress should not enact a government-imposed performance tax on local radio. Thank you to **Congressman Emmer, Congressman Phillips, Congressman Hagedorn** and **Congressman Stauber** for your support of the LRFA. It is imperative that you contact our Members of Congress to let them know how important the LRFA is to the radio industry and to Co-Sponsor the LRFA. We continue outreach to those who have NOT signed on to Co-Sponsor at the time of this writing: **Betty McCollum** (D-MN-4), **Angie Craig** (D-MN-2), **Ilhan Omar** (D-MN-5), **Michelle Fischbach** (R-MN-7).
- ♦ **Journalism Competition and Preservation Act**—Preserving local journalism in the age of big tech, Broadcasters support the Journalism Competition and Preservation Act to ensure a viable and sustainable future for local journalism.
- ♦ **Advertising Tax**—Congress should not pass legislation that hurts free, local broadcasting by modifying tax laws to make advertising more expensive for businesses.
- ♦ **Diversity Tax Certificate Program**—Broadcasters support legislation to reinstate the Diversity Tax Certificate Program.

Thank you to our MBA members who participated
in the 2021 MBA Virtual Day on the Hill on behalf of
Minnesota Broadcasters!

Nic Anderson, Salem Media Group, Eagan
Jim Birkemeyer, R&J Broadcasting, Aitkin, Ada, International Falls
Brent Borgen, Borgen Broadcasting, Lakeland
Dennis Carpenter, Milestone Radio LLC, Ramsey, Albany
David Harbert, Hubbard Broadcasting, Rochester
Joe Johnston, Hubbard Broadcasting, St. Paul
Shannon Knoepke, Audacy, Minneapolis
Maynard Meyer, Lac Qui Parle Broadcasting Inc. Co., Madison
Mary Niemeyer, Townsquare Media, Duluth
Sheila Oliver, FOX Television, Eden Prairie
Felicia Ortega, Borgen Broadcasting, Lakeland
Oscar Rodriguez, Univision, Minneapolis
Todd Wentworth, Quincy Media, Duluth
Ed Woloszyn, Gray Television, Mankato

DAY ON THE HILL BY THE NUMBERS

42 STATIONS REPRESENTED
750 MINNESOTANS EMPLOYED BY THESE STATIONS
\$4.2 MILLION DOLLARS RAISED FOR NON-PROFITS IN 2020
4,932 HOURS OF AIR-TIME DEDICATED TO COVID-19 & COVID-19
VACCINE INFORMATION WITH AN ON-AIR VALUE OF \$700,000
1,860 HOURS OF AIR-TIME DEDICATED TO INFORMATION ON CIVIL
UNREST



NAB STATE LEADERSHIP CONFERENCE

MBA members gathered in-person on May 11th for the virtual NAB State Leadership Conference (SLC). The Minnesota Broadcasters Association was featured with a live feed throughout the conference which was shown to attendees across the country! This year's theme was **"Shining Light, Spreading Hope and Supporting Communities."** The NAB SLC featured a keynote from broadcaster supporter, Sen. Maria Cantwell from Washington State.



THANK YOU MARY NIEMEYER DINNER

On May 12th, the MBA Board of Directors gathered together at Mancini's in St. Paul to thank and honor **Mary Niemeyer, Market President and Chief Revenue Officer of Townsquare Media—Duluth** for her leadership as MBA Board Chair throughout 2020 (and what a year it was).

Pictured from left to right, back: **Jeff Hilborn, David Harbert, Jim Birkemeyer, Joe Johnston, Mary Niemeyer, Wendy Paulson, Rosanne Rybak, Tom Hanson, Oscar Rodriguez, Russ Nelson**, front: **Bob Leighton, Tim Hyde**



MEMBER SERVICES UPDATE

A note from Director of Member Services, Tim Hyde



The MBA hosted its first ever virtual recruitment fair in May where there were eight ownership groups representing 48 stations that participated. Attendees included students from schools in Minnesota and Wisconsin along with others eager to learn about job opportunities in broadcasting. I look forward to future recruitment fairs with the next one taking place at the MBA Annual Meeting on October 6th. When you have job opportunities that pop up, please send them my way and I will make sure they are posted in the MBA's Job Bank.

The rest of the Summer continues to bring some **FREE** learning opportunities for members. We just finished up an outstanding presentation focused on cybersecurity with Lisa Ellingson from Winthrop & Weinstine. Please make sure that you also register for the monthly Third Thursday Webinar series presented in partnership with the Michigan Association of Broadcasters. Additionally, P1 Learning just kicked off a, "Ten Minute Trainer" video series with Speed Marriott of P1 Learning and Derron Steenbergen of the Swagger Institute ([see page 5](#)). These weekly videos focused on sales topics get you off to a great start every Monday!

The MBA will be launching a webinar series in the near future that will be great for newsrooms. Topics will include, covering suicide, powerful storytelling, battling bias and fighting fakes, and truth decay.

Thank you to our members for continuing to air the NCSA PEP campaigns from **Minnesota Army National Guard, Explore Minnesota Tourism, Helmsley Charitable Trust** and **Minnesota Commission of the Deaf Deafblind and Hard of Hearing**. By donating your broadcast inventory to these campaigns, we are able to invest in **FREE** services that provide direct value back to you. As we enter the second half of the year, if you have any thoughts or ideas of services that the MBA could offer in the future, please let me know. Thank you for your membership to the MBA! Have a great Summer!

Some Services Provided FREE to MBA Members

ADVOCATING FOR BROADCAST INDUSTRY AT THE STATE AND FEDERAL LEVELS

The MBA and our advocacy partners, work to educate lawmakers and public officials regarding the role of broadcasting in the lives of Americans. We monitor and remain vigilant to respond to legislative and regulatory issues that may impact the industry.

MBA LEGAL HOTLINES

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

P1 LEARNING

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

MINNESOTA BROADCASTER, MBA'S QUARTERLY NEWSLETTER

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

EDUCATIONAL WEBINARS

The MBA offers a wide variety of webinars on issues impacting broadcasters from political advertising to EEO compliance to interactive technologies.

MBA JOB BANK

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

LEGISLATIVE ACTION ALERTS/UPDATES

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

P1 LEARNING BLOG

By: Jennifer Lane, P1 Learning

Asking Great Sales Questions

In sales you want to make sure you are getting as much information out of your client as possible to ensure you are providing them with the best solutions for their problems. But getting these answers can be tricky if you don't know what to ask. Typically, in sales a question can either be open-ended or closed-ended. It is your job to determine which one is the best to ask in order to get the most out of your sales meetings with clients.

Open Ended Questions

An open-ended sales question is usually a probing question used to get a prospect to talk more about their business, their problems, and their wants. These questions don't necessarily have specific answers, but you'll use them to start a conversation about the prospect. Here is a trick you can use to identify open-ended questions: they usually start with a word like what, why, or how. Read [more](#).



Closing the Sale

It's really quite simple... people need to purchase both goods and services to help run their own businesses. So why do our customers and/or potential customers hesitate to buy from us? On the flip side for our own businesses to survive we need to sell our advertising product, but more often than not, we (as sellers) hesitate to close. Again, why? I'm going to go out on a limb and say it's because closing is where the pressure is. It's where we all risk something and in some cases it just makes us feel uncomfortable because the customer risks making a mistake, and we risk the rejection. But nothing happens until we close the sale!

All sales begin with identifying the customer's need. Customers need to buy products or services that help their business run. And guess what!? You have what they are looking for! So, how do you get them to want your solution? You have to share with them the overall benefits of your product... what will our solution do for them. Will it drive more people in the door, will it lead to more items per customer or will it get people dropping by that place of business more often? The relationship between the benefit and the need is critical for any sale to happen. Read [more](#).

TEN-MINUTE TRAINER



"Speed & Swagger: Ten-Minute Trainer" from P1 Learning and Swagger Institute is a weekly training show designed to keep you up to date on the tips and trends in the industry as well as answer your most challenging real-world questions. Each show will be fun, full of insight, and roughly 10 minutes.

Do you have a question or a topic that you would like the Ten-Minute Trainer to cover? Submit it [here](#).

The Ten-Minute Trainer and other trainings from P1 Learning are a **FREE** benefit for MBA Members. If you need a P1 Learning login, please reach out to MBA's Director of Member Services, [Tim Hyde](#).

DEFINING CYBERSECURITY

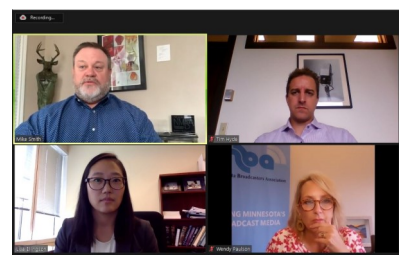
Cybersecurity can be tricky for most of us to understand. P1 Learning breaks down some common cybersecurity topics including, malware, passwords, ransomware, phishing attacks, and identity theft just to name a few. Watch the series [here](#).



As a member of the MBA, you have FREE access to P1 Learning's online broadcasting training library. Login to your account [here](#). If you don't have a P1 Learning account, reach out to [Tim Hyde](#) for details and to sign up.

DATA SECURITY WEBINAR

On June 29th, Lisa Ellingson—Juris Doctor and Certified Information Privacy Professional/US of Winthrop & Weinstine and Michael Smith, President and CEO of Bravo Mic Communications LLC hosted a webinar titled, "You've Been Breached: The What, When and How of Responding to a Data Security Incident." Watch the recording [here](#). Access Passcode: Lu%4?H5r



THE NEW ROARING 20'S

FUTURE DECADE OF ECONOMIC GROWTH
DRIVEN BY RECOVERY

2021 MBA Annual Membership Meeting

October 5th-6th, 2021

A Welcome Reception will be held on October 4th

Stillwater, MN

JX Event Center and Hotel Crosby

[Register Here!](#)

Sessions, Topics & Entertainment

"What's in front of broadcasters at the federal and state level" with NAB and Winthrop & Weinstine

"Defining the Workplace of the Future" with Gen Guru

"You've Been Attacked: The What, When and How of Responding to a Data Security or a Social Media Attack"

"Legal Updates with Hotline Attorney's" David Oxenford and Mark Anfinson

"Sales Certification Program Launch" with P1 Learning

"MBA Recruitment Fair"

Much more to be announced!

Entertainment from
Award Winning
BMI Recording
Artist and native
Minnesotan,
Emily Shackleton



Thank you to our returning sponsors



THE VOICE OF THE VALLEY • CROOKSTON, MN



Marketron



MEET MBA'S ASSOCIATE MEMBERS

MBA would like to introduce you to our Associate Members. **Minnesota Twins, Sign Pro Mankato, Snow Globe PR, Offerdahl Broadcast Services, Phoenix Media, BMI, Winthrop & Weinstine, Minnesota Newspaper Association, Learfield News & Ag, LLC/Minnesota News Network and Ampers.**



The **Minnesota Twins Baseball Network** has grown to include 81 stations and 123 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
AndrewHalvorson@Twinsbaseball.com



SignPro of Mankato is a custom design commercial sign and graphics company. Specialists in broadcast and all event signage, vehicle wraps, specialty items. Plus, commercial interior and exterior building signs, including digital and monument displays. Custom installers on site. Will ship signage anywhere. Locally owned.

Contact: Jo Guck Bailey
jobailey@signpromankato.com



Offerdahl Broadcast Services, Inc. provides broadcast engineering services to AM and FM Stations in Minnesota and North Dakota.

Contact: Jim Offerdahl
jimofferdahl@gmail.com



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
Steve.Moravec@juno.com



BMI is the bridge between songwriters and the businesses and organizations that want to play their music publicly.

Contact: Dan Spears
DSpears@bmi.com



SnowGlobe Public Relations is a full-service firm that believes great PR can motivate, inspire and—ultimately—change behavior.

Contact: Kevin Olson
kevin@snowglobepr.com



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
pmeier@learfield.com



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
TDiehm@winthrop.com



Red River Farm Network delivers news, markets and weather information to some of the best farmers in the world.

Contact: Don Wick
don@rrfn.com



Minnesota Newspaper Association is the voluntary trade association of all general-interest newspapers in the State of Minnesota.

Contact: Lisa Hills
lisa@mna.org



Ampers is an association of 18 independent community radio stations in Minnesota.

Contact: Joel Glaser
jglaser@ampers.org

2021 MBA SCHOLARSHIP RECIPIENT

The MBA is pleased to announce the 2021 recipient of the MBA Scholarship! **Josh Boyko** of Park Christian School in Moorhead, MN is this year's recipient. Josh will be pursuing an education and career in journalism this Fall at Minnesota State University at Moorhead. Check out how the MBA surprised Josh with the MBA Scholarship [here](#). Thank you to the Minnesota State High School League and School Space Media who helped us honor Josh at the State High School Baseball Tournament on June 18th at Target Field! Good luck, Josh!



RECAP: MBA RECRUITMENT FAIR

On May 18th and 19th the MBA organized and produced its first virtual recruitment fair. There were eight ownership groups representing 48 stations that shared job opportunities with those interested in broadcasting. Thank you to **St. Cloud State University, Lakeland Broadcasting, Audacy Twin Cities, Hubbard Broadcasting, TPT Twin Cities, Riverfront Broadcasting, Gabriel Media and R & J Broadcasting, Inc.** for your participation. Look out for details to be announced soon on another recruitment fair to take place at this year's Annual Meeting on **October 6th!**



MBA JOB BANK

Photographer/Editor/Production Technician

WDIO-TV, News Channel 10/13 is seeking a Photographer/Editor/Production Technician. This person will shoot video and edit news stories for newscasts on a daily basis. For more details, [click here](#).

Account Executive

Leighton Broadcasting in Alexandria, MN is seeking an Account Executive. This person is responsible for developing marketing partnerships with area businesses. For more details, [click here](#).

Do you have an opportunity to post in the [MBA Job Bank](#)? Send it to, Director of Member Services, [Tim Hyde](#). All employers listed are Equal Opportunity Employers. Women and minorities are encouraged to apply.

EAS NATIONAL TEST

In accordance with the provisions set forth in CFR 47, Part 11.61(a)(3) Tests of EAS Procedures, FEMA hereby notifies the Commission that FEMA has selected **Wednesday, August 11, 2021** as the primary test date for the 2021 national EAS test with **Wednesday August 24, 2021** as a back-up date should conditions preclude conducting the test on the primary date. FEMA proposes to conduct this test at **1:20 PM CDT**.

The test message will use the National Periodic Test (NPT) event code and be geo-targeted using the All-US (000000) geocode. Read the official communication from FEMA [here](#).



NAB SHOW IN LAS VEGAS

October's [NAB Show](#)® will be the most significant, in-person media and entertainment event of 2021. It all takes place in Las Vegas, **October 9-13, 2021**. The industry will realize unparalleled access to critical information, inspiration and solutions for those seeking to create superior audio and visual experiences that attract listeners and viewers in large numbers for greater reach.



NCSA PEP PARTNER UPDATES

MBA extends its sincere appreciation to you, our valued members, for continuing to be a part of the NCSA PEP (Public Education Partnership) program. This is a program that allows the MBA to provide value to our members with a wide array of services ([see page 4](#)). While NCSA PEP participation is voluntary, your participation is **critical** to continuing to provide the wide array of services to our member stations. If you are not currently running the NCSA PEP spots, we would ask that you consider doing so. In an effort to track the progress of this program, **please send monthly affidavits for all campaigns by the 10th of the month to [Tim Hyde](#).**



Minnesota Army National Guard—"Live Here, Serve Here"

The "Live Here, Serve Here" campaign continues. Flight dates for TV and radio are May 1, 2021—October 31, 2021. Traffic instructions and a link to download spots have been sent to stations. TV and radio spots can also be downloaded [here](#).



Explore Minnesota Tourism—"We've Got the Water" and "Pep Talk"

Details for the current radio campaign have been sent to participating member stations. Radio flight dates are June 6, 2021—July 18 2021. More details including links to download the :30 radio spots can be found [here](#).



Helmsley Charitable Trust—"In This Together"

The "In This Together" Helmsley Charitable Trust campaign for TV and radio continues through December 3, 2021. Traffic instructions and links to download the "In This Together" TV and radio spots can be found [here](#).



The MBA welcomes a new NCSA PEP partner, the **Minnesota Commission of the Deaf, Deafblind and Hard of Hearing**. Flight dates for the radio campaign along with a link to download the spot, can be found [here](#). Production of the TV spot is in the process of being finished. The TV spot will be sent to stations with flight dates when it is completed.

THE MINNESOTA SCOOP

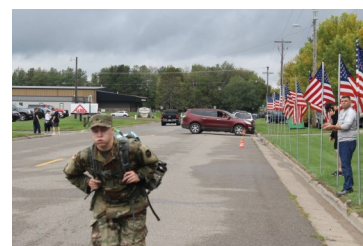
Join the tasty tour of summer. Nearly 100 amazing ice cream shops across Minnesota have crafted their own take on an #OnlyinMN treat. Check out the list of participating shops across Minnesota and more details [here](#).



MINNESOTA ARMY NATIONAL GUARD

Pride Feature: Sgt. Eli Bevis

Sgt. Eli Bevis knew that he wanted to join the Army at a young age and he knew he wanted to join as a combat medic. In 2014, he enlisted into the Minnesota National Guard. Bevis is currently on his first overseas deployment with Headquarters and Headquarters Company, 1st Combined Arms Battalion, 194th Armor Regiment as an emergency care sergeant. In addition to his platoon duties, he is also a unit prevention leader, equal opportunity leader, master fitness trainer and hazmat certifier. He also happens to be a transgender soldier.



WELCOME TO OUR OFFICES

There have been a handful of members and partners that have stopped by the MBA Offices in the past few months. A reminder that our offices have moved to St. Paul and we are now located at **408 St. Peter Street, Suite 423, St. Paul, MN 55102**.



Chris Fee, Sgt. George Yurek, Col. Rossman and Maj. Bingham



Todd Wentworth and Wendy Paulson

MINNESOTA MILITARY RADIO HOUR

Minnesota Military Radio Offers Exclusive Programming to All MBA Stations for the 20th Anniversary of 9/11

Ten years and over 500 shows later, Minnesota Military Radio has maintained their commitment to supporting Minnesota veterans, service members, military families – and the communities that support them.

Minnesota Military Radio is an award-winning radio program hosted by Vietnam veteran Tom Lyons. Each week the show is focused on issues that surround Minnesota service members, veterans and military families. Minnesota Military Radio is distributed every Thursday afternoon to over 60 stations across the state.

Each show is made up of 4 segments and runs for 45 minutes, and the show takes the content seriously; a joint team of producers develop and write out the weekly show plans. The show also appeals to the rich diversity of Minnesota and is broadcast on Native American, Somali, and Spanish-speaking radio stations.

There is no cost to join the network and carry the program; the only “ask” is that stations run a set of promos highlighting the show and the content. There is also the opportunity to sell your own local advertisements around the program. The program is recorded and distributed every Thursday and aired on Saturdays and Sundays.

Minnesota Military Radio would not be possible without help and support from MBA. We thank you for your help connecting us with stations across the state! We are grateful for hometown markets across Minnesota for making this information available to veterans, service members and their families.

With over 60 stations across the state, Minnesota Military Radio is one of the largest independent radio networks in Minnesota. However, 2021 has brought new goals, including 100 percent coverage of Minnesota. This means expanding reach into areas such as Red Lake, Ely, Virginia, Thief River Falls, Baudette, Detroit Lakes, Grand Marais, and Silver Bay areas – just to name a few. For more information, and to see a coverage map, visit MMR on the web at www.MinnesotaMilitaryRadioHour.com.

If your station is interested in learning more about the Minnesota Military Radio network, please contact Anna Long at 612-636-4108 or anna@minnesotamilitaryradio.com.



CAMERAS IN COURTROOMS

Minnesota Weighs More Cameras in Courts After Chauvin Case

By Steve Karnowski, AP News

Minnesota’s court system could allow expanded camera coverage at criminal proceedings following the trial of a former Minneapolis police officer in George Floyd’s death, under an order released Thursday (6/24/2021).

AP

STATE OF MINNESOTA VACCINATION UPDATE

At the time of this newsletter writing, **3,09,253**, Minnesotans are partially vaccinated, and **2,939,361** Minnesotans are fully vaccinated. The State of Minnesota releases updates through the Minnesota COVID-19 Response [website](#). The Minnesota COVID-19 Vaccine Connector is a tool that helps Minnesotans find out when, where, and how to get a COVID-19 vaccine. Check it out [here](#).



COVID-19 VACCINE EDUCATION TOOLKIT

NAB has launched an [online toolkit](#) to help stations craft COVID-19 vaccine education messages that best resonate with their audiences. The toolkit is designed to provide journalists with information and resources to create news reports, public service announcements and other messages related to vaccine safety, effectiveness and distribution.



LEGAL UPDATE WITH DAVID OXENFORD



FCC EEO Rules – Renewed Focus for the New FCC?

FCC rules designed to promote equal opportunities in broadcast employment have been part of the business landscape for almost 50 years. The current rules were adopted in 2002, after two previous sets of rules were found to be constitutionally suspect because they seemingly set up a quota system that penalized broadcasters whose workforce did not reflect the racial and gender make-up of their service area. To avoid constitutional issues, the current rules are not based on the racial or gender characteristics of job applicants. Instead, they are designed to encourage broadcasters to recruit new employees from diverse hiring sources. The rules are designed to bring new people into the industry from these diverse sources. And non-compliance can carry a stiff penalty – in some past cases, \$20,000 or more.

In the two decades that they have been in place, most broadcasters seem to have become at least somewhat comfortable with the application of these rules. But broadcasters cannot become complacent, as there seems to be a new wave of FCC scrutiny of EEO reporting. We have been seeing numerous license renewal applications held up by questions about FCC reporting issues – some applications for more than six months with no clear end in sight. In addition, broadcasters need to be aware that there is now circulating at the FCC a proposal that, as we understand it, would bring back the previous FCC Form 395, the annual employment report that detailed the racial and gender breakdown of a broadcaster's workforce. We will look at each of these issues below.

First, on routine EEO compliance obligations, broadcasters need to recruit for all full-time job vacancies by widely disseminating the job openings to diverse sources in the community, so that these groups can notify potential job applicants. While the FCC in the past required that dissemination be made to a plethora of individual community groups, it has now recognized that online recruitment sources alone can reach most if not all potential job seekers. So while online sources can now be used in lieu of specific outreach to individual community groups, a broadcaster needs to periodically evaluate the hiring sources it uses to ensure that they are effective in achieving broad outreach to potential applicants. The FCC will look to see if a station is interviewing and hiring employees not just from referrals from its consultants, its own employees, and "word of mouth", but that true consideration is being given to applicants coming from outside these broadcast industry circles.

Stations need to keep the required documentation to demonstrate their hiring efforts, as the failure to have those documents can still lead to fines. The documents should show not only the stations' hiring efforts in connection with job openings, but also their fulfillment of the required supplemental efforts to educate their community about broadcast employment and to train their employees to assume more responsibilities – efforts that are required even when a station has not had any job vacancies. The FCC has provided a menu of options to achieve these required non-vacancy specific supplemental efforts, including going to job fairs, talking to educational and community groups about broadcast employment opportunities, scholarships, internships and training and mentorship programs for existing employees to prepare them for new roles in more responsible positions at stations.

Stations should review their policies to make sure that they have the documentation to meet an FCC audit. This includes documentation of the outreach efforts for specific job openings (and how the persons interviewed and hired found out about the job). Non-vacancy specific efforts also should be documented, as the FCC will ask for evidence of what your station did to meet these FCC requirements.

In addition to these routine EEO obligations, there are new policy issues pending at the FCC. A Notice of Proposed Rulemaking was released by the FCC in 2019 asking for public comment on how to make the EEO program more effective. While several ideas were put forward, those proposals are likely going to require further public comment before they can be adopted.

Another Rulemaking Notice on EEO has been circulating at the FCC for several months. A majority of the Commissioners have not yet signed off on the proposal, and it has not been made public. But from public statements by certain Commissioners, it appears that this proposal would bring back the Form 395 Annual Employment Report, reporting on the race and gender of all station employees. Its use was suspended in 2001 when the old FCC rules were found to be unconstitutionally applied, as this form required the disclosure of information that was used to penalize broadcasters for not meeting perceived racial and gender quotas. Some at the FCC have for years talked about bringing the form back, not to be used as an enforcement tool, but instead to get a snapshot of the demographics of industry employees so that the Commission can determine if actions are needed on an industry-wide basis to encourage diversity in broadcast employment. Watch for this Notice in the coming months.

The FCC's EEO rules are important – and broadcasters need to consult with their attorneys to obtain a thorough understanding of the rules. Broadcasters also need to assure that their employees implement the required policies to comply with the rules and retain the required documents to demonstrate that compliance. The FCC continues to enforce its rules and to act against stations that cannot demonstrate compliance, so make sure that you meet all of the FCC's requirements.

Don't forget to stay up to date with all of the happenings at the FCC through David Oxenford's, [Broadcast Law Blog](#). Do you have a question for David Oxenford? Send it to [Tim Hyde](#).

LEGAL UPDATE WITH MARK ANFINSON

Update on Prospects for Legalization of Sports Betting in Minnesota

Minnesota continues to lag behind neighboring states in approving sports betting, which if adopted would likely produce significant amounts of advertising revenue for broadcasters.



Last fall South Dakota joined Iowa in authorizing sports betting. Legislation enacted this spring by the South Dakota legislature provides that the launch date for the new gambling option in the state is September 1. However, under federal law, gambling lawfully conducted in one state cannot be advertised in another state unless that state has also legalized the particular form of gambling being advertised. As a result, South Dakota sports betting can't be advertised by broadcasters located in Minnesota.

The legislatures of North Dakota and Nebraska have also considered legalizing sports betting this year. But in Minnesota, the prospects for approving sports betting didn't improve much during the 2021 legislative session. Rep. Pat Garofalo (R-Lakeville) is the leading proponent of legalizing sports betting in Minnesota. He introduced a bill this year that would make sports betting lawful in the state (HF 778), but it was never even given a committee hearing. The bill's Senate companion (SF 574) was authored by Sen. Roger Chamberlain (R-Lino Lakes), and was supported by a number of other notable Republicans, but it didn't get a hearing either. A similar bill proposed by Sen. Chamberlain did receive a hearing last session, though it didn't go any further.

The politics surrounding legalization of sports betting in Minnesota are complicated, which explains the lack of progress. Conservative Republicans like Senate Majority Leader Paul Gazelka (R-East Gull Lake) and Senate Commerce Committee Chair Gary Dahms (R-Redwood Falls) are not fans of legalization. Although Sen. Gazelka's public comments this session have focused more on gambling not being a priority, it's unlikely that he sees his political future (which may well include an effort to obtain the Republican party's nomination for Governor) enhanced should he support legalized sports betting, something that's not broadly popular with his base.

And then there's the position of the Native American tribes in Minnesota. They've generally mounted strong opposition to any expansion of gaming that could harm tribal casino revenue. This means that many influential Democrats will not get behind legalized sports betting. While Gov. Walz has indicated that he might be willing to support it in some fashion, it seems unlikely that either he or House Democrats would advance any initiative that the tribes oppose in 2022, which is an election year.

One factor that may eventually affect this dynamic is that if sports betting were to be authorized in any form in Minnesota, the state's tribes could also offer sports betting in their casinos, based on the mandates of federal law. But for the foreseeable future, it appears that legalized sports betting will continue to face long odds in Minnesota.

QUESTION, MARK

*In each issue of the Minnesota Broadcaster newsletter, we'll feature a question recently raised by an MBA member, along with the answer provided by attorney **Mark Anfinson**.*

Question: We have a client who is planning to advertise their business involving driving tanks and a shooting range. I wanted to double check to see if there were any restrictions or guidelines on advertising guns and shooting ranges. Any info would be great, thank you so much.

Answer: The good news here is that the answer to your question is pretty simple – not an everyday occurrence in the legal world.

There are currently no state or federal restrictions on gun advertising—so long as the gun may legally be owned and sold. You therefore wouldn't want to accept advertising for guns that aren't lawful, such as sawed off shot guns, machine guns, etc., both because it could violate the law, and because it could expose you to civil liability.

With respect to advertising for shooting ranges, I'm not aware of any laws that would restrict it. This is consistent with the general 1st Amendment principle that if a particular activity is legal under state law, the government can only rarely restrict advertising or promotion relating to that activity.

Have a question for **Mark Anfinson**? Send it to [Tim Hyde](#).

MARKET VISITS WITH THE MINNESOTA ARMY NATIONAL GUARD

DULUTH



MN Army National Guard Recruitment Town Hall with **Townsquare Media, Midwest Communications, WDIO-TV, KBJR-TV, CBS 3** and **KQDS-FM** in Duluth, Minnesota.



Visiting **Midwest Communications Duluth** with **Scott Christensen** and **Tom Roubik**



Visiting **Todd Wentworth** at **KBJR-TV** and **CBS 3** in Duluth.

DETROIT LAKES



MN Army National Guard Recruitment Town Hall with **Leighton Broadcasting Detroit Lakes, Leighton Broadcasting Fergus Falls, R & J Broadcasting, Inc., Gopher Communications, Inc.,** and **Hubbard Radio Wadena**



ON THE ROAD



Visiting **Santamaria Broadcasting** with **Maya Santamaria** and **Armando Quintero**.



Visiting **Al Quarnstrom, Ava LaRue** and **Derek Stone** at **Q-Media Group** in Red Wing, Minnesota. A fun-fact is that **Derek Stone** is also a professional wrestler when he isn't hosting a show on **KCUE** Radio.

Visiting **Dennis Carpenter** at **Milestone Radio, BOB-FM** during their Legends Day Broadcast.

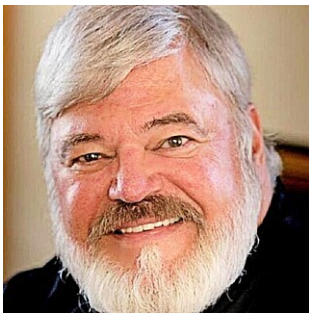
IN MEMORIAM

The Minnesota Broadcasters Association is saddened to learn of the passing of members of Minnesota's broadcasting community.



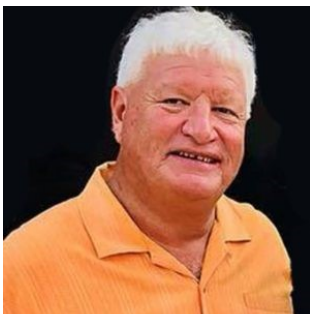
Paul Hedberg

Paul Hedberg passed away on May 27th at his home in Southlake, Texas at the age of 81. Paul was the owner of **KBEW** in Blue Earth, Minnesota, former President of the Minnesota Broadcasters Association, and former National Association of Broadcasters Board Member and is in the Pavek Museum of Broadcasting Hall of Fame. Read more about Paul in this article from **KMRS-FM** [here](#). Memorials may be addressed to the **Pavek Museum of Broadcasting**, 3517 Raleigh Avenue, St. Louis Park, MN 55416.



Dick Ervasti

Dick Ervasti passed away on June 14th from the complications of stroke that he suffered on May 29th at the age of 66. Dick spent many years in broadcasting at stations throughout Minnesota like Detroit Lakes, St. Cloud and various stations in the Twin Cities along with many others. His voice could also be heard in movie trailers, TV promos for Sundance Channel, Fox Sports and NFL Films. Read more about Dick in this article from **AllAccess** [here](#). Additionally, take a [listen](#) to the audio montage of Dick's career produced by Charlie "Brown" Stroud for BOB-FM.



Chris Painter
Radio Mankato

Chris Painter passed away on June 14th at the age of 68. Chris worked as a sales manager at **Radio Mankato** since 2007, but he was involved with radio his whole life. Matt Ketelsen of Radio Mankato said, "We've lost a great friend, a mentor, and a co-worker." Matt went on to say, "You don't need to spend a lot of time with Chris Painter to feel his support, positiveness and hear a good story!" Read more about Chris in this article from **KTOE-AM/FM** [here](#).



CONGRATULATIONS ON YOUR RETIREMENT!



Vickie Broughton, KTTN-TV



Paul Geiger, WDGY-AM/FM



Dave Lee, WCCO-AM



Ric McClary,
MN Christian Broadcasters

WELCOME BACK BILL DALLMAN!

Welcome, **Bill Dallman**! Bill takes the role of President and General Manager at **KARE-TV** in Minneapolis/St. Paul! Bill arrives back in the Twin Cities from **KOMO-TV** in Seattle. He previously spent time as the Vice President of News at **KMSP-TV** in the Twin Cities. Read more about Bill [here](#).



THANK YOU SHEILA OLIVER!

Thank you to **Sheila Oliver** for your support of the Minnesota Broadcasters Association at **KMSP-TV** and **WFTC-TV** over the years! We are sad to see you leave Minnesota but excited for you as you take your new role as Senior Vice President and General Manager at **KCPQ-TV** and **KZJO-TV** in Seattle! Read more about Sheila [here](#).



CONGRATULATIONS MIM DAVEY!

Congratulations to **Marian "Mim" Davey** who was promoted to the role of Vice President and General Manager at **KMSP-TV** and **WFTC-TV**. Most recently, Mim has been the VP of News at KMSP-TV. She has been with the stations for 20 years. Read more [here](#).



CONGRATULATIONS ON 25 YEARS!

Congratulations to **Amelia Santaniello** for 25 years at **WCCO-TV**! Read more about Amelia's 25 years at WCCO-TV [here](#).



MEMBERS SUPPORTING THEIR COMMUNITY

Check out some of the ways MBA Members have supported their communities over the last three months! Don't forget to share your stories on social media with the hashtag [#WeAreBroadcasters](#) and [@MNBroadcasters](#) on Twitter.

Minnesota Broadcasters' Contributions

\$85,557,258 Charitable Contributions

\$40,023,945 Disaster Relief

\$122,125,448 Donated Airtime

167 Average Number of PSAs Each Radio and TV Station Airs Per Week

\$247,706,651 Total Public Service Contribution

WEAREBROADCASTERS

Minnesota By the Numbers

43,440

Jobs Depending on Local Radio/TV

270

Commercial Radio Stations

23

Commercial TV Stations

SOURCE: Woods&Poole Economics: Local Broadcasting: An Engine for Economic Growth (2019)

SOURCE: Woods&Poole Economics (2019)

R&J BROADCASTING, INC.



On Saturday, June 5, **R&J Broadcasting, Inc.** in Ada supported the Cody Holte Memorial Softball Tournament which raised funds and awareness for scholarships to support law enforcement students. **KRJB-FM** broadcasted the tournament live for 9 hours featuring interviews tournament organizers. Photo credit: Rachel Tuttle

Lakeland Broadcasting stations in Wilmar held their 16th annual Radio For Relief Broadcast and raised \$58,533 and 1,924 pounds of food for the Kandiyohi County Food Shelf.



Throughout the month of April, 2021 **WCCO-TV in the Twin Cities** raised funds and awareness for Children's Minnesota Foundation during the Brighter Together Campaign.

On Friday, June 18, **KLCI-FM BOB FM** hosted its Legends Day Broadcast to benefit Alzheimer's Association's Longest Day Fundraiser. Guests included Dan Hertsgaard, Dave Lee, Mike McAnally, Terri Traen, True Don Bleu, Dennis Carpenter and more.



Throughout Summer of 2021, **KSTP-TV** is creating awareness and supporting fundraising opportunities for organizations focused on hunger insecurities impacting their viewing area through the Feeding Minnesota Campaign.



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