

# MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Spring 2025

## Chair's Column-Joe Johnston

Greetings and Happy Spring!



2025 is off to a great start, and it has been a whirlwind of activity!

We have had a successful beginning to our year, and I want to give a big shout out to all that participated in our Love Your Local Broadcaster Day at the Capitol in St. Paul and to those who joined us at State Leadership Conference in Washington DC earlier this March. It is great to hear about and witness the impact we are having with our legislators on behalf of Minnesota broadcasters, and we could not be having that impact without your passion and dedication to our industry. I was really excited to work with our President, Wendy Paulson, and our friends at Winthrop & Weinstine to draft legislation to provide a small business tax credit to companies that advertise with local media, ensuring that dollars stay in our local communities. The bill has bi-partisan support, and it was fun to be present at the Capitol to see our bill introduced (page 2)!

Coming up in May we will have our second Ascertainment Meeting of the year. The first was in the Twin Cities and attended by several Twin Cities radio and television stations (page 5). Our next meeting will be in Southwest Minnesota in the beautiful city of Worthington. Look out for more information to be released soon.

We have launched our MBA Young Professionals initiative. If you have someone that you would like to nominate for this recognition, learn more on page 8.

On March 19th, we announced the 2025 Minnesota Broadcasters Hall of Fame inductees. We will be honoring these amazing people from the Minnesota Broadcasting community on September 30th in Stillwater during the Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner (page 6).

On March 20th, we had our amazing PEP partner, the Minnesota Army National Guard perform a swearing in ceremony at the Target Center in Minneapolis (page 11). Over 123 new recruits participated! It is always such a moving experience seeing these students dedicate their lives to our country.

We are getting geared up for the MBA Annual Conference taking place in Stillwater, Minnesota September 29th-30th (page 6). The events committee is planning an amazing event for you. As always, if you would like to participate in the events committee or have ideas of what you would like to see at this year's conference, please reach out to me, Wendy, or Tim! There are no bad ideas!

Continued on page 14.

## President's Column-Wendy Paulson

The Minnesota Broadcasters Association (MBA) has had a strong start to the year with successful events and impactful advocacy efforts. We are wrapping up our membership outreach for 2025 and I am thrilled to share we are 300 members strong! Membership is made up of Radio, Television and Associate Member stakeholders. We are grateful for your support and Thank YOU for being a member of the Minnesota Broadcasters Association!

### Exciting Board Updates at the MBA!

We kicked off the new year with leadership updates at the MBA! On January 1st, we proudly welcomed Joe Johnston (KSTP-TV, Minneapolis/St. Paul) as our new Board Chair and Stephanie Hedrick (Gray Media, Rochester) as Vice Chair, along with R.J. Linder (Lakeland Media, Willmar) as Secretary/Treasurer. In addition, we're thrilled to announce three new Board members:

Dan Seeman - Hubbard Radio, Minnesota

Chad Cummings - Absolute Communications, Worthington

Shannon Knoepke - Townsquare Media, Rochester, Preston, Faribault and Owatonna

We are deeply grateful for their dedication and leadership, as well as the commitment to our entire Board of Directors. Their collective focus? Serving and championing local broadcasters—YOU, our valued members!

First quarter is always heaviest on Advocacy including Love Your Local Broadcaster Day at the Capitol where members made a significant impact on legislative discussions. Legislation supporting local broadcasters and small businesses is moving forward in both the House (H.F. No. 2221) and Senate (S.F. No. 2637). MBA continues working with lawmakers and the journalism coalition to advance this and additional legislation. The NAB State Leadership Conference in Washington, D.C. focused on Modernizing Ownership rules, the Local Radio Freedom Act, and AM Radio for Every Vehicle Act. We continue to be diligent with our Members of Congress and continue to see strong support (see page 3), but there's still work to do.

Continued on page 14.



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

**Vice Chair:** Stephanie Hedrick, VP/General Manager, KTTX-TV, Gray Television (Rochester)

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

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

### BOARD OF DIRECTORS

**Chad Cummings**, Owner, Absolute Communications (Worthington)

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

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

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

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

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

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

**Kristi Westrem**, Vice President and 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)



## Love Your Local Broadcaster Day—St. Paul

Minnesota Broadcasters gathered at the Capitol in St. Paul to discuss issues with lawmakers including, sports betting and the MBA legislation described below. The group of broadcasters included, **Brent Borgen** (Borgen Broadcasting), **Scott Christensen** (Midwest Communications, Duluth), MBA Board Member **Chad Cummings** (Radio Works, Worthington), MBA Vice Chair **Stephanie Hedrick** (Gray Media, Rochester), **Andrea Iten** (Telemundo Minnesota), MBA Board Chair **Joe Johnston** (Hubbard Broadcasting, Twin Cities), MBA Board Member **Shannon Knoepke** (Townsquare Media, Rochester, Preston, Faribault, Owatonna), **RJ Linder** (Lakeland Media).



**Governor Walz** visits with MBA Members.



**Senator Carla Nelson**



**Senator Andrew Lang**



**Senator Bill Weber**



MBA Board Chair, **Joe Johnston** with **Speaker Lisa Demuth**.



**Representative Pam Altendorf**



**Senator Cal Bahr**



**Senator Jeremy Miller**

## MBA bills introduced to help small businesses who advertise with local media

A big thank you to Representative Jim Joy (04B) for introducing [H.F. No. 2221](#) in the Minnesota House of Representatives. This bill aims to provide a tax credit for small businesses that advertise with local media which is a win for businesses and the broadcasters who keep our communities connected.

Prestin Douville of R&J Broadcasting in Ada had Rep. Joy on KRJB to talk about the bill. Take a listen [here](#). The bill has been referred to the House Taxes Committee for further consideration.

The companion bill [S.F. No. 2637](#) was introduced in the Senate on March 17th by Senator Grant Hauschild and co-sponsors Senator Robert Kupec, Senator John Marty and Senator Carla Nelson. The MBA continues to work alongside the bill's sponsors to strengthen Minnesota's small businesses and local broadcasters!



## MBA State PAC

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



## MBA President Wendy Paulson wraps up tenure as President of NASBA

MBA President, **Wendy Paulson** was honored to serve a one-year term as President of the National Alliance of State Broadcaster Associations (NASBA) over the past year. **Sue Keenom**, SVP, State, International, Board Relations for NAB and **Curtis LeGeyt**, President and CEO of the NAB presented Wendy with a NASBA Leadership Award of Thanks.



## State Leadership Conference—Washington DC

March brought the MBA to Capitol Hill and the NAB State Leadership Conference. MBA Members attending included, MBA Board Member **Chad Cummings** (Radio Works Worthington), MBA Board Chair **Joe Johnston** (Hubbard Broadcasting, Twin Cities), MBA Vice Chair **Stephanie Hedrick** (Gray Media, Rochester), **Todd Wentworth** (Gray Media, Duluth), **Dan Seeman** (Hubbard Radio, Twin Cities) and **Chris Fee** (Gopher Communications, Crookston).



Majority Whip  
Tom Emmer



Senator Amy Klobuchar



MBA Vice Chair,  
Stephanie Hedrick



MBA Board  
Member, Chris Fee



MBA Board Member,  
Dan Seeman



Representative  
Michelle Fischbach



MBA Board  
Member, Chad  
Cummings



Representative  
Brad Finstad



Representative  
Kelly Morrison



Adam Schiff of Senator  
Tina Smith's Office

## AM Radio for Every Vehicle Act

The AM Radio for Every Vehicle Act has been reintroduced (H.R. 979, S. 315). As you know, this is a central focus. Thank you to current co-sponsors including **Senator Amy Klobuchar**, **Senator Tina Smith**, **Rep. Angie Craig**, **Majority Whip Tom Emmer**, **Rep. Brad Finstad**, **Rep. Michelle Fischbach** and **Rep. Betty McCollum**. At the time of this writing there are 128 co-sponsors in the House and 57 co-sponsors in the Senate. The MBA continues to follow up with **Rep. Morrison**, **Rep. Omar** and **Rep. Stauber** to gain their support.

## Local Radio Freedom Act

The Local Radio Freedom Act has been reintroduced in (H.Con.Res.12, S.Con.Res.8). Thank you to current co-sponsors, **Majority Whip Tom Emmer**, **Rep. Brad Finstad**, **Rep. Michelle Fischbach**, **Rep. Betty McCollum** and **Rep. Pete Stauber**. At the time of this writing there are 152 co-sponsors in the House and 22 co-sponsors in the Senate. The MBA continues to follow up with **Senator Amy Klobuchar**, **Senator Tina Smith** and **Rep. Angie Craig**, **Rep. Kelly Morrison** and **Rep. Ilhan Omar** to gain their support.

## Member Services Update

"If you work for an MBA Member Station, you are an MBA Member!" That means you can take advantage of the services that we offer. This means you have the opportunity to participate in Ten Minute Trainer Network Live Events (page 4), Third Thursday Webinars (page 4) and much more (page 7). These valuable services provide learning opportunities and continuing education for you and your teams. Since you are an MBA Member, you can also take advantage of the MBA's Legal Hotline Attorney's David Oxenford and Mark Anfinson for any questions on advertising, EEO, FCC, and more (page 10). If you have a job opportunity to post, please send it to me for posting in the MBA's Job Bank (page 11). Most job opportunities are also posted on MBA's social media channels as well. That's just a brief summary of our services. If you or anyone on your team would like more information, I am happy to speak with you! Please reach out to [me](#) to schedule a time to meet.



**Tim Hyde**  
MBA's  
Director of  
Operations &  
Member  
Services

We need you! If you would like to help shape the future of the services the MBA offers or if you would like to help guide in the initiatives of the MBA's Committees (page 9), please let me know. All committees are an integral part of shaping the future of serving MBA Members....and they are a lot of fun too!

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

If you ever have ideas on services that we can consider offering or if you would like to join one of MBA's Committees mentioned above, please reach out to [me](#). I look forward to seeing you soon at an upcoming event like the Heartland Media Conference (page 5) or meeting like the MBA Ascertainment Meetings (page 5). Thank you for your membership and support!

## Upcoming Third Thursday Webinars

- Thursday, April 17th ["Environmental Reporting"](#)
- Thursday, May 15th ["FCC, Government and Regulatory Updates"](#)
- Thursday, June 19th ["Disruptive Innovation in the Broadcast Business"](#)



Third Thursday Webinars are produced in partnership with the Michigan Association of Broadcasters and are free for MBA Members. **Use the code, NASBA25 when registering.**

## Ten-Minute Trainer Network Live Events



## Ten Minute Trainer Network



## MBA Member Feature



**Michael Cros**  
Creative Services Manager  
Telemundo Minnesota

Tell us about your career in broadcasting!  
Send a short video to [Tim Hyde](#).

## Heartland Media Conference

The Heartland Media Conference will take place April 22nd-23rd in Fargo, North Dakota. The Heartland Media Conference is produced in partnership with the **MBA, North Dakota Broadcasters Association** and **South Dakota Broadcasters Association**. This year's conference will feature speakers including **Derron Steenbergen** of the Swagger Institute, **Michael Clinton** the author of ROAR, MBA Legal Hotline Attorney **David Oxenford** of Wilkinson|Barker|Knauer and much more! Learn more and register today [here](#).



## Internship Reimbursement Program for MBA Member Stations

Looking to build your staff at no or limited cost to you? Participate in the Internship Reimbursement Program for 2025! Stations must be in good standing with the MBA NCSA/PEP Program. For more details [click here](#). If you would like a copy of the application form, reach out to [Tim Hyde](#).



## MBA Ascertainment Meeting—Twin Cities

MBA Members in the Twin Cities gathered on February 26th for an MBA Ascertainment Meeting to hear from representatives from six community organizations including the **Minnesota Army National Guard, Bravo-Zulu House, Hometown Hero Outdoors, Settled, Society of Professional Journalists, World Press Institute, and Every Meal**. Thank you to MBA Members from iHeartMedia, Hubbard Broadcasting, Salem Media Group, KMSP-TV, Telemundo Minnesota, WDGY Radio, Cumulus Media, Minneapolis Public Schools, and TPT Twin Cities for your participation! The next MBA Ascertainment Meeting is scheduled for May 16th in Worthington, Minnesota. Please reach out to [Tim Hyde](#) if you would like to attend.



## Severe Weather Awareness Week—April 7th—11th

Minnesota's [Severe Weather Awareness Week](#) takes place **April 7th-11th**. Below are the areas of focus for each day:



- |                             |                                    |
|-----------------------------|------------------------------------|
| <b>Monday, April 7th</b>    | Alerts and Warnings                |
| <b>Tuesday, April 8th</b>   | Severe weather, lightning and hail |
| <b>Wednesday, April 9th</b> | Floods                             |
| <b>Thursday, April 10th</b> | Tornadoes                          |
| <b>Friday, April 11th</b>   | Extreme Heat                       |

Thank you to the team at TPT Twin Cities for putting together [these images](#) that MBA Members can share for each day through their social media and websites. Please also note that there will be two **statewide tornado drills** on **Thursday, April 10th at 1:45 p.m. and at 6:45 p.m.**

## Minnesota Broadcasters Hall of Fame Class of 2025 Announcement

The MBA along with Minnesota Broadcasters Hall of Famer, Pat Kessler gathered at Pavek Museum on March 19th to [announce this year's class](#) of Minnesota Broadcasters Hall of Famers. Congratulations to:



**Dennis Carpenter**  
Milestone Radio



**Caroline Lowe**  
WCCO-TV



**Lou Nanne**  
Hockey Broadcasting  
Legend



**Brett Paradis**  
Leighton Media



**Al & Linda Quarstrom**  
Q-Media Group



**Terri Traen**  
KQRS-FM

The Minnesota Broadcasters Hall of Fame Inductees will be honored on **September 30th** at JX Venue during the Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner. Tickets are available now! [Click here](#) to join us!

## Minnesota Broadcasters Annual Conference Set for Fall 2025 in Stillwater!

The Minnesota Broadcasters Annual Conference and Hall of Fame Induction Ceremony will be making a grand return to Stillwater, MN in 2025. **Save the dates for September 29th-September 30th, 2025.** More details and registration will be announced soon!



## Pavek Museum Upcoming Events

The MBA is proud to partner with Pavek Museum throughout the year as the home of the Minnesota Broadcasters Hall of Fame. Check out some of their upcoming events and ways to get involved [here](#).



## Midwest Regional Broadcasters Clinic—September 15-17, 2025

The MBA has partnered once again with the **Wisconsin Broadcasters Association** on the **Midwest Regional Broadcasters Clinic**. It all takes place in Madison, Wisconsin September 15th-17th. This year there is a new and improved website which includes a link to register, vendors, and links to past Clinic content. Check it out [here](#).





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



minnesota broadcasters association

**You receive access to a full list of [member benefits](#).**

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

**Get connected with the MBA!**



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

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

## Staff Updates



**Michael Garber** has been named News Director at KSTP-TV.



**Kirk Varner** has retired from KSTP-TV as News Director.



**Tom Hartho** has retired after 50 years of being an engineer for KSTP-TV.



**Bruce McKirdy** is now Regional General Manager of Hubbard Radio Brainerd and Bemidji.



**Joe Schmit** of KSTP-TV has announced his retirement with his final day on-air being April 30th.

## NAB Crystal Radio Awards Presented in Washington DC

Congratulations to **WJYY-FM** on picking up a Crystal Heritage Award! They have received five Crystal Radio Awards which qualified them for the Crystal Heritage Award this year. Congrats also to **KROX-AM** in Crookston who won a Crystal Radio Award this year! The Crystal Radio Awards honor stations for excellence in community service.



**Dan Seeman** of Hubbard Radio accepts the Crystal Heritage Award for **WJYY-FM**.



**Chris Fee** of KROX-AM accepts a Crystal Radio Award for **KROX-AM**.

**Did you know?** In the 38 years of the Crystal Radio Awards, only 12 stations have received the Heritage Award. Three of those stations are Minnesota stations, **KSTP-FM** (Minneapolis/St. Paul), **KB101** (Bemidji) and now **WJYY-FM** (Brainerd).

## MBA Young Professional Award

Submit a nomination for the MBA Young Professional Award. Monthly finalists will be selected to go into the final selection for the MBA Young Professional of the Year Award which will be awarded at the MBA Annual Conference in the Fall. Congratulations to **Veronica Soto Urribarri** and **Mike Marcotte** for being monthly recipients! Learn more below.



**Veronica Soto Urribarri**  
Telemundo Minnesota



**Mike Marcotte**  
KSTP-TV



## MBA Committees

Help shape the association and work alongside your peers! Get involved with a committee! There is something for everyone! If you have questions or want to get involved, just reach out to [Wendy Paulson](#) or [Tim Hyde](#).

### Advocacy

Engage MBA members in support of state and federal advocacy efforts. Mobilize members to attend events in Washington DC and St. Paul to make MBA a visible presence with lawmakers. Identify and prioritize issues and to ensure advocacy efforts are efficient and effective. Identify and lobby on all legislative or regulatory issues that impact the success, prosperity and survival of Minnesota's broadcasters.



### Services

This committee works with the MBA's Director of Member Services to advise the board and help implement the selection of member services offered throughout the year. This includes services like webinars, trainings, and events. The services committee also looks to build partnerships with industry stakeholders. The services committee also works together with the MBA's Events Committee which oversees the planning and execution for the MBA Annual Conference and other MBA events.

### Leadership

Build strong leadership within MBA membership, member engagement (events, stories, resources), recruit strong members, increase participation of non-owner and general manager to board, build comradery amongst board and increase member to member communication.



### Outreach

Non-member outreach, stakeholder engagement with industry partners, promote the industry and grow the Association.

### Finance

Oversee financial systems and controls, reporting structure, and compliance with legal and regulatory requirements. MBA CPA is contracted to oversee the regulatory requirements and reports. There is a sub-committee that oversees MBA's investments that includes, the MBA President, MBA Board Chair and MBA Secretary/Treasurer.



### Recruitment

Recruit and build a continuous pipeline of talent and promote the industry.



## MBA Legal Hotline Attorneys

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

**By: Mark Anfinson**

**Question:** A local smoke shop would like to advertise for a product called "Kratom." Would doing so raise any legal red flags?

**Answer:** Kratom is a tree in the coffee family native to Southeast Asia. A substance made from the leaves of the tree supposedly has sedative-like effects.

It doesn't appear that it would be illegal or in violation of FCC rules for you to carry ads for Kratom. However, there are some health concerns surrounding Kratom that should be taken into account.

For example, here's what the Mayo Clinic website says about Kratom:

*Kratom: Unsafe and Ineffective*

*Users swear by kratom for lifting mood and boosting energy, but there are many safety issues and questions about whether kratom works.*

*People who take kratom believe that it helps them. But kratom hasn't been shown to be safe or to treat any medical conditions. The U.S. Food and Drug Administration (FDA) has warned people not to use kratom because of possible harm it can cause. The U.S. Drug Enforcement Administration calls kratom a drug of concern.*

*Poison control centers in the United States received more than 3,400 reports about use of kratom from 2014 through 2019. These included reports of death. Side effects reported included high blood pressure, confusion and seizures.*

In light of these kinds of concerns, you might want to be cautious about accepting advertising for Kratom. If a smoke shop customer did suffer a serious, adverse reaction, they could claim that they learned about Kratom through advertising, that the station should have known about the health concerns, and that you should therefore have declined the ad—thus arguing you have some legal liability. This risk isn't great. But you will want to give it some consideration.

## Broadcast Law Blog by David Oxenford

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

[Copyright Royalty Board Announces SoundExchange Audits of Broadcast Companies Streaming Their Signals—How Do These Audits Work?](#)

Don't forget! MBA Legal Hotline Attorney, David Oxenford will appear at the **2025 Heartland Media Conference in Fargo, April 22nd-23rd!** Learn more and get registered today [here!](#)

## 2025 Broadcasters Calendar from Pillsbury

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



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



### Minnesota Army National Guard

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



### Hazelden Betty Ford

The radio flight for Hazelden Betty Ford for Hazelden Betty Ford continues. Information can be downloaded [here](#).



### Mental Health Minnesota

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



### Minnesota Retain

Coming soon! A campaign with Minnesota Retain will begin in June. More details will be sent to stations in the coming weeks.

## Minnesota National Guard Swearing In Ceremony

Congratulations to the newest members of the **Minnesota Army National Guard**! They were sworn-in during a ceremony ay the Minnesota State High School League Boys State Basketball Tournament! Thank you to **KSTC-TV** for airing this special moment! Watch the ceremony [here](#) courtesy of KSTC-TV Twin Cities.



**MAJ Ochsendorf** leads the group of MNARNG recruits

## Upcoming Minnesota National Guard Signing Days

The **Minnesota Army National Guard** will be hosting two upcoming signing days to celebrate their newest recruits. We invite MBA Member Stations to cover these upcoming special events!

**April 9th, 2025 at 2:40PM**

**Worthington High School**

**Contact:** Staff Sergeant Gabrielle Bullerman (507-206-7777) or Anne Foley at WHS (507-727-1204) if you would like to cover the event.

**May 15th, 2025 at 8:00AM**

**Willmar High School**

**Contact:** Staff Sergeant Robert Perez (320-760-8882) or if you would like to cover the event.

## MBA's Job Bank

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

### Office Manager

KBJR-TV in Duluth is seeking an Office Manager.

[Click here](#) for more information.

### Meteorologist

KSTP-TV in the Twin Cities is seeking a Meteorologist.

[Click here](#) for more information.

## MBA James Wychor Scholarship Fund—Applications Accepted Now!

The MBA is accepting applications for the **MBA James Wychor Scholarship**. The scholarship is open to Minnesota High School Seniors that are pursuing an education and career in broadcasting. Applications will be accepted through April 30th, 2025. Recipients will be chosen and notified in May with a presentation to follow in June at the Minnesota State High School League State Baseball Tournament. MBA Members are invited to spread the word about the scholarship opportunity to students in your community. Learn more [here](#).



## MBA Members in the Community #WeAreBroadcasters

**KTTC-TV** in Rochester hosted their annual “Eagles Cancer Center Telethon” and raised \$1,028,000+! Proceeds go to support the Mayo Clinic Cancer Center, Hormel Institute for Cancer Research, and Masonic Cancer Center at the University of MN.



**WCCO-AM** hosted the “End Hunger Together Radiothon” which raised \$427,000+ for Second Harvest Heartland! That’s \$4.5 million raised since the inception of this radiothon event 16 years ago!

**Lakeland Media** Stations in Willmar hosted their “Radio for Relief Radiothon” on March 20th. This was their 20th anniversary of the event which raised \$69,768 for the Kandiyohi County Food Shelf!



**WCCO-TV** collected donations for the Minnesota Assistance Council for Veterans (MACV). MACV is a veteran-focused organization providing services and support to end Veteran homelessness in Minnesota. Over \$906,000 was raised during a recent campaign!

**KARE-TV** teamed up with Salvation Army for their annual Food Fight Campaign. Over \$86,000 in cash and in excess of 2,300 pounds of non-perishable food was collected throughout the month of March.



## Broadcasters Foundation of America

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



## MBA 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](#)



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



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



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



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



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



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



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



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



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



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



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



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

## Chair Column Continued from page 1

Lastly, I would like to congratulate MBA President, Wendy Paulson as she completed an amazing year as President of the National Alliance of State Broadcasters Associations (NASBA) (page 3). Cheers Wendy on a job well done!

Like I said, it has been a busy first quarter but the best is yet to come.

Thank you for all you do in your community and for your support of the Minnesota Broadcasters Association! I look forward to seeing you all soon!

Joe Johnston

2025 Chair, Minnesota Broadcasters Association

## President's Column Continued from page 1

Upcoming events before the end of June include:

- Market visits in Worthington, and making a sweep through Western Minnesota
- In district meetings with Minnesota Emergency Managers and Broadcasters
- The Heartland Media Conference in Fargo (see page 5)

The MBA will be moving in June to our new location in St. Paul. We love our spot in the Hamm Building on St. Peter Street, but we need to move out as our building is being converted into residential space. More details on our new location will be shared in May!

Thank you for the great work that you do serving your communities each and every day! And Thank You for being a member of the MBA!

Wendy Paulson

President, Minnesota Broadcasters Association



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