

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Fall 2024

Chair's Column-Jim Birkemeyer

The Minnesota Broadcasters Association is a united voice that promotes and advocates broadcasting representing the radio and television industry and their related platforms. This was on display at the MBA Annual Conference in Rochester in early October. It was a great event that celebrated the MBA's 75th anniversary with a fantastic set of speakers and sessions all capped off with the Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner. It was great to visit with many of you who were in attendance. I express this thank you to the planning committee led by MBA Board Member and Event Committee Chair, Joe Johnston of KSTP-TV, MBA President, Wendy Paulson and the MBA's Tim Hyde. Many of the attendees have shared positive feedback of their experience. I encourage others who have yet to complete the Annual Conference [survey](#) that was shared by the MBA to please respond. Feedback and input from our members is appreciated for future conference planning to be successful.



I will share a few of my remarks that I made at the Annual Conference. It is important that we continue to focus on serving our current broadcasters and also future generations. There continues to be weekly activity with the MBA serving you — the members. The MBA's Internship Program is successfully completing the first year with 10 member stations participating from greater Minnesota and the Twin Cities. Over the past few months, we've made an impact in our meetings with lawmakers in St. Paul and in Washington DC. It is important that you engage locally with your legislative leaders. Together we are making a difference. The board will be reviewing options during our November board meeting to provide opportunities to grow our champions at the legislature with more Minnesota broadcast voices being heard. Finally, it was a step forward on October 1st as the MBA State PAC hosted an event with special guest Minnesota State Senator, Carla Nelson in attendance.

The current MBA office lease expires in January 2026, and while some potential locations are being considered, no decisions have been made yet on an office move. More information and updates will be shared as we progress through the next few months.

As the season changes with the fall colors brightening our day and my personal wishes for the Minnesota winter delaying its arrival, I cheer for the Minnesota Vikings to not let me down this year! Hopefully you are healthy, happy and enjoying success as broadcasters in the communities you proudly serve.

#WeAreBroadcasters

Jim Birkemeyer

President's Column-Wendy Paulson

Happy Fall All! Our election is one week away as I write this. Members I've talk with are either excited, anxious, have election fatigue or all of the above. Elections emphasize the essential need that local broadcasters provide with timely, accurate information on candidates, issues, and voting procedures. You help inform communities, foster civic engagement, dispel misinformation and ensure voters have trusted information throughout the entire election process. Minnesota's broadcasting community is ready and committed to delivering trusted election coverage!

AM Radio for Every Vehicle Act Thanks for continuing to cover this important legislation! Your efforts are making a difference! Minnesota representatives —including Sen. Klobuchar, Sen. Smith, and Reps. McCollum, Craig, Finstad, Stauber, Fischbach and Whip Emmer —have signed on in support. Our goal is to get the AM Radio for Every Vehicle Act attached to end of the year legislation.



Mark Your Calendars for the MBA Conference The 2024 MBA Conference and Hall of Fame ceremony was a huge success at the Hilton Rochester Mayo Clinic September 30th-October 2nd! We're looking forward to gathering again next year from September 29th-October 1st at the JX Event Center in Stillwater. We hope to see you there!

New Leadership on the MBA Board We're excited to announce three new Directors joining the MBA Board in 2025: Dan Seeman from Hubbard Radio, Shannon Knoepke from Townsquare Media, Rochester, and Chad Cummings from Radio Works, Worthington. Welcome aboard!

Minnesota Broadcasters Hall of Fame The Hall of Fame Induction Ceremony took place on October 1st, recognizing the achievements of Walter "Q-Bear" Banks, Bill Diehl, Rob Hubbard, Ginny Hubbard, Kari Hubbard Rominski, and Stan E. Hubbard, Pat Kessler, and Mark and Paula Persons. A special thanks to retired WCCO Radio and Minnesota Broadcasters Hall of Famer, Dave Lee for serving as the Master of Ceremonies. The nomination window for the 2025 inductees is November 1st through January 8th, 2025. Submit nominations [here](#).

Reminder: 2025 dues letters will be sent out in November.

Thank you for your continued membership and support!

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



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, 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

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** 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 264 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. Our goal is to get the AM Radio for Every Vehicle Act attached to end of the year legislation.



MBA State PAC Fundraiser

On October 1st, there was a MBA State PAC Fundraiser held in Rochester. Thank you to MBA Members and special guests who attended! 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 and NAB Meeting

The National Alliance of State Broadcasters Associations (NASBA) is a group serving all 50 states, Puerto Rico and Washington DC. **MBA President, Wendy Paulson** is serving as President of the **National Alliance of State Broadcasters Association (NASBA)** since March. NASBA works together to serve and advocate for the broadcast industry. NASBA hosted their Executive Committee in Minnesota in August along with Curtis LeGeyt, President and CEO of NAB and Sue Keenom, Senior VP, State, International and Board Relations at NAB.



Association of Emergency Managers Conference

MBA President, **Wendy Paulson** had the opportunity to present alongside **Lillian McDonald**, Senior Managing Director, TPT NOW and ERS and **Denison Hansen** of MPR and IPAWS at the Association of Emergency Managers Conference at Breezy Point in September. The presentation covered alert and warning toolkit challenges today and tomorrow.



WASBA

MBA President, **Wendy Paulson** was in Sante Fe for the Western Alliance of State Broadcast Associations annual meeting. **Curtis LeGeyt**, President and CEO of the NAB addressed attendees, emphasizing the essential role state broadcast associations play in defending the industry against growing local and state-level challenges. LeGeyt also commended the work of all state association leaders for their tireless advocacy and collaboration with the NAB to safeguard the interests of local broadcasters.



Journalism Competition and 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.



Webinar: What the Election Results Mean for Broadcasters

Elections have consequences—though just what those consequences may be is not always clear. Join us for a webinar with MBA Legal Hotline Attorney, David Oxenford and Shawn Donilon, EVP, Government Relations for the NAB on **November 21 at 12:00 p.m.** They will review the results of the election and try to forecast the impact that those results will have on the legislative and regulatory issues that affect broadcasters. [Register Here](#). Use the code, **NASBA2024** when registering.



Minnesota Broadcasters Annual Conference Review



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. Broadcasters gathered in Rochester, Minnesota to celebrate many achievements, past and present! Check out some of the photos below. **Save the dates for the 2025 Annual Conference, September 29-October 1, 2025!**



Jim Brown of Borrell Associates with his “A New Era for Local Media” presentation.



Nicole Gustafson of the NAB speaks about the election and how it could impact broadcasters.



Dan Mayasich of KSTP-TV moderates a panel discussion of industries working with broadcasters.



Major Garrett of CBS News joined us virtually on the day of the VP Debate to speak about local journalism.



Setup underway with **Stephanie Hedrick** (KTTC-TV), **Jane Hubbard** (KSTP-TV), **Mary Niemeyer** (Townsquare Media Duluth), **Joe Johnston** (KSTP-TV), **Dennis Carpenter** (Milestone Radio), and **Taylor Barker** (SBE).



Kelli Frieler of Vibrant Impact with her “It’s not the Sale, It’s the Story” presentation.



Ann Ouellette of WCCO-TV asks a question during the session with Major Garrett of CBS News.



Secretary of State Steve Simon joins us to speak about election security and voting.



MBA Board Member, **Mim Davey** of KMSP-TV welcomes members to the Welcome Reception.



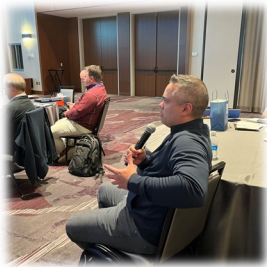
L'areal Lipkins of Lipkins Consulting with her “Modern Sales Strategies to Create Urgency & Sell Value” presentation.



MBA Board Chair, **Jim Birkemeyer** of R&J Broadcasting, Inc. delivers remarks during the MBA Annual Membership Meeting.



Tim Hyde (MBA), **Nicole Gustafson** (NAB), **Joe Johnston** (KSTP-TV), and MBA President, **Wendy Paulson**.



Jeremiah Jacobsen
(KARE-TV) asks a
questions during the
session with Major
Garrett.



**Tom Hanson and
Andrea Rau** of
Winthrop & Weinstine look
ahead at the 2025
legislative session.



Rick Kaplan of the NAB
and MBA Legal Hotline
Attorney, **David
Oxford** of W|B|K
speak about issues at
the FCC.



MBA President **Wendy
Paulson** and MBA
Board Chair **Jim
Birkemeyer** are all set
for the MBA Annual
Membership Meeting.

THANK YOU SPONSORS AND VENDORS!

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One Day Sales Workshop Sponsors



Welcome Reception Sponsor



Hall of Fame Dinner Sponsor



Hall of Fame Social Sponsor



Session Sponsors



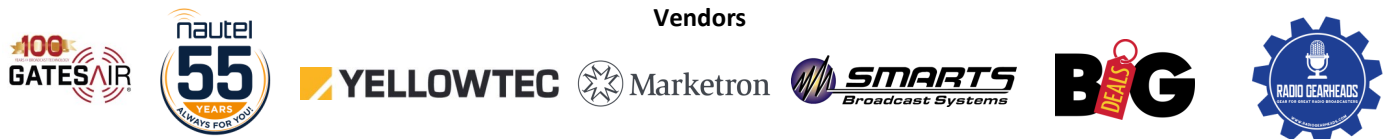
Meal Sponsors



Support Provided By

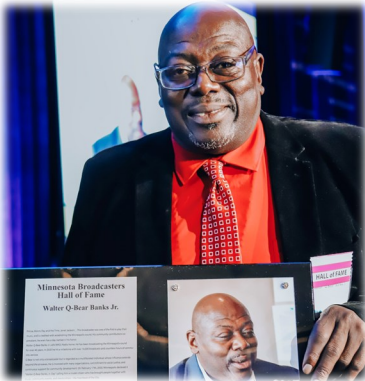


Vendors



Minnesota Broadcasters Hall of Fame Induction Ceremony

The 2024 Minnesota Broadcasters Hall of Fame Induction Ceremony took place on Tuesday, October 1st in Rochester. The 2024 Inductees included, **Walter “Q-Bear” Banks Jr.**, **Bill Diehl**, **Rob Hubbard**, **Ginny Hubbard** and **Kari Hubbard Rominski**, **Pat Kessler**, and **Mark and Paula Persons**. Check out the photos and induction videos below. Nominations for 2025 will be accepted November 1, 2024-January 8, 2025. [Click here](#) to learn more.



[WATCH](#)—Minnesota Broadcasters Hall of Fame & Induction Videos



[Walter “Q-Bear”
Banks Jr.](#)



[Bill Diehl](#)



[Rob Hubbard, Ginny
Hubbard, Kari Hubbard
Rominski, Stan E. Hubbard](#)



[Pat Kessler](#)



[Mark & Paula Persons](#)

[PHOTOS](#)—Minnesota Broadcasters Hall of Fame Induction



FOCUS NORTH

2024 | Issue 3

[Click Here](#)



BROADCASTING **RESILIENCE**

How the Minnesota Broadcasters Association Highlights
the Enduring Importance of TV and Radio **PAGE 6**



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](#).

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's
Director of
Operations &
Member
Services

We appreciate your continued support of MBA's NCSA PEP Campaigns including those with the **Minnesota Army National Guard, Mental Health Minnesota, Hazelden Betty Ford** and **Secretary of State Office**. 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 a recap of **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!

[Click Here](#)

2025 Third Thursday Webinars

THIRD THURSDAY WEBINARS

- JANUARY 16th**
Topic: For Services 2025
Speaker: Marissa, PT Learning
- FEBRUARY 20th**
A Conversation with the Congressional Broadcasters Caucus
Hosted by: Nicole Gaudin | Dr. Dan Pendergast of Government Relations, NAB
- MARCH 20th**
Top 100 Broadcasters: Best Practices and Pitfalls for Journalists
Charles Kaskas & Brian Wason | Warner Norcross & Auld
- APRIL 17th**
Environmental Reporting
Speaker: TBD
- MAY 15th**
FCC, Government, & Regulatory Update
Panel: David Dierker (Executive Vice President of Government Relations, NAB), David O'Connell (Partner, WilmerHale), Karen Kasper (LP)
- JUNE 19th**
Disruptive Innovation in the Broadcast Business
Speaker: TBD
- JULY 17th**
AI in the Broadcast Industry
Panel: TBD
- SEPTEMBER**
Topic: TBD
Speaker: TBD
- OCTOBER 16th**
Closing the Gap Between Management and Gen Z
Panel: TBD
- NOVEMBER 20th**
Panel: TBD
Speaker: TBD

Participation is \$800 for the full program or \$100 per individual session. Contact: [C. Gaudin@heartlandmedia.com](#) to sign-up and offer these valuable training opportunities to your members.

MARK YOUR CALENDARS!

Heartland Media Conference set for April 22-23, 2025

The 2025 Heartland Media Conference is set for **April 22-23, 2025** at Radisson Blu in Fargo, North Dakota!

The Heartland Media Conference is a partnership with the MBA along with the **North Dakota Broadcasters Association** and **South Dakota Broadcasters Association**. Speakers, presentations, and registration will be announced soon!



Midwest Regional Broadcasters Clinic

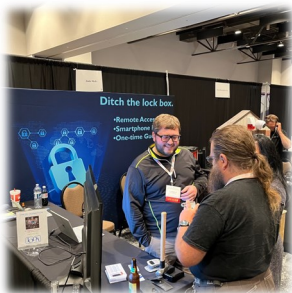
The Minnesota Broadcasters Association partnered with the Wisconsin Broadcasters Association on the Midwest Regional Broadcasters Clinic which took place in Madison, Wisconsin, September 10th-11th.

Save the dates for 2025! September 15-17, 2025.

MIDWEST REGIONAL BROADCASTERS CLINIC



WISCONSIN
BROADCASTERS
ASSOCIATION



Roberta Hein - MBA and MIW Mentee

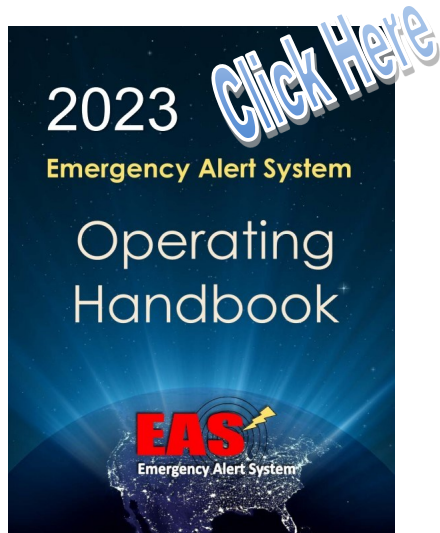
Meet **Roberta Hein**, the MBA and Mentoring Inspiring Women in Radio Mentee!

Roberta Hein is General Manager of Q-Media Group in Pine City for three radio stations, WCMP, Cool Country 100.9FM, WCMP, Anthem Country 135AM/106.5FM & KBEK, Nice 95.5FM.

"I am happily married twice to the same man, it's a long story! I have a 22 year old son and I am his biggest fan! I love the outdoors which includes hunting, fishing, and kayaking. I have been in sales for 10 plus years, started my career in the newspaper world, and moved into radio, and have never looked back! I have been a top sales representative for Q-Media in Pine City for many years, and when I was offered the General Manager position, I figured it's now or never and took the leap. The best part of a small market radio station is we are here in the community, providing TRUE local news, weather and sports! Radio is NOT dead, we are not going anywhere, and to be honest, the support from the local businesses we get here at Q-Media makes me realize just how much our listeners LOVE listening to their local radio stations! - True Local Radio is alive and well, and I'm proud to be a part of it!



EAS Handbook



EAS Meeting in Rochester—You're Invited

The MBA and local Emergency Management officials will host a meeting on **November 12th at 9:00 a.m.** at the Rochester Emergency Operations Center (EOC). The primary reason for this meeting will be to discuss local procedures and the EAS from the perspectives of Rochester Emergency Management and local broadcasters with the goal of making certain that all are aligned when the system needs to be activated in a local emergency. We will be joined by John Dooley, the state's IPAW Program Manager, who will help facilitate the discussion. If you would like to attend, please RSVP to [Wendy Paulson](#).



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](#).

From MBA Legal Hotline Attorney, Mark Anfinson:

Questions continue to come up about advertising for CBD, THC, and cannabis products, including some new wrinkles with respect to liquor store ads that include references to these items. Here's a brief summary of where the law in Minnesota stands.

CBD/THC Products: Because the sale and use of CBD products and hemp-derived edibles containing THC are legal in Minnesota, it is legal to carry advertising for them—subject, however, to certain limitations. These include a ban on claims of health and medical benefits, and on targeting ads to minors.

Broadcasters must also remain aware of the Federal Drug Administration rule that CBD and THC cannot be added to food and beverage products—which of course applies to edibles. Because this is an FDA rule and not one adopted or enforced by the FCC, the risk of running an occasional ad for edibles is not great. However, each broadcaster must evaluate this risk for itself.

The FDA rule does not normally affect advertising for CBD oil, which is not typically used in edibles.

Liquor Store Advertising: Two additional issues relating to advertising for CBD and THC products have recently appeared, in the context of ads placed by liquor stores, which are allowed to sell such products. As a result, liquor stores have been developing ads that include references to CBD and THC products. But those ads have bumped up against a provision found in the state statute that regulates advertising for CBD and THC products, which prohibits advertising that “contains an image of alcohol or a person or persons consuming alcohol,” and that also requires that the advertising “contain a warning as specified by the Office [of Cannabis Management] regarding impairment and health risks.”

For radio broadcast ads, the ban on showing images of alcohol or alcohol consumption is of course not applicable. But if you might post an advertisement on your website, you want to be aware of the statute's directive.

As for the requirement that the advertising contain “a warning,” it's simply not clear if this would apply to broadcast ads, or what exactly the Office of Cannabis Management expects.

One final note: The advertiser is responsible for complying with these requirements. The broadcaster is not obligated to verify that advertising complies with the statute, and it has no liability if copy from the advertiser fails to comply. But obviously you want to be able to spot potential deficiencies in ad copy and alert your customer to them.

Continued on page 19.



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



Mark Anfinson
First Amendment and Media Law
Attorney

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](#).



David Oxenford
MBA Legal Hotline Attorney
Wilkinson|Barker|Knauer

Faces in the Crowd and Member Updates



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



Shannon Magers is now General Manager at KNUJ and SAM 107.3 in New Ulm!



Bill Werner retired at the end of August but is staying on at Minnesota News Network through the election.



Paul Douglas retired from WCCO Radio at the end of June. Paul continues to run Praedictix in Eden Prairie.



Dave Chaney, Photographer at WCCO-TV for 46 years retired at the end of June.



Steve Goodspeed, News Director at KQDS-TV in Duluth retired at the end of June.



Larissa Martin, has been named Community Engagement Coordinator at KTTC-TV in Rochester.



Zachary Fuller, has been named News Director at KTTC-TV in Rochester.



Congratulations to **KROX-AM**! They are the recipient of this year's **Minnesota Twins John Gordon Affiliate of the Year Award**!



Congratulations to **Lori Fisher** on 25 years at KMSP-TV FOX9 in Minneapolis/St. Paul!



Congratulations to **Lindsey Peterson** on 25 years at WCCO Radio in Minneapolis/St. Paul!



Congratulations to **Keith Grohn** on 35 years at KBJR-TV in Duluth!



Congratulations to **Simon Insook** on 5 years at KBJR-TV in Duluth!



Congratulations to **Deb Klevgaard**, Traffic Manager at R&J Broadcasting in Ada on her retirement!

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. Reach out to [Tim Hyde](#) if you would like to participate!

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.



Pavek After Dark: A Minnesota Frankenstein

The Pavek Museum hosted a star-studded live radio drama inspired by Mary Shelley's Frankenstein, or A Modern Prometheus by member of the Minnesota Broadcasters Hall of Fame. Hall of Famers included **Freddie Bell**, **Eric Eskola**, **Dave Lee**, **Nancy Nelson**, **Tim Russell**, **Don Shelby**, and **Cathy Wurzer**! Proceeds from the event benefitted the mission-driven initiatives at the Pavek Museum in St. Louis Park.



Milestones in Broadcasting



WCCO-TV

Minneapolis/St. Paul
75 Years



WCCO-AM

Minneapolis/St. Paul
100 Years



WEBG-AM

Duluth
100 Years

RTDNA Edward R Murrow National Awards

Congratulations to **KARE-TV** in Minneapolis/St. Paul on their **RTDNA Edward R. Murrow National Awards**!

Excellence in Video for "Bitter Harvest"

Excellence in Writing—Boyd Huppert

Overall Excellence



Marconi Radio Awards Finalists

Congratulations to the **Marconi Radio Awards Finalists** including **Purple Daily** and **Garage Logic Podcast** for Radio Podcast of the Year, **KTMV-FM** for Large Market Station of the Year, and **Jason Matheson** and **Alexis Thompson** for Large Market Radio Personality of the Year!



Congrats and Thank You!

LTC Chris Bingham was on hand at the MBA Annual Conference to recognize stations for their above-and-beyond commitment in airing the Minnesota Army National Guard MBA NCSA/PEP spots.



Chris Fee,
KROX Radio



Kristopher Lake,
KIMT-TV



Greg Alexander,
KTCZ-FM



Joe Johnston,
KSTP-TV

MNARNG Recruiting & Retention Battalion End of the Year Awards

The MBA had the privilege to attend the Minnesota Army National Guard Recruiting and Retention Battalion End of the Year Awards for their recruiters. Get in touch with them below! Congrats to all of the award recipients!

Diamond Club – Recruiter completes annual mission before March 31st.

1SG Michael Beelow, michael.p.beelow.mil@army.mil, 507-206-9117, Faribault Office
SFC William Bostwick, william.b.bostwick.mil@army.mil, 651-356-1824, Cambridge Office
SFC Michael Morland, Michael.e.morland.mil@army.mil, 651-252-8461, Arden Hills Office
SFC Weston Deboer, weston.b.deboer.mil@army.mil, 651-508-14710, U of M Campus Office
SSG Nicholas Evgen, Nicholas.j.evgen.mil@army.mil, 612-709-8466, Maplewood Office
SSG Landon Fairbanks, landon.j.fairbanks.mil@army.mil, 612-619-3083, Otsego Office
SSG Whitney Fuentes, whitney.l.fuentes.mil@army.mil, 651-368-6048, Anoka Office
SSG Gage Maas, gage.v.mass.mil@army.mil, 612-790-8940, Monticello Office
SSG Tyler Stoeckman, taylor.n.stoeckman.mil@army.mil, 651-775-8671, Blaine Office
SFC Jason Strauch, jason.i.strauch.mil@army.mil, 651-328-9425, Faribault Office
SSG Kyle Helland, kyle.i.helland.mil@army.mil, 612-619-3945, Arden Hills Office
SGT Samuel Scholz, Samuel.r.scholz.mil@army.mil, 651-368-6278, Monticello Office



Platinum Club – Recruiter completes 125% of their annual mission before July 31st.

SFC William Bostwick, william.b.bostwick.mil@army.mil, 651-356-1824, Cambridge Office
SFC Tyler Franzen, tyler.j.franzen2.mil@army.mil, 651-304-0731, Cambridge Office
SFC Michael Morland, Michael.e.morland.mil@army.mil, 651-252-8461, Arden Hills Office
SFC Weston Deboer, weston.b.deboer.mil@army.mil, 651-508-14710, U of M Campus Office
SSG Landon Fairbanks, landon.j.fairbanks.mil@army.mil, 612-619-3083, Otsego Office



Top Team – Entire recruiting team completes the overall team annual mission and has the highest write rate in the state.

(Example: 3 teams make their annual mission of 200 enlistments. Team A has 210 enlistments, Team B has 211 enlistments and team C has 212 enlistments... Team C wins top team).

SSG Ross Quigley, ross.m.quigley.mil@army.mil, 651-435-0459, Stillwater Office
SSG Nicholas Evgen, Nicholas.j.evgen.mil@army.mil, 612-709-8466, Maplewood Office
SGT Andrew Austin, andrew.j.austin24.mil@army.mil, 651-508-1357, Maplewood Office
SSG Thao Wong, wong.thao3.mil@army.mil, 612-749-0937, Maplewood Office
SGT Htoo Baw, htoo.baw.mil@army.mil, 612-280-6536, Ceder St (St Paul) Office
SSG Hsar Law De Moo, hsarlawde.moo.mil@army.mil, 612-219-3439, Ceder St (St Paul) Office
SSG Keane Yang, Keane.a.yang.mil@army.mil, 651-508-1340, Ceder St (St Paul) Office
SSG Gregory Hartley, gregory.j.hartley.mil@army.mil, 651-775-9871, Blaine Office
SSG Tyler Stoeckman, taylor.n.stoeckman.mil@army.mil, 651-775-8671, Blaine Office
SSG Bradley Christensen, Bradley.j.christensen10.mil@army.mil, 612-280-4106, Blaine Office
SFC Michael Morland, Michael.e.morland.mil@army.mil, 651-252-8461, Arden Hills Office
SSG Kyle Helland, kyle.i.helland.mil@army.mil, 612-619-3945, Arden Hills Office



Rookie of the Year – Best overall recruiter in their first year by the end of the fiscal year.

SGT Jacob Uhl, jacob.b.uhl.mil@army.mil, 320-808-8990, Alexandria Office



Leonidas Award – Recognizes the top raw production recruiter that embodies the spirit of, “Keeping the main thing the main thing” and relentlessly pursuing excellence.

SSG Landon Fairbanks, landon.j.fairbanks.mil@army.mil, 612-619-3083, Otsego Office



Directors 54 – Recognizes the recruiter that will compete at regional and national competitions. This competition is a consideration of recruiter skills as a soldier and as a recruiter to include their recruiting production, training pipeline success, leadership, military bearing and fitness.

SFC Weston Deboer, weston.b.deboer.mil@army.mil, 651-508-14710, U of M Campus Office

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](#).



Secretary of State Office

The radio and TV flight for the Here We Vote campaign continues through 8:00 p.m. on November 5th. Information can be downloaded [here](#).



Mental Health Minnesota

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

Reminder!

November 2nd is National Broadcast Traffic Professional's Day



VX Series

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150 W – 6 kW FM
Analog Transmitters



Igniting the Revenue Spark for Local Media Companies



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Traffic Management

NXT

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

MBA James Wychor Scholarship Fund

Thank you to everyone who participated in the MBA James Wychor Scholarship Fund Silent Auction and other fundraising activities at the MBA Annual Conference! Over \$7,000 was raised for the MBA's Scholarship Fund which helps to further the future of broadcasting in Minnesota with scholarships given to high school seniors pursuing an education in broadcasting. The scholarship application period will open on March 1, 2025.



MBA at Career Connect Day

The MBA took part in the St. Paul Chamber of Commerce's Career Connect Day at the St. Paul RiverCentre in St. Paul on October 15th. Career Connect Day offered the opportunity for industries and businesses to speak with 2,000+ high school students. The event is helpful for students as they explore different opportunities and help them understand how they can dream and create their own paths to the future. Thank you to MBA Board Member, Joe Johnston and MBA Recruitment Committee member, Michael Hammond both of Hubbard Broadcasting for their participation in our booth.



News on a different wavelength: TommieMedia rebrands to The Crest

A new brand for student media greeted students at the University of St. Thomas in St. Paul when school started on September 4, 2024. The student media, which has been known since 2009 as TommieMedia, and for decades before as The Aquil, rebranded to The University of St. Thomas Crest ("The Crest"). [The Crest](#) officially launched to coincide with the new school year.



Assistant Professor of Strategic Communication in the Department of Emerging Media and adviser to The Crest, April Eichmeier, said, the decision to rebrand hinged on two factors: market confusion and a chance to refresh the brand for student media's move into the university's new Schoenecker Center.

"From a practical standpoint, there was market confusion. For example, the students and advisers were fielding requests to create marketing videos, which is an important task but not one for student media, as student media should have editorial independence from universities. From the branding standpoint, the name separates it from other Tommie groups," Eichmeier said.

In addition, the world of online news has evolved in the past 15 years to include social media integration and emphasis on video. A new brand is a way to recognize this.

Over two years, a group of students worked with Eichmeier's guidance during the process, which included surveys, focus groups, and brainstorming hundreds of new names and slogans.

"Our research helped narrow down what values student media should center, such as professionalism and transparency," Eichmeier said. "On transparency, this naturally led to the idea of water and waves. A wave of water is transparent, but a wave of is also always moving and dynamic, just like campus, and the wave is also a nod to the nearby Mississippi River.

With all this in mind, The Crest rose to the top of the list.

Students worked with Senior Clinical Professor John Keston to redesign the logo and start a new website. Alumnus Doug deGrood, a veteran advertising professional, offered the slogan.

But the core mission of student media remains the same.

MBA Visits Members at the State Fair



Neil Freeman at
BOB-FM!



Hitting The Voice
button at KARE-TV!



K102 Morning Show's
Chris Carr, Kia and Sam
Sansevere!



It's the **Common**
Man Dan Cole at the
KFAN Booth!



MBA President, **Wendy Paulson** joins **Vineeta Sawkar** at **WCCO** to talk about the AM Radio for Every Vehicle Act.



Visiting **Colleen & Bradley** at the **myTalk** Booth!



Hanging out at the
TPT Twin Cities
Booth!



Stopped at the
KSTP-TV Booth!

MBA Station Visits



The MBA made a stop at **KYMN-FM** in Northfield. In the photo, left to right: **Tim Hyde** (MBA), **Rich Larson** (KYMN-FM), MBA President, **Wendy Paulson**, **Jeff Johnson** (KYMN-FM), **Karsten Singh** (KYMN-FM).



The MBA made a stop at **Q-Media Group** in Pine City. In the photo, left to right: **Tim Hyde** (MBA), **Roberta Hein** (Q-Media Group Pine City) MBA President, **Wendy Paulson**, **Al Quarnstrom** (Q-Media Group), **Shannon Harrell** (Q-Media Group Red Wing).

Santamaria Broadcasting launches KMNQ-AMOR Radio

Santamaria Broadcasting has launched **KMNQ—AMOR Radio MN** with a Spanish adult contemporary format that is unique to the Twin Cities and to the state of Minnesota. KMNQ is broadcasting on 1470 AM and streaming on the App AMOR Radio MN and is a sister station to Santamaria's flagship station KMNV La Raza.



Broadcasters Week of Kindness

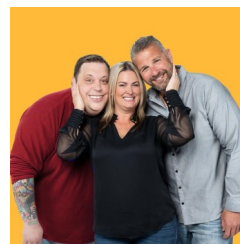
The MBA declared the **week of August 5th, Broadcasters Week of Kindness**. Stations in the community that week raised over \$400,000 for community organizations, serving, packing, and collecting over 200,000 meals for local food shelves, donating hundreds of volunteer hours to picking up trash, organizing community events, planting trees, and supporting animal shelters, stuffing buses with thousands of school supplies for local students and teachers and bringing awareness to organizations that support veterans, cancer patients, and underserved communities.

Share your community impact stories with the MBA throughout the year. Community impact stories are incredibly valuable in MBA's meetings with lawmakers and stakeholders. Send them to Tim Hyde at tim.hyde@minnesotabroadcasters.com



MBA Members in the Community #WeAreBroadcasters

KS95's Crisco, Dez and Wes Morning Show, collected items for Hurricane Helene relief at Cub Foods. Crisco and Wes drove those donations in a U-haul from the Twin Cities to North Carolina. Donations for Hurricane Milton relief are currently being accepted through the KS95 website benefitting Feeding Tampa Bay.



WCMP
100.9 | 106.5



WCMP Cool Country in Pine City partnered with Daggett's Fresh Foods on Project Food Shelf. WCMP will be broadcasting live on November 1st and 2nd from Daggett's Fresh Foods to collect items for the local food shelf.

KARE-TV in Minneapolis/St. Paul is partnering with Toys for Toys on their Holiday collection. Recently, they hosted a kickoff event with staff. The collection officially kicks off on December 2nd.



Broadcasters Foundation of America

With the multiple hurricanes hitting the Southeastern US recently, 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 Welcomes 2024 Associate Members



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



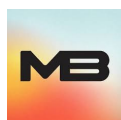
BMI is the bridge gap between songwriters and the business and organizations that want to play their music publicly.
Contact: [Dan Spears](#)



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](#)

MBA's Young Professionals Award

The MBA's Young Professionals Award recognizes young broadcasters who have made a significant impact on their stations and communities. Learn more and make a nomination below!



Continued from page 10 (Mark Anfinson)

Cannabis: Advertising for cannabis, even though cannabis in small amounts is now legal in Minnesota continues to be prohibited for broadcasters because cannabis remains classified as a Schedule I substance under the Federal Controlled Substance Act, and thus triggers the FCC prohibition on advertising such drugs.

New Statute on Disclosure of all Fees and Costs in Advertising

Effective January 1, 2025, a recently enacted addition to the Minnesota's Deceptive Trade Practices Act will make it illegal to advertise, display, or offer a price for goods or services that does not include all mandatory fees or surcharges. You may be hearing about this law from customers over the next few months.

The law targets so-called "drip-pricing" —which involves advertising a price that is less than the actual price that has to be paid for particular goods or services.

Mandatory fees and surcharges that must be included in the total price advertised, displayed, or offered include any fee or surcharge that: (1) must be paid in order to purchase the good or service; (2) is not reasonably avoidable by the consumer; and (3) a reasonable person would expect to be included in the purchase of the goods or services being advertised. Taxes imposed by a government entity on the sale, use, purchase, receipt, or delivery of goods or services are not "mandatory fees" under the new law, and thus, do not need to be included in the total price.

AGAIN, HOWEVER, it is the advertiser's responsibility to comply with this law. The broadcasters has no legal liability if it broadcasts advertising that does not comply.



Give the MBA a Follow or Like on Social Media



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