

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Spring 2026

President's Column-Wendy Paulson

Hello MBA Members!

Broadcasters from across Minnesota gathered at the Capitol for the MBA's "Love Your Local Broadcaster Day," (page 2) engaging directly with lawmakers on a range of critical issues shaping the future of local media. Key priorities included the Small Business Advertising Tax Credit, to create a sustainable cycle supporting small businesses, local news organizations, and local economies, along with compliance with new state reporting requirements on government ad spending, and the Local News and Talent Pipeline Program.

This strong state advocacy effort was complemented by MBA members' presence in Washington, D.C. for the NAB State Leadership Conference, where we advanced federal priorities including modernizing broadcast ownership rules, protecting local radio through the Local Radio Freedom Act, supporting the AM Radio for Every Vehicle Act, and urging the transition to NextGen TV (page 3).

Beyond advocacy, the MBA continues to deliver both value and recognition to you, our valued members. The MBA has expanded our member benefits with the addition of the RAB suite of webinars—providing enhanced sales tools, training, and research resources—alongside existing offerings like Ten Minute Trainer Network and access to hotline attorneys (pages 8-14). MBA also announced eight new inductees into the Minnesota Broadcasters Hall of Fame, along with a Legacy Award honoree, to be celebrated on November 20th at JX Venue in Stillwater (page 6). **Continued on page 18.**

Chair's Column-Stephanie Hedrick

To my fellow broadcasters,

Three months have already passed in this new year of 2026 and our radio and TV stations, yet again, continue to build an even more powerful narrative on the service we provide to our communities. I am fortunate to be a first-hand witness to how the narrative is being told through the Minnesota Broadcasters Association.

In February, some of your fellow MBA members sat down with Minnesota lawmakers at the State Capitol for "Love Your Local Broadcaster Day." Some of our lawmakers from both sides of the aisle took time to listen and ask questions as we told the story of what we do: we inform, we keep people safe, we elevate local voices, and we stay rooted in our communities long after a headline fades.

At the state level, our conversations were focused on practical, Minnesota-specific solutions that would strengthen local media and local economies. We discussed an advertising tax credit that would incentivize local businesses to invest more marketing dollars with their local broadcasters. We advocated for funding to build a local talent pipeline, so the next generation of journalists, engineers, sales professionals, and creatives can see a future in broadcasting right here at home. We also raised the importance of support for sports betting, and we pushed for stronger transparency and accountability—including efforts to ensure government agencies report how much they spend in marketing dollars with Minnesota broadcasters and newspapers. These aren't abstract policy ideas—these are tools that help our stations do our jobs effectively, compete fairly, and plan for long-term service. **Continued on page 19.**



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



Rochester, Minnesota

MBA OFFICERS

Chair: Stephanie Hedrick, VP/General Manager, Gary Media, (Rochester)

Vice Chair: Shannon Knoepke, Market President, Townsquare Media (Rochester, Faribault, Owatonna, Preston)

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

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

BOARD OF DIRECTORS

Lucas Carpenter, Owner/President, Milestone Radio, Crystal Media Group (Ramsey, Albany)

Scott Christensen, Market Manager, Midwest Communications (Duluth)

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)

Eric Lonnquist, Region President, iHeartMedia (Twin Cities)

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

MBA STAFF

Wendy Paulson, President

wendy.paulson@minnesotabroadcasters.com

Tim Hyde, Director of Operations & Member Services

tim.hyde@minnesotabroadcasters.com



Love Your Local Broadcaster Day

Broadcasters from across the state gathered at the Capitol in St. Paul for the MBA's Love Your Local Broadcaster Day. MBA Members discussed a variety of issues with Minnesota's lawmakers. They included the Local News and Small Business Advertising Tax Credit (HF 2221, SF 2637), compliance with 2025 statutory requirement for state agencies to publicly report their local news advertising spending (Minn. Stat. section 15.442), legalizing sports betting without placing limits on advertising, local news guarantee program and local news talent pipeline program. Along with MBA President, **Wendy Paulson** and MBA's Director of Operations and Member Services, **Tim Hyde**, MBA Members participating included MBA Board Member **Scott Christensen** (Midwest Communications), MBA Board Member **RJ Linder** (Lakeland Media Group), MBA Board Chair **Stephanie Hedrick** (Gray Media), MBA Immediate Past Chair **Joe Johnston** (Hubbard Broadcasting), **Rhonda LaVelle** (KAAL-TV), **Mary Niemeyer** (Townsquare Media), and **Sue Thompson** (iHeartMedia) for participating in Love Your Local Broadcaster Day!



Local News and 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 by **Rep. Jim Joy** (R-Hawley). A companion bill, S.F. 2637, was introduced in the Senate on 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.

MBA President, Wendy Paulson Testifies at House and Senate Committees

MBA President, Wendy Paulson testified on March 18th in front of the **Minnesota Senate Jobs and Economic Development Committee** in support of the Local News and Talent Pipeline Program (SF 4183). Then, on March 26th, she testified in front of the **Minnesota House Workforce, Labor, and Economic Development Finance and Policy Committee** in favor of the Local News and Talent Pipeline Program (HF 4072). We thank **Sen. Gustafson, Rep. Greene, and Rep. Johnston** for their support of this bill!



State Leadership Conference

MBA Members along with broadcasters from across the country gathered in Washington DC, March 2nd-5th for the NAB State Leadership Conference. Along with MBA President, **Wendy Paulson** and MBA's Director of Operations and Member Services, **Tim Hyde**, MBA Members participating included MBA Board Member **Lucas Carpenter** (Milestone Radio), MBA Board Member **Scott Christensen** (Midwest Communications), MBA Board Member **Chris Fee** (Gopher Communications), MBA Board Chair **Stephanie Hedrick** (Gray Media), MBA Immediate Past Chair **Joe Johnston** (Hubbard Broadcasting), MBA Board Member **Shannon Knoepke**, MBA's **Rosanne Rybak**, MBA Board Member **Dan Seeman** (Hubbard Radio)! **Brad Lane** of Audacy and **Nic Anderson** of Salem Media Group also joined the group.

MBA Members highlighted the importance of four issues including Modernizing Broadcast Ownership Rules to reflect the competitive marketplace, the Local Radio Freedom Act (H.Con.Res.12, S.Con.Res.8), the AM Radio for Every Vehicle Act (H.R.979, S.315) and urging the FCC to sunset ATSC 1.0 for ATSC 3.0.



AM Radio for Every Vehicle Act Update

The AM Radio for Every Vehicle Act (H.R. 979, S. 315) is making progress in Congress. Thank you to our Minnesota 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 316 co-sponsors in the House and 62 co-sponsors in the Senate. The next step is to bring the bill to the floor of the House for debate and vote.

Local Radio Freedom Act Update

The Local Radio Freedom Act continues to gain support in Congress (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 222 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** for their support.

Letter to FCC about NextGenTV Transition

Thank you to **Rep. Finstad**, **Rep. Fischbach** and **Rep. Stauber** for your support and signing a bi-partisan letter urging the FCC to take the next steps to complete the transition to ATSC 3.0. [Click here](#) for the press release from NAB.

Two MBA Member Stations Receive NAB Crystal Radio Awards

Congratulations to **KBHP-FM** (Bemidji) and **WCCO-AM** (Minneapolis/St. Paul). They were both awarded with an NAB Crystal Radio Award. The Crystals recognize ten radio stations that demonstrate exceptional year-round community service. Accepting the awards at the NAB State Leadership Conference in Washington DC included **Dan Seeman** of Hubbard Radio's KBHP-FM and **Brad Lane** of Audacy's WCCO-AM!



Dan Seeman accepts the Crystal Radio Award on behalf of KBHP-FM (Bemidji).



Brad Lane accepts the Crystal Radio Award on behalf of WCCO-AM (Minneapolis/St. Paul).

Steve Patterson of myTalk Emcee's the State Leadership

Steve Patterson from **KTMY-FM's** (Twin Cities) Donna and Steve Show, was the host and emcee of the NAB State Leadership Conference. He entertained and energized over 600 broadcasters that flew in from across the country to meet with their lawmakers!



MBA to be featured in upcoming Radio Ink Issue

Cameron Coates, the Editor-in-Chief of Radio Ink is preparing an article about the Minnesota Broadcasters Association and its advocacy in Washington DC at the State Leadership Conference that took place in March. The article is in the April 13, 2026 issue of Radio Ink. View the issue [here](#). The article begins on page 24.



Sen. Klobuchar visits Bemidji to Honor KBHP-FM

On April 2nd, a recognition event was held at the Bemidji Fire Hall which featured presentations from **Mayor Jorge Prince**, **Fire Chief Justin Sherwood**, **United Way Executive Director Danae Almano** and **US Senator Amy Klobuchar**. The event concluded with Sen. Klobuchar presenting the NAB Crystal Radio Award to **KBHP-FM's Kev Jackson, Dave Brooks** and the staff of **Hubbard Radio Bemidji**.



MBA Board Member, **Dan Seeman**, VP Region Manager for Hubbard Radio Minnesota shared this quote from Mayor Prince about trust in media:

"And when I think about KB101 and the decades it's been in our city, an organization like that does not get trust from its citizens overnight. That trust is built over a long time, so when a catastrophe like this hits your community you go to the places you trust. You go to the place you know is going to give you facts and information you can count on. And in today's world you know that's not social media. Not that social media doesn't have its place, but we want to be able to trust the information you get."

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](#).

Broadcast Advocate Podcast—“Covering Conflict Safely”

Check out the latest National Alliance of State Broadcasters Associations (NASBA) Broadcast Advocate Podcast. **Al Tompkins**, formerly of Poynter Institute joins Wisconsin Broadcasters Association President, Michelle Vetterkind to discuss covering conflict safely. Give it a watch and listen [here](#).



Severe Weather Awareness Week Materials

[TPT Now](#), a dedicated health and safety broadcast and streaming service operated by Twin Cities PBS has prepared Severe Weather Awareness Week Assets for MBA members promoting April’s Severe Weather Awareness Week. The media assets were produced by Twin Cities Public Television and supported by a grant to increase awareness about Severe Weather Awareness Week, April 13th-17th. These assets include public service announcements recorded by cultural leaders in English, Spanish, Hmong, and Somali languages.

Severe Weather Awareness Campaign Period: Daily, Week of April 13th-17th, 2026

Daily Topics: Alerts | Severe Storms | Flooding | Tornadoes | Extreme Heat

Campaign Assets: [Download Severe Weather Awareness Media Kit](#)



Be Healthy. Be Safe. Be Ready.

If you plan to use the Severe Weather Awareness Week Assets that were prepared by TPT NOW, please inform the [MBA](#).

2026 RMT Dates and Times

All Minnesota EAS RMT’s will happen on the **first Wednesday of the month**. Daytime will be at 13:44. Nighttime are at 22:44.

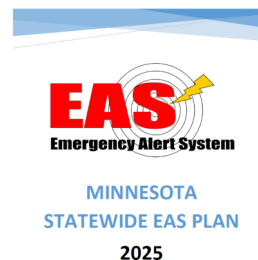
Daytime

Jan, Mar, May, July, Sept, Nov
13:44

Nighttime

Feb, Apr, Jun, Aug, Oct, Dec
22:44

2025 EAS Plan



EAS Listserv

Do you or a staff member that needs to be added to the EAS Listserv for important EAS Updates? Please reach out to [Tim Hyde](#).

Cybersecurity Best Practices Webinar Recording

The MBA hosted a webinar recently with MBA Associate Members, Midwest IT. Ron Smieja and Justin Fenton of Midwest IT provide a Cybersecurity Best Practices Overview. In the webinar they also mention making sure to have a Cybersecurity Risk Management Plan developed before a cybersecurity incident takes place. You can view a sample template of a cybersecurity risk management plan [here](#). [Click Here](#) for the Zoom recording link. The passcode is: **^=6.t28x**



FCC Waivers Needed for EAS Equipment that is Not Operational but Not Defective

From MBA Legal Hotline Attorney David Oxenford’s Broadcast Law Blog:

February 26, 2026

In the last three weeks, we have noted three cases where the FCC’s Public Safety and Homeland Security Bureau granted waivers to broadcast stations to temporarily disconnect their EAS equipment while changing tower sites. FCC rules require stations to have operating equipment during all hours of operation to receive or relay emergency alerts. In each of the recent cases, the FCC granted waivers that allowed stations to operate for a few hours without operational EAS equipment (where the stations agreed to avoid moves during periods of possible emergencies). After noting these decisions, several broadcast engineers have asked why a waiver was required, as the FCC rules permit stations to operate without EAS equipment for up to 60 days without prior approval when their EAS equipment is defective. [Read More](#).





Minnesota Broadcasters Hall of Fame Induction Ceremony & Dinner

Friday, November 20th
6:00 p.m.
 Happy Hour & Social
7:00 p.m.
 Induction Ceremony & Dinner
Location
 JX Venue
 123 2nd Street
 Stillwater, MN 55082



minnesota broadcasters association

www.minnesotabroadcasters.com

2026 Minnesota Broadcasters Hall of Fame Inductees

Dan Gladden
Minnesota Twins
Radio Network



Belinda Jensen
KARE-TV



**Mylan Ray
Christensen**
Broadcasting



Dave Ryan
KDWB-FM



Dan Seeman
Hubbard Radio



Gregg Swedberg
iHeartMedia



**Frank Vascellaro &
Amelia Santaniello**
WCCO-TV



**Legacy Award
Recipient
Julian Hoshal**
WDSE-TV





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

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](#)) and RAB Webinar Series ([next page](#))
- ◆ Tune in for a Third Thursday Session ([see below](#))
- ◆ Explore opportunities for growth and connection like the MBA Ambassador Group ([page 12](#))
- ◆ 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. ([pages 14](#))
- ◆ Do you have a job opening? Send it to me and we'll post it to the MBA's Job Bank ([page 12](#)) 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! Whether you are passionate about advocacy, education, events, innovation—our committees are where ideas become action. Plus—they're generally fun and great way to connect with other broadcasters. Interested in joining a committee? Reach out to [me](#) or [Wendy Paulson](#).

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, 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!

Ten Minute Trainer Network: Free for MBA Members!

Third Thursday Session Series: Free for MBA Members!



April 16th, 2026: [AI in the Newsroom](#)

May 21st, 2026: [2026 Broadcast Policy Update](#)

June 18th, 2026: [Getting in the Room: Political Ad Dollars](#)

July 16th, 2026: [IT Security: Safety and Compliance](#)

September 17th, 2026: [Creating Breakthrough Content](#)

October 15th, 2026: [Community Building in Radio](#)

November 19th, 2026: [Ask Anything, a Candid Q&A](#)

All sessions begin at 12PM CST and will be recorded and distributed to each registered attendee. These are FREE for MBA members. Use the coupon code: **NASBA26** when registering. Click the links above to get registered.

RAB Webinar Series for MBA Members

In 2026, the MBA has invested in a webinar series with the RAB. This is free for MBA Members! When registering for the upcoming webinars below, use the coupon code, **State**. Please note that **State** is case-specific. Click the images below to register.

RAB LIVE PRESENTATION
7 SEVEN STEPS
TO SELLING SUCCESS SERIES

RESEARCH

RAB's Seven Steps of Selling is the foundation of a successful career in sales. In this session, we share the importance of research.

RAB

MAY 6 AT 12PM CT
REGISTER NOW

RAB LIVE PRESENTATION
WHERE ADVERTISERS ARE SPENDING ON RADIO IN 2026

Revenue. Political. Categories. Hear where radio advertising is headed and where sellers should focus next.

MAY 13 AT 12PM CT
REGISTER NOW

Presenters:
Celine Matthiessen, Senan Mele - BIA Advisory Services
Steve Passwaiter - Silver Oak Political

RAB LIVE PRESENTATION
7 SEVEN STEPS
TO SELLING SUCCESS SERIES

CUSTOMER NEEDS ANALYSIS

RAB's Seven Steps of Selling is the foundation of a successful career in sales. In this session, the RAB's Customer Needs Analysis System.

RAB

JUNE 10 AT 12PM CT
REGISTER NOW

RAB LIVE PRESENTATION
7 SEVEN STEPS
TO SELLING SUCCESS SERIES

PROPOSALS

RAB's Seven Steps of Selling is the foundation of a successful career in sales. In this session, the proposal.

RAB

JULY 15 AT 12PM CT
REGISTER NOW

More registration links will be available soon.
Check the [MBA Event Calendar](#) and save the dates of the upcoming RAB Webinars through September!

Minnesota Broadcasters Excellence Awards Coming Soon!



More information on page 13.

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**. Register and check out the full agenda [here!](#)



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**.

Midwest Regional Broadcasters Clinic set for Sept 14-16, 2026

The [Midwest Regional Broadcasters Clinic](#) is a collaborative effort between the engineering teams of the **Wisconsin Broadcasters Association** and **Minnesota Broadcasters Association**. **2026 will mark its 70th year!** This year, attendees from 25 different states and over 45 exhibitors attended. **Save the dates for 2026! September 14th-16th, 2026 in Madison, Wisconsin.** Get registered [here](#). Book your hotel room [here](#).



MBA Annual Conference and Awards set for October 7-8, 2026 in Hastings

The 2026 **MBA's Annual Conference** will take place in **Hastings, MN, October 7th-8th** at the Confluence Hotel. New in 2026 will be an awards dinner! Check out page 13 for more details on the MBA Excellence Awards. The MBA looks forward to celebrating our members where the Mississippi meets the St. Croix River next Fall! Register [here](#).



Participate in 2026 ABIP Inspections—LAST CALL

FCC Alternative Inspections are scheduled to take place starting in late 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). [Click here](#) to sign up your stations today.



Craig Bomgaars
ABIP Inspector

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.

MBA Ascertainment Meeting—Twin Cities

MBA Members in the Twin Cities, gathered on March 19th for an MBA Ascertainment Meeting to hear from representatives from seven community organizations including the **Minnesota National Guard Recruiting & Retention Battalion, Kids in Need Foundation, The Hope Chest, Minnesota Chiefs of Police Foundation, Merrick Community Center, Secretary of State Steve Simon, and University of St. Thomas.** Thank you to MBA Immediate Past Chair, Joe Johnston of Hubbard Broadcasting for hosting and for your outreach to develop the agenda. **The next MBA Ascertainment Meeting date and location will be announced soon.**



Pavek Museum 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. Learn more and make a nomination [here](#).



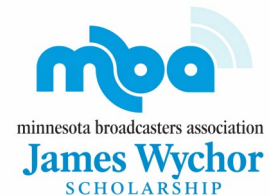
MBA Participates in Career Fair Events

Recently, the MBA participated in Career Fair events at **Central High School**, **Hmong College Prep Academy** and the **Midwest Journalism Conference** in St. Paul. It has been a great opportunity to engage High School students and others in the opportunities that lay ahead for them in broadcasting. Students have a great time reading a script and recording a commercial when stopping by the MBA Table!



MBA James Wychor Scholarship Applications Accepted Now!

The MBA is accepting applications for the **Minnesota Broadcasters Association James Wychor Scholarship through April 30th!** The scholarship is for Minnesota High School Seniors that will be pursuing an education in a journalism, communications, marketing, engineering or any other broadcasting related field of study. If your station would like to help promote the scholarship, a script can be found [here](#). [Click here](#) for application details.



MBA's Job Bank

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

Sales Coordinator

KBJR-TV in Duluth is seeking a Sales Coordinator. [Click here](#) for more information.

Outside Account Executive

iHeartMedia in Rochester is seeking an Outside Account Executive. [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

Member Updates



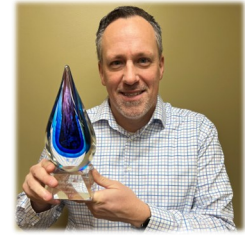
Chris Meltvedt retired from KSTP-TV after 53 years. Congratulations!



Ashley Moore started at KARE-TV as Sports Anchor!



Kevin Holmes begins as co-anchor of the 6PM and 10PM news at KARE-TV!



Chris Fee of KROX in Crookston received his 2025 Borgen Spirit Award in-person!



Gary Fritz retired after 20 year at KEYC-TV Mankato. Congratulations!



Kari Green started at Q-Media Group Pine City as Office and Traffic Manager!



Molly Rosenblatt has joined KSTP-TV as a Meteorologist.



Erika Mrazik has joined KMSP-TV as a Meteorologist.



Chris Long of KSTP-TV received the MSHSL Outstanding Media Award!

Do you have updates that you would like to share with the MBA? Please send photos, staff updates, stations in the community and any other fun information to [Tim Hyde](#) for posting in next Minnesota Broadcaster Newsletter!

Minnesota Broadcasters Excellence Awards Coming Soon!



In 2026, the Minnesota Broadcasters Association will proudly recognize the achievements of radio and TV professionals across the state the **MBA Excellence Awards!** The MBA's Excellence Awards will honor the creativity, innovation and dedication that define Minnesota's vibrant broadcasting community.

The entry window will begin soon and recipients will be announced during the Minnesota Broadcasters Annual Conference this Fall in Hastings on October 8th!

Watch for more details to be announced soon!

MBA Legal Hotline Attorneys

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

By: Mark Anfinson, MBA Legal Hotline First Amendment Attorney

New Efforts to Ban Corporate Political Spending. Political campaign advertising is obviously and important source of revenue for broadcasters. And some of the most important sources of that advertising—namely corporations, nonprofits, and other entities that are not individuals—have been repeatedly targeted for elimination by politicians, who claim that the spending power of such entities distorts the democratic process.

These efforts have been mostly thwarted by the United State Supreme Court's 2010 *Citizens United vs. Federal Election Comm.* decision, which held the political activity, including advertising, financed by corporate and other entities is protected speech under the First Amendment, and therefore is extremely difficult to restrict. However, this hasn't stopped the supporters of restrictions in Minnesota from attempting to evade the *Citizens United* ruling.

Three years ago, the Legislature enacted a statute known informally as the foreign influenced corporations act, which prohibited such corporations and other entities from making political contributions and independent expenditures in Minnesota's elections. The term "foreign influenced" was so broadly and ambiguously defined that it could have applied to many Minnesota businesses. The statute was promptly challenged in federal court by the Minnesota Chamber of Commerce (supported by a friend of the court brief by the Minnesota Broadcasters Association), an in early 2025, the court struck down the law, ruling that it violated the First Amendment as interpreted in *Citizens United*.

Undeterred, the legislative components of corporate censorship have resurfaced this year. Two bills have been introduced during the current session of the Minnesota Legislature which appear to be aimed at achieving the same goal as was the foreign influenced corporations act.

The first of these bills is H.F. 3419. It applies to a wide range of entities, including business corporations, nonprofits, LLCs, cooperatives, partnerships, and social and charitable organizations. The bill states that an entity has only those powers and privileges given to it by the state, and that "the people never did, and do not intend the powers of entities to include election activity or ballot-issue activity." With this sleight of hand, the bill would prohibit most campaign spending by the listed entities.

Continued on page 18.

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](#).

[Getting Ready for 2026 Election -- Steps Broadcasters Should Be Taking Now to Avoid Legal Issues with Political Broadcasting](#)

[FCC Media Bureau Approves Nexstar's Acquisition of TEGNA - What Does it Mean for Consideration of Broadcast Ownership Rules?](#)

[2026 Broadcasters Calendar](#)



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

MBA Broadcasters Week of Kindness

The 3rd Annual MBA Broadcasters Week of Kindness took place during the week of August 4th, 2025. 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 busses 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

Stories of our member stations in the community are important to share with our lawmakers! Throughout the year, please send any community work to [Tim Hyde](#). Check out just a snapshot of members in the community over the last couple months below! Learn more [here](#).

The **Lakeland Media Willmar** stations hosted their 21st annual **Radio for Relief Broadcast** on March 26th. They raised \$76,139 for the Kandiyohi County Food Shelf. That makes it \$1,020,248 raised in 21 years of the Radio for Relief Broadcast!



The **WCCO-AM** End Hunger Together Radiothon raised over \$713,000 for Second Harvest Heartland!

The **Leighton Media** stations in **Detroit Lakes** raised \$1,067,274 for St. Jude Children's Hospital during their 2-day **Partner in Hope Radiothon** on March 5th and 6th!



WCCO-TV in the Twin Cities partnered with the Salvation Army for the **Meals 4 Minnesota** campaign which supports their annual food drive. Total dollars raised were still being added at the time of distribution.

KARE-TV's Belinda Jensen, auctioned off her coats for the ICA Food Shelf. The coat auction raised, \$22,000!



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](#).



Mental Health Minnesota

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

Minnesota National Guard Swearing-In Ceremony

The newest recruits of the Minnesota National Guard were sworn in recently at the Minnesota State High School League Boys Basketball Tournament at Target Center! Congratulations to the newest Minnesota National Guard recruits! Thank you to Hubbard Broadcasting’s **KSTC-TV (Twin Cities)**, **WDIO-TV (Duluth)** and **KAAL-TV (Rochester)** for airing this ceremony during their MSHSL Basketball Tournament coverage!



Minnesota National Guard State Signing Day

The **Minnesota National Guard State Signing Day** took place on **Tuesday, April 8th** at **Austin High School, Hutchinson High School and Moorhead High School!** These signing day events highlighted and celebrated Minnesota Youth who have a civic heart and that will be serving their communities as a Guard member. Thank you to MBA Members in those communities for covering the events!

There is still one signing day event remaining. It will be at **Sauk Rapids-Rice High School on May 21st**. If you would like to cover this event, please reach out to the local Minnesota National Guard recruiter listed below for timing and specifics.

Sauk Rapids-Rice High School – SSG Cale Sparks 218-340-3983 or cale.t.sparks2.mil@army.mil

If your station is able to cover one of this event, please send any pictures, video or audio clips to the [MBA](#) so that we can help push out communications.



Austin High School
Content courtesy of Eric Min at KTTC-TV.



Hutchinson High School
Content courtesy of Joel Niemeyer of KDUZ.



Moorhead High School
Content courtesy of R&J Broadcasting.

MBA Associate Members



Around Town TV is the Twin Cities' longest airing TV Community Showcase.

Contact: [Carla Beaurline](#)



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](#)

Mark Anfinson Column Continued

Continued from page 14.

The other bill is S.F. 4513 in the Senate, and H.F. 4235 in the House. Under the measure, corporations and a variety of other entities would be deprived “of power to participate in, conduct, or otherwise influence, directly or indirectly, any election activity.”

Both of these proposals are clearly unconstitutional under Citizens United, and it’s unclear at this point if they’re going to receive serious consideration during legislative session. But even if they should be enacted, it’s unlikely they would have any better prospect of surviving a constitutional challenge than did the foreign influenced corporations act. Nonetheless, lawsuits cost a lot of money, and the burden of that cost falls initially on the challengers. So the passage of either bill would not be a neutral result.

Sports Gambling Legislation Effort (Again). Another legislative item this year that could affect advertising is H.F. 4204 relating to sports betting. The bill would legalize sports betting in Minnesota, and if approved, it would likely generate a considerable quantity of new advertising. The bill also contains several restrictions on advertising; in particular, it prohibits ads targeting people under 21, and dissemination of such ads on college and university campuses. However, the prospects for the bill’s approval this year are uncertain.

President’s Column—Wendy Paulson Continued

Continued from page 1.

We are really excited to launch the new MBA Excellence Awards, recognizing the creativity, innovation, and impact of radio and television professionals across the state, with honorees to be celebrated at the Annual Conference in Hastings this October (pages 9 & 18).

We are launching the Alternative Broadcast Inspection Program (ABIP) this month! These voluntary inspections, conducted by experienced engineers, serve as a valuable safeguard—helping stations identify and correct potential issues while offering exemption from routine FCC inspections for three years upon successful completion. You do not have to be a member, but you do have to be a member to receive the membership rate (page 11).

From policy leadership and industry advocacy to expanded services, recognition program, and operational support, we are proud to represent and elevate Minnesota’s broadcasting community! Thank you for the amazing work you do every day! You are an essential resource serving your community and we are proud to represent the nearly 300 member stations and stakeholders who make up our membership.

Thank you for being an MBA Member!

Chair' Column—Stephanie Hedrick Continued

Continued from page 1.

Then, in early March, Minnesota broadcasters were the center of achievement at the NAB State Leadership Conference in Washington DC. Two of our members—KBHP-FM (Bemidji) and WCCO-AM (Minneapolis/St. Paul) were recognized with an NAB Crystal Radio Award for the service they provide to their communities. They were two of the ten stations recognized nationwide.

We took those achievements with us to Capitol Hill to meet with our Representatives and Senators. In April, you will see a feature in Radio Inc. highlighting how MBA broadcasters build relationships with policymakers and advocate for our industry.

Our Minnesota delegation had the ear of our lawmakers and their key staff members to discuss ATSC 3.0, broadcast ownership rules, AM Radio for Every Vehicle Act, and the Local Radio Freedom Act. These are the kind of initiatives that require Washington to understand what's at stake in local broadcasting—and to act.

Across both arenas—state and federal—our message has been consistent: help us get these initiatives across the finish line; modernize outdated regulations that are hurting broadcasters in a rapidly changing world; protect the local stations who serve Minnesota communities from outside forces that don't share the same accountability to our viewers and listeners.

Over the last year, we've showed up when our communities needed us the most. And, what I heard—more than once—walking into those meetings was encouraging—they notice. They watch us, they listen to us, and they know their communities need us. As we move into Spring, the work doesn't stop and neither does our momentum. We're strengthening connections across the state through three key efforts: our nearly year-old Ambassador Program, our annual conference with sessions designed for a broader range of station roles, and the inaugural MBA Excellence Awards this October.

Stay tuned! Later in April, you'll see more details on how to recognize your teams—from engineering and innovation to news coverage and community impact. We are constantly moving and constantly changing—but our mission and values at broadcasters remain steady.

Stephanie Hedrick
2026 Board Chair, Minnesota Broadcasters Association

Give the MBA a Follow or Like on Social Media

