

# MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Summer 2024

## Chair's Column-Jim Birkemeyer

Welcome to Summer!

As you're busy with broadcasting from fairs, festivals, community events or able to relax at the lake or get away with a family vacation — I am hopeful you are enjoying your day. If we have anything in common as broadcasters, the days are filled, and the time goes too fast with our beautiful Minnesota Summer days.



The MBA Board of Directors with the leadership of Wendy and Tim and committee chairs continue to accomplish many tasks while growth continues for the MBA. I applaud this group and our members for your dedication to the broadcast industry and working tirelessly for the MBA. It has been enjoyable to see participation from our members grow in some of the committee's work. Welcome to some of our newest committee members! Remember that if you work for an MBA Member station, you are a member of the MBA. Please continue to be involved and reach out with your ideas, questions and input to Wendy, Tim or myself. Your energy is helping the MBA and is also being noticed as you make a positive impact in the communities you serve.

I was reminded in May of when I was entering this career over 40 years ago when I assisted in the presentation of our MBA James Wychor Scholarships to five high school seniors. This was an absolute enjoyment to see their bright eyes of excitement as they join the broadcasting family while they have the look of, "what might I be entering?!" Having a conversation with each these five outstanding scholarship recipients assures me of our future looking bright. We are aware of our challenges of recruiting and filling positions. Knowing that there is talent and interest wanting to be in our industry was so positive for me to see. Thank you to MBA members who have taken the time to speak with students throughout the state. Additionally, thank YOU for welcoming them to your studios or join you for a game broadcast. All eyes are on us, and they DO notice when we take the time to spend with them as some shared with us.

In early June, I was fortunate to be part of the group that attended mid-year check-in meetings on Capitol Hill in Washington DC. Other than the humidity, and warm temperatures, it was a great experience! We had fantastic meetings with our legislators from Minnesota where we shared our concerns on issues including the AM Radio for Every Vehicle Act, AI and Deepfakes. Our points were well received, and we heard that there is some movement on our requests. While on our trip, I was able to attend the Celebration of Service to America Awards. I was reminded of our power with the microphone to serve in times of need in our daily work as broadcasters. Let me say, KEEP UP YOUR GOOD WORK!!! While you may not have been on stage receiving an award, I thought of so many of our members for what you are doing in this state to serve your community.

You will read more in this newsletter about the MBA's Annual Conference and Hall of Fame Dinner taking place this Fall in Rochester, the Midwest Regional Broadcasters Clinic with the Wisconsin Broadcasters Association and about the MBA James Wychor Scholarship recipients.

If you have questions or want to chat, please know that you can reach out anytime. Enjoy your Summer!  
-Jim

## President's Column-Wendy Paulson

Hello MBA Members!

Summer is in full swing and at this writing listening and watching the coverage of our members of flooding and the impacts of this soggy start to summer 2024. A great example and emphasis on the important role you play in informing your communities with breaking news and continuing coverage.

Wrapping up 2nd Quarter—we made a mid-year trip to DC to discuss AI, Deep Fakes and the AM Radio for Every Vehicle Act. On the State level, the 2024 session wrapped with some success in getting coverage for broadcasters when it comes to political ads and Deep Fakes. While it's not ideal, it's better than what was passed in 2023 (page 2). We'll continue to work on this.

It's been extra busy as I just wrapped my 1st Quarter as President of the National Alliance of State Broadcasters Associations (NASBA). There is one President/CEO in each state all with the same purpose—to advocate on behalf of the broadcast industry and serve our members (see page 2). It won't surprise you to know that these State Broadcast Associations are led by tremendous executives.

We gave out five MBA Scholarships and happily welcome them to the broadcasting family (see page 9). April was our Heartland Media Conference, a collaboration between South Dakota, North Dakota and Minnesota Broadcasters Associations, designed for small and medium markets. We thank our members who participated in this sold-out event (see page 9) and look forward to 2025!



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

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



minnesota broadcasters association



### MBA OFFICERS

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

**Vice-Chair:** Shelly Wilkes, VP/Market Manager, Cumulus Media (Twin Cities)

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

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

### BOARD OF DIRECTORS

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

**Chris Fee**, Owner, Gopher Communications (Crookston)

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

**Jeff Hilborn**, Market Manager, Hubbard Radio (Brainerd)

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

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

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

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

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

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

### MBA STAFF

**Wendy Paulson**, President

[wendy.paulson@minnesotabroadcasters.com](mailto:wendy.paulson@minnesotabroadcasters.com)

**Tim Hyde**, Director of Operations & Member Services

[tim.hyde@minnesotabroadcasters.com](mailto:tim.hyde@minnesotabroadcasters.com)



Continued on page 19.

## Mid-Year Check-In on Capitol Hill

MBA Members returned to Capitol Hill in Washington DC, June 3rd-5th for mid-year meetings with Minnesota's lawmakers. MBA Board Chair, **Jim Birkemeyer** (R&J Broadcasting, Inc.), MBA Board Member and Advocacy Committee Chair, **Joe Johnston** (Hubbard Broadcasting), along with MBA President, **Wendy Paulson** and MBA Director of Operations and Member Services, **Tim Hyde** made the trip. Issues discussed included the AM Radio for Every Vehicle Act along with AI and Deep fakes.



## AM Radio for Every Vehicle Act Update

The **AM Radio for Every Vehicle Act** would keep AM radio as a standard feature in all vehicles. This legislation is vital to public safety and to the tens of millions of Americans who depend on AM radio. Thank you to **Majority Whip Tom Emmer (MN-06)**, **Rep. Brad Finstad (MN-01)**, **Rep. Michele Fischbach (MN-07)**, **Rep. Angie Craig (MN-02)**, **Rep. Betty McCollum (MN-04)** and **Rep. Pete Stauber (MN-08)** for co-sponsoring the AM Radio for Every Vehicle Act (H.R. 3413). At the time of this writing, **there are 253 co-sponsors which surpasses** the voting majority goal of 218 co-sponsors. We also want to thank **Sen. Amy Klobuchar** and **Sen. Tina Smith** for co-sponsoring the AM Radio for Every Vehicle Act (S. 1669). **New broadcast-ready spots are available!** [Click here](#) for the AM Radio for Every Vehicle Act Toolkit.



## Sen. Amy Klobuchar NABPAC Fundraiser

On June 3rd, there was a NABPAC Fundraiser for **Sen. Amy Klobuchar** held in Washington DC. The MBA is thankful for her leadership and support of broadcasters on important issues including the Journalism Competition and Preservation Act among others.



## Deep Fakes

During Minnesota's recent legislative session, the MBA was able to work to provide some coverage for deep fakes in political ads. Language in the law now includes, if dissemination is required by federal law and if broadcasters don't act in reckless disregard in airing an ad with a deep fake in it, they will not be held liable.



## Journalism Competition Preservation Act (JCPA)

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



## MBA State Political Action Committee

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



## NASBA

The National Alliance of State Broadcasters Associations (NASBA) is a group serving all 50 states and Puerto Rico. **MBA President, Wendy Paulson** is serving as President of the **National Alliance of State Broadcasters Association (NASBA)** over the next year. NASBA works together to serve and advocate for the broadcast industry.



## New Minnesota Laws & Provisions Going Into Effect



### Effective July 1, 2024.

#### **Restrictive Employment Covenants in Service Contracts/SF 3852, Article 2, section 53-**

This section prevents a company or partnership that provides services to a customer from restricting the customer from directly or indirectly soliciting or hiring one of their employees. The contract a service provider signs with a customer cannot restrict or prohibit the customer from hiring the employees either. When an existing contract has a restriction in it that is prohibited by this law, the service provider must provide notice to their employees of the law and the existing contract provision that violates the law. The bill would be effective on July 1, 2024, and applies to contracts and agreements entered into on or after that date. [Introduced separately as HF 3456/SF 3721.](#)

**Worker Misclassification/HF 5247, Articles 10** - This bill makes several changes to misclassification provisions in labor chapters 177 and 181 and the construction code and licensing chapter 326B. It creates a multi-agency Intergovernmental Misclassification Enforcement and Education Partnership and allows for data sharing related to misclassification investigation, outreach, prevention, and enforcement. The bill clarifies and provides for additional penalties and enforcement of misclassification of employees and construction employees, including individual and successor liability. It also establishes a new multi-part independent contractor test for building construction and improvement services. Most of the sections in this article are effective the day after enactment or July 1, 2024 while some sections have delayed effective dates. Introduced separately as HF 4444/SF 4483.

### Effective August 1, 2024.

**Preemployment Oral Fluid Drug Testing/SF 3852, Article 7, Sections 4-7 and Section 52-** This language amends the Drug and Alcohol Testing in the Workplace Act to establish oral fluid drug testing as a preemployment alternative for drug, alcohol, and cannabis testing by employers. An oral fluid test is a test that uses a saliva sample to measure the presence of drugs, alcohol, cannabis, or their metabolites at the same or better levels as the existing lab programs. Further, this new law requires a job applicant to take a drug, alcohol, or cannabis test using a testing lab within forty-eight hours of a positive, inconclusive, or invalid test result to remain eligible for the job. Current rights, notice, and retest procedures would apply to such testing. These provisions are effective August 1, 2024. [Introduced separately as HF 3516/SF 3638.](#)

**Personnel Record Review and Access/HF 5247, Article 9, Section 4-** This language modifies the definition of “employer” for the purposes of personnel record review and access under Minnesota Statutes, sections 181.960 to 181.966. Currently, private employers with 20 or more employees are subject to these provisions. With this change, an employee of a private sector employer with one or more employees would have a right to review their personnel record, among other rights and protections. This section is effective on August 1, 2024. Introduced separately as HF 3522/SF 3544.

### Effective October 1, 2024.

**Employee Rights Poster/SF 3852, Article 7, Section 3-** This section directs the Department of Labor and Industry to create an education poster providing notice of employees’ rights regarding employer-sponsored meetings of communications on the employer’s opinion on religious or political matters. The notice must be available in English and the five most common languages spoken in Minnesota. This section is effective October 1, 2024. Introduced separately as HF 3442/S.F. 3495.

## Campaign Finance Board Advisory Opinion Request

The **MBA** along with the **Minnesota Newspaper Association (MNA)** asked for an advisory opinion on the new lobbying regulations. The advisory opinion that was returned agreed that broadcasters should not be covered by the new lobbying regulations and should not be held liable because of broadcasting activities.



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## 2024 Minnesota Broadcasters Annual Conference

September 30th - October 2nd

Hilton Rochester Mayo Clinic

Rochester, MN

**“Celebrating the 75th Anniversary of the  
Minnesota Broadcasters Association!”**

**\$240** Full Conference including all meals

**\$185** Minnesota Broadcasters Hall of Fame Dinner

**\$75** Sales Training (10/2 Only)



**Register Today at [www.MinnesotaBroadcasters.com](http://www.MinnesotaBroadcasters.com)**

# MBA Annual Conference Overview



2024 marks the 75th Anniversary of the Minnesota Broadcasters Association. As we reflect on these past 75 years, the MBA vision remains on the future of the broadcast industry. Join us this Fall in Rochester, Minnesota as we celebrate many achievements, past and present! Check out an agenda overview below.

## Monday, September 30th

### Welcome Reception and Mixer with Vendors

Get checked in to your hotel room and then join us at Victoria’s Restaurant & Wine Bar in Rochester (2 blocks from Hilton Rochester Mayo Clinic).



## Tuesday, October 1st

### Keynote Presentation: “Rediscover Your Fun and Creativity” with Mike Veeck, Owner, St. Paul Saints

Mike Veeck’s story is a rollercoaster of inspiration and entertainment, from his pioneering days with the St. Paul Saints to his current ventures like investing in an Irish soccer club and owning a ballclub in Joliet, Illinois. Join us for a look into his journey, sprinkled with vintage tales that will keep you hooked. Plus, get an inside peek into the Netflix documentary, “The Saint of Second Chances.” Don’t miss out on this chance to be uplifted and rediscover your fun and creativity with Mike’s captivating stories.

## Tuesday, October 1st

Jim Borrell of Borrell & Associates



## Tuesday, October 1st

### Minnesota Broadcasters Association Annual Meeting

The Minnesota Broadcasters Association Annual Meeting will review the past year, look ahead at 2025, review the slate of Board of Directors, honor MBA Board Chair Jim Birkemeyer and a presentation and recognition awards from the Minnesota Army National Guard.

## Tuesday, October 1st

### Also Appearing:

MBA Legal Hotline Attorney, **Mark Anfinson**, **Tom Hanson** of Winthrop & Weinstine, Rick Kaplan of the National Association of Broadcasters and **David Oxenford** of Wilkinson|Barker|Knauer.



Mark Anfinson



Tom Hanson



Rick Kaplan



David Oxenford

# MBA Annual Conference Agenda Sessions Overview Continued

## Wednesday, October 2nd

### Sales Focused Training for Managers and Account Executives

Speakers including:

**Jim Brown** of Borrell & Associates

**Kelli Frieler** of Vibrant Impact

**L'areal Lipkins** of Lipkins Consulting Group



## Wednesday, October 2nd

### #WeAreBroadcasters

Join us for a fun community and networking activity. The MBA is partnering with **Hugs from Hunter Foundation** to produce tie-blankets. Our goal is to create tie-blankets that will be donated to kids that are in crisis in Rochester and surrounding communities.



# THANK YOU SPONSORS AND VENDORS!

### Keynote Speaker Sponsors



### Welcome Reception Sponsor



### Hall of Fame Dinner Sponsor

Patrick Media Brokerage

### Hall of Fame Social Sponsor



### Session Sponsors



### Meal Sponsors



### Support Provided By



### Vendors



If you are interested in sponsoring or becoming a vendor, please contact [Rosanne Rybak](#) at the MBA.

# 2024 Minnesota Broadcasters Hall of Fame Inductees

Minnesota Broadcasters Hall of Fame  
Induction Ceremony & Dinner

Tuesday, October 1<sup>st</sup>

6:00 p.m. Happy Hour & Social  
7:00 p.m. Induction Ceremony &  
Dinner

## Location

Hilton Rochester Mayo Clinic  
10 East Center Street  
Rochester, MN 55904

## Tickets Available at

[MinnesotaBroadcasters.com/hall-of-fame](https://MinnesotaBroadcasters.com/hall-of-fame)



Walter "Q Bear" Banks, Jr.



Bill Diehl



Kari Hubbard-Rominski  
Stan E. Hubbard  
Ginny Hubbard  
Robert W. Hubbard



Pat Kessler



Mark and Paula Persons



## Member Services Update

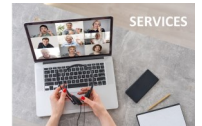
“If you work for an MBA Member Station, you are an MBA Member!” That means you can take advantage of the services that we offer. If you or anyone on your team would like more information on the MBA’s Services and to learn how to get more involved with the MBA like serving on a committee, please reach out to [me](#) or [Wendy Paulson](#).



Tim Hyde  
MBA  
Director of  
Operations &  
Member  
Services

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

Congratulations to our members on all of the work you do to serve the community every day. That is on display throughout the year with Radiothon events, toy collections, food shelf collections and much more. Our lawmakers love seeing the work you do in the community throughout the year and we love to highlight it for them and the general public. Let us share your story. From producing radiothons and telethons to supporting the walk/run that benefitted a local organization, to being the trusted voice during severe weather and flooding — we want to learn more and help be your voice! Our lawmakers and the general public love learning about how you are serving the community. Check out the **MBA’s Broadcasters Week of Kindness** on page 17.



If you ever have ideas on services that we can consider offering, please reach out to [me](#). Thank you for your support of the MBA!

## Ten Minute Trainer Network

**TEN X MINUTE TRAINER NETWORK**

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

## Third Thursday Webinars

(Use the code: **NASBA2024** when registering)

Thursday, August 15th at NOON CT “[A Conversation with the Congressional Broadcasters Caucus](#)” with Nicole Gustafson of National Association of Broadcasters

Thursday, September 19th at NOON CT “[Seek to Resonate, Not Just to Be Seen - Social Media + Video in 2024](#)” with Lori Lewis of Lori Lewis Media

Thursday, October 17th at NOON CT “[Psychological Safety in the Workplace](#)” with Binu Palta Hill of Wisconsin School of Business at University of Wisconsin-Madison

## Minnesota Legislative Session Review Webinar

On May 23rd, the MBA along with **Tom Hanson** and **Andrea Rau** of Winthrop & Weinstine hosted a webinar to review the **Minnesota Legislative Session**. Issues discussed included, deepfakes, taxes, employment law, consumer data privacy act, open meeting laws and sports betting. [Click here](#) for the recording with passcode: **yvgrc\$2%**



## Cybersecurity/Data Privacy/AI Webinar Recording

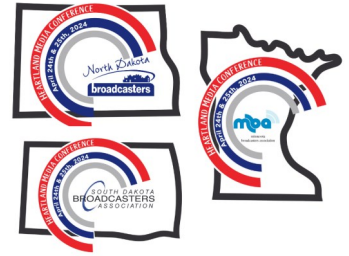
On June 11th, **Lisa Ellingson**, Juris Doctor and Certified Information Privacy Professional at Winthrop & Weinstine, provided an overview on the **current landscape of data privacy, cybersecurity, and AI** for MBA Members. Lisa covered the brand-new Minnesota data privacy act, the latest in cybersecurity threats, and current AI uses and regulations. [Click here](#) for the recording with passcode: **VP5cTW!s**





## Nearly 150 Attend Heartland Media Conference

In April, the MBA along with the **North Dakota Broadcasters Association** and **South Dakota Broadcasters Association** hosted the Heartland Media Conference in Fargo. Speakers included, **John Clark**, Senior VP of Emerging Technology for the NAB, **Paul Jacobs** of Jacobs Media, **Kelli Frieler** of Vibrant Impact, and **David Oxenford** of Wilkinson | Barker | Knauer. The conference also included panel discussions with agency representatives on how to achieve success in non-rated markets and a panel discussion about identifying the next generation of engineers. Thank you to [BMI](#), [SoCast Digital](#), [Smarts Broadcast Systems](#), [R&J Broadcasting](#), [Your Live Event](#), [Radio Gearheads](#), [Diamond Tower Service](#) and [Fargo Moorhead Convention & Visitors Bureau](#) for their sponsorship!



## Congratulations to RTDNA Edward R. Murrow Award Winners

Congratulations to the Region 4 **RTDNA Edward R. Murrow Award** Winners that were announced in May! Regional winners automatically advance to the national competition which will be announced in August. Learn more [here](#).



**KARE-TV** in the Twin Cities picked up awards in the categories of Continuing Coverage, Digital, Excellence in Innovation, Excellence in Video, Excellence in Writing, Hard News, Investigative Reporting, News Documentary, News Series, and Sports Reporting!



**Northern News Now (KBJR-TV)** in Duluth picked up awards in the Excellence in Video and Hard News categories!



**WCCO Radio** in the Twin Cities picked up an award in the Newscast category!



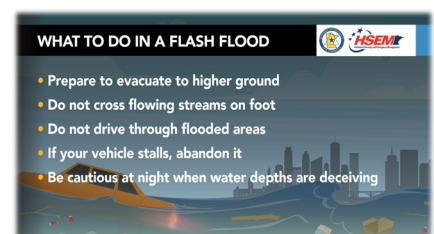
## Congratulations to WJYY-FM!

The NAB's Crystal Radio Awards were announced during this year's NAB Show in Las Vegas. Congratulations to **WJYY-FM** on winning an NAB Crystal Radio Award. The Crystals recognize radio stations for excellence in year-round community service.



## Flooding Care Package

Thank you to the team at **TPT NOW** for compiling a flooding care package that is available for all MBA Members to access. The flooding care package includes graphics, videos, and link resources focused on Minnesota flooding in English, Spanish, Hmong and Somali. Please use the graphics and resources on your social media channels and share them with anyone else you think would benefit from them. [Click here](#) to access.



# Midwest Regional Broadcasters Clinic

The Minnesota Broadcasters Association is proud to partner with the Wisconsin Broadcasters Association on the Midwest Regional Broadcasters Clinic taking place this Fall in Madison, Wisconsin.

**Register Today!**

**September 10th—11th, 2024**

Madison, Wisconsin

[CLICK HERE](#) to register. (Early bird rates are in effect until July 12th).

[Book your hotel room.](#) (Room block deadline is August 19th)



# Minnesota Broadcasters Association Celebrates 75 Years!

2024 commemorates the 75th Anniversary of the Minnesota Broadcasters Association. As we reflect upon the past 75 years, the MBA vision remains on the future of the broadcast industry. This will be on display throughout the year and be the theme of the [MBA Annual Conference](#) this Fall in Rochester.



# Pavek Museum Celebrates Earl Bakken's 100th Birthday

In celebration of **Earl Bakken's 100th Birthday**, the Pavek Museum and Minnesota Broadcasters Association are teaming up to provide you with a special offer to visit the **Pavek Museum** in St. Louis Park, MN. **Reach out to [Tim Hyde](#)** at the MBA for a special buy one get one free offer voucher.



# Make plans with us this year!

## Minnesota Broadcasters Association Celebrates its 75th Anniversary!

**August 5th**— MBA's Broadcasters Week of Kindness

**September 10th-11th**—Midwest Regional Broadcasters Clinic

**September 30th-October 2nd**— MBA Annual Conference in Rochester

**October 1st**-Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner

**More to be announced!**

# 2024

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# Give the MBA a Follow or Like on Social Media



## MBA James Wychor Scholarship Recipients



The 2024 MBA James Wychor Scholarship recipients are **Emerson Chaloux** (Eagan High School), **Oren Hamilton** (Stillwater High School), **Noah Riederer** (Springfield High School), **Noah Simonsen** (St. Mary's Catholic School), and **Nathan Stange** (Bertha-Hewitt High School) The MBA James Wychor Scholarship is awarded annually to Minnesota High School Seniors that are pursuing an education and career in broadcasting. They were all notified recently of being a scholarship recipient by MBA Board Chair, Jim Birkemeyer and MBA President, Wendy Paulson.



**Emerson Chaloux**

Eagan High School



**Oren Hamilton**

Stillwater High School



**Noah Riederer**

Springfield High School



**Noah Simonsen**

St. Mary's Catholic School



**Nathan Stange**

Bertha-Hewitt High School

Check out the reactions from the MBA James Wychor Scholarship Recipients [here](#). Thank you to Andy Price and Hannah Strenger of **School Space Media** for their support in compiling this montage! Thank you also to the **Minnesota State High School League** for airing this montage throughout the MSHSL State Baseball Championship Games at Target Field!



## MBA Wants to Feature You!

The MBA would like to bring awareness to careers in broadcasting. That begins with our members! **Account Executives, Traffic Managers, News Producers, Digital Content Producers, Photographers**— you all play an important role in broadcasting! The MBA is looking for members to record a brief video (:60 - :90 seconds) that highlights your role. Below are some suggested talking points (make it fun and exciting as possible):

- Your name
- Your job title
- The station and station group you work for and city
- How you got started in broadcasting
- Your favorite part about a career in broadcasting
- A brief example of how you make an impact in the community

Videos will appear on the [MBA Website](#) and be featured throughout MBA's communications like this *Minnesota Broadcaster* Newsletter. If you would like to record a video, please record it in landscape mode and send it to [Tim Hyde](#).



**MaryElin Macht**

Operations Manager &  
On-Air Personality  
Lakeland Media, Willmar

## MBA Job Bank

### Accountant

Hubbard Radio in Brainerd is seeking an Accountant to join their team. For more details, [click here](#).

### Digital News Anchor/Morning Reporter

KBJR-TV in Duluth is seeking a Digital News Anchor/Morning Reporter. For more details, [click here](#).

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

## Proctor High School Rails.TV Program Field Trip

On Wednesday, June 15th, 26 students from **Proctor High School's** Rails.TV program visited Hubbard Broadcasting and the University of St. Thomas' Department of Emerging Media. Thank you to MBA Board Member, **Joe Johnston** and **Monica Doyle** at KSTP-TV, **Dr. April Eichmeier** and **Dr. Peter Gregg** at the **University of St. Thomas** for hosting the group of future broadcasters.



## Milestones in Broadcasting



### WCCO-TV

Minneapolis/St. Paul  
75 Years

### WCCO-AM

Minneapolis/St. Paul  
100 Years

### WEBC-AM

Duluth  
100 Years

## WEBC-AM Proclamation—WEBC Day in the City of Duluth

Whereas,

**WEBC-AM** is the second-oldest radio station in Minnesota, signing on June 1st 1924; and

Whereas,

WEBC was once known as the “President’s Radio Station” with the nickname granted by the New York Times when President Calvin Coolidge spent the summer of 1928 in the Twin Ports area and altering programming to give President Coolidge world news updates; and

Whereas,

WEBC introduced Top 40 and Rock & Roll in the 80’s and sports talk radio in the 2000’s in the Twin Ports; and

Whereas,

WEBC has been a trailblazer in the Twin Ports for quality radio for decades, is the current home of the Northland Fan, and is proudly celebrating 100 years of service.

NOW, THEREFORE, I, Roger J. Reinert, Mayor of the City of Duluth, do officially proclaim the 17th of May, 2024, as

WEBC Day in the City of Duluth.



Townsquare Media Market President, **Mary Niemeyer** accepts the proclamation from Duluth Mayor, **Aric Forsman**. (Photo courtesy of: Nick Stoltman of Townsquare Media Duluth)



Duluth Mayor, **Aric Forsman** with **Chris Hawkey** of the **Power Trip Morning Show**. (Photo courtesy of Nick Stoltman of Townsquare Media Duluth)



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!**



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**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](#).

## Faces in the Crowd and Member Updates



**Garry Johannsen** (left) of Norman County Environmental Services with **Jim Birkemeyer** (right) of **R&J Broadcasting** at the Norman County Fair.



**Carolyn** (left) and **Doyle** (right) Becker of **Riverfront Broadcasting** stopped by the MBA Office to visit MBA President, **Wendy Paulson** (center).



Minnesota Broadcasters Hall of Famer, **Frank Fee** with his son, **Chris Fee** of **KROX Radio**, Crookston.



**Minnesota Broadcasters Hall of Famer, Randy Shaver** of **KARE-TV** will retire with his last newscast on June 28th. Randy continues his radio appearance on **KXXR-FM**.



After 3 decades in radio, **Randy "Q" Quitney** retired at the end of March from **KLFD Radio** in Litchfield.



**Roberta Hein** is now General Manager at **Q-Media Group** stations in Pine City!



After 22 years on **myTalk 107.1 (KTMY-FM)**, **Lori & Julia** have decided to hang up their headphones at the end of June.



**Brittany Arenson** (left) and **Kendall Mark** (right) will begin their 3p-6p show on **myTalk 107.1 (KTMY-FM)** on July 8th.

## Father-Daughter Moment at The Gracie's

Both **Dan Seeman** and his daughter **Hannah (Vincent) Seeman** were recognized at the Alliance for Women in Media Gracie's Luncheon on June 18th. Dan's daughter Hannah is a sophomore at Hofstra University and she took home the Gracie Award for her show, **WRHU Broadway Broadcast—Radio Talk Show—Student**.

**KTMY-FM's "Jason & Alexis Show"** also picked up a Gracie Award for **Radio Talk Show—Local** which made this the 15th Gracie Award for **KTMY-FM**.

Congratulations!



**Hannah (Vincent) Seeman** (left) with her dad, **Dan Seeman** of **KTMY-FM**.

## Coming Soon: Minnesota National Guard Media Day

Media Day with the **Minnesota National Guard** will be announced soon. It is slated to take place this Fall. Stand by for more details including timing, location and RSVP!



## 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](#).

### Advertising Fireworks

**By: MBA Legal Hotline Attorney, Mark Anfinson**

As the Fourth of July approaches, the question of whether fireworks retailers in neighboring states like Wisconsin and South Dakota may advertise their products in Minnesota is arising again. The question is prompted by the fact that a Minnesota statute prohibits fireworks advertising. However, a decision of the Minnesota Court of Appeals known as *State of Minnesota vs. Phantom Fireworks, Inc.* (1998 WL 865745) suggests that, despite the statute, fireworks can be lawfully advertised in Minnesota.

Phantom Fireworks operates retail fireworks outlets across Wisconsin. Especially because there are large population centers in Minnesota near the Wisconsin border, Phantom seeks to attract customers from Minnesota to its Wisconsin stores.

Several years ago, Phantom distributed an advertising catalog to Minnesota residents promoting its products. In response, the Minnesota attorney general charged the company with violating the statute that prohibits fireworks advertising, which states that "Except as otherwise provided,... it shall be unlawful for any person to...advertise...fireworks" in Minnesota.

Phantom challenged the attorney general's action and asked the trial court to dismiss the charge, arguing that the statute offended the First Amendment to the United States Constitution. But the trial court disagreed, causing Phantom to appeal. The Court of Appeals then reversed the trial court's decision and dismissed the charge against Phantom, holding that Phantom's advertising in Minnesota was indeed protected by the First Amendment.

In its opinion, the Court of Appeals carefully applied the First Amendment principles that protect advertising. It noted that while "generally, statutes enjoy a presumption of constitutionality." But "when a statute restricts First Amendment rights it does not bear the usual presumption of constitutionality."

According to the Court, "the government is free to prevent the dissemination of commercial speech (i.e., advertising) that is false, deceptive, misleading, or that proposes an illegal transaction. But if the commercial speech is not false or deceptive and does not concern unlawful activities, it may be restricted only in the service of a substantial governmental interest, and only through means which directly advance that interest." The burden is on the State to demonstrate these things.

The Court then readily determined that the catalog distributed by Phantom was commercial speech entitled to First Amendment protection: "[T]he catalog concern[ed] lawful activity because it is not unlawful to sell fireworks outside the State of Minnesota, nor is it unlawful for Minnesota citizens to purchase fireworks outside of Minnesota.

Continued on page 19.

## 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. You can hear from David Oxenford at the [MBA Annual Conference](#) this Fall in Rochester. Stay up to date with important information from David in MBA President, Wendy Paulson's, Weekly Update. Below are a few recent Broadcast Law Blog links to note.

[Looking at Broadcaster's Potential Liability for Attack Ads](#)

[July Regulatory Dates for Broadcasters](#)

[FCC Decision on Broadcaster's Obligations to Identify Foreign Government Sponsored Programming](#)



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



Mark Anfinson  
First Amendment and Media Law  
Attorney



David Oxenford  
MBA Legal Hotline Attorney  
Wilkinson|Barker|Knauer

## NCSA PEP Program Updates



NATIONALGUARD.COM/MN

### Minnesota Army National Guard

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



### Hazelden Betty Ford

The radio flight for Hazelden Betty Ford began on continues through December 31st. A TV flight began on March 12th. Information can be downloaded [here](#).



### Explore Minnesota Tourism

The radio and TV flight for the Explore Minnesota Tourism continues through June 30th. Information can be downloaded [here](#).



### Mental Health Minnesota

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



### Minnesota Department of Transportation

The radio flight for the Minnesota Department of Transportation continues through June 30th. Information can be downloaded [here](#).



### Minnesota Commission of the Deaf Deafblind & Hard of Hearing

The radio and TV flight for MN Commission begins on July 1st and ends on September 30th. Information can be downloaded [here](#).

## MBA Ascertainment Meeting and Town Hall in St. Cloud

On June 18th, MBA Members from St. Cloud and surrounding communities gathered for a Town Hall with the MBA and representatives from the **Minnesota Army National Guard** and an Ascertainment Meeting with **St. Cloud Fire Chief, Matt Love, Ann Matvick and Jackie Johnson of Big Brothers and Big Sisters of Central Minnesota, Chad Bouley from Central Minnesota Habitat for Humanity, Charles Hempeck from Ann Marie's Alliance and St. Cloud Mayor, Dave Kleis**. Thank you to **Leighton Media St. Cloud** for hosting the meeting and MBA Board Member, **Joe Johnston** of Hubbard Broadcasting for organizing the agenda of organizations and speakers!



**LTC Chris Bingham**  
MN National Guard



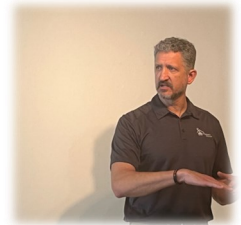
**Fire Chief, Matt Love**  
St. Cloud Fire



**Mayor, Dave Kleis**  
City of St. Cloud



**Jackie Johnson**  
Big Brothers & Big Sisters of Central MN



**Charles Hempeck**  
Anna Marie's Alliance

## Explore Minnesota Website Add-On

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



## Broadcasters Foundation of America

The mission of the Broadcasters Foundation of America is to improve the quality of life and maintain the personal dignity of men and women in the radio and television broadcast profession who find themselves in acute financial need due to a critical illness, accident, advanced age or other serious misfortune. [Learn more](#) and consider a donation today.





## Broadcasters Week of Kindness Set for Week of August 5th

The MBA is declaring the **week of August 5th, Broadcasters Week of Kindness**. We want to showcase the amazing work Minnesota Radio and TV members do in their communities! We'll be highlighting your efforts in meetings with lawmakers at the state and federal level, and with your listeners and viewers throughout Minnesota. The time to plan for Broadcasters Week of Kindness is now. Below are just a few examples of things you could do:

Hosting a Fundraiser

Collecting school supplies for students

Hosting a food drive for a local food bank

Serving meals on National Night Out (Tuesday, August 6th)

Organize a blood drive

Pick up trash and litter in local parks

Volunteer at a local organization

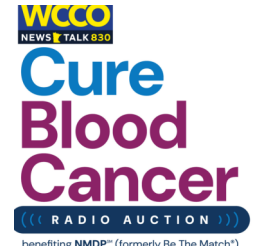
**Tell the MBA about your Broadcaster's Week of Kindness Activity!**

Email [tim.hyde@minnesotabroadcasters.com](mailto:tim.hyde@minnesotabroadcasters.com)



## MBA Members in the Community #WeAreBroadcasters

The **WCCO-AM** Radio Auction to cure blood cancer raised **\$85,000+** on May 23rd. All proceeds from the radio auction benefited the National Marrow Donor Program (NMDP).



**KSTP-TV** was the media partner on the JDRF One Walk recently. Their staff joined the "Walk with Leo" team to raise money to create a world without type one diabetes. Over **5,000** participants raised almost **\$1,000,000** to help fund research.

The team at **Townsquare Media Rochester** participated in the A Litter Bit Better campaign. Over **12,320** pounds of litter was picked up at 324 sites during the annual clean-up campaign in Rochester. The team at Townsquare Media Rochester has made this an annual tradition.



**BOB-FM's** Longest Day Broadcast for Alzheimer's Association took place on June 20th. Radio legends from Minnesota joined the broadcast to raise **\$25,000+** and awareness for those fighting Alzheimer's.

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

# MBA Welcomes 2024 Associate Members



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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

## **President's Column Continued from Page 1**

The Second Annual Broadcasters Week of Kindness will place the week of August 5th! We want to showcase the amazing work and commitment Minnesota Radio and TV members do in your communities! We'll be highlighting your efforts in meetings with lawmakers at the state and federal levels, and with listeners and viewers throughout Minnesota! We hope you'll participate (page 17)!

The State Fair is right around the corner and that means we are working hard on the MBA Annual Conference where we celebrate the many accomplishments and notable milestones of our member stations September 30th—October 2nd at the Hilton Rochester Mayo Clinic. And in true Minnesota form...we are super excited about the Minnesota Broadcasters Hall of Fame Dinner (see pages 4-7). Our emcee will be 2022 Minnesota Broadcasters Hall of Famer, and formerly of WCCO Radio, Dave Lee!

Thank YOU for being a member! It is a pleasure to serve you!

Wendy

## **Fireworks Advertising Continued from Page 15**

The Court next examined whether the statute directly advanced the State's claimed interest in regulating fireworks advertising, and determined that the State had failed to demonstrate this: "The state has merely speculated and conjectured that its ban on advertising the sale of fireworks advances its interest in preventing fireworks-related injuries. It offered no evidence to the district court that this advertising ban advances their asserted interest in reducing fireworks-related injuries."

Based on this analysis, the Court concluded that "there is insufficient evidence in the record to support the constitutionality of the statute."

It needs to be noted that it is theoretically possible that in another case, the State could try to factually demonstrate that the Minnesota statute does advance the supposed state interest in banning advertising. But given the strength of the protection provided by the First Amendment, it's very unlikely this could be done. Furthermore, in the more than two decades since the Phantom Fireworks decision of the Court of Appeals was issued, we aren't aware of any other attempts by the Attorney General to enforce the statute against out-of-state fireworks dealers, despite the fact that they have regularly placed advertising in Minnesota.



minnesota broadcasters association

YEARS