

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Summer 2025

Chair's Column-Joe Johnston

Happy Summer!

It is hard to believe that 2025 is now half over! Your MBA staff and board have had a busy Spring working hard for all of our Minnesota Broadcasters and friends.

At the end of April, we had the Heartland Media Conference, and it was definitely time well spent! Great speakers and networking. It was so great to see many familiar faces and many new faces that attended this year in Fargo! I'm happy to say that the event sold out once again and the MBA looks forward to its partnership with the North Dakota Broadcasters Association and South Dakota Broadcasters Association on this event in 2026!

In May, we hosted the Nebraska Association of Broadcasters for two days and judged their NBA Pinnacle Awards. There were 245 radio entries and 168 television entries. It was amazing to see how other states produce news and radio. Well worth our time!

In June, Wendy Paulson, Tim Hyde, MBA Vice Chair Stephanie Hedrick and I spent a couple of days in Washington D.C. for a mid-year check-in with our legislators. We had a great response to our meetings and as of today, all but one of our legislators have co-sponsored the AM Radio for Every Vehicle Act! Building relationships has been critical to our momentum in advocacy work in Washington D.C. and here in St. Paul.

I am looking forward to seeing MBA Members at the MBA St. Paul Saints event on August 7th! You should have received an invitation from the MBA. If you can join us, please RSVP soon. Tickets will go fast! Also, on that night we will be having an MBA State PAC fundraiser and picnic. Look for details to come soon!

We are getting geared up for the MBA Annual Conference and Hall of Fame Dinner in Stillwater taking place September 29th and 30th. If you have not registered or booked your hotel, do it now. The event committee is planning an amazing event for you. Let us know if you have any questions.

As always, thank you for all you do in your communities and for supporting the Minnesota Broadcasters Association. I look forward to seeing you all soon!

Joe Johnston

2025 Chair, Minnesota Broadcasters Association



President's Column-Wendy Paulson

We hope you are having a wonderful, safe, productive and happy Summer!

The Minnesota Broadcasters Association has been hard at work in 2025, advancing the interests of local broadcasters! Q1 and Q2 are always hyper-focused on advocacy but also include events, and membership outreach. Highlights are the successful Heartland Media Conference in April (see page 6), advocacy meetings on Capitol Hill and St. Paul (see pages 2 & 3) and preparations for the Annual Conference, Hall of Fame Celebration (see pages 7 & 8) and the Midwest Regional Broadcasters Clinic (see page 8) all taking place in Q3.

Oh, and we moved from the Hamm Building to our new St. Paul location at 2700 Territorial Road (see page 19). Open House to be announced!

We proudly represent 300 member stations and Associate Members, and continue to amplify the voice of Minnesota's local broadcasters across the state and nation!

On a personal note—our hearts are heavy in the wake of the tragic murder of Speaker Emerita Melissa Hortman and her husband Mark and the violent attacks on Senator John Hoffman and his wife Yvette.

Broadcasters dedication to keeping Minnesotans informed with clarity, care, and integrity has helped communities process and come together in mourning and resilience. We are grateful to broadcasters especially the journalists, anchors, producers, and news teams who provided compassionate, factual, and timely coverage.

Thank you for your commitment and hard work to Minnesota communities!

Wendy Paulson

President, Minnesota Broadcasters Association



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



Worthington, 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



Mid-Year Check-In Meetings on Capitol Hill

Minnesota Broadcasters including MBA Board Chair, **Joe Johnston** (Hubbard Broadcasting) and MBA Vice Chair, **Stephanie Hedrick** (Gray Media) met with lawmakers in Washington DC on June 10th. Issues discussed included the AM Radio for Every Vehicle Act and getting it passed in this Congress, Local Radio Freedom Act and Broadcast Ownership Rules.



Rep. Michelle Fischbach



Meeting with Luke Sandlin from Whip Emmer's Office.



Anna Giesting from Rep. Kelly Morrison's Office.



John Altendorf from Rep. Brad Finstad's Office.



Erin Melody from Rep. Betty McCollum's Office.



Rep. Pete Stauber



Meeting with Rep. Michelle Fischbach.



Rachel Hunter from Rep. Angie Craig's Office.

AM Radio for Every Vehicle Act

The AM Radio for Every Vehicle Act has been reintroduced (H.R. 979, S. 315). As you know, this is a central focus. Thank you to current co-sponsors including **Senator Amy Klobuchar, Senator Tina Smith, Rep. Angie Craig, Majority Whip Tom Emmer, Rep. Brad Finstad, Rep. Michelle Fischbach, Rep. Ilhan Omar, Rep. Pete Stauber and Rep. Betty McCollum**. At the time of this writing there are 238 co-sponsors in the House and 61 co-sponsors in the Senate. The MBA continues to work with the office of **Rep. Kelly Morrison**.

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 186 co-sponsors in the House and 25 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

MBA President and current Past President of the National Alliance of State Broadcasters Associations, **Wendy Paulson**, co-hosted a recent podcast with special guest, CEO of National Association of Broadcasters, **Curtis LeGeyt**. Give it a watch and listen [here](#).



MBA President, Wendy Paulson testifies about social media ad tax

In this legislative session House and Senate lawmakers eyed a tax on social media companies for collecting Minnesotans' data. On April 9th, MBA President, Wendy Paulson testified to defend against local broadcasters and to make sure local broadcasters were not included in such bill. This bill did not pass in 2025.



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.

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.

Honoring the Hortman and Hoffman Families

In the wake of the heartbreaking loss of Speaker Hortman, her husband, Mark and the attacks on Senator Hoffman and his wife, Yvette, we extend our deepest sympathies to their families, friends and loved ones. We also extend our gratitude to Minnesota's broadcasting community. Your responsible, accurate, and compassionate journalism during this time of unimaginable tragedy has been a vital service to our communities. Minnesotans turned to you for not only facts, but for clarity, comfort and connection. Thank you for your tireless work, your professionalism, and your heart.

MBA State PAC

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

MBA Board of Directors Attends Twins Game

Thank you to MBA's partner at Winthrop & Weinstine, the MBA Board of Directors had a great time attending the Minnesota Twins game on June 11th complete with a visit from Minnesota Twins World Series Champion, Kent Hrbek!



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 and their Live Events (**page 4**)
- ◆ Tune in for a Third Thursday Webinar (**page 4**)
- ◆ Explore opportunities for growth and connection (**page 11 & 13**)
- ◆ 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 14 & 19**)
- ◆ Do you have a job opening? Send it to me and we'll post it to the MBA's Job Bank (**page 11**) and across our social media channels to get your opportunity in front of the right eyes.



Tim Hyde

MBA's
Director of
Operations & Mem-
ber
Services

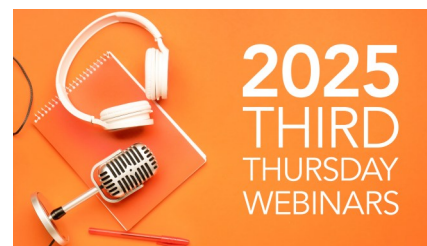
That's just the beginning! Join one of the MBA Committees (**page 13**)! Whether you are passionate about advocacy, education, innovation, our committees are where ideas become action. Plus—they're generally fun and great way to connect with other broadcasters.

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 Commission of Deaf Deafblind and Hard of Hearing, 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!

Upcoming Third Thursday Webinars

- | | |
|--------------------------|---|
| Thursday, July 17th | <u>"Winning the Tug of War With Time"</u> |
| Thursday, September 18th | <u>"Impactful Storytelling"</u> |
| Thursday, October 16th | <u>"Closing the Gap Between Management and Gen Z"</u> |



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

Ten-Minute Trainer Network Live Events



Ten Minute Trainer Network



MBA 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](#). More info on **page 14**.



David Oxenford
Wilkinson Barker/Krauer
FCC, EEO, Political Advertising
Attorney



Mark Anfinson
First Amendment and Media Law
Attorney



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

The Heartland Media Conference will take place April 22nd-23rd in Fargo, North Dakota. The Heartland Media Conference was produced in partnership with the **MBA, North Dakota Broadcasters Association** and **South Dakota Broadcasters Association**. This year's conference featured speakers including **Derron Steenbergen** of the Swagger Institute, **Michael Clinton** the author of ROAR, MBA Legal Hotline Attorney **David Oxenford** of Wilkinson|Barker|Knauer, **April Carty-Sipp** of the National Association of Broadcasters and **Gardner Hatch** of the National Association of Farm Broadcasters.



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—Worthington

MBA Members in the Worthington area gathered on May 12th for an MBA Ascertainment Meeting to hear from representatives from six community organizations including the **Minnesota Army National Guard**, **Keegan's Cause**, **A.C.E. of Southwest Minnesota** and **Minnesota Farm Bureau**. Thank you to MBA Members from Radio Works Worthington and Next Step Broadcasting in Windom for your participation! The next MBA Ascertainment Meeting is scheduled for August in Duluth.



A.C.E. of Southwest Minnesota.



LTC Christopher Bingham of the **Minnesota Army National Guard**.



Carolyn Olson of the **Minnesota Farm Bureau**.



Thank you for attending!



Presentation from the **MN Army National Guard Recruiting and Retention Battalion**.

MBA Broadcasters Week of Kindness—Week of August 4th

The 3rd Annual **MBA Broadcasters Week of Kindness** takes place **the week of August 4th**! Let us share the amazing work you all do in the community! The 2024 initiative included stations raising over \$400,000 for community organizations, serving packing and collecting over 200,000 meals for local food shelves, donating hours to picking up trash, organizing community events, supporting animal shelters and much more! **Did you know** that broadcasters in Minnesota contribute \$85,000,000+ to non-profits, \$40,000,000 in air time to disaster relief, \$122,000,000+ in donated airtime to various causes and \$247,000,000 to PSA's? (Courtesy Woods & Poole Study, 2021).



[TELL US ABOUT YOUR MBA BROADCASTERS WEEK OF KINDNESS ACTIVATION](#)

2025 Minnesota Broadcasters Hall of Fame Inductees

Minnesota Broadcasters Hall of Fame Induction Ceremony & Dinner

Tuesday, September 30th

6:00 p.m. Happy Hour & Social

7:00 p.m. Induction Ceremony & Dinner

Location

JX Venue
123 2nd Street
Stillwater, MN 55082

www.minnesotabroadcasters.com



minnesota broadcasters association



Dennis Carpenter

Milestone Radio
Ramsey



Caroline Lowe

WCCO-TV
Minneapolis/St. Paul



Lou Nanne

Hockey Broadcasting Legend
Minnesota



Brett Paradis

Leighton Media
Alexandria



**Alan & Linda
Quarnstrom**

Q-Media Group
Pine City, Red Wing & Wabasha



Terri Traen

KQRS-FM
Minneapolis/St. Paul



2025 Minnesota Broadcasters Annual Conference in Stillwater!

Cast your line and reel in something extraordinary this Fall in scenic Stillwater, Minnesota, as we gather for the MBA Annual Conference and Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner! From cutting-edge technology to game-changing sales strategies and digital innovations, this is your chance to bait big ideas and net new inspiration. **Don't miss this opportunity to anchor yourself in the future of broadcasting from September 29th-30th, 2025!**



Derron
Steenbergen

David
Oxenford

April
Carty-Sipp

Mark
Anfinson

Jim
Brown

Tom
Hanson

Andrea
Rau

Josh
Pollack

AGENDA & SESSIONS

REGISTER TODAY

HOTEL INFORMATION

Midwest Regional Broadcasters Clinic—September 15-17, 2025

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



Minnesota Broadcasters James Wychor Scholarship Recipients

We are proud to announce the recipients of the 2025 Minnesota Broadcasters Association Scholarship! We look forward to following the students throughout their education and into their bright future in broadcasting. Look for updates from our scholarship recipients on the MBA's social media accounts.

2025
Minnesota Broadcasters Association
James Wychor Scholarship
Recipient

DELANEY EGERT

MINNETONKA HIGH SCHOOL
ATTENDING UNIVERSITY OF IOWA, FALL 2025
FOCUS: BUSINESS ADMINISTRATION, JOURNALISM, MASS COMMUNICATIONS



2025
Minnesota Broadcasters Association
James Wychor Scholarship
Recipient

LUCAS LAWRENCE

BUFFALO HIGH SCHOOL
ATTENDING SYRACUSE UNIVERSITY, FALL 2025
FOCUS: BROADCAST JOURNALISM



2025
Minnesota Broadcasters Association
James Wychor Scholarship
Recipient

NICOLE OLSON

PROCTOR HIGH SCHOOL
ATTENDING ST. CLOUD STATE UNIVERSITY, FALL 2025
FOCUS: MEDIA STUDIES



2025
Minnesota Broadcasters Association
James Wychor Scholarship
Recipient

KRISTY MOORE

BRAINERD HIGH SCHOOL
ATTENDING UW-RIVER FALLS, FALL 2025
FOCUS: JOURNALISM, HISTORY



2025
Minnesota Broadcasters Association
James Wychor Scholarship
Recipient

ANNA RAMSEY

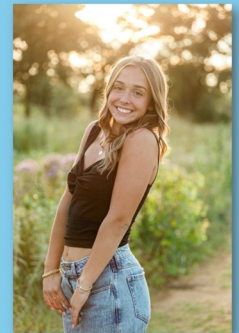
DETROIT LAKES HIGH SCHOOL
ATTENDING NORTH DAKOTA STATE UNIVERSITY, FALL 2025
FOCUS: BUSINESS ADMINISTRATION, MARKETING



2025
Minnesota Broadcasters Association
James Wychor Scholarship
Recipient

ALLISON RESTOVICH

ROCHESTER LOURDES HIGH SCHOOL
ATTENDING IOWA STATE UNIVERSITY, FALL 2025
FOCUS: SPORTS BROADCASTING



2025
Minnesota Broadcasters Association
James Wychor Scholarship
Recipient

ZACH SWEERE

DETROIT LAKES HIGH SCHOOL
ATTENDING MSU-MOORHEAD, FALL 2025
FOCUS: BROADCAST JOURNALISM



Watch the Scholarship Surprise!



minnesota broadcasters association

2025 MBA James Wychor Scholarship

in partnership with the Minnesota State High School League

Scholarship Recipients Honored at MSHSL State Baseball at Target Field

Thank you to the **Minnesota State High School League** and Communications Coordinator, **Tim Leighton** for helping to honor the MBA James Wychor Scholarship Recipients at Target Field prior to the Class AAAA State Baseball Championship Game! The scholarship recipients and their families enjoyed a trip through the press box and other press areas.



Proctor High School Rails.TV Field Trip

Thank you to **KMSP-TV** and their team for hosting the Proctor High School Rails.TV program for a recent field trip!



Lakeland Media Acquires Three Stations

On Monday, June 2, 2025, Lakeland Media LLC announced the purchase of three radio stations from Headwaters Media LLC, expanding its presence in west-central Minnesota and deepening its commitment to local radio. The acquisition includes **KKLN-FM/94.1**, **KSCR-FM/93.5**, **KBMO-AM-FM/1290/103.5**.



WCTS Celebrates a New FM Translator and 60 Years of Ministry

On June 25th, supporters of **WCTS Radio** gathered at the studios in Plymouth to celebrate 60 years of ministry and the launch of the FM Translator which can be heard at 97.9 FM in Minneapolis.



Pavek Museum Upcoming Events



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 **Travis Unger**, **Sam Fischer** and **Joshua Miron** for being monthly recipients! Learn more [here](#).



**April MBA Young Professional
of the Month**

Travis Unger

Midwest Communications Duluth



**May MBA Young Professional
of the Month**

Sam Fischer

KARE-TV Minneapolis/St. Paul



**June MBA Young Professional
of the Month**

Joshua Miron

WCMP Pine City

MBA's Job Bank

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

Content Desk Editor

KSTP-TV in Minneapolis/St. Paul is seeking a Content Desk Manager. [Click here](#) for more information.

Market Engineering Manager

Townsquare Media is seeking a Market Engineering Manager. [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!



Zach Fuller

Gray Media
Rochester



Emily Scott

iHeartMedia
Twin Cities



Chris Uhde

Leighton Media
Alexandria



Jessica Williams

Townsquare Media
Rochester-Preston

Faces in the Crowd and Member Updates



Dan "The Mule" Swoboda and Kempson Cross at Community First Broadcasting—Jackson.



Prestin Douville of R&J Broadcasting, Inc. interviews Rep. Michelle Fischbach (MN-07).



Congratulations to Chief Engineer of Townsquare Media Duluth, Randy Wabik on his recent retirement!



Mim Davey has been named Sr. VP & Regional GM overseeing both WITI Milwaukee and KMSP-WFTC Minneapolis.



MBA President, Wendy Paulson stopped by KMSP-TV's Afternoon Shift including Maxx Fuller, Paul Millgate and Adam Llorens.



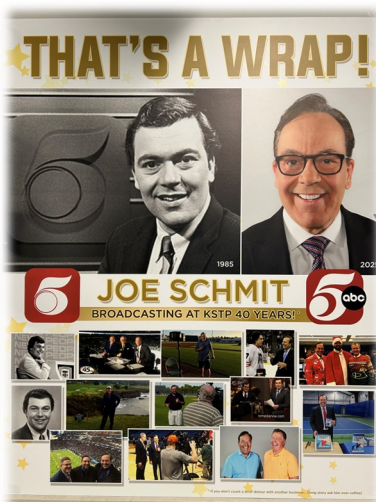
The MBA visited MBA Board Member, Chad Cummings at Radio Works in Worthington.



The MBA stopped by Community First Broadcasting in Jackson.



Dan Mayasich has announced his retirement from KSTP-TV.



Congratulations to Joe Schmit on his retirement from KSTP-TV in Minneapolis/St. Paul!



During a recent trip to Washington D.C., Rosanne Rybak took a tour of the NAB Offices led by Diana Coleman, VP of Administration for NAB.



MBA President, Wendy Paulson, MBA Board Chair, Joe Johnston of KSTP-TV and MBA Dir. of Ops. & Member Services Tim Hyde with Sen. Amy Klobuchar at the Service to America Awards.

MBA Committees

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

Advocacy

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



Services

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

Leadership

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



Outreach

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

Finance

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



Recruitment

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



MBA Legal Hotline Attorneys

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

First Amendment Decisions of U.S. Supreme Court, 2024-2025 Term

By: Mark Anfinson

The U.S. Supreme Court wound up its 2024-2025 term last week, and as with most of its sessions in recent years, it issued a number of First Amendment free speech decisions. Although none of them directly affect news media, the Court's treatment of any free speech issue is always worthy of attention by news organizations.

The decisions addressed controversies involving national security, online speech, and the power of state legislature to punish a member for social media comments. During the just-concluded term, the Court refused to grant petitions asking it to decide a number of other controversial free speech cases.

Overall, it appears that the Court remains steadfast in protecting core First Amendment principles, as it continues to confront an increasing number of cases prompted by the rapid evolution of communications technology.

These are the cases the Court decided:

Free Speech Coalition Inc. v. Paxton

At issue in this case was whether a Texas law violates the First Amendment because it requires people logging on to some pornographic websites to verify their age. Along with more than 20 other states, Texas enacted an age-verification law to restrict minors from accessing certain pornography websites containing content that is protected as free speech for adults but prohibited for children. Violators faced fines of \$10,000 a day, plus \$250,000 if a minor accessed their websites.

The adult entertainment industry (proceeding here as the Free Speech Coalition) argued that the Texas law offended the First Amendment by burdening the rights of adults to view protected speech far more than necessary to protect children.

(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](#).

[July 2025 Regulatory Dates for Broadcasters—Quarterly Issues/Programs Lists, Comment Deadlines, Political Windows, and more](#)

[Olivia Trusty was sworn in as an FCC Commissioner on June 24th making it a 2-1 Republican Majority, many believe that the Commission will move forward with Chairman Carr's deregulatory agenda.](#)

2025 Broadcasters Calendar from Pillsbury

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



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



Mark Anfinson
First Amendment and Media Law
Attorney



David Oxenford
MBA Legal Hotline Attorney
Wilkinson | Barker | Knauer



Service to America Award

Congratulations to **Sheletta Brundidge** and **WCCO-AM** Minneapolis/St. Paul on their **NAB Leadership Foundation Service to America Award** which was presented on June 10th in Washington D.C.! Sheletta Brundidge's "Lifesaving Locks" Campaign was the winning campaign for Radio Large Market. In June 2024, an autistic boy in Hopkins, Minnesota wandered away from his home and was found in a local creek. The sad death of a child led to the realization it was happening in other places. WCCO host Sheletta Brundidge took a "news story" on WCCO and turned it into a mission of hope for parents. Over the next six months, Brundidge held events where she often broadcast her WCCO show and donated interior door locks to keep children safe.



Sen. Klobuchar presented WCCO and Sheletta Brundidge with the Service to America Award.



A group including TPT Twin Cities' Sylvia Strobel, MBA President, Wendy Paulson and MBA's Dir. of Ops. and Member Services, Tim Hyde.



Sen. Klobuchar and MBA Board Chair, Joe Johnston with Sheletta Brundidge.



WCCO-AM presented with the Service to America Radio—Large Market Award.

MBA Service to Minnesota Award-Applications Accepted Through July 11th!

Is your station a champion for the community? Do you lead food drives, organize toy collections, amplify public safety alerts, or rally your audience to support those in need? Then it's time to let your hard work shine!

The **MBA's Service to Minnesota Award** honors **one outstanding radio station and one exceptional TV station** that go above and beyond to serve their communities. Whether you're responding to severe weather, supporting a local cause, or uniting neighbors through storytelling, we want to recognize **your commitment, creativity and heart**. Award recipients will be honored at the MBA Annual Conference in the Fall. Learn more and submit a nomination today [here](#).



MBA Members in the Community

WCCO-AM hosted their On-Air Auction event for the National Marrow Donor Program (NMDP). Through the on-air auction, they raised \$92,000!



Steve Simpson & Vineeta Sawkar



BOB-FM hosted their “Longest Day Radiothon” event which raised \$16,000+ and still growing for the Alzheimer’s Association! The Radiothon included broadcast legends and Minnesota Broadcasters Hall of Famers.

On Earth Day, **Townsquare Media Rochester** participated in the “A Litter Bit Better” campaign to help pick up litter in the community.



KSTP-TV’s Matt Belanger, who along with friends at **KTMJ-FM** participated in the Big Climb at US Bank Stadium raising money for the Leukemia and Lymphoma Society. This year’s event raised \$400,000 for research!

Congressman Pete Stauber (MN-08) was on hand at Hubbard Radio in Brainerd to celebrate **WJYY-FM** on their NAB Crystal Heritage Award!



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 Commission of Deaf Deafblind and Hard of Hearing

The radio and TV flight began July 1, 2025 and airs through September 30, 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](#).

Media Day with the Minnesota National Guard

On June 23rd, MBA Members gathered for a day with the Minnesota National Guard. The trip included a briefing by LTC Bingham of the Recruiting and Retention Battalion, a flight to the 148th Fighter Wing in Duluth via a C130 Hercules Airplane, a tour of the maintenance hangar, observing an F-16 take off and much more. Thank you to the Minnesota National Guard for their service to our communities.



Preparing the C-130 Hercules for takeoff



Boarding the C-130 Hercules in Duluth



Adjutant General Shawn Manke



LTC Christopher Bingham



In-Flight on the C-130 Hercules

Minnesota National Guard Signing Days

The **Minnesota Army National Guard** hosted three signing days at Worthington High School, Willmar High School, and Grand Rapids High School which celebrated their newest recruits. Thank you to MBA Members in those communities for covering these special events!



Credit: Ryan McGaughey
KWOA Worthington



Credit: Lakeland Media
Willmar



Credit: Kristi Westrem
Midwest Communications Hibbing



Credit: KBJR-TV Duluth
[Watch Story Here](#)

MBA Associate Members



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

Contact: [Joel Glaser](#)



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

Contact: [Dan Spears](#)



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

Contact: [Blois Olson](#)



Marketron empowers innovators in the broadcast and media industry to strengthen their market leadership by delivering more scalable, predictable and reliable revenue.

Contact: [Todd Kalman](#)



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

Contact: [Lisa Hills](#)



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

Contact: [Andrew Halvorson](#)



Minnesota News Network is a property of Learfield News & Ag, LLC, a division of Learfield IMG College. MNN provides news, sports and political updates for radio stations across Minnesota.

Contact: [Penny Meier](#)



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](#)



MBA Legal Hotline Attorney Article

(Continued from page 14)

The Court disagreed, however. Writing for a 6-3 majority, Justice Thomas said that the law was valid because it properly balanced the First Amendment rights of adults to view pornography with the state's interest in protecting children.

TikTok v. Garland

In this case, the Court addressed on an expedited basis a First Amendment challenge to the law recently enacted by Congress that prohibits TikTok from opening in the United States, unless ByteDance, its China-based owner, divests its ownership. In defending the law, the U.S. Government argued that it was supported by national security concerns, specifically safeguarding Americans' personal data from an adversarial foreign country.

Ruling unanimously, the Court agreed with the government, holding that the law advances important national security interests, and that it does not burden substantially more speech than necessary to further government's interests.

Libby v. Fecteau

Acting on an emergency petition raising First Amendment claims, the Court in this case granted an injunction pending appeal to restore Maine State Rep. Laurel Libby's voting rights in the Maine House of Representatives. The state House had censured Libby and barred her from voting, after she made a social media post in which she criticized Maine's policy of letting transgender athletes play in girls' sports. Libby argued that the punishment violated her free speech rights, and the Court provisionally agreed.

Cases the Court Refused to Hear. During its 2024-2025 term, the Court also declined to accept and decide three other notable free speech cases, even though some of the justices thought they should be heard including *Speech First, Inc. v. Whitten*, *Coalition Life v. City of Carbondale* and *L.M. v. Town of Middleborough*.

The court's next term begins in the first week of October.



In Washington D.C., from left to right: MBA Chair, **Joe Johnston** (Hubbard Broadcasting), MBA Dir. of Ops. & Member Services, **Tim Hyde**, MBA Vice Chair, **Stephanie Hedrick** (Gray Media) and MBA President, **Wendy Paulson**



minnesota broadcasters association

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