

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Fall 2025

Chair's Column-Joe Johnston

Happy Fall my friends!

How is it almost the end of October??

The Fall started out with a great conference in Madison, Wisconsin with the Midwest Regional Broadcasters Clinic. Great speakers and networking opportunities along with a huge vendor fair! You should really consider attending next year.

What an amazing MBA Conference we had at the end of September in Stillwater, Minnesota! Thank you again to everyone who attended. It was awesome to have so many salespeople attend our free sales training day. I have been hearing that many of the tools that were shared by our presenters have already been put to good use and teams are seeing real success! Well done! Hopefully, you have filled out the [conference survey](#), that will really help us in planning for next year's conference. The rest of the conference had great speakers, delivering industry information and tools for all broadcasters. A highlight was our keynote speaker, Will Reeve, from ABC News, who shared his personal life story and how it has impacted his personal and professional growth as a journalist.

The Minnesota Broadcasters Hall of Fame Induction Ceremony was an exciting evening for some very special people. Congratulations to all!

Wendy Paulson and I have been attending "Coffee Talks" with our legislators on a weekly basis. We are taking this time to get to know our legislators on a personal level, uncovering their interests and discussing how they can support broadcasters in their districts. If you hear from our MBA team to reach out to your legislators to garner support on a certain issue...do it. They are great humans who are willing to have a conversation with you.

As my year as board chair begins to wind down, I am proud of the work that we have accomplished this year. We would love to have you become more involved with the Association. Please reach out to Wendy, Tim or I with questions and we can help you determine a role that would best suit you.

Joe Johnston

2025 Chair, Minnesota Broadcasters Association

President's Column-Wendy Paulson

It has been a busy and productive season for the Minnesota Broadcasters, and I'm excited to share a few highlights with you.

Federal Advocacy: The AM Radio for Every Vehicle Act (H.R.979/S.315) continues to gain strong bipartisan support, with 30 co-sponsors in the House and 61 in the Senate as of this writing. Minnesota has unanimous support. The Local Radio Freedom Act has been reintroduced and is gaining support from lawmakers who see the vital role of free, local broadcasting. In the House, we have bipartisan support with 5 out of 8 signing on, and we will continue to work hard to gather more support.

State Efforts: At the state level, the MBA has been working to advance the Small Business Advertising Tax Credit. This credit aims to strengthen local economies by encouraging small businesses to invest in local news outlets. We're also proud to share that the 2025 State and Local Government omnibus bill now includes a provision requiring state agencies to publicly report their local advertising spending starting in 2026. This is an important win for transparency and local media.

Community & Connection: Our State PAC has hosted several receptions to build and strengthen relationships with legislators, ensuring broadcasters' voices are heard. The 2025 MBA Annual Conference (page 4) in Stillwater brought together industry leaders to discuss the future of broadcasting, AI, and the First Amendment. Happy to receive the rave reviews of our Keynote speaker, Will Reeve of ABC (page 4). We welcome our new Board Members for 2026 to a stand out group of Directors and Officers! Our Board of Directors and Officers also voted on MBA's 2026 leadership: MBA Chair Stephanie Hedrick from Gray Media Rochester, Vice Chair Shannon Knoepke from Townsquare Media Rochester, Secretary/Treasurer R.J. Linder from Lakeland Media Willmar and Joe Johnston as Immediate Past Chair. We also celebrated this year's Hall of Fame Inductees (page 5) and Service to Minnesota (page 14) award winners.

Looking Ahead: Mark your calendars for the 2026 MBA Conference (October 7th & 8th) at The Confluence Hotel in Hastings, the Minnesota Broadcasters Hall of Fame Induction Ceremony (November 20th) at JX Venue in Stillwater, the Heartland Media Conference (May 5th & 6th) in Fargo, the Midwest Regional Broadcasters Clinic (September 14th-16th) in Madison and the Broadcasters Week of Kindness taking place the week of August 3, 2026.

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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



Alexandria, Minnesota

MBA OFFICERS

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

Vice Chair: Stephanie Hedrick, VP/General Manager, KTTC-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

Tim Hyde, Director of Operations & Member Services

tim.hyde@minnesotabroadcasters.com



AM Radio for Every Vehicle Act Update

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, Rep. Ilhan Omar, Rep. Pete Stauber, Rep. Betty McCollum and Rep. Kelly Morrison**. At the time of this writing there are 308 co-sponsors in the House and 61 co-sponsors in the Senate.

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 193 co-sponsors in the House and 26 co-sponsors in the Senate. The MBA continues to work with the offices of **Senator Amy Klobuchar, Senator Tina Smith and Rep. Angie Craig, Rep. Kelly Morrison and Rep. Ilhan Omar**.

Broadcast Advocate Podcast

Television broadcasters throughout the country are voluntarily upgrading to ATSC 3.0, known to viewers as **NEXTGEN TV**. While most viewers have access to the signals today, broadcasters are sharing transmitter signals and hoping to completely move to ATSC 3.0 with action from the FCC. In this episode, **Sam Matheny**, CTO of the **National Association of Broadcasters**, discusses the advantages of NEXTGEN TV with **Dave Arland** of the Indiana Broadcasters Association. Give it a watch and listen [here](#).



MBA State PAC Receptions

The MBA's State PAC has been busy the last few months with holding a couple of receptions for the Minnesota lawmakers including **Representative Ginny Klevorn (42B-DFL)** and **Representative Wayne Johnson (41A-R)**. 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](#).



Small Business Tax Credit

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



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

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

Reporting of State Agency Local Advertising

A provision was included in the 2025 State and Local Government omnibus bill requiring state agencies to report where they spend advertising dollars. Beginning in February 2026, agencies will be required to publicly post the percentage that is spent with local news organizations, including a breakdown of spending with local newspapers, radio and television. Many agencies contract with national entities to place advertising, and when they do so, local news organizations miss out on that revenue.

Member Services Update

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

- ♦ Jump into the Ten-Minute Trainer Network ([see below](#))
- ♦ Tune in for a Third Thursday Webinar ([see below](#))
- ♦ Explore opportunities for growth and connection ([page 9 & 10](#))
- ♦ Need a quick answer to a legal question? You've got access to our MBA Legal Hotline Attorney's David Oxenford and Mark Anfinson for expert guidance on EEO, FCC and advertising questions. ([page 13 & 19](#))
- ♦ Do you have a job opening? Send it to me and we'll post it to the MBA's Job Bank ([page 9](#)) and across our social media channels to get your opportunity in front of the right eyes.



Tim Hyde

MBA's
Director of
Operations & Member
Services

That's just the beginning! Join one of the MBA Committees ([page 10](#))! Whether you are passionate about advocacy, education, innovation—our committees are where ideas become action. Plus—they're generally fun and great way to connect with other broadcasters.

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

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

Self-Care and Mindfulness Webinar

Thursday, November 6th

Noon-1:00 PM

Speaker: Deborah Saari, NAMI Minnesota

A one-hour session on how to build a toolkit for better self-care and how to recognize when to use those tools. So often, self-care and mindfulness take a back seat in life, but for individuals living with a mental illness or poor mental health, these practices are necessary. Learn new techniques to help improve your self-care routine and receive some new resources to try out. [Click here](#) to register.



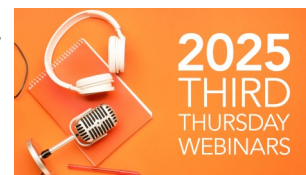
Upcoming Third Thursday Webinar

Thursday, November 20th

["Politics on the Airwaves: Preparing for the 2026 Election Cycle"](#)

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



Meet the MBA's Intern!

My name is [Mamie O'Leary](#), and I'm the MBA's Intern! I'm a strategic communications and history major at the University of Minnesota's Hubbard School and College of Liberal Arts. I hope to work in public relations in the future, and I'm excited to be at the Minnesota Broadcasters Association to get some practical skills working in communications and make some new connections with professionals in the business! A fun fact about me is that I collect vinyl with my dad, he gets Jimmy Smith and Miles Davis whereas I get Taylor Swift and 5 Seconds of Summer. I'm excited to be working with the MBA and I hope to get some experience with broadcasting during my internship!



2025 MBA Annual Conference Recap

MBA Members and stakeholders gathered in Stillwater for the MBA's Annual Conference. The conference focused on sales strategies, what's in store for the 2026 legislative session, AI, the First Amendment, voices from the next generation of broadcasters and so much more. Thank you to everyone who attended! **Save the dates for 2026: October 7-8, 2026 in Hastings, Minnesota.**



A MN Wild jersey is presented to **Will Reeve** by MBA President **Wendy Paulson** and MBA Board Chair, **Joe Johnston**.



Keynote Speaker, **Will Reeve** of ABC News with members of the MBA Board of Directors and Events Committee.



Panel Discussion with **Sam Fischer** (KARE-TV), **Rolлие Dethloff** (Midwest Communications), **AJ Reisetter** (University of Iowa Student), **Jane Hubbard** (KSTP-TV).



Derron Steenbergen of the Swagger Institute with his "Smart C.A.S.T.s Land Bigger Fish—Sales Strategies That Work" presentation.



Jeff Schmidt of RAB with his "Embrace Disruption" presentation.



Full room for sales trainings on Opening Day!



A look at the 2026 Legislative Session with **Andrea Rau** and **Tom Hanson** of Winthrop & Weinstine along with **GOP Floor Leader Rep. Harry Niska**.



Karisa Rogers of KTIS Faith Radio receives the MBA Young Professional of the Year Award.



MBA Board Member, **Chad Cummings** of Radio Works in Worthington asking a question of **Will Reeve**.

2025 Minnesota Broadcasters Hall of Fame Induction Ceremony

The 2025 Minnesota Broadcasters Hall of Fame Induction Ceremony took place on September 30th in Stillwater to induct **Dennis Carpenter, Caroline Lowe, Lou Nanne, Brett Paradis, Alan & Linda Quarnstrom** and **Terri Traen**. The induction ceremony was emceed by 2013 Minnesota Broadcasters Hall of Famer, **Mark Rosen**. Check out some of the photos and video below.



Are you interested in nominating a broadcaster for the Minnesota Broadcasters Hall of Fame? The nomination period is **November 1st through January 9th**. [Click here](#) for more details. The 2026 Minnesota Broadcasters Hall of Fame Induction Ceremony will take place in Stillwater, Minnesota on **November 20th, 2026**.



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



DENNIS CARPENTER

CAROLINE LOWE

LOU NANNE

Dennis Carpenter

[Induction Video](#)

Caroline Lowe

[Induction Video](#)

Lou Nanne

[Induction Video](#)

BRETT PARADIS

ALAN AND LINDA
QUARNSTROM

TERRI TRAEN

Brett Paradis

[Induction Video](#)

**Alan & Linda
Quarnstrom**

[Induction Video](#)

Terri Traen

[Induction Video](#)

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



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](#).

Heartland Media Conference set for May 5-6, 2026

The 3rd Annual Heartland Media Conference will take place May 5th-6th, 2026 in Fargo, North Dakota. The Heartland Media Conference is produced in partnership with the **MBA, North Dakota Broadcasters Association** and **South Dakota Broadcasters Association**. Registration launches soon!



Butch DeLaHunt of DeLaHunt Media.



Mary Niemeyer of Townsquare Media.



Derron Steenbergen of the Swagger Institute.



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



MBA Board Chair, **Joe Johnston** of Hubbard Broadcasting.



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

MBA Ascertainment Meeting—Duluth

MBA Members in Duluth and surrounding areas, gathered on August 5th for an MBA Ascertainment Meeting to hear from representatives from six community organizations including the **Minnesota Army National Guard, Ronald McDonald House, Memorial Blood Centers, Duluth Police Department, Minnesota Ballet, The Twin Ports Collective and St. Louis County**. Thank you to KBJR-TV for hosting the meeting and members from KBJR-TV, Townsquare Media, Midwest Communications, WDIO-TV and Rapids Radio for your participation! **The next MBA Ascertainment Meeting is scheduled for November 14th in Alexandria**. If you are interested in attending, please reach out to [Tim Hyde](#).



Duluth Police Chief, **Mike Ceynowa** and Duluth PD PIO, **Mattie Hjeseth**.



LTC Christopher Bingham of the Minnesota National Guard speaks to MBA Members.



Michele Keil of Memorial Blood Centers.

NAB Pilot Broadcast Engineering and IT Conference

Proposals for technical papers and panels are now being accepted for the 2026 NAB Broadcast Engineering and IT (BEIT) Conference held in Las Vegas, Nevada, April 18-22, 2026. The NAV BEIT Conference is designed for broadcast engineers, technicians, technology managers, developers, contractors, equipment manufacturers, consultants and researchers. The event will address current and technical topics, with a forward-looking emphasis on the evolution of technology across radio, television, digital and broader media and IT ecosystem. For more details information, click [here](#). Proposals for technical papers and panels are begin accepted [here](#). **The deadline to make a submission is November 14, 2026.**



2025 Midwest Regional Broadcasters Clinic

The Midwest Regional Broadcasters Clinic is a collaborative effort between the engineering teams of the **Wisconsin Broadcasters Association and Minnesota Broadcasters Association**. This year's event, now in it's 69th year was a success! Our thanks go to this year's planning committee for bringing in attendees from 25 different states and over 45 exhibitors. Check out the Midwest Regional Broadcasters Clinic website [here](#). Save the dates for 2026! September 14th-16th, 2026 in Madison, Wisconsin.



Participate in 2026 ABIP Inspections

FCC Alternative Inspections are scheduled to take place starting in mid-April 2026. Your voluntary participation in this program is the best insurance you can have against costly FCC violations. Stations that successfully pass are exempt from routine FCC inspections for 3 years (but not from FCC inspections that are part of a national enforcement effort of in response to a specific complaint about the station's operations or FCC Online File review). These inspections can also identify issues that could raise problems at license renewal time. Experienced engineers will inspect Minnesota stations as soon as they are able to get into the field (pending snow/ice). More details will be announced soon.



2026 ABIP Rates

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

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

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



Craig Bomgaars
ABIP Inspector

Pavek Museum After Dark: House on Haunted Hill Event

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



MBA Young Professional Award

Submit a nomination for the MBA Young Professional Award. Monthly finalists will be selected to go into the final selection for the MBA Young Professional of the Year Award which will be awarded at the MBA Annual Conference in the Fall. Congratulations to **Karisa Rogers**, **Rollie Dethloff** and **David Moody** for being monthly recipients! Learn more [here](#).



July MBA Young Professional of the Month

Karisa Rogers

KTIS Faith Radio—Minneapolis/St. Paul



August MBA Young Professional of the Month

Rollie Dethloff

Midwest Communications—Hibbing



September MBA Young Professional of the Month

David Moody

Rapids Radio—Grand Rapids

MBA's Job Bank

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

Director of Digital Content

Northwestern Media is seeking a Director of Digital Content. [Click here](#) for more information.

Sports Anchor/MMJ

KBJR-TV is seeking a Sports Anchor/MMJ. [Click here](#) for more information.

MBA Ambassador Program

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



Rocco Bonello

Hubbard Radio
Twin Cities



Zach Fuller

Gray Media
Rochester



Geoff Jones

Milestone Radio
Ramsey



Emily Scott

iHeartMedia
Twin Cities



Chris Uhde

Leighton Media
Alexandria



Jessica Williams

Townsquare Media
Rochester-Preston

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.

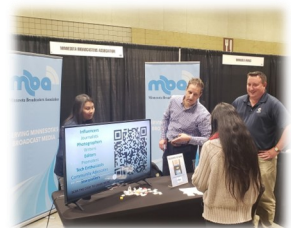
Finance

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.

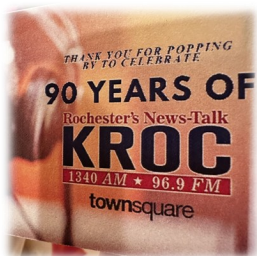


Recruitment

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



Faces in the Crowd and Member Updates



KROC-AM in Rochester celebrated it's 90th Anniversary!



Gregg Swedberg of **KEEY-FM** and **iHeartMedia Minneapolis** was inducted into the Country Radio Hall of Fame this Summer!



Johnny Lee Walker was named Station Manager for **KBEM-FM** Minneapolis/St. Paul!



Marv Nyren and **Erik Christopherson** of Cumulus with MBA President, **Wendy**



Mylan Ray of **KISD-FM** in Pipestone just celebrated 50 years with **Christensen Broadcasting**!



KEEY-FM's Chris Carr & Company will receive a CMA Award for Major Market Broadcast Personality of the Year in November!



Matt Kumer was named News Director of **KARE-TV** Minneapolis/St. Paul!



September 30, 2025 was declared **Alan and Linda Quarnstrom Day** in the City of Red Wing!



Cindy Bohm, Traffic Manager at **Hubbard Radio** stopped by the MBA Offices!



Rich Davis was named SVP of Programming and Program Director at **KEEY-FM** at **iHeartMedia** in the Twin Cities!



On August 18th at Mall of America, **WDBY** commemorated the 60th anniversary of The Beatles concert at Metropolitan Stadium with Beatles Tribute Band, A Hard Day's Night!



Amy Mauzy was named Promotions Director at **Cumulus Media** in the Twin Cities!



Bradley Traynor of **KTMV-FM** visits the MBA Offices!



Gregg Swedberg has taken on a Strategic Advisor role for the Country format for **iHeartMedia**!

Visiting MBA Members at the Minnesota State Fair



It's the **Common Man**
Dan Cole at the
KFXN-FM Booth!



Bradley & Dawn at the
KTMJ-FM Booth!



Chris Carr & Company at
the **KEYE-FM** Booth!



Visiting **Brent Borgen** at
the **WDGY-AM/FM**
Booth!



Dave Ryan from **KDWB-FM**!



Visiting the **KMSP-TV** Booth!



Adam Carter at **WCCO-AM**!



A visit to the **Twin Cities PBS**
Booth!



A visit to **KQRS-FM** with **Steve**
Gorman, **Amy Mauzy** and
Marv Nyren!



Eric Chaloux, **Brett Hoffland**
and **Paul Folger** at **KSTP-TV**!



Geoff Jones at **BOB-FM**!



Dez, **Crisco** and **Wes** from
KSTP-FM!



News at Noon with **Shayla**
Reeves at **WCCO-TV**!



SKOR North Booth!



Jamie Rogers at **KARE-TV**!



KSTP-TV Booth with artist
Adam Turman!

MBA Legal Hotline Attorneys

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



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



Mark Anfinson
First Amendment and Media Law
Attorney

First Amendment Updates from MBA Legal Hotline Attorney, Mark Anfinson

At MBA's Annual Conference in September, MBA Legal Hotline Attorney, Mark Anfinson presented a summary of key First Amendment principles. One of the things he talked about was the strange fact that broadcasters have less protection under the First Amendment than do virtually all other branches of American communications media.

We thought it might be helpful if we provided a bit more details about this issue.

Regulation Begins. Efforts by the federal government to regulate broadcast stations to date almost to the beginning of broadcasting itself. The original goal was pretty simple—to prevent the early radio stations from interfering with each other's airwaves, because the useable electromagnetic spectrum was limited. By 1910, the Federal Radio Commission had been established by Congress to regulate broadcasting.

The rapid growth of radio station over the next 15 years prompted Congress to pass the Radio Act of 1927, which expanded regulation, and set up the independent Federal Radio Commission to determine regulatory policy.

The FCC Appears. Not long after its adoption, the Radio Act was superseded by the Communications Act of 1934, which broadened the regulatory powers of the government by establishing the Federal Communications Commission (FCC). Among the provisions found in the Act was the original germ of the Fairness Doctrine, a confusing and burdensome mandate that supposedly prompted balanced coverage on public issues, and which would vex broadcasters for the next 50 years. In the decades following adoption of the Communications Act, the scope of federal regulation steadily expanded, and often targeted the content of broadcast programming — which is supposedly the kind of expression most vigorously protected by the First Amendment. Although beginning in the 1980's, some scaling back of FCC regulations occurred, many of the content rules remained.

Wait a Minute — How About the First Amendment? Finally in the late 1960's, serious First Amendment challenges to the federal rules regulating broadcast content were mounted by Red Lion Broadcasting, and by the Radio Television News Directors Association (RTDNA), which challenged the Fairness Doctrine's requirements, arguing that they violated the First Amendment's freedom of speech guarantees.

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. 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](#).



[The Government Shutdown and the Issues it Raises for Broadcasters](#)

[November Regulatory Dates for Broadcasters](#)



David Oxenford
MBA Legal Hotline Attorney
Wilkinson|Barker|Knauer

Marconi Radio Awards

Congratulations to the finalists for the Marconi Radio Awards!

KIKV-FM's Matt and Amy in the Morning—Small Market Personality of the Year

KSTP-FM—AC Station of the Year

WCCO-AM 100 Years Podcast—Best Radio Podcast

SKOR North Purple Daily Podcast—Best Radio Podcast

KTMY-FM—Large Market Station of the Year



NAB Marconi Radio award winners were announced at the NAB Show in New York. View the full list of winners [here](#).

NAB Crystal Radio Awards Applications Extended Through November 4th

Applications are being accepted through November 4th for the **NAB Crystal Radio Awards**. The Crystals honor radio stations for excellence in community service. Finalists will be announced on **December 3rd, 2025**. [Learn more](#).



MBA Service to Minnesota Award Recipients Announced

The recipients of the Minnesota Broadcasters Association's Service to Minnesota Awards were announced on September 30th at the MBA's Annual Conference in Stillwater. The Service to Minnesota Awards recognize one radio station and one TV station for exceptional service to their community. Congratulations to **KSTP-FM** (Minneapolis/St. Paul) and **KAAL-TV** (Rochester) as this year's recipients!



Dan Seeman and Mat Mitchell of KSTP-FM (Minneapolis/St. Paul) accept the MBA Service to Minnesota Award from MBA President, **Wendy Paulson!**



Rhonda LaVelle of KAAL-TV (Rochester) accept the MBA Service to Minnesota Award from MBA President, **Wendy Paulson!**

MBA Broadcasters Week of Kindness

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

Save the dates for 2026: Week of August 3rd, 2026 for the 4th Annual Broadcasters Week of Kindness!

MBA Members in the Community #WeAreBroadcasters

The **KXXR-FM** promo crew along with Red Wing Shoes delivered 200+ pairs of new and gently used boots and shoes to the Magnus Veterans Foundation. The boot and shoe drive goes through the end of the year at participating Red Wing Shows stores.



During MBA's Broadcasters Week of Kindness, the team at **KTTT-TV** in Rochester weeding a garden at a local group home, sorting through donations at an animal shelter, packing up food items at a food bank and much more!

KSTP-FM in Minneapolis/St. Paul organized a blood drive in partnership with Memorial Blood Centers in the wake of the school shooting at Annunciation Catholic School in Minneapolis. Listeners along with Crisco, Dez and Wes lined up to donate blood.



Lakeland Media stations in Willmar, hosted a Stuff The Bus school supply drive prior to the start of the school year to collect school supplies for local teachers and students!

The team at **iHeartMedia** in the Twin Cities took a spirit day and partnered with Habitat for Humanity on a home build at The Heights in St. Paul.



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.



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

A radio flight began on July 1, 2025 and airs through December 31, 2025. Information can be downloaded [here](#).



Minnesota Department of Transportation

A radio and TV flight began on July 1, 2025 and airs through December 31, 2025. Information can be downloaded [here](#).

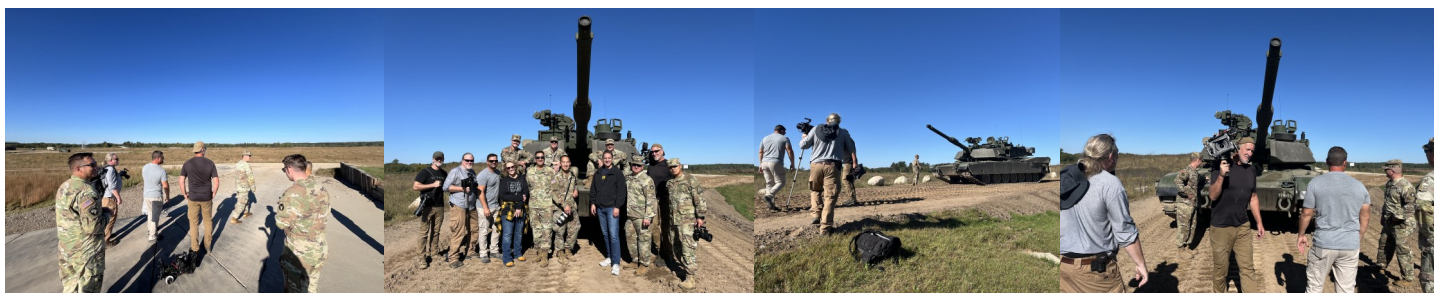
Minnesota National Guard Recruiting and Retention Battalion Awards

The MBA was honored to attend the **Minnesota National Guard Recruiting and Retention Battalion Awards** on September 13th. The awards honor the state's top Minnesota National Guard Recruiters. Thank you to MBA Members for your support of the MBA's NCSA/PEP Campaign spots with the Minnesota National Guard! Check out the [full list](#) of award recipients and connect with a Minnesota National Guard Recruiter in your community.



NEW Minnesota National Guard Spots Coming Soon!

There will be **NEW Minnesota National Guard NCSA/PEP Radio and TV Spots coming soon!** The MBA was on hand at Camp Ripley recently as the Minnesota National Guard TV commercial was being filmed. Check out some of the behind the scenes photos below.



MBA Recruitment Events

The MBA was proud to take part in the St. Paul Chamber of Commerce's **Career Connect Day** on October 14th at RiverCentre in St. Paul. This event brought in over 2,000 local High School students to learn about a variety of careers. The MBA was on hand to speak to students about careers in broadcasting and get them excited by engaging them in an interactive activity.



On **November 18th in Rochester** the MBA will be participating in Rochester Chamber of Commerce's **STEAM Summit** where more than 3,000 local middle and high school students will attend to learn about careers in Science, Technology, Engineering, Art and Mathematics. If you would like to be a part of the MBA Booth, please reach out to [Tim Hyde](#).



MBA Associate Members



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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

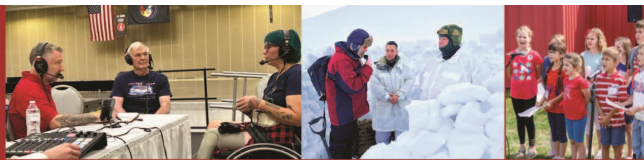


SnowGlobe Public Relations is a full-service firm that believes great PR can motivate, inspire and - ultimately—change behavior.
Contact: [Kevin Olson](#)



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

JOIN OUR NETWORK!



**800+ SHOWS
AIRED**



For **more than 15 years** Minnesota Military Radio has shared the stories of Minnesota's service members, veterans & military families across **70+ stations statewide**. There's no cost for stations to carry the program. Join our network today!



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🌐 www.MinnesotaMilitaryRadioHour.com

✉ anna@minnesotamilitaryradio.com

Think Before You Click

Cybersecurity Trends

By: Midwest IT

Contact: Ron Smieja ron@midwestit.com or Justin Fenton at justin@midwestit.com



Cybersecurity Matters: Stay Safe in the Digital World

In today's connected world, cybersecurity is more important than ever. As we rely increasingly on technology to work, communication, and personal tasks, we also expose ourselves to growing digital threats. Cyberattacks are becoming more sophisticated, targeting individuals, businesses, and institutions alike. A single click on a suspicious link can lead to data breaches, financial loss, or identity theft.

Continued on page 19.

Hubbard School of Journalism Upcoming Event

Listeners Like Who? Exclusion and resistance in the public radio industry:

Wednesday, Nov. 5, 2025 @ 2:30pm

In person at the Liberal Arts Engagement Hub — Pillsbury Hall Room 120, 310 Pillsbury Dr. S.E., Minneapolis, MN. 55455 and on Zoom

Join us for an afternoon conversation with UMN sociologist Laura Garbes on race in public radio.

Garbes will discuss her new book, "Listeners Like Who? Exclusion and Resistance in the Public Radio Industry." She will be joined by Hubbard School assistant professor and researcher Carolina Velloso and longtime public radio producer Sam Choo.

This event is free and open to the public.

Registration is required, and space is limited. [More info](#).



First Amendment Updates

(Continued from page 13)

The Red Lion Decision. Yet despite the fact that the “spectrum scarcity” concerns which had motivated the original framework of federal broadcast regulation were waning due to technological advancements, the Supreme Court, in a unanimous decision that showed a pronounced tone deafness to the demands of the First Amendment, held that spectrum scarcity made it “idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write, or publish.” Indeed the Court preposterously claimed the FCC’s Fairness Doctrine actually enhanced rather than infringed the freedoms of speech protected under the First Amendment. The decision of the Court in the *Red Lion Broadcasting* case still largely governs First Amendment broadcast law today.

Almost 20 years after the *Red Lion Broadcasting* decision was issued, the FCC in 1987, during the Reagan Administration, abolished the Fairness Doctrine, expressing doubts about both the effectiveness and constitutionality of the policy.

Cable and Internet Given Greater Free Speech Rights. The stark contrast between the First Amendment protections enjoyed by most communications entities as compared to broadcasters was further emphasized by decisions of the Supreme Court in 1994 (*Turner Broadcasting System vs. FCC*) and 1997 (*Reno vs. ACLU*), which held that unlike with broadcasters, cable and internet programming were generally covered by the full spectrum of First Amendment rights.

Think Before You Click

(Continued from page 18)

Why Should You Care?

Cybercriminals don’t just go after large corporations, they target anyone with an internet connection. From phishing emails and ransomware to social media scams, attackers use various techniques to track users into handing over sensitive information.

Top Threats We’re Seeing Right Now

Phishing 2.0 — Attackers are using AI-generated emails that look more real than ever. Watch for subtle domain changes and urgent payment requests.

Ransomware-as-a-Service — Hackers are selling ransomware kits on the dark web, making it easier for anyone to launch an attack.

Credential Stuffing — Reusing passwords across accounts? Attackers use stolen credentials to breach multiple systems.

Simple Steps to Stay Safe

Use strong, unique password for each account—and consider a password manager.

Enable two-factor authentication (2FA) whenever possible.

Beware of phishing emails—don’t click suspicious links or download unknown attachments.

Keep your software and devices updated to patch security vulnerabilities.

Back up your important data regularly, both online and offline.

See something suspicious — tell your IT Department ASAP.

Opening attachments — rarely if ever require a password to open.

Sit down with your IT Department quarterly to review security status.

What Can Organizations Do?

Companies and institutions must foster a culture of cybersecurity. Regular training, updated security policies, and robust IT infrastructure are crucial to protecting sensitive data and maintaining trust. Protection includes: antivirus software, endpoint protection, SIEM, onsite and offsite backups with verification, Email filtering, email training and email testing, and system updates.

Final Thought

Cybersecurity isn’t just an IT issue—it’s everyone’s responsibility. Staying informed and alert is the first line of defense. In the digital world, a little caution goes a long way.

President's Column-Wendy Paulson

(Continued from page 1)

We also encourage stations to participate in the 2026 ABIP Inspections (page 8) and to nominate emerging leaders for the MBA Young Professional Award (pages 4 and 9).

Please join me in welcoming our new intern, Mamie O'Leary (page 3), a University of Minnesota student who has already made great progress at the MBA.

Thank you for your continued engagement, advocacy, and passion for broadcasting. Together, we're making an impact across the state and beyond!

And thank you for being a member of the MBA!

Wendy



2025 Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner in Stillwater, Minnesota on September 30th.

Give the MBA a Follow or Like on Social Media

